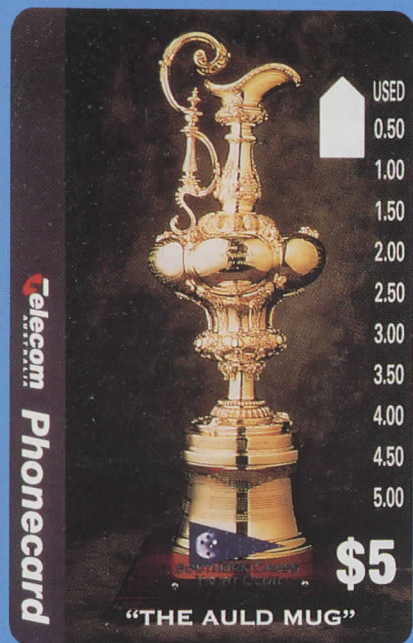


Phonecard Collector

October/November 1994

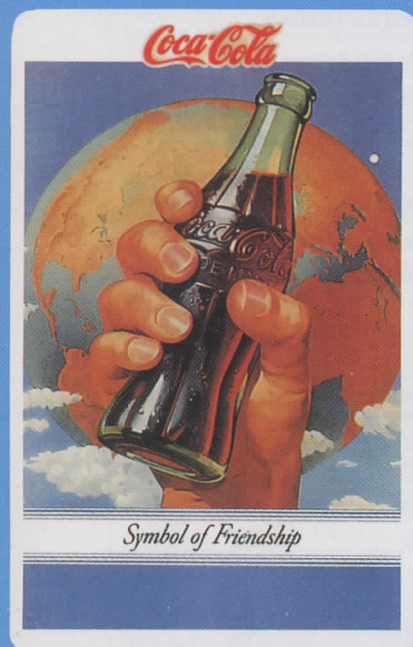
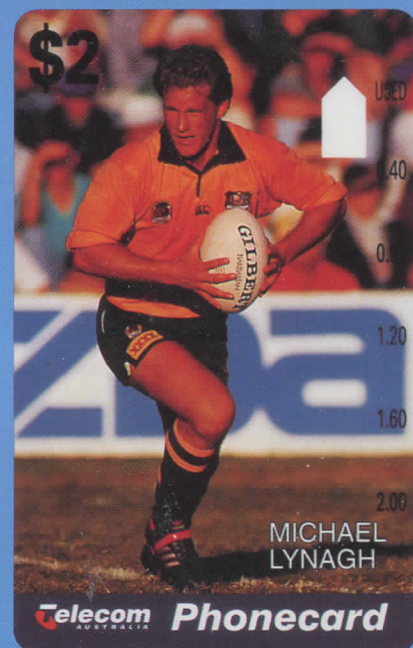
Issue No. 28

*A\$4.50



America's Cup cards launched on Australia's Gold Coast

Michael Lynagh to debut on first Aussie Rugby Union card



Coca-Cola on the cards



Australian opals on phone-cards: \$2500 opal to be won. Free entry form inside!

Also inside:

Australia's biggest Phonecard Classified National Parks & Wildlife Service cards

Reports from Amsterdam, New York and Cologne

NSW National Parks & Wildlife Service unique fifteen Phonocard Collection

NEW COLLECTION
From Australia
World 1st
Limited Edition
10,000 sets only



Now - one of the most exciting releases ever! The largest series ever issued in Australia, this **strictly** limited Collection features breathtaking wildlife and environment themes, from endangered species to fire fighting ... whale rescues to helicopter water bombing ... and much more! Presented in a splendid album, this **unique world first** is expected to be snapped up by knowledgeable collectors in Australia and overseas who recognise its investment potential.

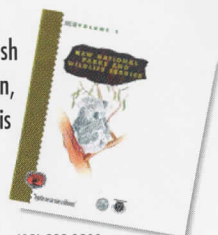
10 reasons why this is a MUST for YOUR collection!

- 1 First, limited issue only 5,000 reserved for Australia with 5,000 for the rest of the world including 900 low number editions
- 2 Unique Australian themes by acclaimed Sydney artist Gregory Bridges, one of the world's top illustrators
- 3 Hand matched serial numbers - 15 different cards and the album all bear the same number
- 4 Exclusive option for owners of the collection to obtain the same serial number for future issues
- 5 Largest collection ever issued in Australia
- 6 Special commemorative custom-designed album
- 7 Deed of Authenticity
- 8 Official personalised Transfer of Ownership Certificate
- 9 A percentage of proceeds donated to NSW National Parks & Wildlife Service (helping nature conservation)
- 10 Ecologically sound - recycled plastic becomes art pieces

FREE!
WORTH \$35
1 YEAR MEMBERSHIP
TO FOUNDATION FOR
NATIONAL PARKS
& WILDLIFE



A family treasure! This is indeed a Collection to cherish and show with pride. Admire the handsome cover design, embellished with gold leaf. Fine presentation, worthy of this valuable Phonocard Collection.



If coupon has been removed write to or call: Worldwide Collectables Pty Ltd, ACN 066 438 720 Level 12, 456 Kent Street, Sydney NSW 2000. Phone (02) 283 1142 Fax (02) 283 1800

RESERVATION CERTIFICATE



Phone, mail, or fax to: Worldwide Collectables Pty Ltd,
ACN 066 438 720. Level 12, 456 Kent Street, Sydney NSW
2000 Phone: (02) 283 1142 Fax: (02) 283 1800

Yes. Please send me my NSW NPWS 15 card Phonocard Collection(s) complete with collector's album as indicated below and enrol me as a member of the Foundation For National Parks & Wildlife absolutely FREE.

LOW NUMBER EDITION only 900 available (101-1,000)
Issue price \$200 plus \$5.50 each for packing & certified mail
(add extra \$3 each for insured mail).

STANDARD EDITION Issue price \$120 plus \$5.50 each for packing & certified mail (add extra \$3 each for insured mail).

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Address _____

Postcode _____

Cheque/money order enclosed for \$ _____

Charge my Bankcard Visa Card MasterCard

American Express Diners Club account with \$ _____

Account No _____

Expiry Date ___/___/___ Signature _____

PLEASE NOTE: SPECIAL SERIAL NUMBERS AVAILABLE ON PHONE REQUEST

Delivery expected late Dec. 1994/early Jan 1995. 30 DAY MONEY BACK GUARANTEE FROM DATE OF DELIVERY. P.C.

WorldWide Collectables Pty Ltd reserves the right until itself at all times to vary the terms of this offer including but not limited to the issue price of the phonocards.

Phonecard Collector

Issue 28 - October/November 1994

From the publisher

Phonecard market jitters unfounded

AS this edition of *Phonecard Collector* went to press, some speculators and a few collectors were bailing out of their phonecards, after a technical correction saw the price of Telecom Australia collector's packs slide by as much as 40%. It is likely that this correction occurred as a result of New Zealand's recent market correction.

Prices rise and fall in the collectables market based on supply and demand. Prices for many Australian collector's editions rose almost daily over several months until nervous investors and speculators here, conscious of recent events in New Zealand where the market became overheated and tumbled overnight, decided to bail out. This, in turn, created a perception of weakness in the market and so a vicious cycle began.

All this is likely to be shaken up again, with the release of destruction figures of all Telecom Collector Editions, on November 1. It is a pity that Telecom saw fit to withhold publication of this information until the notional first day of November. The market would have been healthier had the figures been known weeks ago and perhaps, collectors and dealers would have been spared some pain.

I am confident that the November 1 figures (published elsewhere in this issue) will bring new vigour to the market and prices will again rise, though some may not reach their "pre-correction" levels. Look for some surprises among the figures available for New South Wales editions.

Demand appears not to have slackened for Custom cards. There have been many colourful and interesting topics released on recent batches of these cards, and market support for them continues to be strong. Controversy has surrounded one or two recent issues and this has not been helpful at a difficult time for the phonecard market.

It remains my view, however, that the Australian phonecard market is on a firm and expanding foundation and wise collectors will not regret their purchases. But don't expect any more fortunes to be made overnight in the phonecard market - at least for the time being.

Brian Moore, Publisher

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Phonecard Collector

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Opera House (pack \$70)



Opera House Festivities
mint \$22



Opera House by Day
mint \$22



Olympic Night
mint \$22

Museum of Contemporary Art (pack \$75)



Circular Quay, Sydney
mint \$12



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mint \$65

Australian Football League



Stephen Silvagni
pack \$19.50



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mint \$19.50

Apollo 11 - 25 Years (pack \$350)



Saturn V Lift-off
mint \$15



LM Eagle
mint \$25



Descending the ladder
mint \$25



Astronauts deploy the
flag
mint \$70



Tranquility Base
mint \$250

Courage Under Fire (pack \$29)



Fire Fighter
mint \$15



The Aftermath
mint \$15

Victoria Stamp Traders - 30th Anniversary



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mint \$10

Spies Hecker (pack \$70)



Alfa Romeo
mint \$22



Osca
mint \$22



Ferrari
mint \$22

Aust. Stamp Dealers' Association (ASDA) - Stamp Classics #1 (pack \$25)



WA 1854 4d inverted
Swan
mint \$25

Rally Australia (pack \$60)



Subaru
mint \$18



Mobil
mint \$18



Winners
mint \$25

Zoos (pack \$25)



Elephants, etc
mint \$13



Orang-utan, etc
mint \$13

CARDEX 94 (pack \$60)



Australian flowers
mint \$10
1 hole \$10
used \$8

Bookmuncher



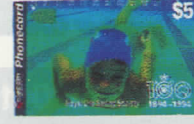
Bookmuncher
mint \$8
1 hole \$3
used \$2

Social Security



Payphone booth
mint \$10
1 hole \$3
used \$2

Surf Life Saving



Underwater
mint \$8
1 hole \$3
used \$



Surf Rescue
mint \$8
1 hole \$3
used \$2



Life Saving History
mint \$12
1 hole \$4
used \$2



Boat Rescue
mint \$25
1 hole \$12
used \$10

Christmas



\$5
mint \$8
1 hole \$3
used \$2



\$10
mint \$12
1 hole \$4
used \$2



\$20
mint \$25
1 hole \$12
used \$10

PAY-TEL AUSTRALIA

Trams (pack \$40)



\$5
mint \$5



\$10
mint \$10



\$20
mint \$20

Trains (pack \$25)



"S" Class Diesel
mint \$3



"R" Class "Hudson"
mint \$6



"Titania"
mint \$10

Above are illustrated and priced the latest additions to the **Phonocard Collector Market Guide**. For the main listing (previous issues), see pages 42, 43, 46 and 47.

Collect

Coca-Cola

TRADEMARK REGD.

Phonecards.



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Australian News

Telecom Australia makes nett Collector Edition figures public:

There are some shocks, writes publisher, Brian Moore

ON November 1, Telecom Australia made public the number of Collector Edition phonecard packs unsold and therefore destroyed.

The figures, published in the table below, make interesting reading and while many collectors were already quite well aware of the scarcity of the South Australia Collector's Edition (only 3227 escaped destruction - and many of these were broken up to obtain individual cards), few readers would have been aware that only 2904 New South Wales Collector's Editions escaped destruction.

Similarly only 2954 of the 1992 Olympic Games Collector's Editions escaped destruction; 3595 of the ACT; 3702 of the Victoria; 3845 of the Queensland; 3933 of the Red Cross; and 4293 of the 1993 Endan-

gered Species.

But even as recent an issue as the 1994 Cardex (Amsterdam) special event pack exists in very small quantities. This product was *only* available at the Amsterdam show.

