

# The Phonecard Collector

APRIL/MAY 1994

No. 25

ISSN 1321-7615

\*\$3.50



New from New Zealand Telecom:  
Warbirds over Wanaka

Elvis, Whitney, Marilyn and  
Madonna on new NZ cards



**FIRST** Australian  
Complimentary Card

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Don't miss out on this exciting,  
'first of its kind', limited issue!  
Full details inside.

## Telecom Australia Special Editions

1. Geelong Trials .....	\$145
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3. 500th Grand Prix .....	\$35
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5. Queensland .....	\$115
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13. Red Cross - 1st Print .....	\$100
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15. Olympics 1992 .....	\$120
16. \$1.50 Bird Choir 1992 .....	\$90
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18. Endangered Species .....	\$35
19. Indigenous People .....	\$39
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All New Zealand Collectors Packs and a huge range of  
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thematic ..... \$45
- Map Issue in Collectors Pack ..... \$12
- Ditto, but single card mint (1) ..... \$6
- Wilderness Collectors Pack ..... \$45
- Crew Card — Only Issued for Crew.  
RARE ..... \$12

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- Hurry while stocks last!*

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## FREE Direct Order Pricelist

Available Now: Please ask for your FREE copy of our comprehensive  
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# Viewpoint

## Telecom has 18,000 names on books; list grows at rate of 40 a day.

INTEREST in telephone cards in Australia is at fever pitch with new collectors (and dealers) entering the market daily.

The heightened activity has even taken Telecom Payphone Services by surprise.

Ms Jackie Cook, manager, National Business Unit, Payphone Services, said she has been surprised at the way local and international interest in Australian phonecard collecting has increased in the last 12 months.

"Last year's Australia Day commemorative pack took nine months to sell out. This year, it sold out in a fortnight and immediately doubled in value. Within six weeks, \$10.50 packs were going for \$32."

There are no accurate records as to the number of phonecard collectors in Australia, however Telecom's mailing list has grown by 63% in the last six months and the current figure stands at around 18,000.

According to Telecom, new

collectors and dealers are signing on at the rate of 40 a day and some individuals on the list may represent up to 300 others!

The **Phonecard Collector** mailing list is growing at a similar rate. Our free complimentary card promotion has been an enormous success with most subscribers opting for a two- or three-year subscription to obtain extra examples of the cards.

We thank all those readers who took time to write complimenting us on the new look, new format and contents of our issue as a separate magazine.

The *Market Report* drew most favourable comment — and this monthly feature will be expanded to meet the needs and interests of our readers over the coming months.

New this month is *The Speculator* column which tracks price changes of key telephone cards against changes in the gold price and the All Ordinaries index of the Australian share market.

*Brian Moore, Publisher*

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## Phonecard Collector

(ISSN 1321-7615) is published monthly at Suite 1403 (14th Floor), 255 Pitt Street, Sydney, NSW 2000, AUSTRALIA (Visitors strictly by appointment only.)

Members: APS, USA ASDA, Melbourne NZSDA, Auckland PTS, London SCDA, Sydney

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## Phonecard Collector

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### SINGLE COPY SALES - AUSTRALIA

• Sole distributor to newsagents in Australia: Gordon & Gotch • Dealer resale enquiries to the publisher.

### SALES AGENTS:

**Hongkong** - N C Yang Stamps & Coins

**Indonesia** - Suwito Harsono /TMA

**Malaysia** - International Stamp & Coin Sdn Bhd

**Singapore** - Stanley Gibbons (Singapore) Pte Ltd

**Sweden** - Boke Stamp Consultants, Göteborg

**Taiwan** - Stamp Garden

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### SUBSCRIPTIONS (12 issues)

(Outside Australia by Air Mail.)

Australia, South Pacific .....	A\$36.95
New Zealand .....	NZ\$49.95
Singapore .....	S\$49.95
Malaysia .....	M\$89.95
Other ASEAN countries .....	S\$49.95
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• Cash/Cheques in A\$ payable to **Phonecard Collector** welcome.

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• Order SGD \$ and MYR \$ cheques only payable to Brian Moore, American Express, Bankcard, Diners' Club, JCB, MasterCard, Visa also welcome.

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Subscribers are requested to give notice of any change of delivery address four weeks prior to it becoming effective.

### SELL A SUBSCRIPTION: GET FREE MAGAZINES!

Readers who encourage a friend or colleague to sign up for a subscription to **Phonecard Collector** are entitled to FREE issues of the magazine and FREE Classified ads!

Send for our New Subscriber Referral kit.

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### SINGLE COPY PRICE

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Hong Kong, China .....	HK\$40
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Japan .....	¥700
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Taiwan .....	NT\$100
Thailand .....	B90
United Arab Emirates .....	Dhs20
United Kingdom .....	£4.50
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### RESELLERS

A generous discount off the cover price is available to resellers, including dealers, clubs and societies.

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## Jarrett and Weller buy equity in the Phonocard Collector

TO expand the resources of the **Phonocard Collector**, publisher and owner of the magazine, Brian Moore, has sold equity to Barry and Josephine Jarrett and Torsten Weller.

Barry and Josephine Jarrett are owners of Sydney collectibles auction house, Status Stamps Pty Ltd, whilst Torsten Weller is a partner in Status Retail, operating a telephone card and stamp shop in Sydney's Capital Centre.

"Since launching *The Stamp Collector* late in 1991, I have been held back by a lack of physical resources, and have had to do most of the work at the magazine myself," Brian Moore said.

"Late in 1993, negotiations began between the parties and with the successful conclusion of those discussions, **Phonocard Collector** was separated from *The Stamp Collector*.

"The new arrangement provides for management and logistical support in the production and publication of **Phonocard Collector**, whilst at the same time guaranteeing the magazine's independence and editorial integrity."

Barry Jarrett said "I am delighted to be associated with Brian Moore in this

venture. Brian is well known to be a very talented editor and experienced publisher with excellent contacts.

"The new arrangements give him the support and back-up to take his publications to new heights, whilst leaving him in full control of the publication.

"I have no doubt that **Phonocard Collector** will be the market leader in the Asia-Pacific region in a very short time," he said.

Torsten Weller, who is giving editorial support and expert advice on telephone cards, said he was pleased to be involved with what has already proven to be a professional and widely accepted product.

"We aim to make the magazine even better value for collectors in the future. The editors intend to make it essential reading for *every* serious phonocard collector," he said.

Brian Moore said, "I am pleased to be associated with Barry, Josephine and Torsten. The synergy between the team members is already paying dividends in terms of ideas and their implementation. The end result will be one of the world's finest and most useful information resources for collectors and dealers." □

## Kangaroo phonocard club

THE Queensland-based Kangaroo Phonocard Club has an active membership from all walks of life, a spokesperson for the club, John Koning, told the **Phonocard Collector**.

"Our members collect cards from all over Australia and the rest of the planet," Mr Koning said. "Many of our members collect by topic whilst others are very serious about serial numbers on Australian cards."

The club has issued a promotional card showing Brisbane city by night. Cards are individually numbered and there is an overprinted version available, commemorating the club's incorporation on March 17 1994.

Kangaroo Phonocard Club meets on the second Tuesday each month at 10 Queensport Road, Murarrie (opposite Murarrie Railway Station) — UBD reference 28-C4.

Visitors are welcome and enquiries may be directed to Wim Matler, president, on (07) 209 7915 or Tina Witford, secretary, on (07) 808 8871.

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### Phonocard Collector INFORMATION LINE

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Kangaroo Phonocard Club Inc, PO Box 706, Springwood, Qld 4127, Australia.

# Collector Weekend (September)

- Telephone Cards ● Stamps ● Coins ● Banknotes ●
- Collectibles ● Trading Cards ● Books ●
- Dealers Buying & Selling ● Phonocard & Stamp Displays ●
- Expert Advice ● Free Seminars on Phonocard & Stamp Collecting ●

Date: Saturday & Sunday, September 10-11 1994

Venue: Capital Centre, 255 Pitt Street, Sydney

Proudly sponsored by the **Phonocard Collector**  
and **The Stamp Collector**

## Year of the Dog to be reprinted

TELECOM AUSTRALIA has confirmed that it is reprinting the 1994 Year of the Dog advertising phonecards.

The advertiser, Telecom Corporate Marketing, was pleased with the success of the card designs and decided to commission the production of a further 30,000 cards of each of the four designs.

Telecom advises that advertising and custom phonecard designs may be reprinted at the request of an advertiser. □

## An introduction

TELECOM's Phonecard Collector Service has produced an excellent new brochure giving a brief introduction to phonecard collecting, called "An Introduction to Phonecard Collecting". □

## Endangered Species Limited Editions rationed

THE 1994 Endangered Species series phonecard Limited Editions have been allocated to dealers based on the percentage of Telecom's Phonecard Collector Service revenue generated by dealers in the period between April 1 1993 and March 31 1994.

The Limited Editions became available as this issue of **Phonecard Collector** went to press.

Only 8000 were produced, and after the dealer allocation, the remaining proportion is being made available to individual collectors registered on the Phonecard Collector Service mailing as at April 15.

Each collector currently on the Service's mailing list will be able to purchase up to five of the 1994 Endangered Species series Limited Editions on a first come, first served basis, subject to the availability of stock.

The dealer allocations are being made on the basis of each dealer's purchase history over the preceding year and only dealers registered with the Phonecard Collector Service as at March 31 are eligible for an allocation.

Allocations are available until midnight on May 31 1994, after which time, should there be any remaining stocks, these will be made available on a first come, first served basis.

Orders for stock which may be available after midnight on May 31 1994 will *not* be accepted before midnight on May 31 and all orders must be made in writing on the official 'Phonecard — Dealer Order Form',

### Phonecard Collector INFORMATION LINE

Phonecard Collector Service, Telecom Australia, Payphone Services, PO Box 3964, Parramatta, NSW 2124, Australia, (02) 204 0177; Fax (02) 204 0180.



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# PACS

## Phonecard Advertising & Collector Services in profile.

**P**ACS (Phonecard Advertising & Collector Services) was formed in October 1993 with the objective of meeting the demand from advertisers, organisers of events, promotional companies and charities who wished to use Telecom Australia phonecards as the medium to convey their messages to the public.

The company principal is Mr Alan Dunlop, who was involved with Telecom Payphone Services between 1990 and 1993 in launching phonecard onto the Australian market. During his last 12 months with Telecom, Mr Dunlop was closely involved with the launch of advertising cards by Telecom.

The first product marketed by PACS was the Tamworth Country Music Festival pair of phonecards featuring Lee Kernaghan and the Golden Guitar Awards. Both designs were featured on \$5 denomination cards with print runs of 10,000 units each. These were launched in Limited Collector Editions on January 20 1994 and were sold out by March 18.

The next product launched by PACS was the \$5 Swiss phonecard. Swiss is a confectionery brand manufactured by Players Biscuit Company.

Players approached PACS about the possibility of using Swiss Phonecard Limited Collector Editions as prizes in a competition running between March and August 1994.

The Swiss phonecards were launched at the Sydney International Phonecard Fair on March 20 1994.

### PACS objective

"Our aim is to grow the entire phonecard market," Mr Dunlop told the **Phonecard Collector**. "We do not want to take somebody else's share of the market, but to increase the size of the market.

"In this regard, we estimate that 40% of the Tamworth Country Music Festival cards were sold to non-

collectors, further broadening the exposure of the public to the phonecard medium," he explained.

Mr Dunlop believes that the number of phonecard collectors will continue to grow as new and interesting phonecards are introduced.

He also plans to release phonecards with numismatic, philatelic and other collectable themes, crossing over into other related markets.

PACS works closely with Telecom Payphone Services management to ensure that the phonecards produced conform to agreed standards of design and that they are in line with print run policies. The company works hard to comply with all Telecom requirements and if anything, Mr Dunlop's previous association with Telecom has made the relationship more difficult, rather than easier.

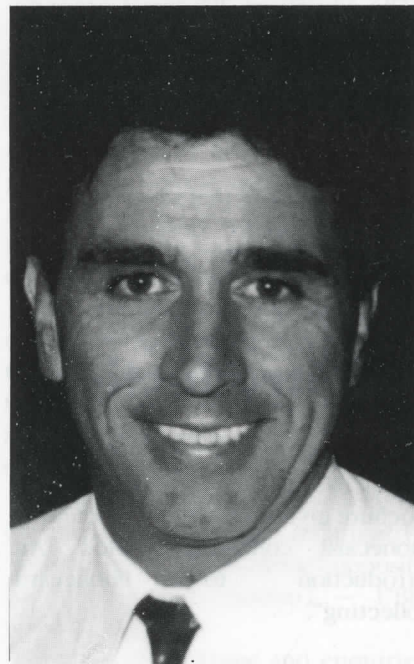
It is envisaged that PACS will also become involved with phonecard products of other telecommunications companies, particularly in the Pacific region.

### Authorised agencies

During the establishment of PACS, it was decided that agents would be appointed to handle sales to the public, rather than setting up a direct mail order or retail outlet.

The result, Alan Dunlop told the **Phonecard Collector**, is that PACS has nine distributors (including one in New Zealand) rather than 100s or thousands. Authorised PACS agents throughout are responsible for making the advertisers' phonecards available to the dealer and collector network at reasonable prices.

PACS agents are: **NSW:** Gabriele's Philatelic Service; Status Retail; **ACT:** Edlins of Canberra; **Victoria:** Max Stern & Co; Knox-Sherbrooke Phonecards; **Queensland:** GPO News; Tony Boyd Phonecards; **WA:**



Alan Dunlop, principal, Phonecard Advertising & Collector Services

Magamba Collectables; **New Zealand:** Shades Stamp Shop.

### Early successes

THE first PACS series — issued for the Tamworth Country Music Festival has now sold out, whilst there has been enormous interest in the company's second issue — the Swiss chocolate card and pack. As at mid-April, 1600 complete packs were available for supply to the collector market.

### The Majors

THE next PACS phonecard series was to have been released on April 4 — a series of four \$5 cards in a series called "The Majors" — the cards depict golfers, Bernhard Langer, Lee Janzen, Greg Norman and Paul Azinger.

However, the issue has been postponed due to 'use of image' implications, after lengthy negotiations between Telecom Australia and PACS. ▷

The issue came to a head when a well-known Australian sporting personality, issued a writ against Telecom due to their use of his image on promotional material.

Telecom Payphone Services' immediate reaction was to suspend the issue of any phonecards involved with well-known personalities without their own, or their management's express permission for their image to be used.

## The drawing board

PACS currently has two phonecard series at proof stage with Telecom, one showing the Sydney Opera House (three \$5 cards) and the other showing the Ettamogah Pub (one \$5 card).

The company is also producing a special presentation pack for the set of four Telecom Year of the Dog advertising cards issued during February. Mr Dunlop told the **Phonecard Collector** that Telecom allows anybody to issue a pack for Telecom cards bought freely in the market.