Of 10,000 packs produced, 6332 were destroyed, leaving only 3668 for the market.

It is known that several Australian, British and New Zealand dealers did acquire substantial quantities of the Cardex pack for their stocks, either directly or through an agent, but the sheer lack of interest in this issue is surprising, given that its issue was known by many people in advance.

Based purely on the number of Special Editions/event packs which escaped destruction by Telecom, the table of scarcity of the Top Ten Telecom Australia products reads

something like this:

The Top Ten

New South Wales	2904
1992 Olympic Games	2954
South Australia	3227
A.C.T.	3595
Cardex '94 event pack	3668
Victoria	3702
Queensland	3854
Red Cross	3933
1993 Endangered Species	4293
Australia Day 1992	4999

The numbers extant of many of these issues is surprisingly low and publication of the numbers should create renewed demand and some firming of prices.

I hope that, after end of sale periods and sales audits, Telecom Australia will release such information more quickly, as a matter of course.

NPS Code	Pack Name	Quantity Produced	Quantity Destroyed	Percentage Destroyed
CE0001	Geelong	10,000	845	8.45%
CE0002	South Australia	11,000	7763	70.57%
CE0003	Generic \$5	6,000	75	1.25%
CE0004	500th Grand Prix	15,000	5084	33.65%
CE0005	Queensland	10,000	6155	61.55%
CE0006	Victoria	10,000	6298	62.98%
CE0007	New South Wales	10,000	7096	70.96%
CE0008	Western Australia	10,000	278	2.78%
CE0009	ACT	10,000	6405	64.05%
CE0010	Northern Territory	10,000	763	7.63%
CE0011	Tasmania	10,000	419	4.19%
CE0012	Red Cross	10,000	6067	60.67%
CE0013	Australia Day 1992	5,000	1	0.02%
CE0014	Olympics 1992	10,000	7046	70.46%
CE0015	Australia Day 1993	10,000	32	0.32%
CE0016	Endangered Species	10,000	5707	57.07%
CE0017	Year of Indigenous People	10,000	0	0.00%
CE0018	Landscape Series 1993	10,000	0	0.00%
CE0019	Microscopic World	5,000	0	0.00%
CE0020	Environmental Design Award 1993	5,000	0	0.00%
CE0021	Australia Day 1994	7,000	0	0.00%
CE0022	Australian Dinosaurs	5,000	0	0.00%
CE0023	Endangered Species 1994	8,000	0	0.00%
CE0024a	Landscape Series	8,000	0	0.00%
CE0025	1994 Commonwealth Games	8,000	155	1.94%
CE0026	Australian Life Saving	8,500	0	0.00%
	TOTALS	315,500	60153	19.1%
Miscellaneous Sets of Phonecards				
ICM/2	Geneva Telecom Conference 1991	11,000	0	0.00%
A943012	Cardex '94 - Amsterdam Pack	10,000	6332	63.32%
	TOTALS	21,000	6332	30.15%



PAYPHONICS

It's Almost Christmas!

Dear Collector,

Thanks to the suggestions of many Collectors, PAYPHONICS will be issuing a special \$10 CHRISTMAS PHONECARD to mark the forthcoming festive season. In all, 4500 cards will be produced of which 4000 will be contained in a matching Christmas Pack form. As requested by Collectors the card is thematic; PAYPHONICS first; and so will make both an ideal collectable and Christmas gift. PAYPHONICS will be donating a proportion of the sales from these packs to fund free payphone services for worthy charitable organisations.

PAYPHONICS is making good progress with the latest exciting development being a handsfree payphone for people who cannot readily hold a telephone handset. The new demonstration model is working very well and is presently undergoing field testing. All too often the user is forgotten by designer and manufacturer. PAYPHONICS believes in involving Customers in the development of our products to ensure that the features and facilities eventually provided closely match the users specific needs. Such involvement is especially important for technologies intended to be used by people in our community who are children, senior citizens or those with disabilities.

To inform us of what you may desire in our future payphone and phonecard products remember to please mail or fax us with your thoughts.

For First Issue phonecards, Collectors Pack A and Christmas Packs visit your dealer for immediate response or complete and fax or mail your order through to us. We will have your delivery on its way so that you receive it within a few days.

Craig M Hamilton
PEng MBM AAMI AIMM
Managing Director - Payphonics

PLEASE SEND ME:	Collector Packs	Price (a)	Quantity (b)	Amount (a x b)
	First Issue Pack A (P1 P2 P3)	\$55	units	\$
	First Issue Pack B (P4) SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
	Christmas Pack C 1994 (P6)	\$16	units	\$
	Individual Cards			
	P1 First Issue	\$5	units	\$
	P2 First Issue	\$10	units	\$
	P3 First Issue	\$30	units	\$
	P4 First Issue	\$50	units	\$
	P6 Christmas 1994	\$10	units	\$
	Postage, packaging and insurance :			Cards/Packs Total Cost
	Orders greater than \$100 - free of charge			\$
	Orders less than \$100 - add \$3			Add Post, Pack and Ins
	Overseas - \$9 for each 200 cards or part thereof			Amount Payable (c)
				\$
PAYMENT DETAILS:	Post This Order with Payment by Money Order	Post or Fax This Order with Payment by Credit Card type (tick)		
	Bank or Personal Cheque, or	Card Number:	Bankcard	Visa
	ACN 065 493,450	Expiry Date:		Mastercard
		Name on Card:		
DELIVER CARDS TO:	Name	Today's Date:	FORWARD YOUR ORDER TO :	
	Street (or PO Box)		Payphonics	
	Suburb or Town		PO Box 244 Diamond Creek, Australia	
	Post Code		3089	
	Telephone Number		Fax: Nat (03) 432 8488	
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- Only 10,000 sets will ever be issued
- Released in a superbly designed presentation, itself a valuable souvenir
- Each set consists of 2 x \$10.00 and 2 x \$5.00 Telecom-produced Custom Phonecards
- The numbers of each Phonecard in each set will match
- The Special Collectors Edition includes a very limited number of sets personally signed by John Bertrand (Nos 51-500 only are available)
- Every set sold will help raise funds for the Southern Cross Yacht Club and the one Australia challenge
- Your only chance to acquire this very Special Limited Collectors Edition

ORDER NOW!

To order your
 Southern Cross Yacht Club
 Special Limited Collectors
 Edition Telecom Custom
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 follow these easy instructions.

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Complete the coupon on reverse and post with your payment in full .

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 The Phonecard Bureau
 P.O.Box 335, Wantirna
 VICTORIA 3152 AUSTRALIA

FAX ORDERS: (03) 204 7746

Fax orders must include full credit card details.

PHONE ORDERS: (02) 906 3633

Phone orders must include full credit card details. Use this phonenumber also for general enquiries or to order special numbers or autographed sets*.

*Volume discounts do not apply to special numbers or autographed sets.



THE PHONECARD BUREAU

The Phonocard Bureau has been established expressly to provide collectors with

Special Limited Editions of Telecom Custom Phonecards

of the highest possible quality and presentation.

These Telecom Custom Phonecards and other collectables will be issued only in limited numbers.

The Phonocard Bureau guarantees that only the number of sets advertised will ever be made available, thus ensuring their scarcity value and appeal.

This magnificent set of Telecom Custom Phonecards to commemorate the one Australia America's Cup 1995 Challenge is only one of a number of superb Commemorative

Editions which will be made available to Custom Phonocard Collectors.

Forthcoming Issues include -

The Bell Shakespeare Company

2 x \$10.00 and 2 x \$5.00 Telecom Custom Phonecards comprise this set, featuring four of Shakespeare's best-loved plays - **Romeo and Juliet, The Merchant of Venice, Hamlet, and Richard III.**

The Bell Shakespeare Company is Australia's premier Shakespeare Theatre Company and each Special Limited Edition purchased will help bring these and other superb Shakespearian plays to ever more Australians. This edition is strictly limited to 10,000 sets.

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The BOC Challenge 1994 -1995

single handed around-the-world yacht race.

1 x \$10.00 and 2 x \$5.00 Telecom Custom Phonecards feature David Adams and his magnificent racing yacht "True Blue", and are presented in an exquisitely designed folder telling the story of this great race.

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For further details on these and other issues call **The Phonocard Bureau** on **(02) 906 3633**

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ACN 066 236 075

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TELEPHONE 61-2-906 3633



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The Phonocard Bureau guarantees that only 10,000 sets of these Special Collectors Limited Editions of Telecom Custom Phonecards will ever be issued.

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Yes, I wish to purchase the Special Limited Collectors Edition of **The Southern Cross Yacht Club Telecom Custom Phonecards**. I understand that all prices quoted are inclusive of postage, packaging and handling charges and that delivery may take up to 28 days from receipt of order. Special Numbers and John Bertrand personally autographed sets are available at additional cost. **Phone (02)906 3633 for details.**

- Prices for **01 - 09** sets: **\$99.95** packaged set
- Prices for **10 - 99** sets: **\$86.75** packaged set
- Prices for **100 - 299** sets: **\$84.25** packaged set
- Prices for **300 - 499** sets: **\$81.75** packaged set
- Prices for **500+** sets: **\$79.25** packaged set

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Name: Mr/Mrs/Miss _____ (given) _____ (surname)

Signature _____

Address _____ (street) _____ (suburb)

(state) (country) (postcode/zip)

Phone No. (H) _____ (W) _____ (Fax) _____

I wish to purchase _____ set(s) @ \$ _____ per set.

Total order value _____

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- B. Regular Adcards**
- C. Special Issue Adcards**
- D. Telecom Collector Packs**

All Standing Order Clients have a 7 day right of return and receive, free of charge, our monthly Collectors Newsletter, plus, on request a free up to date Catalogue Listing of New Zealand Phonecards. Standing Order Customers also receive a discount on the normal retail price of Adcards.

Write or fax today for full details.

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Extensive stocks held of most New Zealand issues. If we haven't got it we'll get it for you! Whether you are a collector or a dealer we will endeavour to meet your needs. Bulk used single cards also available.

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AUSTRALIAN NUMISMATIC DEALERS ASSOCIATION



Second APCC club card proves popular

IN conjunction with the Australian Phonocard Collectors' club's Phonocard Fair on July 23, the club released its second club card.

Though the card does not follow the design of an issued phonocard, it is Australia's first club card featuring a thematic design.

The \$5 design chosen features South Australia's tourist locomotive, the Steam Ranger, *Southern Encounter* photographed at Encounter Bay, with Granite Island and Victor Harbour in the background.

Only 3000 cards were produced, with a quantity retained by the club for existing and new members, who may choose a card number matching their membership number.

Card numbering is in red and the fair date was printed in a man-

ner similar to Telecom Australia's phonocard i.d. (identity) coding - A2307-94-2, i.e. (A = Adelaide), date (23 July 1994) and 2 = second card.

Steam Ranger Tours of Adelaide donated the club some tourist brochures, which are being supplied with each order for the club card.

Cards are available at A\$2.50 each (post free). Orders should be filed with club secretary, Glenis Hymers.

This expanding club is Australia's largest by dint of sheer hard work and determination.

As Australia's first club, the APCC has done a great deal to promote the hobby.

In its first year, the club registered over 100 members and other clubs

can be found throughout Australia.

APCC membership has remained at a high level. Its meetings are very well attended, with a large auction provided at each monthly meeting and circuit books providing a large stock of Australian and overseas phonecards

The club publishes a bi-monthly magazine and a recent venture has been the enclosure of advertising inserts for members via print post approved envelope.

An annual catalogue, *Phonecards of Australia*, is also produced by the club.

Club fees for the 1994-95 year are:

Australia

Senior (per year)	\$15.00
Joining fee	\$10.00
Junior (per year)	\$6.50
Joining fee	\$5.00

International ... (per year) A\$25.00

Joining fee	A\$10.00
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The APCC accepts Bankcard, Master-Card and Visa cards.

i Australian Phonocard Collectors' Club Inc, 64 Concord Drive, Reynella, SA 5161, Australia. ☎ (08) 381 3449.

Rosebud District Phonocard Collectors Club Inc

Phonocard Fair

Saturday,

January 14 1995

Anglican Church Hall,

Rosebud

(Melway 158 D 12)

10 am - 4 pm

Information: P O Box
211, Rosebud, Vic 3939,
Australia

The Melbourne Phonocard Club Inc. Phonocard Fair

The Northcote Senior
Citizens Centre

Bent Street, Northcote

10.00am to 3.00pm

Saturday, December 3 1994

The Club has invited about a dozen phonocard dealers to take tables at our meeting. Acceptances received lead us to believe that the fair will be a most worthwhile occasion. Plan to attend and be early.

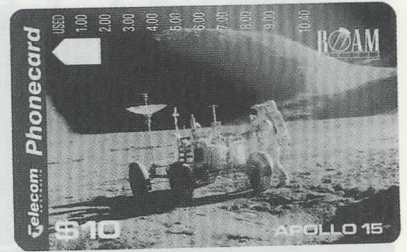
Members will be available to talk to prospective new members.

Club promotional cards will be on sale.

The Melbourne Phonocard Club, Inc
PO Box 197, Heidelberg West,
Vic 3081, Australia

ROAM

Colorful, topical phonecards available from Status Retail



Apollo 15 Moonlanding - Second Space Phonocard Series



Australian War Memorial - Special Edition World War II Commemoration Phonecards .. A\$75



Roam Australia is associated with the Australian War Memorial in the issue of a series of five Telecom Australia Custom cards commemorating the 50th anniversary of the end of World War II.

(Only 10,000 sets available.)

Availability: Late January 1995.

Don't be disappointed...

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phonecard specialists:

Status Retail

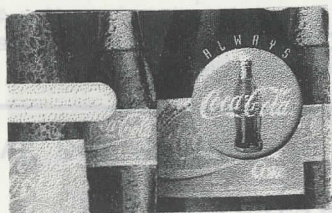
PO Box A2136, Sydney South, NSW 2000, Australia

☎ (02) 267 6116 Fax (02) 267 6124 ISD Fax +61 2 267 6124

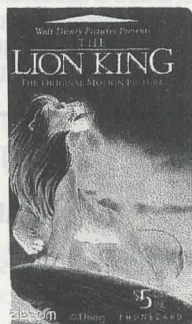
American Express, Bankcard, Diners' Club, MasterCard, Visa welcome

News from overseas...

The latest hot thematic cards from overseas have arrived. Just a few are illustrated here - join our mailing list to receive continual updates.



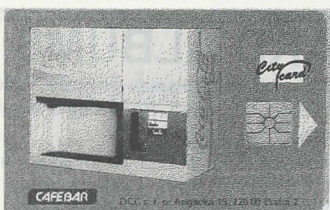
**Denmark
Coca-Cola**
- just released,
mint A\$60



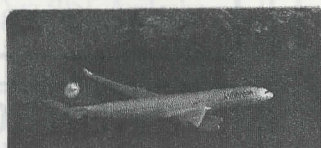
**Lion King
New Zealand in
pack with CD
Soundtrack,
Superbly
presented**
- a few left at A\$70



**Nynex
King Kong set of
three (incl compli-
mentary) A\$35**



**Czech
Coca-Cola -
used A\$30**



\$10 The Lufthansa Airbus A340.
Progress Takao Wing.

**Lufthansa GTS
(USA) set of
three mint A\$70**

**AT&T
McDonalds
/Coca-Cola
mint in
original
folder**
One only
A\$250 >>>



**GB Remote
Coca-Cola/
McDonalds
mint A\$25**



**Germany
Coca-Cola
Set of three
mint in folder
(only 1500)
A\$225**

**Germany
Coca-Cola
mint in folder
A\$25**

**USA mint in
folder A\$90**



Status Retail

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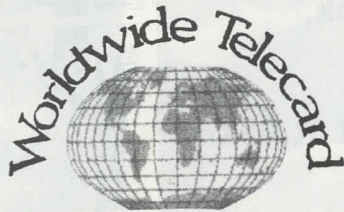
American Express, Bankcard, Diners' Club, Mastercard, Visa welcome

**Back of all cards
Postage & Packing**

Certified in Australia \$2 (loose cards only); \$4 (up to 5 folders); Overseas Registered Airmail: min A\$12 (loose cards); A\$15 (up to 3 folders); Ordinary Airmail (your risk) A\$2 (loose cards); A\$4 (up to 3 folders).

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 x 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 x 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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Top quality albums with 80 crystal clear display pockets. Holds 80 cards single sided or 160 double sided. Bound by a tough but stylish hard cover.

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SATISFACTION GUARANTEED
OR YOUR MONEY BACK - NO QUESTIONS ASKED

Special purchase of VST telephone card album pages

Due to a substantial purchase from the manufacturer, we are able to offer quantities of the popular VST telephone card album page (with 8 pockets) at substantial savings of recommended retail price (\$1.10).

10 pages (80 pockets)	(99½ cents each)	\$9.95
50 pages (400 pockets)	(90 cents each)	\$45.00
100 pages (800 pockets)	(80 cents each)	\$80.00
250 pages (2000 pockets)	(70 cents each)	\$175.00
500 pages (4000 pockets)	(65 cents each)	\$325.00
1000 pages (8000 pockets)	(60 cents each)	\$600.00

Delivery in Australia (be sure to give a physical address, NOT a PO Box for delivery: \$4 extra on orders under \$50; \$10 on orders under \$100; \$20 on orders under \$500; \$30 on orders over \$500. (Despatch within 24 hours.) **Overseas:** Contact us for a quotation.

Payment: Cheque, Money Order or Credit Card (Bankcard, MasterCard, Visa authority) with order.

Harbour City Stamps GPO Box 3349, Sydney, NSW 2001, Australia. ☎ (02) 964 9659

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 **Phonecard 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

The Melbourne Phonocard Club, Inc

Meetings held on the first Saturday each month at 1pm at the Northcote Senior Citizens Centre, 18A Bent Street, Northcote (Melway 30 E7).

Visitors welcome.

Australia's first promotional card available for A\$3 (limit applies).

The club seeks exchange of Australian for international phonecards.

The Melbourne Phonocard Club, Inc
PO Box 197, Heidelberg West, Vic 3081, Australia



AUSTRALIAN PHONECARD COLLECTORS CLUB INC AUSTRALIA'S FIRST CLUB

Meets second Tuesday of each month (no January) at Toc-H-Hall, 30A Delaine Avenue, Edwardstown, Adelaide, South Australia (off South Road) at 7.30 pm.

Activities provided for members: Auction, Direct Sales, Exchange, Discussions, Reference Library, Postal Auctions via Magazine, Displays.

Excellent produced bi-monthly magazine (print post approved) providing advertising inserts in A5 envelope.

Limited Edition Club Collectors Cards Available.
\$10 Kangaroo Island (1st Phonocard Fair) \$3.00 (postpaid)
\$5 Steam Ranger – "Southern Encounter" (Australia's First Thematic) \$2.50 (postpaid)

Club produced catalogue "Phonecards of Australia" \$7.00 (\$2 postage & packing)

Information brochure available (please send SSAE)

Contact Secretary Glenis Hymers, 64 Concord Drive, Reynella, SA 5161, Australia. ☎ (08) 381 3449
Bankcard, MasterCard, Visa welcome

Auckland (NZ) Phonecards Society, Inc.

Meets the first Sunday every month at 10.30am

Mt Albert Senior Citizens Hall

Everyone Welcome!

Postal enquiries to:

Auckland (NZ) Phonecards Society, Inc.

**PO Box 11456, Ellerslie,
Auckland, New Zealand**

Sydney Phonocard Club

Meets on the fourth Wednesday each month at the Auditorium, St Marys Bowling Club, Carson Lane (off Queen Street).

All welcome!

Sydney Phonocard Club

**PO Box 773, St Marys, NSW
2760, Australia**

Contact: Derek May ☎ (02) 835 2427

Rosebud & District Phonocard Collectors' Club, Inc

meets on the second Saturday each month at the Anglican Church Hall, Corner Sixth Avenue and Point Nepean Road, Rosebud (Melway 158 D12).

All welcome!

Rosebud & District Phonocard Collectors' Club, Inc

**PO Box 211, Rosebud, Vic 3939,
Australia**



*The Phonocard Club of
Tasmania Inc*

meets monthly at the Goodwood Community Centre

Members receive a quarterly newsletter featuring a Postal Auction and the latest news. There is a 'Swap Shop' and a 'High Flyers' listing. This is supplemented by a monthly flyer.

For meeting and membership details, contact

Sam Bailey, Secretary

**The Phonocard Club of
Tasmania, Inc**

PO Box 816, Rosney, Tas 7018, Australia.

Australian News

Christmas 1994 Limited Edition

TELECOM AUSTRALIA will issue a Limited Edition pack for Christmas 1994. The set will comprise three cards - \$5, \$10 and \$20.

In view of the anticipated demand, Telecom has increased the print run. The cards and folder will carry bright, collage style designs featuring Australia Christmas themes and also marking the United Nations International Year of the Family.

General distribution of the Christmas issue will occur in November with the Limited Edition sets being available with the November issue of the bulletin.

In conjunction with these Christmas issues, Telecom will also launch a commercial Greetings card. Manufactured by John Sands, the Greetings card will only be available through retail outlets.

The Greetings card will be in the same style as the Telecom's Phonecard and Limited Edition sets and will have provision for the inclusion of a Christmas Phonecard, purchased separately.

The Limited Edition Christmas set will be issued at \$45.50 and will be produced in an edition of 9500.



Australia Day 1995

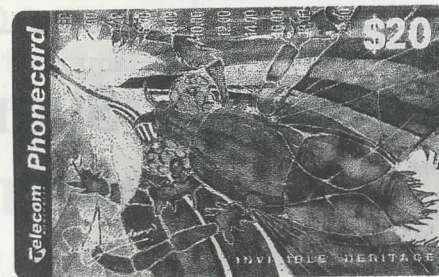
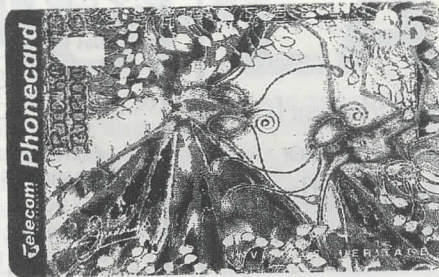
JANUARY will see the launch of the annual Australia Day Phonecard, both individually and in a Limited Edition folder.

The card design consists of a combination of both photography and illustrations depicting the faces of three young Australian children of diverse ethnic backgrounds.

The card will be available through Telecom's normal Commercial outlets in January. The Limited Edition sets will be advertised in Telecom's January catalogue with a retail issue price of \$45.50.

Invisible Heritage

FEBRUARY 1994 will see the release of Telecom Australia's "Invisible Heritage" series of



cards, based on the work of Australian artist, Sue Madden.