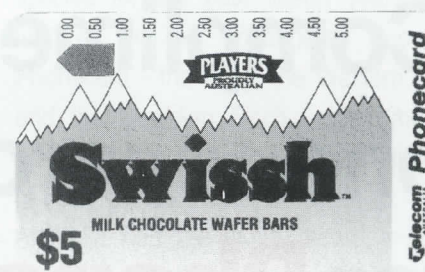
## Matchbox Toys on the cards

During September, PACS plans to release a series of cards showing the three rarest Matchbox Toys.

There are believed to be 24,000 collectors of these toys in Australia, and the phonecard series, as a result, is sure to be heavily subscribed by non-phonecard-collectors.

## Equine (horse) cards next

The company also plans to issue a series of equine cards for Melbourne's Spring Racing Carnival — the Melbourne Cup, the Caulfield Cup and the Australian Jockey Club Derby. **BM**



# The Players Biscuits story

PLAYERS was founded as a family company in 1974 with a manufacturing plant at Botany in suburban Sydney, New South Wales. Owners, Geoff and Vicki Player, rapidly implemented their plans to develop their totally Australian-owned company into a supplier of quality biscuits and cookies to the retail grocery trade.

In 1982 the success of the Players business was recognised with a National Small Business Award and an Advance Australia Award. In 1986, construction of a new manufacturing and administration complex at Miranda, in outer Sydney, was commissioned and is now home of Players Biscuits in Australia.

Additional bakery ovens and chocolate production facilities have been added and the Miranda complex is now a modern, efficient and versatile facility. Following 18 years of sales growth, Players became a public company with listing in the Sydney Stock Exchange in November 1992.

## Value and choice

PLAYERS produces a wide range of biscuits, cookies and chocolate confectionery products to tempt Australian tastes. Products currently available include a variety of wafer biscuits, cookies, shortbreads, chocolate coated and cream biscuits and children's novelty products, as well as specialty seasonal items such as Easter Eggs.

The limited edition PACS \$5 phonecard commemorates the launch of a major new product in the high volume biscuit and confectionery markets called "Swissh", a milk chocolate wafer bar which comes in chocolate, mint and caramel flavours.

Swissh was launched in March 1993 and already enjoys significant sales in Australia and export sales to Japan, Korea and other markets. □

# First Australian Complimentary phonecard FREE for **Phonecard Collector** readers



Telecom Payphone Services is producing Australia's first Complimentary phonecard on behalf of **Phonecard Collector**, to be issued during May 1994. Our own **Phonecard Collector** phonecard features the front cover of a recent issue of the magazine and will be given away FREE *while stocks last* to those who enter a new subscription (or extend their existing subscription, **Phonecard Collector** in the period March 19 1994 to September 30 1994. (The above illustration is based on a preliminary proof of the card.)

A limited run of 10,000 of the \$2 cards is being produced for **Phonecard Collector** by Telecom Australia's contracted manufacturer, Leigh Mardon Pty Ltd's Data Card division in Melbourne.

The new **Phonecard Collector** card belongs to Telecom Payphone Services' new 'Custom' cards category and will feature the Telecom logo prominently. Being a Custom card, it will *not* be made available through Telecom's mail order service. The *only* way to obtain the card (other than via the secondary market) will, therefore be to subscribe, or to renew your subscription to **Phonecard Collector**.

## The longer you subscribe, the more cards you get!

• By subscribing for one year, a reader will be entitled to one free card. • By subscribing for two years, a reader will be entitled to two cards. • By subscribing for three years, a reader will be entitled to three cards. Thus, subscribers will be entitled to one free **Phonecard Collector** Complimentary card for each year of their subscription.

## Subscription Rates

Country/Region	(12 issues)	(24 issues)	(36 issues)
Australia, South Pacific	A\$36.95	A\$69.95	A\$99.95
New Zealand	NZ\$49.95	NZ\$97.95	NZ\$139.95
Singapore and other ASEAN Countries	Sing\$49.95	Sing\$84.95	Sing\$104.95
China, Hongkong	HK\$350.00	HK\$650.00	HK\$950.00
Japan, South Korea, Taiwan	US\$44.95	US\$84.95	US\$124.95
UK	£39.95	£64.95	£86.95
USA, Rest of the world	US\$59.95	US\$99.95	US\$129.95

A\$ cheques payable to **Phonecard Collector** please. HK\$, NZ\$, US\$, £stg cheques payable to The Stamp Collector please. Sing\$ and Malaysian Ringgit cheques payable to Brian Moore.

**Phonecard Collector** Subscriptions, GPO Box 3780, Sydney, NSW 2001, Australia

----- Clip and Mail Today -----

**Phonecard Collector** Subscriptions, GPO Box 3780, Sydney, NSW 2001, Australia

Please enter my subscription for 36 24 12 Issues and send my **Phonecard Collector** Complimentary phonecard(s).  
Cash/Cheque Enclosed Please debit my: American Express Bankcard Diners' Club JCB MasterCard Visa

Card No: ..... Expiry Date: ...../...../..... Signature: .....

Please RUSH my **Phonecard Collector** Complimentary phonecard(s) as soon as the card is issued during May.

Name: ..... ☎ ..... Best (local) time to call: ..... am/pm

Address: ..... PC04.94  
 Please tell us what you collect (optional):



**Phonecard Collector Service and WWF**  
 working together to promote the conservation  
 of Australia's Endangered Species.



The Endangered Species 1994 issue of Phonecard was prepared in consultation with WWF - World Wide Fund for Nature, the worlds largest conservation organisation which has been working towards the conservation of Australia's threatened species for the past fifteen years. The animals featured on the Endangered Species issue of Phonecard - the Bilby, the Western Swamp Turtle and the Gouldian Finch - are among the most endangered in Australia and have all been the focus of WWF projects.  
 Australia has the worst record in the world for extinction of native animals, and unless we act now, much of our wildlife will simply cease to exist.

Limited Edition 8,000.

# ENDANGERED SPECIES



Send your order to: **Phonecard Collector Services  
 Telecom Australia Payphone Services PO Box 3964, Parramatta NSW 2124 Australia**  
 or Fax to: **Australia: 02 204 0180 / Other countries: + 61 2 204 0180**

**Limited Edition**

Description	Number required	Price in \$ Aust	Cost
Endangered Species - 1994		\$45.50	\$ <input type="text" value="0"/> <input type="text" value="0"/> <input type="text" value="0"/>
For each 5 sets ordered, or part thereof, add \$2.50 for postage and handling. For example 1-5 sets \$2.50; 6-10 sets \$5.00.			\$ <input type="text" value="0"/> <input type="text" value="0"/> <input type="text" value="0"/>
<b>TOTAL ORDER: (including postage and handling) =</b>			\$ <input type="text" value="0"/> <input type="text" value="0"/> <input type="text" value="0"/>

- I wish to pay by: Tick appropriate box  \* **Do not send cash** 1)  International Bank Draft in \$Aust.  
 2)  Cheque (orders posted in Australia only) made out to "Telecom Australia Payphone Services"  
 3)  **BANKCARD**  **MASTERCARD**  **VISA**  **AMEX**  **DINERS CLUB**  **JCB**

CARD NUMBER

EXPIRY DATE:

M M Y Y

CARD HOLDERS SIGNATURE \_\_\_\_\_ DATE:

D D M M Y Y

Mr/Mrs/Miss/Ms/Dr

ADDRESS

CUSTOMER ID No. (if known)

POST CODE

COUNTRY (overseas only)

TM Trademark of Telstra Corporation Limited A.C.N. 051 775 556 FAWSCendspec APSC





The two Dame Kiri Te Kanawa cards issued for the New Zealand market



The two Dame Kiri Te Kanawa cards issued for the Australian market

## Dame Kiri Te Kanawa Celebrates her 50th birthday in style with joint New Zealand and Australian phonecard issue

TO commemorate the 50th birthday of New Zealand-born opera diva, Dame Kiri Te Kanawa, limited edition numbered phonecard collector sets were released simultaneously in both New Zealand and Australia. The issue coincided with a performance of Dame Kiri with the London Symphony Orchestra at the Royal Albert Hall, London, on March 10. Dame Kiri's 50th birthday has been celebrated on both sides of the Tasman. For the March 10 concert, reminiscent of the 'Last Night of the Proms', the Royal Albert Hall was splendidly decorated with flowers, streamers and balloons, with surprise guests joining Dame Kiri on the stage. Dame Kiri is thrilled that, after 25 years at the forefront of musical life, her birthday is being celebrated with a special series of overprinted phonecards in both New Zealand and Australia. In addition to her great operatic achievements, she is proud of her success on the popular music charts. A highlight of her career was her performance at the Royal Wedding of Prince Charles and the Lady Diana Spencer, which was seen by more than 600 million television viewers worldwide. From Boheme to Bernstein, Dame Kiri's wide repertoire was reflected in the 50th birthday concert with a selection of her favourite arias and songs. The concert was generously supported by Lloyds Private Banking in London and benefitted the Nordoff-Robbins Music Therapy Centre. The special limited edition phonecard set was created by Event Masters to help celebrate the occasion with Dame Kiri Te Kanawa. The numbers produced are very limited (3500 packs of the New Zealand version and 1500 packs of the Australian version). The packs are lavishly illustrated in colour, with pictorial highlights of Dame Kiri's career and descriptive text. An official distributor for Event Masters, Max Stern & Co have available a small quota of cards for sale, *while stocks last*.

### Prices and Availability

New Zealand edition (limited to 3500) .....	A\$80.00
Australian edition (limited to 1500) .....	A\$99.00

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## First Australian complimentary

THE \$2 complimentary (code C) phonecard being produced by Telecom Australia Payphone Services for **Phonecard Collector** is expected to be available by mid-May.

As this issue went to press, Telecom Payphone Services was seeking to have the **Phonecard Collector** card and other, similar, short-run phonecards produced by a printer other than Leigh-Mardon's Data Card division, to speed delivery times.

An uncorrected proof of the card is illustrated on the front cover of this issue of the magazine.

The ID number on the back of the \$2 card is C941111.

A subscription offer, with free **Phonecard Collector** complimentary cards as a premium, appears on page 8 of this issue.

### Phonecard Collector INFORMATION LINE

**Phonecard Collector** Subscriptions, GPO Box 3780, Sydney, NSW 2001, Australia, (02) 264 7060.

## Club for Sydney

SYDNEY's first phonecard club has been established in the west of the city.

The Western Suburbs Phonecard Club had its first meeting at St Marys on March 23.

Meetings will be held on the fourth Wednesday each month, commencing 7.30pm in the auditorium at St Marys Bowling Club (off Queen Street), St Marys.

### Phonecard Collector INFORMATION LINE

Western Suburbs Phonecard Club, PO Box 773, St Marys, NSW 2760, Australia, (02) 835 2427.

## Landscape cards

TELECOM AUSTRALIA's next official issue after the Endangered Species series will be a set of seven cards showing landscapes from each state or territory. The five \$5 cards, a \$10 and a \$20 card will be issued during June. □

## Commonwealth Games

DURING July, Telecom Australia will issue three cards (two at \$5 and one at \$10) in commemoration of the Commonwealth Games. The cards will feature cycling, diving and athletics. □

## Arts issues

THE next advertising (code A) phonecards to be issued by Telecom Australia will be two series of Corporate Sponsorship cards (the 1994 Year of the Dog cards would belong to this category) featuring the Australian Ballet (\$5 and \$20) and the Sydney Dance Company (\$5 and \$10).

The date of issue of these cards has not yet been determined. □

## Social Security

IT is understood that Telecom Australia will soon make available several million special \$4 telephone cards to recipients of unemployment and social service benefits.

The move is seen as a trade-off against Telecom's application to the Federal Government for a tariff increase at payphones across Australia (see last month's **Phonecard Collector**).

The cards will not be sold by Telecom Phonecard Collector Service and the means by which they will be distributed to welfare recipients has not yet been announced.

When this issue went to press, **Phonecard Collector** has heard of welfare recipients being offered as much as \$10 for their card in mint condition by collectors, keen to avoid missing out on this unusual issue.

**Phonecard Collector** cautions collectors to beware that this card will have the *biggest* initial print run of any card issued by Telecom Australia to date.

It is understood that the enormous print run has slowed production of other issues, including advertising (A) and private cards at Leigh-Mardon's Data Card division in Melbourne. □



Cards from Telecom Australia's Corporate Sponsorship series highlighting the corporation's sponsorship of the Australian Ballet and the Sydney Dance Company.

## Standing orders

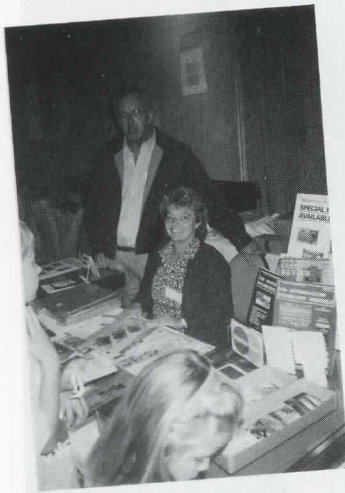
AFTER receiving a large volume of enquiries from collectors about the possibility of subscribing to new phonecard issues by Standing Order, Telecom will soon implement such a service. □

## Overprinting policy

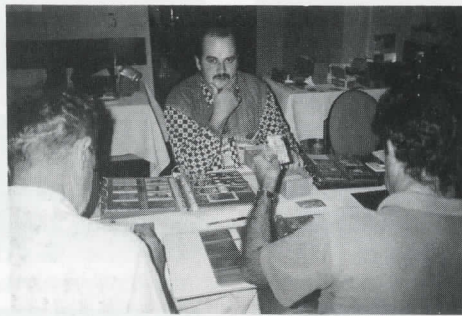
FOLLOWING widespread reports of unauthorised overprints on Telecom Australia phonecards, Telecom has reiterated that its official policy does *not* sanction *any* overprinting on its telephone cards.

Telecom has taken steps to make collectors aware that there are some designs circulating which have *not* been issued by the corporation.

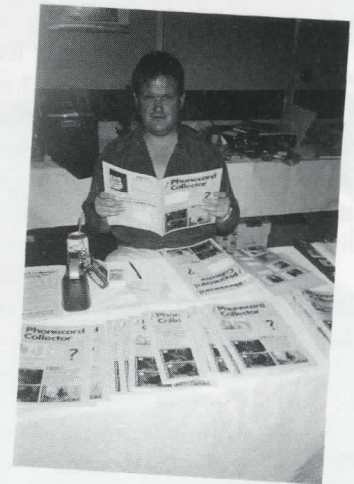
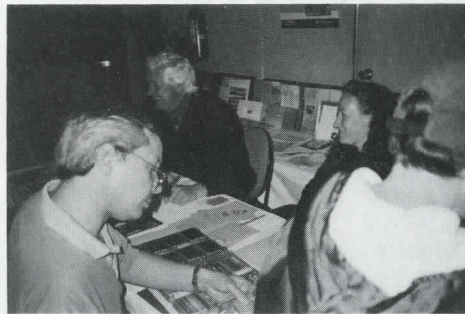
The matter is currently in the hands of Telecom's legal advisers, pending investigation. □



Above: Peter and Cathy Craft of Prospect Stamps & Coins, Blacktown, NSW; Right: John and Suzanne Howell of Abacus Stamps & Coins, Hobart, Tas.