This unusual series will display brightly-coloured paintings of Australian insects in their natural environment.

The individual cards will be offered in Telecom's January catalogue with an issue price of \$45.50.

Advertising cards

THE popular Telecom character, *Book-muncher* (who encourages recycling of obsolete telephone books), is to feature again on phonecards, this time, denominations of \$10 and \$20 to compliment the existing \$5 card. The new *Book-Muncher* cards are scheduled for release towards the end of the year.

5th Birthday card

DECEMBER 1994 marks the 5th Birthday of Phonecard. In December, 1989, Telecom first trialed telephone cards in Victoria's Geelong area.

To commemorate this milestone in Australian Phonecard history, Telecom Payphone Services has released a \$5 advertising card.

The card displays, in typically Australian "tongue-in-cheek" fashion, a "cocky" (sulphur-crested cockatoo), wearing five birthday candles in its plumage.

Some 50,000 of the cards have been produced with 25,000 being



made available through the Phonecard Collector Service.

The remainder of the issue are being distributed through Telecom's normal Commercial outlets during December only.

Limits have been applied for the acquisition of these cards. Collectors will be allowed a maximum of five each and dealers, a maximum of 50 each.

However, Telecom has advised that all current Standing Orders for this card category will be honoured and any additional stock requirements, above your Standing Orders, will require the completion of a new order.

New policy for Custom Cards

TELECOM PHONECARD National Sales Manager, Arthur Bushell, has advised officially of a change in policy regarding minimum print run sizes and pricing of Custom phonecards.

According to Bushell, the minimum print run for \$2 cards has been increased to 25,000 effective January 1 1995.

Bushell told **Phonecard Collector** that, although the \$2 phonecard was reintroduced to the Telecom product range in December 1993 to be used as a promotional or giveaway item, most of those companies commissioning \$2 cards had been doing so for the collectables market.

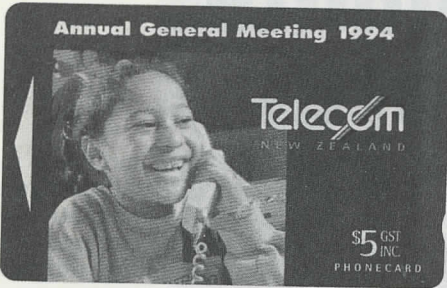
As from January 1 1995, all \$2 phonecards must have the words "Complimentary Only" printed on them.

Minimum print runs for other Custom cards are as follows: \$5 - 10,000; \$10 - 7500; \$20 - 5000; \$50 - 2500.

i National Business Unit,
Payphone Services, Level 6,
18 Wentworth St, Parramatta,
NSW 2150, Australia. (02) 204 0693;
Fax (02) 204 01799.

New Zealand News

New Issues
National



Year of the family

TELECOM NEW ZEALAND is endorsing the International Year of the Family with an issue of four telephone cards during November, each card representing a different theme of this United Nations-declared year.

Denominations (inclusive of GST), themes and production quantities of the cards are as follows:-

\$5 - Reaching Families	120,000
\$5 - Home, Family and the Community	120,000
\$10 - Families and Fun	80,000
\$20 - Families Valuing Learning	40,000

The 1994 International Year of the Family Collector Pack also comes with the 1994 \$5 Annual General Meeting Card in a folder.

All the cards in the Collector Set have a face value of \$5 each and have been printed with the "International Collectors Issue 1994" identification on the reverse.

In addition, the serial numbers of the phonecards in this series have been matched.

Only 2000 sets have been produced for the international collector market.

i PhoneCard Collector Service,
PO Box 3838, Auckland, New Zealand. Fax +64 9 309 6191.

New Zealand Conference

TELECOM NEW ZEALAND (TNZ) and Strategic Media, the company which runs TNZ's collector service, hosted a conference late in September to investigate and capitalise on the level of interest shown in New Zealand cards by Australian collectors.

New Zealand recently issued its first "International Pack" for the Science and Technology issue.

Due to the immense interest in New Zealand collector packs, it is virtually impossible to obtain them at anywhere approaching issue price, even immediately after issue date.

The International Packs, however, give Australian and other overseas collectors an opportunity to buy these sets at a moderate premium over issue price in New Zealand within a few weeks of the launch date.

Price updates in NZ's Nat'l Business Review

TELECOM NEW ZEALAND has begun a new information service for collectors, investors and dealers, in conjunction with the weekly New Zealand financial paper, *National Business Review*.

This will provide weekly price updates (prices are a guide only - the listings are based on an average of dealers' current prices) for buying and selling.

Published in the Stock market/Commodities section of the *NBR*. In order to take advantage of this service, we will hold over the inclusion of New Zealand cards and packs until the next (December/January) issue of *Phonecard Collector* magazine.

Our introduction to the expanded market report will also include a complete review of the New Zealand market to date.

Editorial enquiry?
Call (02) 264 7060

A M Kilpatrick Phonecard Specialist

We specialise in supplying top quality mint and used cards from New Zealand, Australia, the Pacific and North America. We also have an extensive range of foreign cards, both mint and used, so we can attend to your country or thematic interests. If the card that you require is not in stock, then we will try to obtain it for you. We also offer a superior standing order service for all the cards of New Zealand. Standard issues are supplied at face value, collectors packs at Telecom price and Ad cards at best. Pacific and North America can also be supplied on standing order. For more information on the services that we can provide, or for copies of our pricelists, please write, phone or fax today.

Quality, Service & Satisfaction Guaranteed

PO Box 588, Dunedin, NZ.

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FAX +64 3 454 5501

National Parks & Wildlife Service to issue 15 cards

WORLDWIDE COLLECTABLES Pty Ltd has commissioned the largest-ever series of Telecom Australia telephone cards - a set of 15 cards featuring wildlife and environmental themes - on behalf of the New South Wales National Parks and Wildlife Service (NPWS).

The phonecard series was launched on November 7 in Sydney by the New South Wales Minister for the Environment, the Hon. Chris Hartcher, MP.

Hartcher said the phonecard series highlighted the varied work of the NPWS in protecting the environment, both within the parks system and across the entire state.

"Each of the 15 cards features a different aspect of the Service's work, from fire-fighting to protecting our endangered species," he said.

"They also offer everyone a chance to make a personal investment in the environment and support the work of the NPSW".

A percentage of the profits gained from sale of the series will be donated to the NSW National Parks & Wildlife Service, to assist in nature conservation projects.

Worldwide Collectables director, John Bushell, said the phonecard series not only provided people with an opportunity to invest in the con-

servation of Australia's national parks and its wildlife, but also to invest in a unique collectable.

"This is an exciting project because it will have commercial significance to collectors and investors at the same time as donating significant value back to the community," Bushell said.

Acclaimed Sydney artist and illustrator, Gregory Bridges, has captured the spirit of the Australian bush, with a diversity of themes from endangered species to fire-fighting, from whale rescues to helicopter water bombing.

The edition of 10,000 collections will be marketed internationally, with 5000 reserved for the local market and the other 5000 for overseas collectors.

Each collection will be supplied in a custom-designed, commemorative album, with all 15 cards (and the album) bearing matching serial numbers.

Purchasers will be given the opportunity to obtain the same serial number for future issues.

Purchasers of the collection will be enrolled free as members of the Foundation for National Parks & Wildlife. Membership of the Foundation usually costs \$35 and entitles members to receive a newsletter, *Coo-ee*, published twice a year.

Members are also entitled to eight *discovery days* (special outings and tours), access to the Foundation's 24-hour *Park Assist* service and a 10% discount on all products purchased from the NPWS.

Choice of two collections

COLLECTORS have two collections to choose from in the series: the Low Low Number Edition (900 available) at an issue price of \$200, plus delivery; and the Standard Edition at an issue price of \$120.

Delivery of the collections is expected to take place late in December or early in January.

Worldwide Collectables may be reached on (02) 283 1142, between 7am and 9pm (Australian Eastern Time) and readers may use American Express, Bankcard, Diners' Club, MasterCard and Visa card to purchase the collections.

Mail orders should be sent to Worldwide Collectables Pty Ltd, Level 12, 456 Kent Street, Sydney, NSW 2000, Australia.

(An order form for the collections may be found on Worldwide Collectables' advertisement on the inside front cover of this issue of *Phonecard Collector*.)

Phonecard Collector

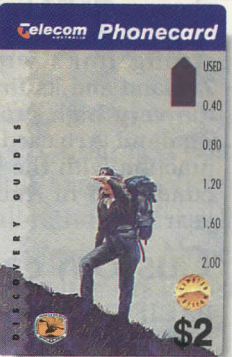
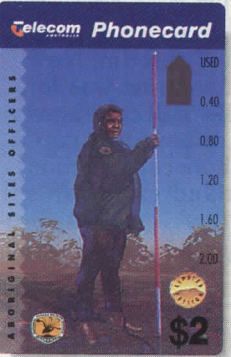
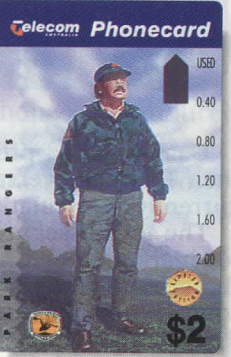
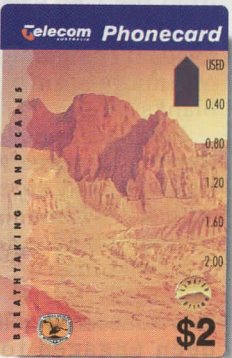
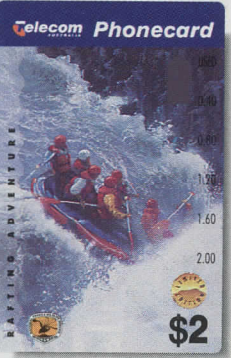
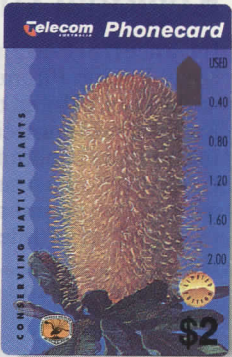
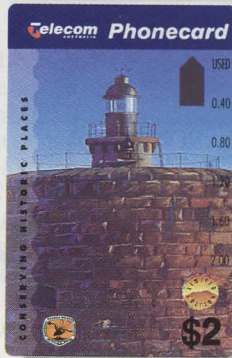
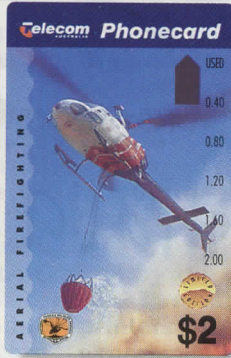
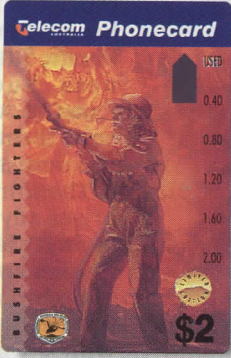
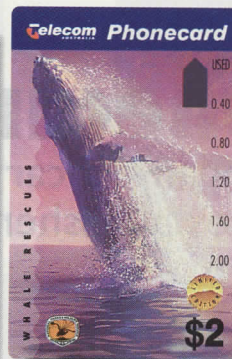
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Pacific Phonecard

A small Australian company is carving a niche as specialised printer of telephone cards writes publisher, Brian Moore.

ROD GALLOWAY is one of five key players at Pacific Phonecard, a small but responsive company, meeting the needs of short-run telephone card printing.