Left: Sonny Carter of Sydney Phonecards; Right: **Phonocard Collector** publisher, Brian Moore.



# Biggest ever phonocard fair in Australia

THE Australian International Phonocard Fair held in Sydney on March 30 at the Holiday Inn Menzies hotel proved to be the biggest fair of its type ever held in Australia, attracting leading phonocard dealers from Australia and New Zealand and collectors in their hundreds.

Telecom Australia was again represented, selling current issue cards at face value. Staff were on hand to answer questions about issuing policies and technical matters, while the archival exhibit attracted many visitors.

For the first time, Pay Tel Australia set up a sales booth. Several new Pay Tel cards were released at the fair and a special Pay Tel card was commissioned by the organisers for the Phonocard Fair.

The publishers of both the **Phonocard Collector** and *Australasian Phonocard Monthly* manned booths and reported intense interest in their magazines.

Activity was intense from the time the doors were opened at 10am and continued throughout the day. Many

visitors lined up at the reception desk to by the special Pay Tel Phonocard Fair card.

Some collectors were noted to stay at the fair all day, doing the rounds of dealers, renewing old friendships and making new ones.

Children visited the fair in large numbers, many accompanied by their parents, keen to promote another healthy interest that all the family can enjoy. Whole families were seen to move about the hall, purchasing cards together for their collections.

Interest in every area of phonocard collecting was shown by visitors, ranging from the rarest mint cards, to common used prefix numbers, with every possibility in between covered. A growing band of collectors is seeking foreign cards, with some aiming to collect the first issue from each country — already a difficult task.

Topical or thematic collectors are growing in number, with entertainers, Walt Disney and Coca-Cola among the hottest subjects.

Collector and Limited Edition packs were highly sought-after, especially

the earlier Australian State issues, with the result that prices for these releases are very firm.

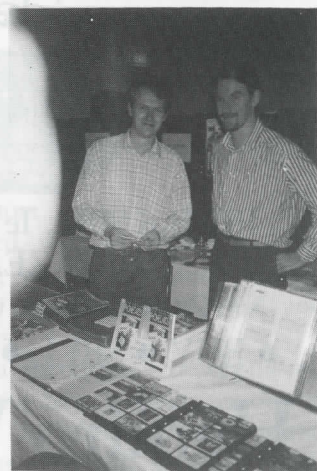
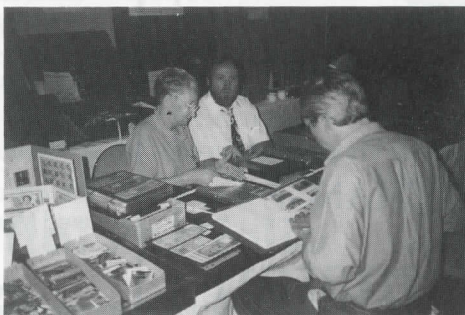
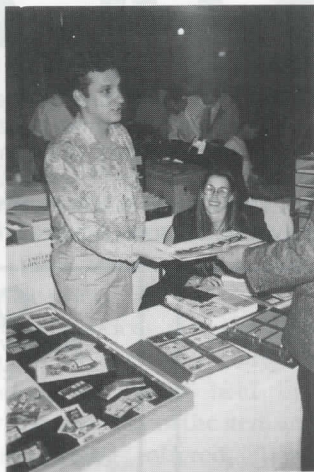
As the price of mint cards has increased, many collectors have turned to fine used single hole cards — and this in turn has forced the prices of these cards up.

The new Telstra cards issued for Cambodia and Christmas Island were highly sought-after.

Meanwhile, Pay-Tel Australia made their fair debut with an interesting range of cards on offer. Pay-Tel took the opportunity to launch their latest (Tasmania's Wilderness Rivers) issue at the fair.

Excellent publicity was achieved for the fair in a variety of media outlets, including an impressive and colourful story prior to the event in The Sydney Morning Herald's *Good Weekend* magazine.

The next major phonocard fair to be organised by M.E.F. Books is the Brisbane International Phonocard fair, to be held on Sunday May 15 at the Brisbane City Travelodge, Roma Street, Brisbane. □



Pictured clockwise (from above):  
 Hendro Winatan of Worldwide Telecard,  
 Wellington, New Zealand; Peter August  
 of Universal Coin Co, Melbourne, Vic;  
 John Eccles of Wellington, New Zealand;  
 Torsten Weller and Danny Jurd of Status  
 Retail, Sydney, NSW; Les and Mrs  
 Sheward of Eljay Stamps/Phonecards,  
 Kingaroy, Qld.

# Brisbane International Phonecard Fair

**T**HE Brisbane International Phonecard Fair, organised by M.E.F Books, will take place at the Brisbane City Travelodge, Roma Street, Brisbane, on Sunday, May 15.

The fair will be held in the Stradbroke Room on the fifth floor, and will be open from 10am to 5pm.

The Travelodge is already well known to collectors as a venue for other collectables fairs in the past.

This will be Brisbane's first International Phonecard fair and many of the leading dealers in Australasia are expected to attend. Telecom will support the fair with a retail sales table and archival display.

Pay-Tel Australia will also have a retail table at which current issues will be on sale.

Pay-Tel is producing a collector card for the event, similar to those

produced for the International Phonecard and banknote Fairs held in Sydney during March. Only 1500 of the cards will be issued. They will be available at the reception desk from 10am on a first come, first served basis.

**Phonecard Collector  
 INFORMATION LINE**

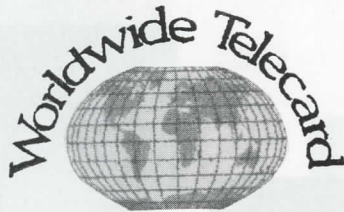
M.E.F. Books, PO Box 523, Narrabeen,  
 NSW 2101, Australia, (02) 913 3036;  
 Fax (02) 913 2028.

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**BRISBANE INTERNATIONAL  
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 For dealer's table application forms and further information, contact  
**M.E.F. BOOKS**, PO Box 523, Narrabeen, NSW 2101.  
 ☎ (02) 913 3036, Fax: (02) 913 2028

# MINI-DISPLAY ADS

Mini-Display Ads are an economical way of keeping your name and specialities in front of collectors (and dealers) in the **Phonecard Collector**. Mini-Display Ads are sold in modules 41 × 41mm in size. Advertisers may elect to take multiple modules pro-rata. Although Mini-Display Ads may be booked casually by dealers, clubs and societies and individual collectors, there are *big savings* if the same ad is booked (and paid for in advance) to run for 12 consecutive issues. A single insertion of one 41 × 41mm module costs A\$30. Book and prepay for a series of 12 Mini-Display Ads in the **Phonecard Collector** for only A\$240 — a **saving of one-third!** (Copy must not be changed.) All Mini-Display Ads are priced nett — no further discount allowed.



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The club seeks exchange of Australian for international phonecards.

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## PHONECARD SPECIALIST

# The Speculator

**W**ELCOME to our first *Speculator* column. It will be coming to you each month with reviews of the investment potential of selected Australian and world phonecards.

Those considered worthy will be included in our portfolio which we will track against the Australian sharemarket All-Ordinaries index and the gold price, both of which we hope to out-perform.

This column was inspired in part by one of the same name which appears weekly in *The Bulletin* newsmagazine and focuses on resources shares.

We wish to acknowledge our indebtedness to *The Bulletin* and the writer of that column, David Haselhurst.

A comparison with the sharemarket raises some matters which we will clarify before going on to show you our initial portfolio.

Firstly, we do not have a daily buy/sell quote against which to measure the price and performance of phonecards.

Secondly, except by auction and the occasional private sale, we are limited to selling our holdings to dealers who will pay a wholesale price only.

So how do we arrive at buying and selling prices?

Material will be bought for the portfolio at advertised dealers' selling prices in the month before going to press, and valued at a nominal wholesale price.

Wholesale prices (ie, the price at which a dealer will buy) vary depending on stocks held by the dealer, the volatility of the item and the quantity being offered, however, generally fall within 50-70% of the retail price.

Therefore we will use a nominal wholesale price of 60% of retail to value our holdings, retail being the price quoted in the Market Monitor.

## Initial Portfolio

We have begun with a stake of A\$5000 and have invested about half of this in selected mint Australian cards.

In coming months we will be looking to invest the remainder, and if necessary draw additional funds from the bank. All this activity will be recorded in the table below.

We have looked to buy cards which have shown themselves to be difficult to obtain and where applicable are necessary to complete sets. This has led us to a number of the early \$10

cards. We have already seen substantial price rises for the \$10 Brisbane, \$10 Grampians and \$10 Cheetah in recent months which probably rules out spectacular short-term performance, but their long-term potential remains good.

Perhaps the real sleeper in this pack of cards is the humble \$10 first Generic, which in mint condition has long disappeared from most dealers' stock.

Collectors packs have also performed well in recent months, including the new Limited Edition issues of Australia Day 1994 and Dinosaurs.

From a speculator's viewpoint we believe the better upside is in the Australia Day pack because it is the first of its type and its lower entry price, but we will be watching for specials on the Dinosaur pack for buying opportunities.

Amongst the older packs we believe the Western Australia, Tasmania and Northern Territory packs are all still undervalued given printing figures of around 50,000 only.

These cards are virtually unobtainable used and belong to the early State issues. For the moment we have bought the first and will be ▷

## The Phonocard Collector Portfolio

PHONECARDS BOUGHT	DATE	UNIT COST	QTY	TOTAL COST	NOMINAL WHOLESALE	SOLD
\$10 Kangaroo Island .....	15.04.94	\$28	10	\$280	\$180	-
\$10 Generic Logo .....	15.04.94	\$25	20	\$500	\$360	-
\$10 Brisbane .....	15.04.94	\$60	5	\$300	\$240	-
\$10 Grampians .....	15.04.94	\$50	5	\$250	\$180	-
\$10 Cheetah .....	15.04.94	\$38	5	\$190	\$150	-
\$5 Grand Prix Wreath .....	15.04.94	\$14	10	\$140	\$168	-
\$10 Telecom Tower .....	15.04.94	\$25	10	\$250	\$210	-
West Aust pack .....	15.04.94	\$40	10	\$400	\$240	-
\$2 Hockey .....	15.04.94	\$16	20	\$320	\$420	-
\$5 Willy .....	15.04.94	\$12	10	\$120	\$120	-
Aust Day 94 pack .....	15.04.94	\$35	5	\$175	\$120	-
Tamworth pack .....	15.04.94	\$45	4	\$180	\$108	-
Swiss pack .....	15.04.94	\$16	10	\$160	\$96	-
<b>Total Cost of Portfolio</b>				<b>\$3265</b>		
<b>Total Nominal Wholesale of Portfolio</b>					<b>\$2592</b>	

Hong Kong Gold Price (15.04.94) A\$378.15 oz

All Ordinaries (15.04.94) 2080.6

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## OPINION

looking to the other two in following months.

Phonocard Advertising and Collector Services (PACS) issues also feature. They are still available at issue price, mainly because they seem to be misunderstood by many collectors.

These are genuine Telecom phonecards, and there are legitimate reasons why they must be sold at over face value. While the Tamworth pack is quite expensive at \$45, it contains the first private cards issued. In addition only some 6000 packs remain in Australia, the rest having been sold overseas or used to produce the 500 signed editions.

The Swiss packs are considerably cheaper at \$16 and there are less again (only some 4000); in addition these cards were never made available through Telecom.

### Too cheap to pass up

A further three cards have been included in the portfolio mainly because they appeared at prices too good to refuse.

The \$2 Hockey and \$5 Willy cards are the hardest of the Olympic set to find in either mint or used condition, with the \$2 particularly hard in mint. At \$16 and \$12 each respectively they were priced well below normal retail and so we snapped up a few of each. Likewise the \$5 Grand Prix at \$14 was well under retail and this card will also prove popular with thematic collectors.

Once again we extend our invitation to you to nominate particular cards which you would like to see reviewed and to pass on any information you have which may assist in compiling this column.

We are particularly interested in information concerning overseas cards and offer a free one year subscription to **Phonocard Collector** (including complimentary card) for tips on overseas cards which lead to them being included in the portfolio.

*The Editors*

*The Bulletin* is published by Australian Consolidated Press, 54 Park Street, Sydney, NSW 2000, Australia.



## Australia trials Caller ID

TELECOM AUSTRALIA has launched a trial of the Caller ID telephone system at Wauchope north of Sydney.

Caller ID allows the number of the telephone originating a call to be displayed on a miniature screen attached to the phone receiving the call.

If the call is not answered, the number is stored in a memory bank, working as a de facto answering machine.

If the trial is successful, all Telecom customers may have access to the technology some time in 1995.

The new system raises some interesting questions about privacy. Whilst on the one hand, some callers would prefer their number not be known to the recipient of the call, Caller ID would be likely to reduce the number of nuisance calls because offenders run the risk of being identified.

On the other side, a simple call to a retailer for a quotation might result in a barrage of bothersome, hard-selling follow-up calls from that retailer.

Telephone numbers might also be passed between telemarketing companies in much the same way as names and addresses are sold or exchanged between direct mailing houses.

Austel, the Australian telephone service watchdog organisation has left Telecom in no doubt that concerns about privacy must be addressed before approval is given for the widespread introduction of Caller ID.

Telecom will be careful not to repeat the mistakes made in the United States where Caller ID was introduced without community consultation or privacy safeguards. □

### Wanted

INFORMATION about new communications technology from around the world (especially as it relates to the use of payphones or telephone cards) for publication in the TELETECH column in the **Phonocard Collector**.

*The Editors*

# Phonocard Collector

## Display Advertising Rates

(Effective February 1994)

Description	Size (width × depth)	To be typeset	Camera-ready/Repeat
Full (1/1) page .....	177 × 270mm	A\$475	A\$415
Half (1/2) page .....	86 × 270mm or 177 × 133mm	\$280	\$230
One-third (1/3) page ....	55 × 270mm or 177 × 91mm	\$200	\$160
One-quarter (1/4) page	86 × 133mm or 177 × 64mm	\$160	\$125
One-eighth (1/8) page ...	86 × 64mm	\$90	\$70
"Mini-Display" ad .....	41 × 41mm	\$30	-

**MINI-DISPLAY ADS:** These ads are an economical way of keeping your name and specialities in front of collectors (and dealers). Mini-Display ads are sold in modules 41 × 41mm in size. Advertisers may elect to take multiple modules pro-rata. Although Mini-Display ads may be booked casually by dealers, clubs and societies and individual collectors, there are big savings if the same ad is booked (and paid for in advance) to run for 12 consecutive issues. Book and prepay for a series of 12 Mini-Display ads for only A\$240. (Copy must not be changed.) All Mini-Display ads are priced nett — no further discount applies.

**COLOUR:** For your choice of process red, blue or yellow spot colour, add \$150 to the above space rates. For four-colour, add \$310 (plus cost of colour separations and film planning) to the above space rates.

**LOOSE INSERTS:** Advertisers may have their single page flyer inserted loose into all copies of an edition of **Phonocard Collector** at 18 cents per copy. This is an effective means of distribution at a much lower cost than using direct mail. Advertisers wishing to target specific portions of our distribution list, such as subscriber copies only or overseas copies only, may do so by arrangement at 23 cents per copy. (Ask for a quotation if your flyer is more than one page.) We can design, typeset and print your flyer for an additional charge.

**TERMS:** Cash/Cheque with order from new advertisers. Account facilities (for payment within 14 days of publication) may be opened at the discretion of the publishers for established dealers and others who can provide verifiable trade, business and bank references. Accounts remaining unpaid after 60 days may be referred to an agency for collection and advertising privileges revoked.

**CREDIT CARDS:** All major credit cards are accepted for prepayment of advertisements: American Express, Bankcard, Diners Club, JCB, Mastercard, Visa.

**DISCOUNTS:** Advertisers who prepay for display advertising space by cheque or money order are entitled to a discount of 10% off the above rates (except for Mini-Display ads which are priced nett). Advertisers prepaying for display advertising with a credit card shall be entitled to a 5% discount off the published rate.

## Phonocard Collector Advertising

GPO Box 3780, Sydney,

NSW 2001, Australia.

☎ (02) 264 7060 Fax (02) 264 7138

International Fax +61 2 264 7138

# MARKET REPORT

A monthly feature in **The Phonocard Collector** giving a simple, accurate and up-to-date listing of prices for all Telecom Australia phonecards.

**P**RICES quoted are taken from a cross-section of dealers' retail lists and auction results.

However, the report can only be a guide to current prices and market movements after close of copy (around two weeks before publication date) will appear in next month's report.

All Telecom Australia phonecards are priced mint, one-hole and used (multi-hole). All prices are for cards in good condition.

Private advertising and event phonecards are included along with Telecom's generic, national and special issues.

Reprints and prefix number are not dealt with separately. Only the cheapest version of each card is listed. Two to three times a year a supplement to the report covering prices for prefix numbers and reprints will be published.

This will also cover other issues such as those by OTC and Telstra for Cambodia, Vietnam, Christmas Island, etc, as well as specimens and the like. Card issues of other companies will be included where appropriate (eg cards issued by PayTel for use on TT-Line

ships).

Each month, the Market Report will also feature a short Update based on the broadest market trends.

## Update

THE last month has seen a period of consolidation in the market. In the absence of new issues (other than Swissh and the WWF set below), there have not been any dramatic price increases. Instead, focus has been placed on a small number of cards which are seen to be undervalued in relation to their true scarcity. In summary: \$6 Surf Crew (Geelong) in all categories mint now \$70; Grand Prix Car (SA) up in mint from \$20 to \$40; \$10 Grampians (Victoria) up in mint from \$50 to \$60; \$10 Cheetah (NSW) up in mint from \$40 to \$50; \$10 Telecom Tower (ACT) up in mint from \$20 to \$35; \$5 Hockey (Olympic '92) up in mint from \$20 to \$35. In addition the Geelong, South Australia and ACT collectors editions (packs)

have shown small but steady increases.

These are now behaving like true blue chip items and available stock held by dealers is next to nothing.

So, if they are still missing from your collection, now is the time to fill those gaps.

In the new issue department, we have seen the release of a single \$5 card produced by Payphone Advertising and Collector Services (PACSS) for Player's Biscuits featuring the new Swissh chocolate bar.

There are only 8000 cards available to collectors and at an average price of around \$15 a sell-out is to be expected before the next edition of **Phonocard Collector** is published.

The new Telecom Australia national issue Endangered Species/Worldwide Fund for Nature (WWF) has also hit the streets but at the time of going to press, the Limited Edition version in the collectors pack had not yet gone on sale (so we have quoted the issue price of around \$40 as the market value but this could alter quite quickly when the anticipated sell-out occurs).

*The Editors*

## WANTED ... WANTED

The Publisher seeks reliable correspondents in all countries who will agree to provide up-to-the-minute information with samples (or illustrations in colour) of new public and private telephone card issues including advertising cards. Such correspondents will be rewarded with an ongoing subscription to the Phonocard Collector by airmail, wherever they live. Write, fax or phone today:

**Brian Moore, Publisher, GPO Box 3780, Sydney, NSW 2001, Australia.**

☎ (02) 264 7060 Fax (02) 264 7138 International Fax +61 2 264 7138



**New Zealand Entertainers set (6) mint in Telecom New Zealand presentation pack** ..... \$240



**Korea Coca-Cola unauthorised set (4) mint. Only 500 produced** ... \$250



**Ireland Tina Turner used** \$20



**Germany Fred Flintstone mint** ..... \$35



**Russia Coca-Cola/Disney St. Petersburg test card (only 200 produced) mint** ..... \$230



**France Bugs Bunny (only 11,000) used** ..... \$30



**Denmark Coca-Cola (only 3000) mint** ..... \$85



**Iceland Coca-Cola (only 5000) mint** ..... \$75

**Standing Order Service; New Issues**

New Zealand, PACS (Australia), PAYTEL (Australia). Please enquire.



**New Zealand Warbirds over Wanaka set (2) mint** ..... \$20



**New Zealand Rotary Helicopters mint, each** \$12



**New Zealand Rugby 7s complete mint pair** .. \$20



**France Basketball/Beer ad on back, only 11,000 used** ..... \$25



**France Ferrari only 11,000 used** ..... \$25



**France Rugby only 11,000 used** ..... \$25



**New Zealand Spot the Dog in Singapore (Phonecard fair) mint** ..... \$20



**New Zealand Phantom of the Opera mint** .. \$20

We accept Bankcard, MasterCard and Visa. Postage (Australia) \$2 on orders under \$100; free on larger orders. (Overseas) Insured airmail \$12; uninsured (your risk) \$3.

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# MARKET REPORT #2

## GEELONG (pack \$180)



Go Together  
mint ..... \$45  
1 hole ..... \$45  
used ..... \$35



Float and Wave  
mint ..... \$10  
1 hole ..... \$8  
used ..... \$6



Reach to Rescue  
mint ..... \$12  
1 hole ..... \$8  
used ..... \$7



Surf Boats  
mint ..... \$20  
1 hole ..... \$18  
used ..... \$14



Zodiac  
mint ..... \$10  
1 hole ..... \$9  
used ..... \$8



Surf Crew  
mint ..... \$70  
1 hole ..... \$65  
used ..... \$60

## SOUTH AUSTRALIA (pack \$200)



Vineyard  
mint ..... \$20  
1 hole ..... \$8  
used ..... \$4



River Murray  
mint ..... \$20  
1 hole ..... \$18  
used ..... \$12



Adelaide Grand Prix  
mint ..... \$40  
1 hole ..... \$10  
used ..... \$5



Flinders Ranges  
mint ..... \$20  
1 hole ..... \$12  
used ..... \$8



Kangaroo Island  
mint ..... \$30  
1 hole ..... \$20  
used ..... \$12



Adelaide City  
mint ..... \$50  
1 hole ..... \$20  
used ..... \$7

## GENERIC 1990



\$2 Logo  
mint ..... \$5  
1 hole ..... \$3  
used ..... \$1



\$5 Logo  
mint ..... \$25  
1 hole ..... \$8  
used ..... \$4



\$10 Logo  
mint ..... \$30  
1 hole ..... \$5  
used ..... \$3



\$20 Logo  
mint ..... \$40  
1 hole ..... \$15  
used ..... \$5



\$50 Logo  
mint ..... \$80  
1 hole ..... \$35  
used ..... \$20

## 500th GRAND PRIX (pack \$30)



Alfa and Wreath  
mint ..... \$28  
1 hole ..... \$18  
used ..... \$10

## QUEENSLAND (pack \$110)



Barrier Reef  
mint ..... \$15  
1 hole ..... \$8  
used ..... \$6



Gold Coast  
mint ..... \$15  
1 hole ..... \$10  
used ..... \$7



Brisbane City  
mint ..... \$80  
1 hole ..... \$45  
used ..... \$25

## VICTORIA (pack \$110)



Melbourne City  
mint ..... \$15  
1 hole ..... \$6  
used ..... \$4



River Murray  
mint ..... \$25  
1 hole ..... \$6  
used ..... \$4



Grampians  
mint ..... \$60  
1 hole ..... \$15  
used ..... \$8

## NEW SOUTH WALES (pack \$150)



Orangutan  
mint ..... \$8  
1 hole ..... \$5  
used ..... \$2



Echidna  
mint ..... \$10  
1 hole ..... \$5  
used ..... \$3



Platypus  
mint ..... \$25  
1 hole ..... \$20  
used ..... \$8



Giraffe  
mint ..... \$25  
1 hole ..... \$20  
used ..... \$10



Cheetah  
mint ..... \$50  
1 hole ..... \$8  
used ..... \$5



Zoo Entrance  
mint ..... \$35  
1 hole ..... \$25  
used ..... \$10

## ACT (pack \$80)



Royal Mint  
mint ..... \$10  
1 hole ..... \$6  
used ..... \$4



Canberra View  
mint ..... \$10  
1 hole ..... \$8  
used ..... \$4



Questacon  
mint ..... \$10  
1 hole ..... \$6  
used ..... \$4



War Memorial  
mint ..... \$15  
1 hole ..... \$12  
used ..... \$6



Telecom Tower  
mint ..... \$35  
1 hole ..... \$15  
used ..... \$9

Keep up-to-date with the market -  
subscribe to **Phonecard Collector**

**WEST AUSTRALIA (pack \$40)**



Perth Skyline  
mint ..... \$12  
1 hole ..... \$12  
used ..... \$10



Karri Forest  
mint ..... \$12  
1 hole ..... \$10  
used ..... \$8



Bungle Bungles  
mint ..... \$16  
1 hole ..... \$12  
used ..... \$10

**NORTHERN TERRITORY (pack \$35)**



Crocodile  
mint ..... \$15  
1 hole ..... \$12  
used ..... \$10



Ayers Rock  
mint ..... \$20  
1 hole ..... \$18  
used ..... \$15

**TASMANIA (pack \$30)**



Cradle Mountain  
mint ..... \$18  
1 hole ..... \$16  
used ..... \$12



Hunter Street  
mint ..... \$12  
1 hole ..... \$8  
used ..... \$5

**GENEVA CONFERENCE**



Koala  
mint ..... \$160  
1 hole ..... \$160  
used ..... \$150

**RED CROSS (pack \$80)**



Health and Safety  
mint ..... \$8  
1 hole ..... \$5  
used ..... \$2



Blood Transfusion  
mint ..... \$12  
1 hole ..... \$9  
used ..... \$7



Community Service  
mint ..... \$10  
1 hole ..... \$6  
used ..... \$4



Youth  
mint ..... \$10  
1 hole ..... \$6  
used ..... \$4



Disaster Relief  
mint ..... \$25  
1 hole ..... \$4  
used ..... \$2



Assignments  
mint ..... \$30  
1 hole ..... \$6  
used ..... \$4

**AUSTRALIA DAY 1992 (pack \$40)**



Abstract  
mint ..... \$40  
1 hole ..... \$15  
used ..... \$10

**OLYMPIC 1992 (pack \$110)**



Hockey  
mint ..... \$35  
1 hole ..... \$10  
used ..... \$5



Willy  
mint ..... \$20  
1 hole ..... \$8  
used ..... \$5



Swimming  
mint ..... \$10  
1 hole ..... \$2  
used ..... \$1



Cycling  
mint ..... \$10  
1 hole ..... \$2  
used ..... \$1



Track & Field  
mint ..... \$20  
1 hole ..... \$3  
used ..... \$1.50



Marathon  
mint ..... \$30  
1 hole ..... \$8  
used ..... \$6

**TELECOM ADVERTISING**



Messages  
mint ..... \$7  
1 hole ..... \$2  
used ..... \$1



Hit a Snag  
mint ..... \$15  
1 hole ..... \$3  
used ..... \$2



Turn up the Volume  
mint ..... \$15  
1 hole ..... \$3  
used ..... \$2



Don't Hang Around  
mint ..... \$30  
1 hole ..... \$8  
used ..... \$5

**CHRISTMAS 1992**



Bird Choir  
mint ..... \$90  
1 hole ..... \$90  
used ..... \$90



Wombats on Beach  
mint ..... \$10  
1 hole ..... \$2  
used ..... \$1.50



Koala Santa Claus  
mint ..... \$15  
1 hole ..... \$3  
used ..... \$2

**AUSTRALIA DAY 1993 (pack \$15)**



Happy Faces  
mint ..... \$9  
1 hole ..... \$2.50  
used ..... \$1.50

**TELECOM GENERIC - TOURISM**



Sydney Opera House  
mint ..... \$15  
1 hole ..... \$2  
used ..... \$1



Kangaroo  
mint ..... \$15  
1 hole ..... \$3  
used ..... \$1.50



Great Barrier Reef  
mint ..... \$30  
1 hole ..... \$5  
used ..... \$3



Koala  
mint ..... \$80  
1 hole ..... \$40  
used ..... \$30

**ENDANGERED SPECIES (pack \$35)**



Wallaby  
mint ..... \$10  
1 hole ..... \$3  
used ..... \$2

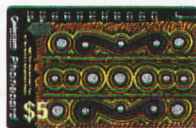


Wombat  
mint ..... \$10  
1 hole ..... \$3  
used ..... \$2



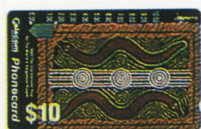
Numbat  
mint ..... \$15  
1 hole ..... \$4  
used ..... \$3

**INDIGENOUS PEOPLE - Aboriginal Art (pack \$45)**



Creation of Life  
mint ..... \$8  
1 hole ..... \$3  
used ..... \$2

# THE MARKET



**Life on Earth**  
 mint ..... \$15  
 1 hole ..... \$5  
 used ..... \$3



**Eternity**  
 mint ..... \$25  
 1 hole ..... \$14  
 used ..... \$10

## ADVERTISING CARDS 1993



**KMart - AC Cola**  
 mint ..... \$10  
 1 hole ..... \$8  
 used ..... \$6



**KMart - Camping**  
 mint ..... \$12  
 1 hole ..... \$10  
 used ..... \$8



**KMart - Clothing**  
 mint ..... \$22  
 1 hole ..... \$18  
 used ..... \$15



**XXXX - Beer**  
 mint ..... \$14  
 1 hole ..... \$10  
 used ..... \$8

## LANDSCAPE 1993 (pack \$45)



**Kakadu Billabong**  
 mint ..... \$8  
 1 hole ..... \$3  
 used ..... \$2



**Lizard Island**  
 mint ..... \$12  
 1 hole ..... \$4  
 used ..... \$2



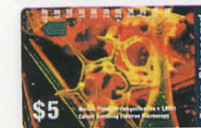
**Northern Flinders Ranges**  
 mint ..... \$25  
 1 hole ..... \$12  
 used ..... \$8