Galloway and one of his business partners, Mike Walker, previously worked as marketing consultants at Telecom Australia preceding and during the launch of phonecards here.

Walker was project leader with a wide range of responsibility, including coordination of payphone installation, while Galloway headed up the marketing team.

"We were involved with phonecard from its inception, through the planning stage and we coordinated the launch," Galloway explained.

"The launch is considered to have been one of the most successful in the world."

Whilst Galloway is based in Sydney, the company's telephone card printing facility is located in Melbourne under the watchful eyes of Diron van Meir and printer, Rod Larkins.

Pacific Phonecard was established to take advantage of opportunities not just with telephone cards but other cards used as payment systems.

"The Asia-Pacific region is rapidly moving towards cashless payment systems, not just telephone cards but also integrated circuit cards and smart cards which will require special printing techniques as well," Galloway said.

Pacific Phonecard was established in 1993, growing out of Galloway's research into the Japanese phonecard market, especially for tourist cards.

According to that research, as much as 30% of phonecards produced in Japan never get used in the phone system, being given away as mementos or gifts.

Based on this fact and projections that, by the Olympic Games in the year 2000, almost one million tourists will be visiting Australia each year, Pacific Phonecard launched a range of locally printed images on Japanese phonecards.

The aim was to sell them to Japanese tourists. This remains the principal activity of the company.



Regional successes

IN an effort to broaden its client base, Pacific Phonecard has carved a niche as a printer of images on cards for telecommunications companies in the Asia-Pacific region. The British firm, GPT, has been successful in selling its payphone and technology to a number of telecom companies in the Pacific basin.

Because of the logistical difficulties including long leads times in having cards printed and shipped out from the UK, Pacific Phonecard has special arrangements with several telecom companies for rapid printing of images onto GPT phonecard blanks.

Pacific Phonecard's first involvement in this area was with Fiji, when surplus card stock was overprinted with a new image featuring the Fiji International Rugby Sevens.

The short-run Sevens issue was essentially a trial and in the light of this success, Pacific Phonecard has been engaged to produce further phonecards for Fiji Telecom.

The company is also forging strong links with Telecom New Zealand and its first contract was for the very high profile Telecom New Zealand Art card, released in conjunction with the phonecard auction conducted in Auckland earlier this year.

Custom cards

PACIFIC PHONECARD pioneered the concept of personalised phonecards, printing photographs of Japanese honeymoon couples onto cards, which the newly married take back with them to Japan.

Pacific Phonecard has divided its market into five segments, the first of

which is that of personalised cards, referred to above.

Then there are general tourist cards which have become the major part of Pacific Phonecard's business. Such cards show icons of Australia and are sold through tourist outlets across Australia.

The third segment comprises advertising cards.

In this area, Pacific Phonecard has produced two cards for companies operating in Australia which want to publicise

their services or products in Japan.

The first two advertisers have been Kintetsu, the largest inbound tour operator from Japan and Coal & Allied, one of the largest coal producers in Australia.

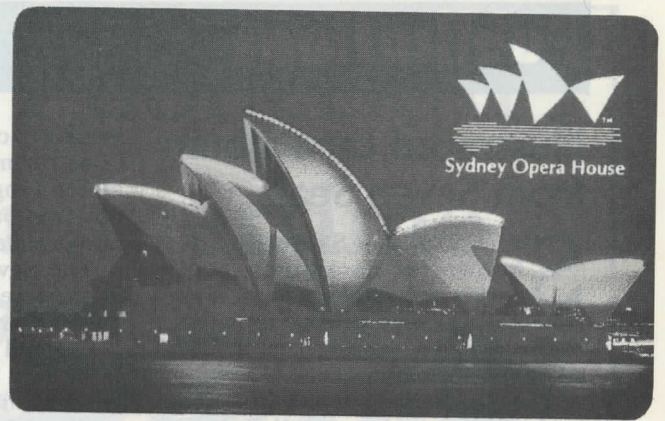
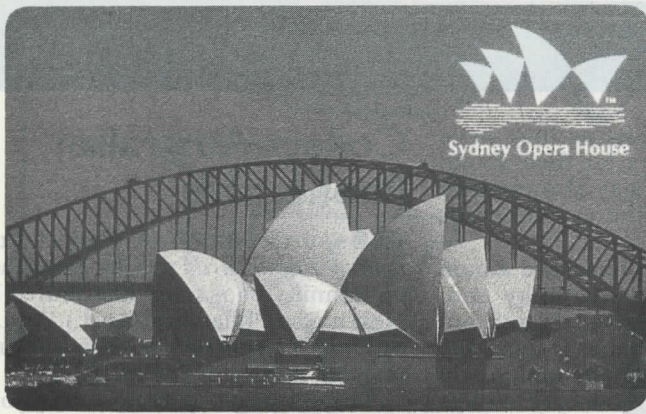


Coal & Allied produced cards for their 150th anniversary and these are currently in circulation in Japan.

The fourth segment is the collector market, which has grown due to the attractive designs and relatively low issue quantities of Pacific Phonecard releases.

Technicalities

PACIFIC PHONECARD designs are printed on blank phonecards purchased from NTT International - the



biggest telecommunications company in Japan and one of the biggest in the world.

The company produces images on NTT cards using a highly specialised four-colour printing press from Japan, installed at its Melbourne facility.

High quality and short runs make this a most competitive printing press for phonecard production.

Though small runs are possible with the state-of-the-art phonecard press, the very small quantities required for the Japanese honeymooning segment are produced photographically.

Philosophy

PACIFIC PHONECARD sees itself as a marketing company, set up to satisfy the needs of phonecard issuers in

terms of short print runs at competitive prices with a short lead time.

"If we need to, we can have Grand Final cards out on the Monday after the Grand Final," Galloway told *Phonecard Collector*.

Quality of card production is assured because of the high investment in equipment and technology and by the use of experts such as Rod Larkins, one of the very few printers in Australia with hands-on experience in small run phonecard production.

Other uses

PACIFIC PHONECARD does not want to limit its production capacity to the telephone card area, but rather, to expand into the cash card area, which is being investigated at government level in both Singapore

and in New South Wales.

Cash cards which store a monetary value (and can be "topped up") can be used to pay for a variety of goods and services without the need for cash, thus saving on hefty cash handling and security charges.

Galloway sees such cards as having the same possibilities as phonecards do for collectors.

The December/January issue (#29) of **Phonecard Collector** will be published in Sydney on December 20. Watch out for it! The issue due for publication on January 20 (#30) will bear a cover date of February 1995.



Bowral Tulip Time Festival

Pacific Phonecard produced a limited edition of 500 sets of two phonecards for the 1993 Bowral Tulip Time Festival. These cards are available in a special, limited edition pack, prepared in *Japanese* for visiting tourists. A small number of packs is still available from the sponsors, Bowral Tulip Time Festival, Inc, at \$55 per set plus delivery. A small number of single mint cards (showing yellow tulips) is also available at \$25 per card. **Terms:** Cash, Cheque or Money Order with order, delivery (minimum \$2.50) extra. (More overseas.) Available only while stocks last. Order today from:-

Bowral Tulip Time Festival, Inc

P O Box 176, Bowral, NSW 2576, Australia

☎ (048) 61 3133 Fax (048) 61 2025

Illustrated card album from Seven Seas

SEVEN SEAS STAMPS, best known for its albums, accessories and catalogues for stamp collectors, is now producing what it claims to be the world's first illustrated album for phonecards.

The Seven Seas phonecard album is designed to house all Telecom Australia general issue phonecards sold at outlets in Australia. It does not provide for custom cards, specimens or private issues.

The album comprises a loose-leaf binder, title page, introductory page and 30 album pages.

The binder is a vinyl-covered, heavily padded 3 D-ring binder of the same size as Seven Seas Stamps' well-known hingeless stamp albums and is contained in a matching slipcase.

Phonecard collectors who already have other Seven Seas albums will find that the new album and slipcase will look right at home on their bookshelves alongside their other Seven Seas albums.

The album pages have been laid out to contain, as far as possible, all the cards from each issue on a page. The pages are headed "Australia" in modern lettering, flanked by drawings of the Sydney Opera House, Australian birds and animals and the first Qantas aircraft.

The phonecards are contained in Showgard mounts, which hold the cards quite firmly and securely, yet allow them to be swung up so that details on their reverse sides, such as ID codes and serial numbers, can be examined.

Under each mount is a reproduction of the phonecard it is intended to contain. This makes it easy for the collector to place his or her phonecards in their correct positions in the album. It also shows which cards are needed to complete the set on each page.

All phonecards are displayed in their correct format, be it vertical or horizontal. This is a unique feature of the Seven Seas album and one which the publishers say makes all other albums just storage systems by comparison.

Beneath each card is printed its Telecom identification code, description and the quantity produced, where known. Each page is headed with the issue title and the name of the designer of the phonecards.

The Seven Seas album has pages for phonecards issued up to and including the 1994 landscapes issue. Seven Seas will produce a supplement to contain the phonecards

issued each year, just as they have done for many years for their stamp album range. They may also produce optional pages for the custom cards and private issues.

The Seven Seas phonecard album is expected to be available by mid-November. Retail price, though not confirmed at press time, is expected to be less than \$100. The album will be available from phonecard outlets or direct from the publishers.

i Seven Seas Stamps Pty Ltd,
PO Box 321, Brookvale, NSW
2100, Australia.

Collect Phonecards of Australia

THE long-delayed second edition of *Collect Phonecards of Australia* was published by Victoria Stamp Traders early in November.

This colour catalogue illustrates and values Telecom Australia cards including some, but by no means all, Custom cards issued up to July 1994.

It also includes Australian-related cards and a listing of serial numbers, though there are known to be a number of inaccuracies in the latter listing.

As a bonus, the publishers are giving away a \$2 complimentary card with each purchase of the catalogue which is available from phonecard dealers or direct from the publisher at A\$10 per copy (add \$1.50 for postage within Australia if ordering by mail).

i Victoria Stamp Traders, 65
Station St, Malvern, Vic 3144,
Australia. ☎ (03) 509 8255.

Asian phonecard catalogues

SINGAPORE phonecard dealer, KS Lim, is advance with preparation of a 200-page illustrated colour catalogue of related Japanese phonecards of Singapore, Malaysia, Indonesia, Thailand, Vietnam, Cambodia, Myanmar, Hong Kong, China, Taiwan, South Korea, Australia, New Zealand and Hawaii.

Publication is expected by March 1995, after which, in April, Mr Lim will release a 150-page illustrated colour catalogue of phonecards of China.

The China catalogue will be available in two versions - one English and one Chinese.

i China Stamps and
PhoneCards, Blk 342, #11-29,
Choa Chu Kang Loop,
Singapore 2368. ☎ +65 765 2310.

Collect Australian Phonecards

THE fourth edition of *Collect Australian Phonecards* will be published by Renniks Books and distributed by Lighthouse Philatelics (Aust.) Pty Ltd during November with a recommended retail price of A\$10.

The 64-page, soft-bound colour catalogue lists all Australian telephone cards issued by Telecom Australia, Pay-Tel Australia and Payphonics up to December 31 1994.

The catalogue lists all official Telecom packs issued up to December 31 1994 and provides a listing of quantities destroyed by Telecom.

The comprehensive catalogue includes Christmas Island and Norfolk Island issues up to December 31 1994.

Collect Australian Phonecards provides serial numbers and card details up to No 52000000.

i Lighthouse Philatelics (Aust.)
Pty Ltd, PO Box 763,
Strawberry Hills, NSW 2012,
Australia. ☎ (03) 509 8255.