## SYDNEY OLYMPIC BID 2000



**Olympic Bid Logo**  
 mint ..... \$25  
 1 hole ..... \$15  
 used ..... \$8

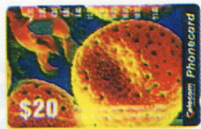
## MICROSCOPY (Micro-photographs) (pack \$45)



**Marine Plankton**  
 mint ..... \$8  
 1 hole ..... \$3  
 used ..... \$2



**Butterfly Eggs**  
 mint ..... \$12  
 1 hole ..... \$4  
 used ..... \$3



**Pollen Grains**  
 mint ..... \$25  
 1 hole ..... \$12  
 used ..... \$8

## TELECOM GENERIC (New Logo)



**Sydney Opera House**  
 mint ..... \$8  
 1 hole ..... \$2  
 used ..... \$1



**Kangaroo**  
 mint ..... \$13  
 1 hole ..... \$3  
 used ..... \$1.50



**Great Barrier Reef**  
 mint ..... \$23  
 1 hole ..... \$5  
 used ..... \$3



**Koala**  
 mint ..... \$60  
 1 hole ..... \$35  
 used ..... \$25

## ENVIRONMENT PROTECTION (pack \$45)



**Recycle**  
 mint ..... \$8  
 1 hole ..... \$3  
 used ..... \$2



**Plant a Tree**  
 mint ..... \$12  
 1 hole ..... \$4  
 used ..... \$3



**Be a Green Consumer**  
 mint ..... \$25  
 1 hole ..... \$10  
 used ..... \$6

## CHRISTMAS 1993



**Outback Christmas**  
 mint ..... \$8  
 1 hole ..... \$3  
 used ..... \$2



**City Christmas**  
 mint ..... \$12  
 1 hole ..... \$4  
 used ..... \$3

## AUSTRALIA DAY 1994 (pack \$40)



**Abstract Design**  
 mint ..... \$6  
 1 hole ..... \$3  
 used ..... \$2

## AUSTRALIAN DINOSAURS (pack \$110)



**Muttaborrasaurus**  
 mint ..... \$8  
 1 hole ..... \$3  
 used ..... \$2



**Austrosaurus**  
 mint ..... \$12  
 1 hole ..... \$4  
 used ..... \$3



**Minmi**  
 mint ..... \$25  
 1 hole ..... \$12  
 used ..... \$8

## TAMWORTH MUSIC FESTIVAL (PACS) (pack \$45)



**Golden Guitar Award**  
 mint ..... \$20  
 1 hole ..... \$18  
 used ..... \$15



**Lee Kernaghan**  
 mint ..... \$20  
 1 hole ..... \$18  
 used ..... \$15

## YEAR OF THE DOG



**Dog on Ball**  
 mint ..... \$10  
 1 hole ..... \$8  
 used ..... \$6



**Dog on Unicycle**  
 mint ..... \$10  
 1 hole ..... \$8  
 used ..... \$6



**Dog and Flowers**  
 mint ..... \$10  
 1 hole ..... \$8  
 used ..... \$6



**Dog and Ribbon**  
 mint ..... \$10  
 1 hole ..... \$8  
 used ..... \$6

## SWISSH™ (PACS) (pack \$17)



**Chocolate Bars**  
 mint ..... \$11  
 1 hole ..... \$10  
 used ..... \$8

## ENDANGERED SPECIES/WWF (pack \$45)



**Bilby**  
 mint ..... \$5  
 1 hole ..... \$3  
 used ..... \$2



**Western Swamp Turtle**  
 mint ..... \$10  
 1 hole ..... \$4  
 used ..... \$3



**Gouldian Finch**  
 mint ..... \$20  
 1 hole ..... \$12  
 used ..... \$8

# Phonecard Offers from JPS

This month, we present a range of Starter Collections for phonecard collectors. The Australian collection, in particular, is excellent value and comes with a free catalogue! There are also Starter Collections of German and World cards. Asian cards are in great demand, and we present a range of Chinese cards (including elusive first issues from the provinces), popular and colourful thematic sets from Thailand, plus the recently issued Year of the Rooster card from Indonesia. We recommend your early order for these attractive offers! We don't just supply phonecards, but offer a full range of accessories for the phonecard collector, including storage media and phonecard catalogues.

## China (all Mint)

Baotou City 1992 set (3) .....	\$145.00
Beijing 1992 set (8) .....	\$240.00
Chengdu City 1993 set (3) .....	\$145.00
Hebei 1st set (7) .....	\$195.00
Hebei 1993 set (3) .....	\$97.50
Hunan 1993 set (5) .....	\$195.00
Liaoning 1992 1st set (4) .....	\$175.00
Liaoning 'Phones set (2) .....	\$50.00
Neimongol set (3) .....	\$145.00
X'ian 1992 1st set (8) .....	\$340.00

**Want Lists** invited for all Chinese cards  
(mint complete sets only).

## Thailand (all Mint)

Fish set (4) .....	\$50.00
Flowers set (4) .....	\$50.00
New Year 1994 (1) .....	\$13.50

## Indonesia (Mint)

1993 Year of the Rooster (1) .....	\$18.00
------------------------------------	---------

## Brazil (Mint)

10 unit Bird (1) .....	\$5.00
20 unit Bird (1) .....	\$5.00
<b>Special Offer:</b> Take both cards for .....	<b>\$9.00</b>

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1993 Endangered Species set (good, clean,  
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Australian phonecard catalogue ..... **\$29.95**

## Germany Starter Collection

10 different good used chip picture cards  
including one Comic card, also themes  
(Cars, etc) ..... **\$49.95**

## World Starter Collection

20 different world picture cards including  
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(no generic cards) ..... **\$49.95**

## Accessories

**Lighthouse** phonecard pages. Top quality, fully  
transparent, no acids or softening agents.  
Pack of 10 ..... **\$14.50**  
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Clear — 8 cards visible both sides)

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and four-ring binder ..... **\$37.50**

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1993 edition. Prices out of date but introductory  
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address and telephone number (large orders delivered by courier).

# Sydney View

The phonecard market is ever stronger writes Opera House and it shows no signs of slowing down.

**W**HAT a month it has been for phonecards! Last month's column referred to the present boom in cards and a month on, the boom continues. It is difficult to find the correct adjective to describe the robust nature of the moment!

The Australian International phonecard Fair held at the Holiday Inn Menzies hotel in Sydney last month further demonstrated the strength in the phonecard market. This fair was one of the strongest yet and witnessed the launch of a number of new products.

One was the birth of this very magazine as a separate entity from its sister magazine, *The Stamp Collector*.

Another was the launch of several Pay Tel products, namely its \$5 Map generic card, \$10 crew card and three new cards depicting the Tasmanian "Wilderness Rivers".

PACS released a new advertising card for Players' Swiss milk chocolate wafer bars. (A pack was released the following week).

All this activity helped to ensure a very healthy attendance over the two-day event. (The first day was officially a banknote fair, but more many phonecard dealers worked both days and phonecard collectors turned up in droves at the banknote event for this very reason.)

The second day was a real bonanza. When Opera sneaked in just prior to the opening, there was a long healthy queue snaked along the corridors of the hotel with collectors waiting patiently for the opening whistle. After opening, most tables were two or three deep with customers seeking attention.

An encouraging fact about the large crowd was the wide range of people and age groups represented. All age groups, many nationalities and both genders were well represented.

This is the real gold mine that is phonecard collecting. Many other

hobbies such as stamps and coins have a much narrower constituency. Although it is not true of every stamp or coin collector, it would seem that the majority are male and over 40. This is the biggest single problem which both of these hobbies face.

The future of phonecard collecting depends on keeping these people interested, although up to now, this has never been a problem!

Two other items to emerge at this fair were souvenir cards sold at the door. These were made by Pay-Tel. The first card, issued during the banknote fair, featured a rare Australian banknote. The second card pictured yours truly (the Opera House).

These cards are worth picking up if you weren't able to do so on the day. At time of going to press the Banknote card is selling for around \$7 and the Opera House card is around issue price of \$5.

The first one may well end up being the harder of the two to get, as fewer were sold than of the second.

The biggest event in the last month was the Swiss card and pack produced by PACS. Issued during the Sydney fair, this card was eagerly sought on the day.

The card was originally advertised as having a retail price of around \$12. However, on the day, the cards were selling for as low as \$9 — which is less than wholesale to dealers who aren't part of the PACS distribution network.

Of course, we trade in a free market people can sell goods for as much or as little as they like, but ... selling telephone cards to the public at less than wholesale can only damage the confidence of both dealers and collectors.

At the time this issue went to press, sales of the new card were strong at around \$12 for the card and \$16 for the pack.

Given that only 4000 of each were issued, this is likely to be a good issue

given time.

The market is quickly absorbing the early collector edition packs as I write this column and there is little doubt that prices will eventually climb higher.

The New South Wales pack is now now selling at around the \$150 mark. The South Australia Pack is \$180 to \$200, while the Olympic Games pack is \$120.

For a comprehensive and up-to-date guide to price movements, study the Market Report on the centre pages of **Phonecard Collector** each month.

Whilst on the subject of packs, last month saw some controversy (and subsequent price rises) relating to the Dinosaur and Australia Day 1994 packs.

These two packs have certainly taken off, but of the two, the Australia Day 1994 is my tip to rise first.

The Dinosaur pack seems to have stalled for now at around \$110, and the 1994 Australia Day pack has already hit \$45 but it may just move a bit before the year is out.

If you missed them both and you want to own a complete set of packs, now is a good time to buy and I would make the Australia Day issue a priority.

Turning attention back to the ordinary cards, there is one that may just be waiting to take off. It is the \$50 Koala with the *old* Telecom logo on it.

This card was produced in a run of only 30,000 and has now well and truly sold out. In either one hole or, better still, mint condition, I think it will be a very difficult card in the future.

The unusual thing about the \$50 cards is that, by virtue of their already high face value, they are beyond the means of many a collector. However, for the sake of completeness, most collectors are sure to want to add this card to their collection after they have

*Continued page 26*



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overcome any financial pain barrier.

Advertising cards are attracting a lot of comment, some for, some against.

Collectors will need to make up their own minds as to whether they collect some, all or no advertising cards, but picking up the first few at least is advisable. If the floodgates are opened and large numbers of different card issues eventuate, each collector will need to assess how he or she collects — and perhaps, make choices to narrow the collecting field. But in the short term, I doubt if there will be a flood of advertising cards.

Because the investment required for production of the bare minimum of 10,000 private cards from Telecom is high, it is unlikely that there will be hundreds of retailers, dealers or other customers out there wanting to get their advertisement on to the plastic.

Prefix collecting is still alive and well, despite the ghastly death predicted by many critics of this area.

The prefixes are now above 420, and this area remains a challenging and stimulating area for the collector. This area of collecting offers a much greater challenge to the collector than, say, the practice of collecting one of each card face different.

My tip is that some of the late 300 numbers may prove to more than a bit tough as they occurred at a time when so many other things were happening in the world of phonecards.

This month sees to more important phonecard fairs taking place in the region, on in Brisbane and the other in Christchurch, New Zealand.

The other card set in the news this month was the Year of the Dog set of four cards issued during February. As

expected, this 30,000 set run sold out very quickly and the price has now shot up (to around \$35 as we went to press). My pick is that prices will stay near to this level for a while ... and then imitate the \$1.50 Christmas card which exploded in price.

Telecom might want to treat its customers more kindly next time around, before issuing a set like the Year of the Dog. Many collectors were dissillusioned by the fact that they could not obtain the cards easily or cheaply, with many having to resort to the secondary market for supplies.

My last tip for this month is the second set from Christmas Island — a \$10 and a \$20 card. There are only 4000 of these sets in existence, despite rumours to the contrary and as far as we can ascertain, they will *not* be sold direct from Telecom. **OH**

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**1. STANDARD DEFINITIVE & COMMEMORATIVE CARDS**

These issues will be supplied at face value and would normally be delivered within a few days of first release. You may split your order - definitives only or commemoratives only.

**2. TELECOM SPECIAL ISSUE & ADVERTISING CARDS**

These cards will be supplied at face where ever possible or at a small premium over the cost price. Normally we would accumulate three or four cards before sending, but if you would like cards sent each time we are happy to oblige. Most advertising cards have a face value of \$5 but occasionally there may higher value issues and we are happy to tailor your standing order to suit your budget, eg you may wish to receive two of each \$5 card and one of each of any higher value cards.

**3. TELECOM COLLECTORS PACKS**

We will supply collectors packs at the Telecom issue price and if there is any special offer or free card we would include this on the same terms as Telecom. If you would like to receive only standard issues packs or only advertising card packs we are happy to oblige.

**4. PRIVATE OVERPRINTS**

These are privately issued cards not produced by Telecom. We can supply these on standing order at the issue price. You may split your order — full overprints only (these are normally on mint cards and are priced at \$30-40 each) or text overprints only (these are normally on used cards priced at \$5-10 each).

**5. FLAWS AND VARIETIES**

We are able to supply flaws and varieties (eg control number changes) on standing order and these would be at the market price at the time of discovery.

*PLEASE NOTE THAT WHILE EVERY EFFORT IS MADE TO SUPPLY ALL STANDING ORDERS IN FULL WE CANNOT OFFER AN ABSOLUTE GUARANTEE TO THIS EFFECT.*

**STANDING ORDER REQUEST**

Please forward the following mint New Zealand telephone cards on standing order until further notice. I understand that you will do your best to supply all cards required but that you cannot offer an absolute guarantee that you will be able to supply everything. In the event of any shortages please treat my order in a fair manner.

**1. STANDARD DEFINITIVE & COMMEMORATIVE CARDS**

- (face value)
- a Definitive Sets ..... (number required)
- b Commemorative Sets .....
- c Other requests .....

**2. SPECIAL ISSUE & ADVERTISING CARDS**

- (face value or cost plus)
- a \$5 values ..... b \$10 Values .....
- c \$20 Values ..... d \$50 Values .....

**3. TELECOM COLLECTORS PACKS (Telecom issue price)**

- a Standard Issue Packs ..... b Ad Card Packs .....

**4. PRIVATE OVERPRINTS (issue price)**

- a Full Overprints ..... b Text Overprints .....

**5. FLAWS & VARIETIES (market price)**

- a Control Number ..... b Other Varieties .....
- c Other requests .....

Name .....

Address .....

.....

.....

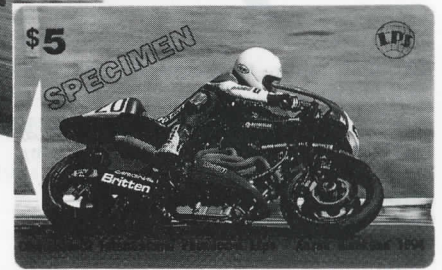
Please charge my credit card number ..... expires ...

Or I would like to pay on invoice but enclose a deposit of NZ\$100.00

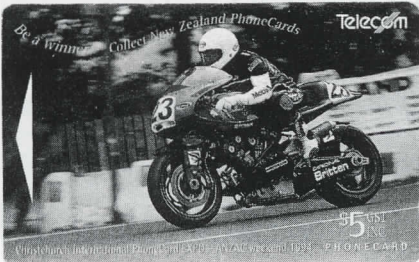
Signature ..... Date .....



Pictured on the front cover of this issue is one of a pair of \$5 Telecom New Zealand "Warbirds over Wanaka" Adcards featuring World War II aircraft in the skies over Wanaka during the Wanaka Air Show. The cards carry a \$2.50 donation. One card features a Spitfire and a Messerschmitt and the other a Zero and a Corsair.



Pictured above are two Specimen cards issued to commemorate the April 24-25 Christchurch International Phonecard Expo. The first 500 visitors each day each received one of the Specimen cards.



Pictured above is the \$5 Adcard issued by Telecom New Zealand on behalf of the organisers of the 1994 Christchurch Phonecard Expo. A total of 10,500 cards were issued during April. The card features an action shot of the "Britten" supermotorcycle at the Isle of Man TT race. The Britten was designed and constructed in Christchurch. This revolutionary new machine has taken the world superbike scene by storm, breaking many records in the process.

## REX & FAIR Philatelists (Victoria) Pty Ltd

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Melbourne, Vic 3000, Australia

☎ (03) 654 7580 Fax (03) 654 6474

### WE BUY AND SELL AUSTRALIAN PHONECARDS Top Prices Paid

We buy and sell Australian Phonecards - Packs, Prefix Numbers, Unused, Used, Single Hole, Multi, Specimens, Police Cars, etc., at competitive prices. Our stock of Australian cards is as comprehensive as any Australian dealer, and Wants Lists for any Australian cards, i.e., Prefix Numbers, gladly taken. We also pay Top Prices for the scarcer cards. Please offer!

#### SPECIAL - GENEVA 1991 \$6 (\$55 PER 10)

For Phonecard Price List and Postal Bid Sale Catalogues, send this form to Rex and Fair at the address above.

Name: .....

Address: .....

Phone: ..... Fax: .....

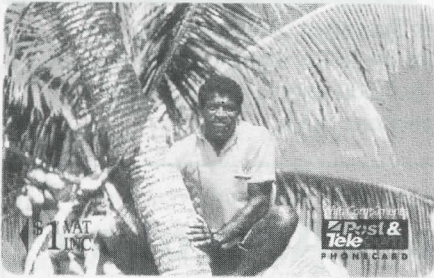
## Stop press: Australian serial numbers

TELECOM has kindly provided the following serial and batch number and quantity information for **Phonecard Collector** readers.

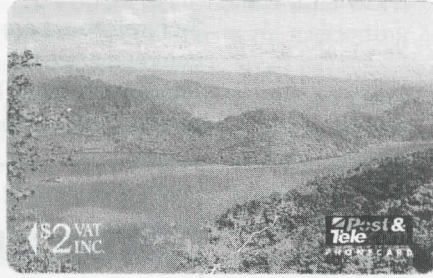
\$5 Australian Generic G930712	387	7,000
\$5 Dog Balancing Vase A940212	388	30,300
\$5 Dog Blowing Trumpet A940222	389	30,300
\$5 Dog with Ribbon A940232	390	30,300
\$5 Dog on Ball A940242	391	30,300
\$5 Dinosaur N931312	392	100,000
\$5 Dinosaur N931212	393	100,000
\$5 Dinosaur N931312	394	100,000
\$5 Dinosaur N931312	395	100,000
\$10 Australiana Generic G930723a	396	100,000
\$10 Dinosaur N931223a	397	100,000
\$10 Dinosaur N931323	398	50,000
\$20 Dinosaur N931334a	399	50,000
\$20 Dinosaur N931334a	400	75,000
\$5 Australiana Generic G930712	401	100,000
\$5 Bilby N940112	402	100,000
\$5 Bilby N940112	403	100,000
\$5 Bilby N940112	404	100,000
\$5 Bilby N940112	405	100,000
\$10 Australiana Generic G93072a	406	50,000
\$20 Finch N940134a	408	80,000
\$5 Bilby (Limited Edition) L940112	409	8,000
\$10 Turtle (Limited Edition) L940123	410	8,000
\$20 Finch (Limited Edition) L940134a	411	8,000
\$2 Cambodian I940111	413	20,000
\$5 International Rocket I930529	418	20,000
\$5 Australiana Generic	419	100,000
\$5 Bilby N940112	420	100,000
\$5 Bilby N940112	421	100,000
\$5 Bilby N940112	422	100,000
\$10 Turtle N940123a	423	100,000
\$10 Turtle N940123a	424	100,000
\$10 Turtle N940123a	425	100,000
\$20 Finch N940134a	426	60,000
\$5 Australiana Generic	427	100,000
\$5 Bilby N940112	428	100,000
\$5 Bilby N940112	429	50,000
\$10 Turtle N940123a	430	100,000
\$10 Turtle N940123a	431	50,000

# Fiji checklist

Cat. No.	Value	Description	Printed Control	Cat. No.	Value	Description	Printed Control
<b>AUGUST 28 1992 - FIRST ISSUE - SCENIC</b>				<input type="checkbox"/> FPT1E	\$20	"One of 300 Islands" .....	9,000 01FJE
<input type="checkbox"/> FPT1A	\$1	Climbing a Coconut Palm .....	? 01FJA	<input type="checkbox"/> FPT1P		Collector's Pack .....	?
<input type="checkbox"/> FPT1B	\$2	Tropical Rainforest .....	50,000 01FJB	Note that the \$1 was a complimentary card and the only way that it could be purchased was in the Collector's Pack. ▷			
<input type="checkbox"/> FPT1C	\$5	Sunrise .....	20,000 01FJC				
<input type="checkbox"/> FPT1D	\$10	Beach Scene .....	8,000 01FJD				



FPT1A



FPT1B



FPT1C



FPT1D



FPT1E



FPT2A



FPT2B



FPT3A



FPT3B



FPT3C



FPT3D



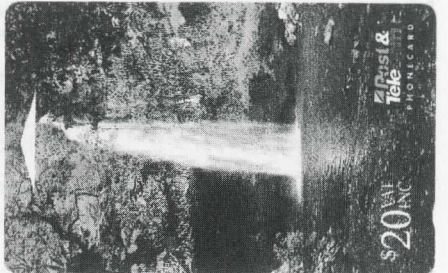
FPT4A



FPT4B



FPT4C



FPT4D

Cat. No. Value Description PrintedControl

**MAY 15 1993 - SECOND ISSUE - SCENIC**

- FPT2A \$5 North-west Viti Levu ..... 8,000 BCFJC
- FPT2B \$10 South-west Viti Levu ..... 8,000 BCFJD

It would appear that this was an emergency issue as these cards were printed in New Zealand on blanks supplied by GPT.

**JULY 9 1993 - THIRD ISSUE - MARTIN MOTOR CO LTD**

- FPT3A \$2 Hyundai S Coupe ..... 10,000 03FJB
- FPT3B \$5 Hyundai Excel ..... 20,000 03FJC
- FPT3C \$10 Hyundai Elanta ..... 20,000 03FJD
- FPT3D \$20 Hyundai Sonata ..... \*9,000 03FJE

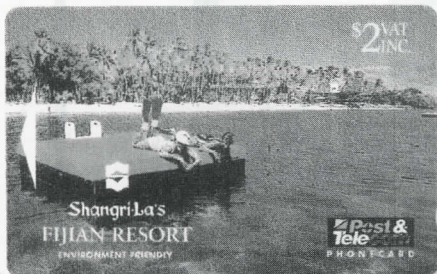
\*Originally 10,000 were produced but 1,000 were used in the production of the \$20 Rugby Sevens card.

**AUGUST 5 1993 - FOURTH ISSUE - SCENIC**

- FPT4A \$2 Bouma Nature Reserve ..... 30,000 02FJB
- FPT4B \$5 Hammock by the Sea ..... 10,000 02FJC
- FPT4C \$10 Korotogo, Coral Coast ..... 10,000 02FJD
- FPT4D \$20 Tavoro Falls ..... 10,000 02FJE

**NOVEMBER 1 1993 - FIFTH ISSUE - FIJIAN RESORT HOTEL**

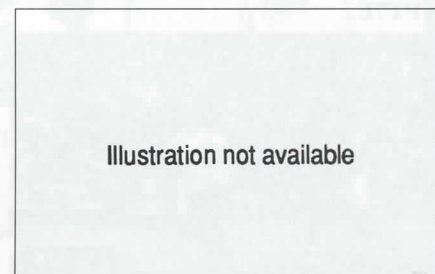
- FPT5A \$2 'Environment Friendly' ..... 10,000 05FJB
- FPT5B \$5 '9 Hole Executive Golf Course' ... 20,000 05FJC
- FPT5C \$10 'The Day Ends' ..... 20,000 05FJD



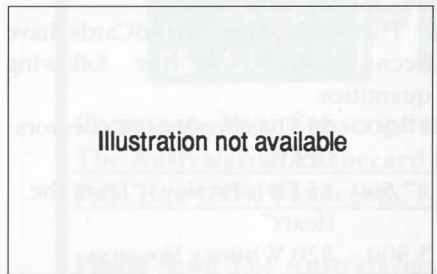
FPT5A



FPT5B



FPT5C



FPT5D



FPT6A



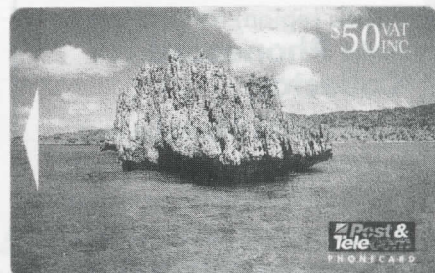
FPT6B



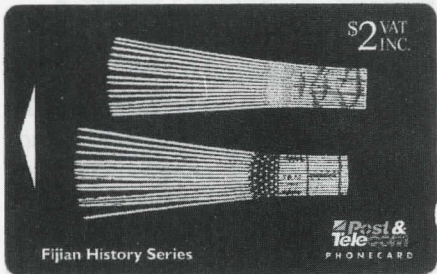
FPT6C



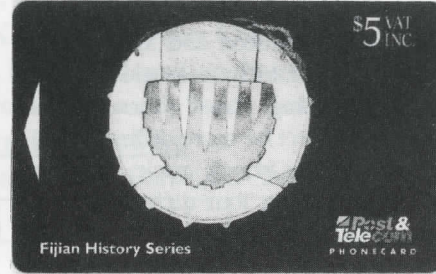
FPT6D



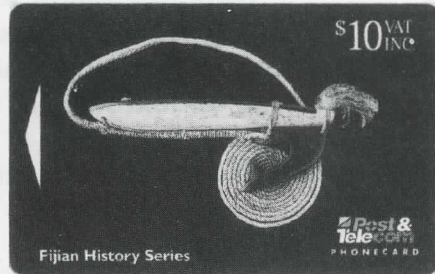
FPT6E



FPT7A



FPT7B



FPT7C

Cat. No. Value Description PrintedControl

- FPT5D \$20 'Secluded Private Beaches' ..... 10,000 05FJE

**NOVEMBER 29 1993 - SIXTH ISSUE - SCENIC**

- FPT6A \$2 Blowhole ..... 50,000 04FJB
- FPT6B \$5 Inland River ..... 40,000 04FJC
- FPT6C \$10 Mamanuca Group Fiji ..... 30,000 04FJD
- FPT6D \$20 Fiji From Above ..... 20,000 04FJE
- FPT6E \$50 Upthrust Reef Formation ..... 2,000 04FJF

**FEBRUARY 22 1994 - SEVENTH ISSUE - ARTIFACTS**

- FPT7A \$2 ..... 68,758 06FJB
- FPT7B \$5 ..... 40,000 06FJC
- FPT7C \$10 ..... 25,000 06FJD
- FPT7D \$20 ..... 15,000 06FJE
- FPT7E \$50 ..... 2,000 06FJF

**MARCH 1994 - EIGHTH ISSUE - RUGBY SEVENS**

- FPT8A \$20 Waisele Serevi ..... 1,000 03FJE

Only available in a Collector's Pack which retailed at \$55. This card is an overprint on the \$20 Hyundai Sonata card.

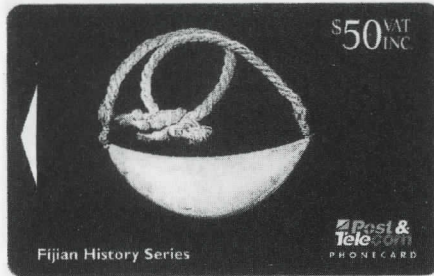
*Compiled by A M Kilpatrick*

Cat Nos. FPT7D - FPT8A illustrated page 30 >

Illustrations of Fiji phonocards continued from page 29...



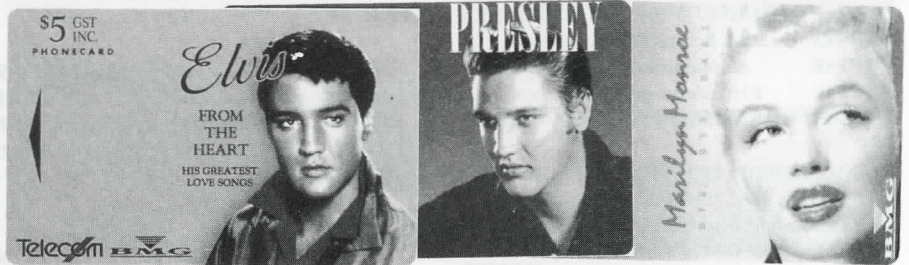
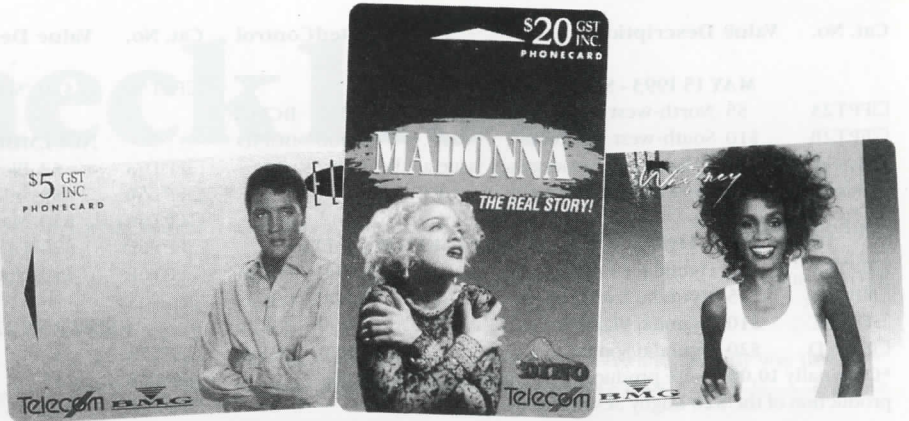
FPT7D



FPT7E



FPT8A



# Music legends on the cards

*That's entertainment!*

## Wanted

The publisher seeks detailed and reliable checklists of telephone cards (especially from countries in the Asia-Pacific region) for publication in the **Phonocard Collector**.