Phonecard Eye

CHRIS HUGHES is publishing *Phonecard Eye*, which he describes as a "virtual newsletter" which he will update continually, to bring collectors, dealers and investors the latest market and other information.

The first issue seen by *Phonecard Collector* staff, was published October 19 and featured interesting tabulations of phonecard pack trends and prices realised, together with Hughes' projections as to values.

The contents of this publication are provocative and whether the reader agrees with the sentiments expressed or not, there would seem to be much thought behind them.

i Chris Hughes, 22 The Grove,
Nelly Bay, Qld 4819, Australia.
☎ (077) 785 065.

L'officiel des t'cartes

THE leading French community catalogue of telephone cards, *L'officiel des télécartes* published by Editions Yvert & Tellier of Amiens, France, is due shortly in its 1995 edition. The 1995 edition of this colour catalogue, apart from the immediate French area, features a new addition, namely the phonecards of Wallis and Futuna.

i Max Stern & Co, GPO Box
997H, Melbourne, Vic 3001,
Australia.

"It's all in the Chips"

The Smart Card's "Charge" into the American Economy

By Ruth C Pritscher

THEY have been a part of the European scene for years. They are more hotly collected and traded in Japan than baseball cards in the United States. Millions have been produced throughout the world chances are you've never actually used one.

This small invention has the 'smarts' to be recognised as "the highest new product innovation" in a major research study. These "cards" will soon perform more services than credit cards do today.

Perhaps the most outstanding feature of the "smart card's" long list of appealing attributes - for consumers, industry and government users - is its multi-use capability. And "it's all in the chip."

The "Chip" Advantage

SMART CARDS, in contrast with the magnetic stripe technology used in credit cards, contain one or more integrated circuit chips. (smart cards also known in the industry as chip cards.)

This chip interfaces with various communications appliances and performs either one or both functions - storing value and/or information.

The card's dual function results in advantages for both government and commercial users - specifically in the areas of preserving privacy and protecting classified information.

By storing both value and information, the card also simplifies consumer efforts to pay for goods and services as well exchange information.

This will be accomplished by consolidating tasks now borne by a variety of unrelated, cumbersome and inefficient mechanisms. The results will be a savings of time, energy and hassle - three important benefits to Americans everywhere.

Government and industry alliances

BEFORE this happens, however, "more effort is needed for U.S. businesses to understand basic concepts for smart card technology and appli-

cations," according to Catherine Allen, who served as president of the 1994 Smart Card Forum and is vice president, Business Development and Alliances, at Citibank.

The Smart Card Forum, which was held in Virginia near Washington, DC, in the United States from September 26 to 28, 1994 drew approximately 450 experts from both

smart card technology and capabilities will expand significantly in a few years - specifically in worldwide mobile telephony.

GSM stands for Global System for Mobile Communications. GSM, which is the digital communications services standard adopted throughout the world, is a radio system over cellular infrastructure. GSM will be operational with the smart card (the standard with a PIN number).

According to Mark Ferdinands, product manager for Telecommunications for G & D America, Inc, GSM is currently used with the Personal Communications Network (PCN) and is deployed in Europe, Australia, the Middle East, Africa and Asia.

GSM is experiencing the fastest growth and popularity in European and Pacific Rim countries.

Today's analogue system offers no security; phone can easily be used by others.

With the addition of smart card integration, two layers of security will be offered with the digital services: GSM authenticates the card to the network and the PIN number authenticates the user to the card. This assures proper authorisation and confidentiality, not available today.

The GSM standards have not been adopted everywhere, however. Rival digital standards have been adopted in Japan and the Americas. Ferdinands and others are actively developing standards for smart card compatibility in the USA.

Other smart card applications

SMART cards are on the verge of changing the way we do business and obtain services.

Once the infrastructure is complete in the United States, smart cards are primed for widespread acceptance and mass introduction to include consumers from all economic backgrounds.

The following are examples of other smart card uses:

- i.) to restrict access to sensitive information available on PCs and the Internet;



A "smart" telephone card from Denmark with the information chip visible prominently at left.

the public and private sectors from such diverse fields as government, health care, telecommunications, banking, card and appliance manufacturing, travel/entertainment, education and others.

The main goal of the forum is to accelerate the widespread acceptance of smart card technology and multiple applications in the United States.

Allen highlighted the key challenges for 1995:

- 1) developing specifications for the "electronic purse";
- 2) co-ordinating privacy regulations;
- 3) understanding security issues;
- 4) developing multiple services; and
- 5) creating liaisons with international bodies of smart card groups.

Worldwide digital mobile telephony

WHILE it was initially predicted that financial services would drive interest toward adopting smart card technology, "research indicates that there is equal interest among telecom, public transit and health-oriented industries", according to Allen.

While the best-known use of prepaid smart cards today is for public telephone calls made from Europe,

- ii.) use of a card and PIN number will ensure proper access to classified information;
- iii.) as the national health care card;
- iv.) as an "electronic purse", eventually substituting for cash for small, as well as large purchases. This concept is quickly drawing attention.

This past summer, both MasterCard and Visa announced plans to integrate smart card technology for their credit cards within the next five years. (By year-end 1993, Visa brand alone accounted for more than 50% of the global card market with over 330 million Visa cards in circulation and annual transaction volume exceeding \$520 billion.)

According to Ed Jensen, president and chief executive officer, Visa International, "The banking industry is key to the mass use of smart card technology. This chip must be part of retail banking in its broadest form."

Rescribing it as a "relationship," Jensen pictures in the future a variety of "fully-functional electronic relationship managers" with the capacity to perform a broad range of functions, including activating terminals, PCs, phone, door locks on house and car, as well as storing dollar value, cents-off coupons, frequent flyer information, tickets for shows,

monthly charges, fees on transactions and more.

Not only will smart cards have greater expanded capabilities, but reliable protection as well. The complexity of duplicating the chip itself should prevent the large losses due to counterfeiting which plague by financial institutions today. In addition, the requirement of a PIN number should prohibit most fraudulent use due to loss of theft.

Initially, however, new cards will have both the magnetic stripe and chip capabilities, enabling their use with both existing and new card readers (the appliance that "reads" the information stored on the chip).

According to Jensen, "single-purpose terminals will pave the way for multi-purpose terminals." Although smart cards will be offered as an addition to the magnetic stripe card initially, "an interchange will eventually be required. We should pursue this even at the expense of the demise of the magnetic stripe. Smart cards must be a part of a much bigger strategy."

Banks are well positioned for "super banking" because they have support structures in place to make smart card applications operable today, " says Jensen, referring to the customer support functions already in place that provide assistance with questions, card replacements, statements, distribution, and the like.

Students at colleges and universities around the United States use a prepaid card system, among other ways to serve as an ID, pay for meals in the cafeteria, make long-distance phone calls, check out a book in the library, open the dormitory door, withdraw cash from a bank ATM and purchase a late-night snack from a vending machine.

These "closed environments" - where the card has multiple uses within an organisation - provide convenience to the user and relieve the organisation from administration burdens.

Other examples of closed environments include government agencies, corporations, prisons, hotels and casinos, cruise and passenger ships.

Opportunities for government

FEW products have such appealing, yet complex personalities to foster communications and relationships across diverse groups.

Interest to integrate smart card technology within both the government and industry is great.

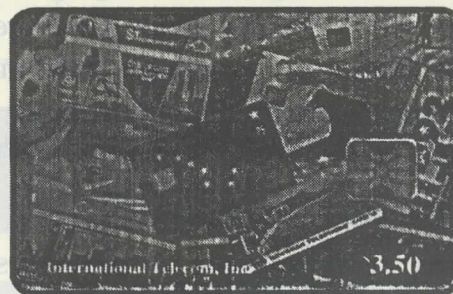
As a result, card manufacturers and others worldwide are jockeying for a position to capture their share of this exciting market.

The editors invite readers to submit articles of a technical nature for consideration for publication in **Phonecard Collector** magazine.

Phonecard Collector

magazine is one of only two magazines published in Australia devoted *exclusively* to phonecards and payphone technology.

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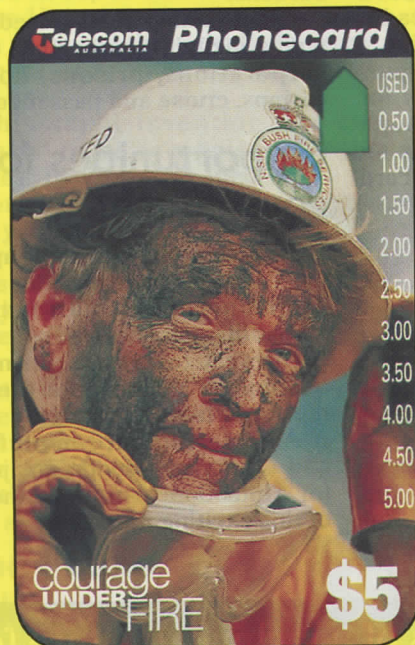
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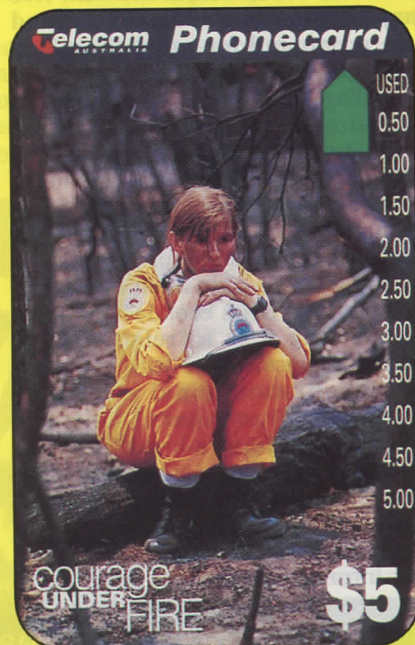
Subscribe to *The Telecard Times* and receive the Customer Chip Card FREE along with your first issue. Yearly subscription rates are US \$35.