Contributors should be in a position to loan either good colour photocopies or actual samples of all cards listed, however, any contributions will be carefully considered for publication.

**Brian Moore, Publisher Phonocard Collector**  
**GPO Box 3780, Sydney, NSW 2001, Australia**

☎ (02) 264 7060  
 Fax (02) 264 7138

TELECOM NEW ZEALAND, in association with Pacific Coin Company and BMG Arista/Ariola New Zealand, has released six Music Legends AdCard Collector Series telephone cards.

The four singers featured in the Music Legends Collectors Pack have all, in their own unique way, influenced songwriters, singers, musicians and fans around the world.

Elvis Presley, the King of Rock 'n Roll and Marilyn Monroe, America's movie sweetheart, will always be legends. Both of these entertainers died tragic deaths, yet their untimely departures have done little to tarnish their image as being truly extraordinary entertainers and legends in their own right.

Whitley Houston and Madonna are now well established as global movie and recording stars although their styles couldn't be more different.

Madonna's 'shock rock' from her Blond Ambition Tour differs markedly from Whitney Houston's "I Will Always Love You" from the film, *The Bodyguard*, for example.

The Music Legends AdCards have been produced in the following quantities:

- 17,500 \$5 Elvis Presley - "Collectors Gold"
- 17,500 \$5 Elvis Presley - "From the Heart"
- 5,500 \$20 Whitney Houston - "Whitney"
- 5,500 \$20 Elvis Presley - "The All Time Greatest Hits"
- 5,500 \$20 Marilyn Monroe - "Bye, Bye, Baby"
- 5,500 Madonna - "The Real Story"

Printed with "1993 Collector Issue" identification on the reverse, all the phonocards in this collector series have been presented in Telecom New Zealand's high quality laminated insert and sleeve packaging.

Only 3,000 Collector Sets were made available.

As singers and entertainers go, the four featured in the Music Legends Phonocard Series complement each other well as they have all been in feature-length movies and topped the charts with their singles and albums released. □

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# "THE AUSTRALASIAN PHONECARD MONTHLY"

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THE AUSTRALASIAN  
PHONECARD MONTHLY

**FIRST ISSUE FREE PHONECARD**

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Telecom Australia Phonecards  
Prefix Number Collecting  
Plain Janes  
Phonecard Issuing Countries  
Overview Last 3 Years  
Doesn't This Make You Mad!  
South African Phonecards  
Club & Society News  
etc. etc.

VOLUME 2 NO. 1 JANUARY 1994  
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A World View  
Philcard Covers  
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Win a Trip to London  
Club & Society News

also  
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COLLECTORS PACK  
Pay Tel MOBILE PAYPHONE  
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--	--	--	--	--	--	--	--	--	--

Exp. Date: ...../..... Phone ..... Cardholder's Signature: .....

**All Information Provided Remains Confidential**

# Collect Chinese Phonecards

Official sources have suggested that the days of individual provincial telephone cards in China are numbered and that there is likely to be a single issuing-authority in the not too distant future. The first issues of many provinces exist only in very small quantities. As living standards continue to improve and awareness of telephone cards rises in China, local demand is likely to force prices up. Start your collection of Chinese telephone cards today.



## 100th Birth Anniversary, Mao Zedong

To commemorate the centenary of the birth of Mao Zedong, the Telecommunications Authority of Jiangsi Province, China, issued only 20,000 sets of six telephone cards in October 1993. The phonecards portray Mao Zedong at different stages of his life, with four of his best known poems as a backdrop. All four poems were depicted on stamps featuring Mao issued during the Cultural Revolution period (1967-76). The set of six cards mint

- ..... A\$95
- Also available, set of six in a presentation album (in Chinese) ..... A\$125
- SPECIAL OFFER FOR INVESTORS, CLUBS.** Buy 10 mint sets for only ..... A\$750

## Classic Chinese stamps on phonecards

One of our most popular lines! Issued by Jiangsi province. Limited stocks remain.

- 1 Goldfishes set of 12 mint cards + book ..... A\$110
- 2 Beijing Opera Face Makeup set of 8 mint cards + book ..... A\$75
- 3 The Twelve Beauties of Jinling set of 13 mint cards + book ..... A\$115
- 4 Female Roles in Beijing Opera set of 8 mint cards + book ..... A\$75
- SAVE \$25:** Buy all four sets (41 mint cards + 4 books) for ..... A\$350

## The Romance of the Western Chamber

Five telephone cards were issued by Jiangsi province in May 1993, in an edition of only 30,000 sets, picturing landscapes, with the four stamps and souvenir sheet of China's 1983 Western Chamber stamp issue superimposed. Mint

A\$80



## Lunar New Year Stamps on Cards

In 1993, Jiangsi Province issued a set of twelve cards showing Chinese landscapes. Each card also has superimposed one stamp from the 12-year series issued by China showing an animal from the Chinese Lunar Calendar. These cards are highly sought-after and we've only a few mint sets left. While they last

A\$140

## Shanghai — 1st East Asian Games

The attractive, hard-to-get, last set of five mint cards issued by Shanghai Posts and Telecommunications Administration to commemorate the 1st East Asian Games. .... A\$240

\*Delivery \$2.50 in Australia; \$7.50 overseas) Cheque / Bankcard / MasterCard / Visa welcome



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1. **Belgium** Coca-Cola — the world's most exciting new theme, prepared under contract from Coca-Cola and only 1000 copies printed ..... mint \$135
2. **Germany** Asterix and Obelix — children's favourites for years, only 2000 ..... mint \$120
3. **Germany** Tarzan, son of the Jungle — regular issue ..... used \$15 ..... mint \$25
4. **Great Britain** Richardson Light Car — private issue, only 500 printed ..... mint \$50
5. **Japan** Jurassic Park — official promotional card ..... mint \$30



**SOUTH AFRICA**  
The Big Five  
Animals (first set)  
mint (5) ..... \$45



**GERMANY**  
Felix (designed by  
an Australian)  
used ..... \$15  
mint ..... \$25



**GERMANY**  
ICE Inter-City  
Express  
mint ..... \$25  
used ..... \$15



**FALKLAND ISLANDS**  
Penguin - first  
pictorial  
used ..... \$7



**NEW ZEALAND**  
Spot the Dog  
set (4) mint ... \$75



**GERMANY**  
Marvel Comics/  
Spiderman  
used ..... \$15  
mint ..... \$25



**FRANCE**  
Renault Le Mans  
Victory '93  
12 different  
used ..... ea. \$7



**GREAT BRITAIN**  
McDonalds  
set (4)  
used ..... \$35  
separately ea. \$10



**DENMARK**  
Lufthansa Surveyor  
mint ..... \$40



**NEW ZEALAND**  
Christchurch Trials  
\$5 used  
**SPECIAL** .... \$70



**SINGAPORE**  
Airshow  
set (5) in pack  
(face value  
Sing \$110) ... \$160



**ISLE OF MAN**  
Motorcycle GP  
set (4) mint ... \$50

## NEW STOCK COMING SOON

(Please enquire for prices and availability.)

**France:** Bugs Bunny and Friends; Basketball; Yachting; Nesquik Drink; Ferrari  
**Germany:** Opera House; Fred Flintstone; Coca-Cola (set 3); Rock 'n Roll Stars (including Madonna, Simply Red, etc); The Simpsons; Mercedes/BMW/VW; Buffalo Bill; Superman; Batman; Tweety and Silvester; Star Trek (Kirk & Spock)  
**Russia:** Coca Cola/Disney (200 only)  
**Czech:** Queen (Rock Group); Ferrari/Pirelli Tyres; Playboy  
**New Zealand:** Motorcycle; Elvis & Marilyn Monroe; Whitbread Yacht Race (block of four)

**AND MANY MORE...**

## WANTS LISTS WELCOME

### THEMATIC / COUNTRY / SPECIFIC CARDS

We have large stocks of Australian and World cards. We will keep you up to date with new issues and specials from your country or theme and use our international contacts to obtain the particular cards you require at best prices. Please order now. Satisfaction guaranteed.

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We accept Bankcard, MasterCard and Visa. Postage (Australia) \$2 on orders under \$100; free on larger orders. (Overseas) Insured airmail \$12; uninsured (your risk) \$3.

# Rare Australian cards at auction

A rare Specimen card and two signed cards are among the phonecard lots on offer at a major Sydney auction.

ON April 27 1994, Sydney collectables auctioneers, Status International, will offer rare Australian phonecards at their 152nd auction in Sydney.

The auction will take place on the 14th floor of the Capital Centre at 255 Pitt Street.

The first lot is the Anritsu Geneva Specimen card which has a face value of \$5. An example of this card was sold last year for \$2500.

The second lot comprises two of the popular Olympic Bid cards, one carrying the signature of Barcelona gold medalist, Clint Robinson and swimming star, Stacey Gartrell and the other with the signature of singer, John Williamson.

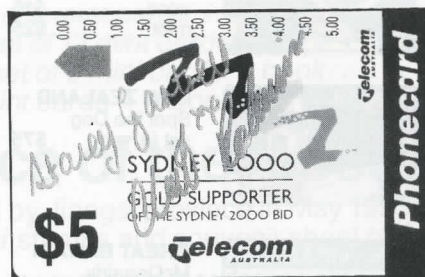
The cards are being offered at auction under instructions from Telecom Australia with the proceeds to be donated to the World Wide Fund for Nature (WWF).

Ms Jackie Cook, manager, National Business Unit, Payphone Services, has been surprised at the way local and international interest in Australian phonecard collecting has increased in the last 12 months.

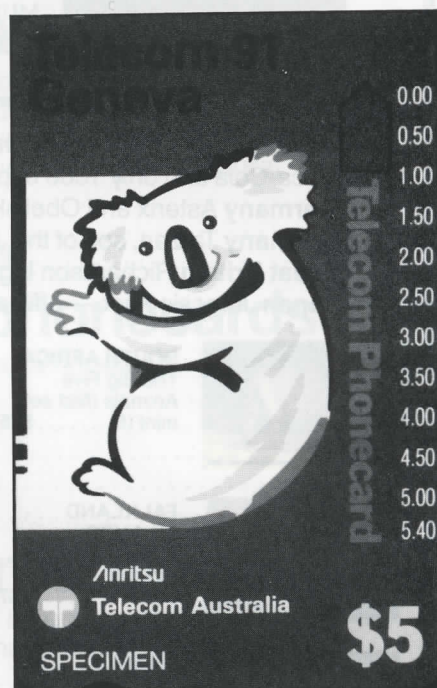
"Last year's Australia Day commemorative pack took nine months to sell out. This year, it sold out in a fortnight and immediately doubled in value. Within six weeks, \$10.50 packs were going for \$32."

While the exact number of collectors in Australia is unknown, the Phonecard Collector Service mailing list has grown by 63% in the last six months.

The current figure stands at around 17,000 with new collectors and dealers signing on at a rate of 40 a day and many of those acting as representative for up to 300 other parties. □



Olympic Bid cards signed by Barcelona gold medalist, Clint Robinson, swimming star, Stacey Gartrell and singer, John Williamson, will be a highlight of the Status auction.



The very rare Anritsu Geneva Specimen card to be auctioned in Sydney on April 27. One sold last year for \$2500.

### Clubs & Societies

You can list your bona fide group FREE in **Phonecard Collector Club Directory** starting next month. Please send us details of when and where your group meets plus names, addresses and telephone/fax numbers of contact persons.

## Phonecard Collector Opinion Poll

We invite readers to express their opinions by letter or by fax on the nature of so-called 'private-issue' phonecards — that is, new designs privately overprinted on, say, genuine Telecom Australia or Telecom New Zealand telephone cards. Do you believe them to be a good thing or a bad thing and do you have any other views to share on this subject? Write to the Editor, **Phonecard Collector**, GPO Box 3780, Sydney, NSW 2001, Australia (fax (02) 264 7138).

# How to buy and sell phonecards at auction ...

*Status Stamps Pty Ltd has sold more than A\$10 million of collectibles through its auction, private treaty and retail outlets in the past eight years, satisfying both buyers and sellers.*

## *When selling...*

collectibles at auction, vendors should be satisfied that their material is going to be well described, that the catalogue will be well produced and widely circulated to proven buyers and that it is in the interest of the auctioneer to achieve the highest possible hammer price for each lot ... after all, he receives a commission based on results! The Status group can offer cash prices for selected material or unite seller and buyer through private treaty arrangements. Whether your consignment is a small collection, a deceased estate, a lifelong collection or a fabulous dealer stock, Status Auctions International is a name you can trust. For a free, frank and confidential assessment of the sale potential of your phonecards or other collectibles, contact Status Auctions today.

## *When buying...*

collectibles at auction, buyers need to have confidence in the auctioneer's descriptions. Estimates should be realistic and in keeping with market conditions. Each sale should include the widest possible variety of material — 'something for everyone' and the buyer needs to know that certain lots can be returned if they are proven not to be as described. Write, telephone or fax Status Auctions today for a free sample copy of their next auction catalogue.

## *Status Auctions International...*

satisfies all these criteria and offers still more advantages to would-be buyers and sellers. Auctioneer and managing director, Barry W Jarrett, prefers to deal personally with vendors, assuring the closest attention to their needs. A family-owned and run business, the Status group is big enough to matter, yet small enough to care. Its auction catalogues are sent worldwide to collectors and dealers in more than 100 countries — and Status has been represented at most major collectibles exhibitions in Asia and Australia in the past 10 years.

**STATUS AUCTIONS INTERNATIONAL**  
14th Floor, Hilton Building, 255 Pitt Street, Sydney  
Postal: PO Box E176, St James, NSW 2000, Australia

☎ (02) 267 4525 Fax (02) 267 6124

## Leading US hobby publisher launches phonocard magazine

AMOS PRESS, INC, a leading United States publisher of magazines, catalogues and books for the stamp and coin industries (including *Linn's Stamp News*, *Coin World* and the *Scott Stamp Catalogue*) intends to launch a monthly magazine for telephone card collectors.

Heading up the new magazine is Murray Church, who was most recently communications director with the Royal Canadian Mint and brings a wealth of experience regarding the international coin market.

In making the announcement, Bruce Boyd, President of Amos Press, said "Amos Press has the resources to get a new publication into the marketplace and to ensure that it will have strong editorial and advertising content from day one.

"We believe this new venture will provide valuable, accurate and timely

information to collectors and a marketplace for advertisers to reach these collectors."

Mr Church said that phonecards and similar cards carrying digital information have a bright future. Comparing them to more traditional forms of money, he commented, "Without question, they are a new form of money. In Europe and the Far East they are already enormously popular, being topical, visually attractive, and educational. As well, their digital character provides additional creative possibilities of interest to card issuers and collectors alike. These cards are today's high tech collectible."

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### ☉ Phonocard Collector INFORMATION LINE

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Amos Press, Inc, 911 Vandemark Road, Sidney, OH 45365, USA, +1 513 498 2111; Fax +1 513 498 0806.

## TelCard Collector International

MAZE MEDIA will launch Britain's first news stand magazine for telephone card collectors on May 6.

The magazine, *TelCard Collector International*, will be available throughout Britain on the first Friday each month from newsagents at £1.50 a copy.

The first issue is expected to comprise 52 pages with 32 pages of editorial. It will include a full history of BT (British Telecom) and will also focus on Mercurycards in depth.

Approximately six pages each

month will be devoted to topical or thematic collecting, one of the fastest growing areas of the hobby.

Every issue will also include reviews of recent events and previews of forthcoming.

Editor of *TelCard Collector International* is Sue Cook and advertising manager is Mandy Parker.

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### ☉ Phonocard Collector INFORMATION LINE

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TelCard Collector International, Castle House, 97 High Street, Colchester, Essex CO1 1TH, England.

## Australasian Phonocard Monthly

ADVERTISING elsewhere in this issue of **Phonocard Collector** is our competitor, *The Australasian Phonocard Monthly*, published by Durant House Collectables and edited by Mr Viddy Jermacans of Tamworth, New South Wales.

The magazine is quarto in size and the most recent monthly issue ran to 40 pages.

With effect from the May issue, the magazine will have a cover price of A\$3.50.

At the recent International Phonocard Fair in Sydney, *The Australasian Phonocard Monthly* drew the winner of a trip to London from among its subscription list.

The winner was Leighton Booth of Broken Hill. □

## Phonocard software

*Reviewed by Barry Jarrett*

THE PHONECARD ORGANISER is a software package designed to complement *Collect Australian Phonecards*, the catalogue of Australian phonecards, edited by Graham Bird and Ken Sparks.

Since the early 1980s, many collectors have been listing their collections on personal computers.

The usefulness of any such listing usually depended on the the programme used for storing the data.

Many years ago, I had great success listing my collection using DBase II.

This is a bit crude by today's standards, but back then, it allowed great flexibility in cross referencing, searching for particular subgroups, listing varieties and printing reports.

Later versions of DBase and other programmes like Access are a dream.

Of course, the obvious disadvantage in using these database type programmes is that you require considerable training to use them effectively.

*The Phonocard Organiser*, developed by 3D Productions Pty Ltd, uses Microsoft Windows, a well known and very familiar programme organiser, with easy to follow icons and pull down menus. It will be a *treat* for the many users who have only a cursory knowledge of computer applications and programmes.

*The Phonocard Organiser* provides a simple catalogue of items and prices (with updates available) of all Telecom, PACS and Pay-Tel issues, plus other important semi-official issues.

It allows the collector to incorporate an inventory of his or her collection, with prices, within the catalogue, and to print this list on demand.

For those who want a user-friendly listing of their collection, this programme will be most useful and for the small investment of A\$39.95, *The Phonocard Organiser* will be of great technological convenience.

*The Phonocard Organiser* may be ordered from **Phonocard Collector** Mail Order at A\$39.95 plus \$2.50 postage and handling in Australia (slightly more overseas). □

# Phonocard Collector CLASSIFIED

Basic **CLASSIFIED** advertising rate is 50 cents per word, minimum 20 words (A\$10). **Bold type** is available at 75 cents per word. Book (and pay for) your word ad to run in two consecutive issues of the **Phonocard Collector**... and we'll run it in the third consecutive issue **absolutely FREE!** Book and pay for your ad to run in five issues... and we'll run it for three months **FREE!** (*That's eight months of ads for the price of five!*) Book and pay in advance for your ad to run in seven issues... and we'll run it for the rest of the year **absolutely free!** (*That means you get 12 months of ads in the Phonocard Collector for the price of seven.*) American Express, Bankcard, Diners' Club, JCB, MasterCard, Visa welcome.

**SOUTH AFRICA** Martin Luther King \$30; Made in South Africa \$17; Motorbike \$30; Cape Town Lion \$250; Big Five Animals (5 cards) \$60; each card \$12 (lion, leopard, buffalo, elephant, rhino); Children R20 & R50 \$48 pair; **Botswana** White Diamond \$32; **USA** Amerivox Nyson Eagle \$65; San Francisco Fair \$30; set of four Elvis Presley \$85; \$20 World Hologram \$75; Nynex set of four Ellis Island \$80; Summer in the City \$16; **Coca-Cola** GB \$20; Belgium \$125; Iceland \$135; Denmark \$45. Send for world lists. Pay by credit card.  
**FIRST PHONECARD**,  
P.O. Box 2111, London NW11 OHW, England.  
☎/Fax +44 81 458 1174. 2525

**30 DIFFERENT PICTORIAL** phonocards A\$20; 50 different A\$40. Send payment in banknotes. Wholesale pricelist available for dealers. **SHIN**, P.O. Box 12, Yangchon, Seoul 158-600, Korea. 2525

**WORLDWIDE PHONECARDS** from over 100 countries available. Please send wants information or request price list. **PETER SNOW** (Est. 1989), 16 Denmark Road, Reading, Berkshire RG1 5PA, United Kingdom. 2527

**HMS BOUNTY** British Telecom. The only card in the world to show this famous ship A\$20. **K MARTIN**, P.O. Box 302, Northampton, NN2 6YZ, United Kingdom. 2527

**SEND THREE COMMEMORATIVE** worldwide used telecards to receive our worldwide pricelist. Updated every month. Telecards from \$1 to ... At least 10 pages are illustrated! German Opera House card only \$10. Belgian/Dutch cards from \$2; France from \$4 and up. Write to **RUDY VERRAES**, Fr Desmidtplein 15 B4, B-8300 Knokke, Belgium. 2527

**BAHRAIN PHILATELIC CENTER**. Buying, selling, exchanging phonocards, stamps, banknotes. Special personal/dealers' offer. Try Bahrain/Gulf beautiful phonocards, stamps. P.O. Box 33555, Bahrain. 2536

**BUYING/EXCHANGING** phonocards from all over the world, but especially 'difficult' countries. Payment cash cheque any currency. Send details to **HAXBY STAMPS**, P.O. Box 462, Lutwyche, Qld 4030, Australia. 2536

**EXCHANGE** British phonocards. Send up to 20 different Australian — receive 20 British cards including Aladdin. **K MARTIN**, P.O. Box 302, Northampton, NN2 6YZ, United Kingdom. 2527

**EDLINS OF CANBERRA**: Australia's leading phonocard dealers have available their latest Illustrated Phonocard Pricelist. Write or 'phone today for your free copy! P.O. Box 98, Belconnen, ACT 2616, Australia. ☎ (06) 258 6845; Fax (06) 259 2316. 2525

**EXCHANGE PHONECARDS**: Send 100 pictorial mix fine used from Australia, Japan, Indonesia, Korea, China: Receive 200 pictorial Italy. **CAFFO CARMELA**, Via Wagner 103, 95024 - Acireale - CT, Italy. 2431

**COCA COLA** phonocards mint for sale: Iceland US\$40; Ceska US\$30, postage free. **Exchange** European mixtures against same quantity fine used of Australia, NZ, Pacific islands. Buy earlier issues. **KURT MENJE**, Daimlerstraße 8, D-63477 Maintal, Germany. 2426

**BUYING/SELLING/TRADING** Australia, China, Fiji. **HIRALAL INVESTMENTS**, P.O. Box A1222, Sydney South, NSW 2000, Australia. ☎/Fax (02) 675 2584. 2427

**USA**: Amerivox Eagle \$10; Nyson \$63; Prototype set \$1, \$5, \$10, \$20 Eagle - only 30 sets issued \$6250; Ameritech set of 5 \$79; Hawaii Sheraton Hotel \$32; Thailand Telkor 150 unit courtesy card \$78; Kuwait D1-D3 1989 \$155; Botswana Diamond 1993 \$30; Yugoslavia 1986 testcard \$100; Namibia No. 1 phonocard \$11; South Africa Big 5 animals - Lion, Leopard, Buffalo, Elephant, Rhino, each \$12, set of 5 \$55; South Africa Trans-tel No. 1 \$90; SAA Eagle - only 400 issued \$200; Iran 2 used cards \$9 (red and blue pair). All phonocards in top quality mint condition. Pay in \$ cash or by Visa/EuroCard. Send for free worldwide lists. **FIRST PHONECARD**, P.O. Box 2111, London NW11 OHW, England. ☎/fax +44 81 458 1174. 2325

**USA PHONECARDS**: To inquire for a price list or to be on CAC's mailing list, write to: **CALLING ALL CARDS**, P.O. Box 503, Hyde Park, NY 12538, USA. ☎ +1 914 229 9049. 2325

**CHINA PHONECARDS**, stamps, coins for sale. Free pricelist available. **XU HANG**, P.O. Box 275-12, Beijing 102413, China. 2330

**EXCHANGE**: Offer - used German/European phonocards and stamps. Wanted - used & mint Australian and New Zealand phonocards plus used Asia. **ANJA VERENA HOLL**, Lotschnauer Weg 1, 73054 Eisingen, Germany. 2334

**MALAYSIA PHONECARD**: Send A\$25 for 20+ Malaysia phonocards and pricelists. Exchange welcome. For pricelists write: **TEY POR YEE**, No. 576, Jalan 48, Taman Petaling, Kepong, 52100 Kuala Lumpur, Malaysia. 2325

**CHINESE PHONECARDS**: 20% more than face value only. Price list welcome. Top price for China, Taiwan, Hong Kong stamps. Wang, **CHINA STAMPS AND PHONECARDS**, Shop 615, 255 Pitt Street, Sydney, NSW 2000, Australia. ☎ (02) 264 5258. 2326

**"CHINESE NEW YEAR 1993"** on Indonesian cards. Buy this card to complete your Indonesian collection. Price US\$12/card or US\$100/10 cards (postage paid). Only can buy from us (be sure for the limitation). **T.M.A. STAMPS**, P.O. Box 194, Tangerang 1500, Indonesia. 2328

**FOR SALE**: 50 different Japan A\$59; registered postpaid. Free worldwide pricelist. Australian USA cheques acceptable. **EVELYN REECE**, Box 207SC, Cainta, 1900, Philippines. 2234

**BUYING**: Australia and World, good/fine used phonocards (no bends/scratches). Immediate cash, particularly for bulk lots, please phone (Australia) ☎ (049) 36 1182. 2227

**EXCHANGE**: Send minimum five cards, receive same amount Hong Kong/Japan. **PC FUNG**, Flat 'E', 12/F No 7 Westland Road, Quarry Bay, Hong Kong. 2125

**WANTED**: Used Australian phonocards. Send details or photocopy to **NOEL SHONE**, P.O. Box 404, Blackburn, Vic 3130, Australia. 0029

**FOR SALE**: Latin America phonocards. Send A\$2 mint face value stamps or equivalent for list. Easy payment, references. **BIANCO**, P.O. Box 56, 65000 Fray Bentos, Uruguay. 1930

**SWAP** 10 different used phonocards from your country for 10 different Australia. **GEORGE ROBINSON**, P.O. Box 977, St Marys, NSW 2760, Australia. 2025

**EXCHANGE AND BUY** phonocards from all the world. Complete one country collection is preferable. **FAISAL SAIED ALSALEH**, P.O. Box 1748, Manama, Bahrain. 0029

**PHONECARD COLLECTORS POSTAL EXCHANGE**: Write to P.O. Box 998, Mt Gambier, SA 5290, Australia, for further information. 0026





## CHRISTMAS ISLAND

First pictorial set (2) mint ..... \$85

### PACS

We are authorised distributors and carry all issues (wholesale enquiries welcome). A limited quantity of **Tamworth Country Music Festival** cards still in stock:

Packs ..... \$50      Loose cards ..... \$45

Order Now For:

**Swish Chocolate Bar** (issued for Players Biscuits). One \$5 card mint in folder ..... \$16  
Mint card loose .... \$12      One of each .... \$28

Please Enquire for Price and Availability:

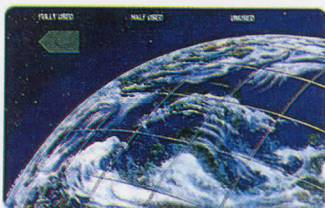
- Masters Golf Tournaments set 4 (suspended)
- Commemorative folder for Chinese Year of Dog

### AUSTRALIA SPECIALS

Australia Day 1994 — the very first "Limited Edition" pack (limit of two per customer) ..... \$45  
Olympic Bid 2000 — the forerunner of all Sydney Olympics cards mint ..... \$25  
Hit a Snag 2nd print prefix 208 (scarcer than the 209) mint ..... \$18  
Turn up the Volume 2nd print prefix 210 — the scarcest Advertising reprint mint ..... \$125  
Environment \$20 'Bulb-Head' perfect used  
1 hole ..... \$10      multi-hole ..... \$6

### WORLD SPECIALS

**China** Map of Australia and telephone (illustrated last issue) mint ..... \$15  
**USA NYNEX** Summer in the City, World University games, US Open mint, each ..... \$12



### CAMBODIA

\$2 Map (prefix 289) mint ..... \$45  
Set of (2) \$2 & \$5 Map (prefixes 289 & 290) mint ..... \$350

### INVESTMENT OPPORTUNITIES

From time to time we are able to purchase larger quantities of Australian and World phonecards which we make available in investment parcels at WHOLESALE rates: please enquire for further details.



## NEW ZEALAND

Standing order service for general issues/advertising cards/packs available — please enquire.

### Advertising cards

WWF \$5 Collage (parts of all four regular issue cards) mint ..... \$75  
Telecom Commitment card mint in folder ..... \$25  
Fluffy the cat mint ..... \$15

Spot the Dog advertising Christmas card (red background) mint ..... \$40  
Rotary Rescue Helicopter (2 different cards) mint ... \$12  
Whitbread Round the World Yacht Race - four cards mint in folder (unique block of four arrangement showing world map) ..... \$60



### PAYTEL

**Abel Tasman** trial set of three cards mint (only 1500 sets) SPECIAL ..... \$140  
Cards also available in special collectors' pack at .. \$180

**Spirit of Tasmania** first set featuring the ship — set of three in pack ..... \$40

**Tasmanian Wilderness Rivers** set of three in pack \$40

**Olde Worlde Map of Tasmania** (1) mint \$7 in pack \$12

**TT Line Crew Card** (exclusively for Crew) ..... \$12

Souvenir card for Banknote Fair (£100 Aust. Banknote) \$7 and Phonecard Fair (Sydney Opera House) ..... \$5

### SPECIMENS

Full set of BP + Mobil (including Mobil red printing) plus Geneva ..... \$195  
Mobil Red Specimen only ..... \$90  
Geneva Specimen only (ideal spacefiller) ..... \$9

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