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Sales will benefit the Bushfire Relief Fund

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Dedicated to our firefighting heroes from all over Australia, who courageously fought and won the battle against the raging New South Wales bushfires in the summer of 1994. The first of APC's Nature Series, **Courage Under Fire**, depicts the emotion, courage and drama of our firefighters in graphic form and includes a commentary by the Commissioner, Phil Koperberg. Only 6000 limited edition individually numbered packs have been produced and these can be ordered through the APC Master Dealer Network. **RRP \$39.50**

New South Wales

Gabriele's Philatelic Service
Ground Floor, Mirvac Building, 160 Castlereagh St,
Sydney. Ph (02) 283 1311

Status Retail

Shop 533, Royal Arcade, 255 Pitt St, Sydney.
Ph (02) 267 6116

Queen Victoria Coins

Shop 12, QVB Walk, Queen Victoria Bldg, Sydney
Ph (02) 283 2500

Australian Capital Territory

Edlins of Canberra
10 Garema Arcade, Bunda St, Canberra Ph (06) 248 7859

Victoria

Knox-Sherbrooke Phonocards
PO Box 601, Emerald Ph (059) 68 5576

Max Stern & Co

234 Flinders St, Melbourne Ph (03) 654 6751

International Numismatics

PO Box 477, Kew Ph 008 816 677

Queensland

GPO News
GPO Lane (off Queen St), Brisbane Ph (07) 229 2888

Tony Boyd Philatelist

200 Latrobe Terrace, Paddington Ph (07) 369 0488

South Australia

Rundle Coins
incorporating Adelaide Phonocard Centre

214 Rundle St, Adelaide Ph (08) 232 0660

Tasmania

Abacus Phonocards
10 Mathers Lane, Hobart Ph (002) 34 3494

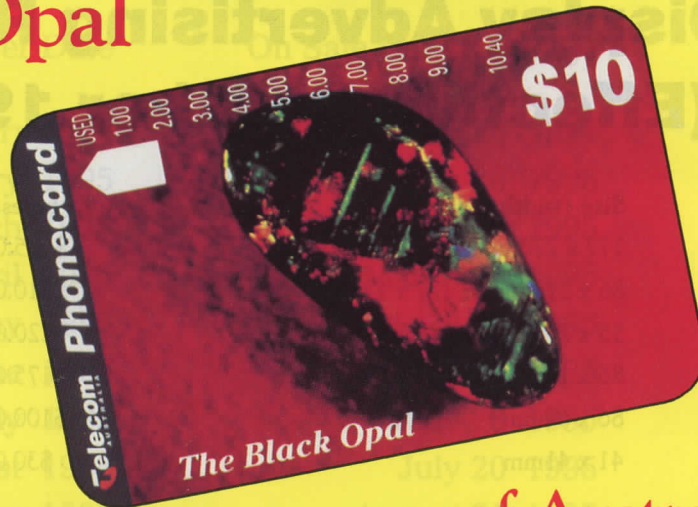
Western Australia

Jackmans Stamps & Coins
78 Lockyer Ave, Albany Ph (098) 41 6338



presents

The Black Opal



of Australia

Limited Edition - New Release

The Governor-General of Australia, Bill Hayden, has proclaimed the Opal to be the National Gemstone of Australia. Australian Phonocard Collectables (APC), has now produced a Commemorative Phonocard Pack on the Black Opal of Australia.

- * Only 4000 Limited Edition Packs available Australia and Overseas
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- * Delivery expected late November
- * Order NOW through APC Master Dealer Network.

RRP \$34.00

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New South Wales: Gabriele's Philatelic Service (02) 283 1311;
 Status Retail (02) 267 6116;
 Queen Victoria Coins (02) 283 2500
 Australian Capital Territory: Edlins of Canberra (06) 248 7859
 Victoria: Knox-Sherbrooke Phonocards (059) 68 5576;
 Max Stern & Co (03) 654 6751;
 International Numismatics 008 816 677
 Queensland: GPO News (07) 229 2888;
 Tony Boyd Philatelist (07) 369 0488
 South Australia: Rundle Coins (08) 232 0660
 Tasmania: Abacus Phonocards (002) 34 3494
 Western Australia: Jackmans Stamps & Coins (098) 41 6338

Free entry to win a \$2500 opal!

Simply fill out the details below, without obligation, for a chance to win a \$2500 Opal Pendant and mail to "Black Opal of Australia", Australian Phonocard Collectables, P O Box 334, Wantirna, Vic 3152, Australia.

Name:

Address:

Conditions of Entry: Competition closes December 30, 1994 and will be drawn on January 10 1995 at Sydney. Judge's decision is final and no correspondence will be entered into. The winner will be published in **The Australian**, January 17 1995.

Monthly publication resumed:
Issue date now 20th of each month!

Deadline for December/January issue:
Friday, December 2 1994

Phonocard Collector

Display Advertising Rates (Effective October 1994)

Description	Size (width x depth)	To be typeset	Camera-ready
Full (1/1) page	177 x 270mm	A\$525.00	A\$455.00
Half (1/2) page	86 x 270mm or 177 x 133mm	\$310.00	\$255.00
One-third (1/3) page	55 x 270mm or 177 x 91mm	\$220.00	\$175.00
One-quarter (1/4) page	86 x 133mm or 177 x 64mm	\$175.00	\$145.00
One-eighth (1/8) page	86 x 64mm	\$100.00	\$80.00
Mini-Display ad	41 x 41mm	\$30.00	

TERMS: Nett 14 days to clients with credit facilities. A 10% discount is offered all display advertisers submitting cash with copy, except Mini-Display advertisers whose ads are priced nett. A 5% discount is offered display advertisers paying with credit card: American Express, Bankcard, Diners' Club, JCB, MasterCard and Visa welcome.

MINI-DISPLAY ADS: These ads are an economical way of keeping your names and specialities in front of collectors (and dealers). Mini-display ads are sold in modules 41 x 41mm in size. Advertisers may elect to take multiple modules pro-rata. Book (and pay in advance) for your Mini-Display ad to run in 12 issues for only A\$240 and save one third! Note: copy cannot be changed on this basis.

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 the cost of colour separations and film planning) to the above space rates.

LOOSE INSERTS: Advertisers may have their single page flyer (smaller than A4 only) inserted loose into all copies of an edition of **Phonocard Collector** for 21 cents per copy. This is an effective, targeted means of distribution at a cost much lower than by using direct mail. Advertisers wishing to target specific portions of our distribution list (such as news-stand or dealer buyers, or prospects in South East Asia, Europe or USA) may do so by arrangement, at a rate of 25 cents per copy. We can design, typeset and print your flyer for an additional charge.

REPRINTS: We can supply reprints of advertisements appearing in **Phonocard Collector** in any quantity from 50 up (mono) or 500 up (four-colour). Please ask for our quotation.

CREATIVE SERVICES: We can offer a range of creative services for dealers and advertisers, including conception, design and production of advertisements, flyers, brochures, catalogues and other reprinted matter. Please contact us for a quotation.

Phonocard Collector

GPO Box 3780, Sydney, NSW 2001, Australia
(02) 264 7060 Fax (02) 264 7138

Phonocard Collector

Advertising Deadlines - 1995

Issue #	Cover Date	On Sale Date (Sydney)	Advertising Deadline
29	December/January 1995	December 20 1994	December 2 1994
30	February 1995	January 20 1995	December 30 1994
31	March 1995	February 20 1995	January 31 1995
32	April 1995	March 20 1995	February 27 1995
33	May 1995	April 20 1995	March 30 1995
34	June 1995	May 19 1995	April 28 1995
35	July 1995	June 20 1995	May 30 1995
36	August 1995	July 20 1995	June 29 1995
37	September 1995	August 21 1995	July 31 1995
38	October 1995	September 20 1995	August 30 1995
39	November 1995	October 20 1995	September 29 1995
40	December 1995	November 20 1995	October 30 1995

Classified Advertising Copy Deadline

Classified Advertising closes on the 5th day of each month, *every* month (for example, January 1995 Classified closes Monday, December 5 1994).

Copy/Material Delivery Instructions

Advertising bookings, copy and film sent by mail should be addressed as follows:

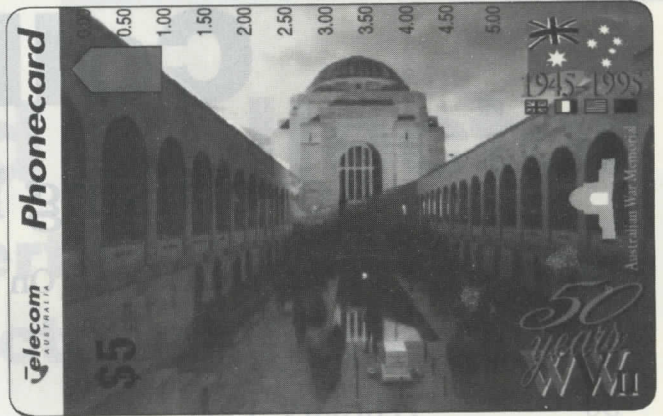
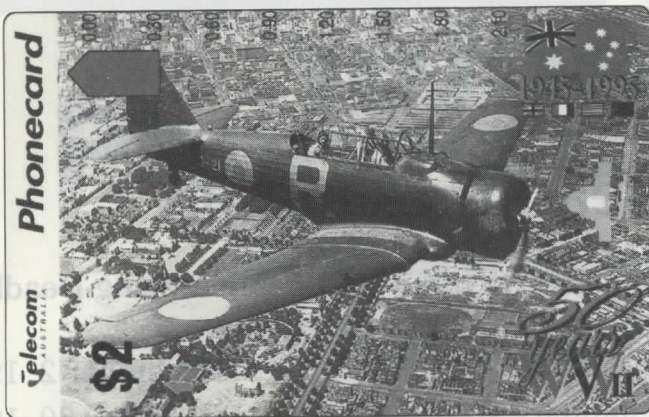
Phonocard Collector Advertising
GPO Box 3780
Sydney NSW 2001
Australia

Deliveries by courier only should be addressed as follows:

Phonocard Collector Advertising
Suite 1403 / 14th Floor
255 Pitt Street
Sydney NSW 2000
Australia

☎ (02) 264 7060
ISD ☎ +61 2 264 7060

International delivery by DHL, Federal Express or UPS (United Parcel Service) courier is recommended.



50th Anniversary of World War II

ROAM AUSTRALIA PTY LTD has announced its association with the Australian War Memorial in issuing a set of five Telecom Australia Custom phonecards to commemorate the 50th anniversary of World War II.

The cards are expected to be available for distribution late in January, 1995.

World War II had a profound effect on the history of the 20th century and the fortunes of individual states.

Throughout the world next year, the victory of the allies in Europe in May 1945 and later, in the Pacific, will be officially commemorated and celebrated.

Australia, New Zealand and Singapore were among the allied nations which paid a heavy price in human terms to achieve a victory over the Axis powers.

To mark this historic event, Roam Australia and the Australian War Memorial are issuing a five-card set under the Roam Australia label.

A single \$5 card depicts the Australian War Memorial in colour while four \$2 cards depict famous black and white images of World War II.

Those images are:

1.) AWAS anti-aircraft station, November, 1942;

2.) Assault on Buna. Mortar crew; 2/12th battalion, January 1943;

3.) Assault on Salamaua, Papua New Guinea, July 1943. Sergeant Ayre and Private Johnson; and

4.) Australian Wirraway aircraft, Melbourne, 21 Squadron RAAF, February 1940.

The five-card set is recommended to retail at A\$75 and the total num-



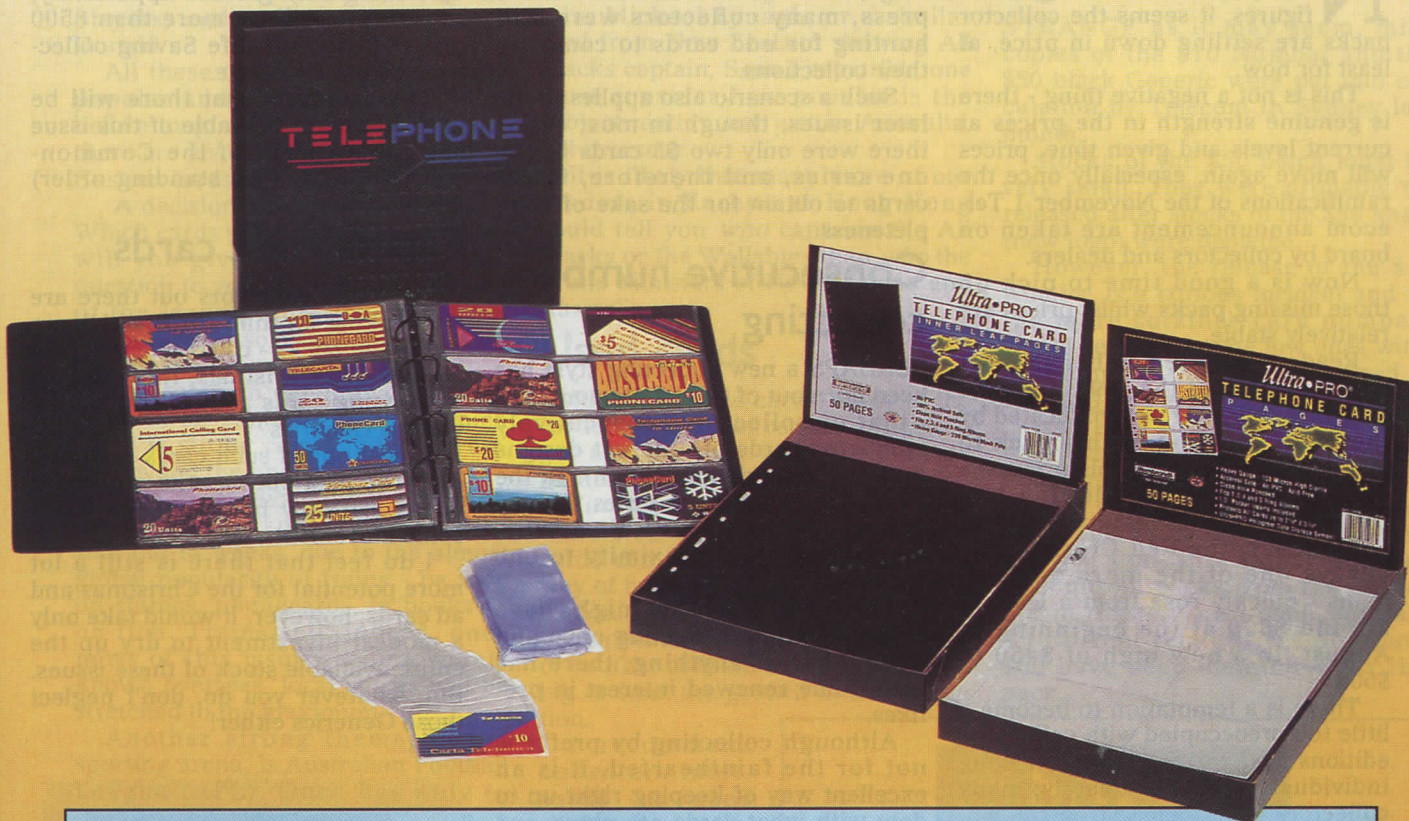
ber of sets will be limited to only 10,000. Orders may be sent to phonecard dealers, Roam Australia or the Australian War Memorial, Canberra.



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- Clean Hole Punched to fit 6,4,3 and 2-Metal Ring
- 50 per Display Box

#PH208 - Telephone Card Pages

- Archival - 100% Safe
- No PVC - Acid Free
- Heavyweight - 150 Micron High Clarity
- Ultra•PRO Hologram Safe Storage Symbol
- 8 Pockets with Center I.D. Labels
- Clean Hole Punched to fit 6,4,3 and 2-Metal Ring
- 50 per Display Box

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Exclusive distributors for Rembrandt, makers of *Ultra-Pro Sports Card Accessories* for the Australian hobby market.

Trade Enquiries Invited

Sydney View

by "Opera House"

NOW that Telecom Australia has published its destruction figures, it seems the collector packs are settling down in price, at least for now.

This is not a negative thing - there is genuine strength in the prices at current levels and given time, prices will move again, especially once the ramifications of the November 1 Telecom announcement are taken on board by collectors and dealers.

Now is a good time to pick up those missing packs whilst prices are relatively stable.

Readers may remember the last time I mentioned the 1993 Australia Day pack. My view was vindicated by the rapid doubling of this pack to \$60. However, even at this price, the pack is an essential addition to a comprehensive Australian collection.

Similarly, the Red Cross pack - always one of the more difficult items - quickly rose from a level of around \$300 at the beginning of August, to a new high of \$450 to \$500.

There is a temptation to become a little too preoccupied with collector's editions at the expense of collecting individual cards. Fortunately, many collectors have focussed on the single cards and the fun associated with them.

Telecom confused more than a few collectors in the last few months the the issue of the Landscape, Ballet, Commonwealth Games and Landscape series of cards.

Most readers are probably aware by now that the \$5 cards in the vari-

This proved to be quite a challenge, and even as this issue went to press, many collectors were still hunting for odd cards to complete their collections.

Such a scenario also applies to the later issues, though in most cases, there were only two \$5 cards in any one series, and therefore, fewer cards to obtain for the sake of completeness.

Consecutive number collecting

PERHAPS a new collecting style has been born out of this \$5 phenomenon - that of collecting consecutively numbered cards of different designs (but the same denomination). In the case of the Landscape series, I know of three different cards with numbering in very close proximity to one another.

This turn of events might have killed off prefix collecting once and for all, but, if anything, there has been some renewed interest in prefixes.

Although collecting by prefix is not for the fainthearted, it is an excellent way of keeping right up to date with what cards are about and the relative scarcity of one issue against another.

The tip here, for collectors who want to take their collecting a little more seriously than the plain "one of each" collecting style, is to seek out consecutively numbered pairs of the Ballet and Dance and the Commonwealth Games issues.

Dealers have many of these at around \$20 a pair, but if you don't want to pay the premium, then a trip to one or two Telecom resellers may yield a result.

Standing orders

DESPITE the worst fears of the doomsayers, the advent of Telecom Australia's new standing order service hasn't resulted in a huge blow-out of issue numbers to 20,000 or a similar nightmare!

Once the dust settled and collec-

tors on Telecom's mailing list took up their standing order opportunity, there were still no more than 8500 units of the Surf Life Saving collector's edition available.

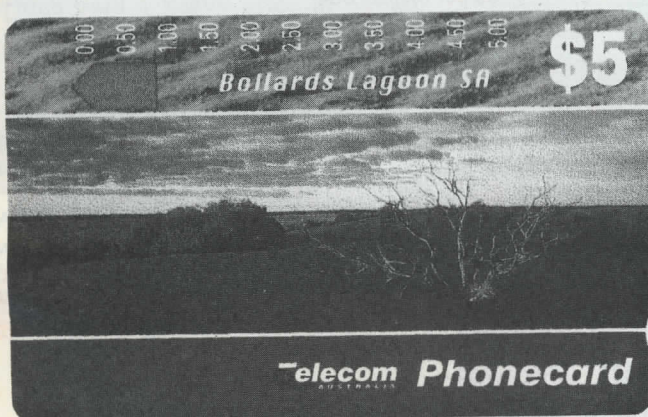
This suggests that there will be only 500 more available of this issue than there were of the Commonwealth Games (pre standing order) issue.

Elusive mint cards

HOW many collectors out there are still looking for mint cards which are not in the packs - cards like the 1992 \$5 and \$10 Christmas, the Telecom advertising cards and, of course, the various Generics?

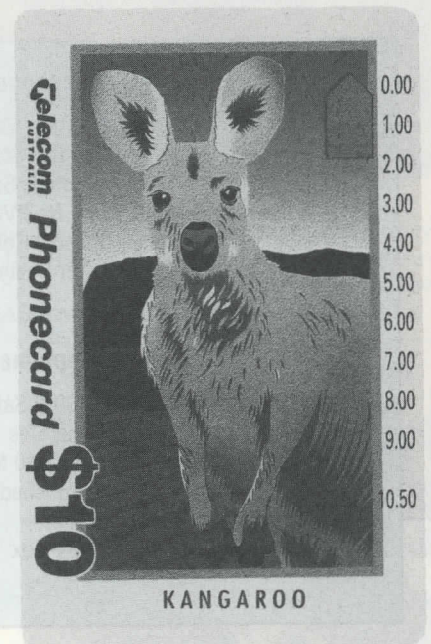
I have tipped such cards regularly over the past six months and these cards are now beginning to show some movement.

I do feel that there is still a lot more potential for the Christmas and ad cards, however. It would take only a modest investment to dry up the entire available stock of these issues. But, whatever you do, don't neglect those Generics either!



ous series named were all issued with the same prefix number,

In the case of the Landscape \$5 cards, of which there were five, prefix collectors had to obtain 25 cards (five of each type) for completeness.



Tip of the month

THE \$10 Tourism (new logo) card, showing the kangaroo, is my tip for the month.

Supplies of this card appear to have dried up completely.

Telecom sold out of this card without fanfare and few traders appear to have stocks.

Custom cards

THE expected flood of Custom cards has not eventuated, though there is definitely more than a steady trickle of new issues.

In the past few months, we have seen cards for the moon landing anniversary, cards for wetlands conservation, cards for trains, cards for national parks, cards for soft drinks, cards for football (the game and the players) and cards for Mickey and Donald.

All these cards have proven very popular and are selling well. But, before long, collectors may find that there are just too many new issues of Custom cards to collect them all.

A decision may need to be made. Which cards will you keep and which will you give up? To answer this question to your own advantage, one of the leading questions must be, "Which cards sold well and what do they have in common?"

The common denominator would seem to be *popular topics* in which there is strong community interest, far beyond the phonecard hobby.

Take, as an example, the train on the 1210 Steam Loco issue. This card sold out in weeks, due to the almost global popularity of trains - be they on stamps, phonecards, in books or on film. Trains sell. Indeed, once news of this issue become widely known overseas, local stocks will be stretched to the maximum.

Another strong theme, in the sporting arena, is Australian Football League (AFL). Once has only to switch on the television on a Saturday afternoon to realise how popular this sport is in Australia. Souvenirs of Geelong's Gary Ablett, be they phonecards or whatever, have a strong attraction to fans and not just to phonecard collectors.

So, to reiterate, if you are under some stress because of the sheer number and value of Custom cards coming out, then impose a limit on yourself, to a particular theme or group of themes.

Disney, Rugby

WALT DISNEY memorabilia, to which phonecards have now been added, is universal in popularity, from Boston to Beijing; from Buenos Aires to Brisbane.

The recently advertised inaugural Australian Disney issue sold out long before issue date. If you missed out on this issue, you just might be able to pick it up via the secondary market. Failing that, make a commitment to yourself to get in on the ground floor with the second Disney issue, due early in 1995.

To Australian readers living beyond New South Wales or Queensland, Rugby Union will probably need some introduction (though it won't need any introduction to our

readers in Argentina, the British Isles, Fiji, France, Hong Kong, Japan, New Zealand, Rumania, South Africa or the Pacific Islands).

Rugby Union remains a largely amateur sport, with two teams of 15 as opposed to the two teams of 13 which play Rugby League - a professional game.

So, when considering whether or not to buy a phonecard from Australia featuring Wallabies captain, Michael Lynagh, or a similar card from New Zealand showing All Blacks captain, Sean Fitzpatrick, one must consider how popular is the subject matter, not just in Australia, but overseas.

It is likely that many more of our readers in Europe or Hong Kong could tell you *who* captains the All Blacks or the Wallabies than *who* the Prime Ministers of New Zealand and Australia are!

Used cards

AMONG the used cards, many of the earlier State issues remain difficult to get and are only going to become harder to find as time goes by.

For younger collectors and pensioners on a budget, collecting used cards can be a fun and inexpensive way of building a comprehensive collection.

Duplicates can be readily disposed of to other collectors or dealers, helping to fund the growth of the collection.

I recommend collectors interested in used cards take a careful look at the market report elsewhere in this issue of *Phonecard Collector*.

There are some glaring inconsistencies in price, especially among the earlier cards. An obvious example is the Geelong issue, in particular, the cheaper cards, such as the \$3 cards or the \$6 cartoon.

These cards are quite hard to find in fine used condition. Another difficult card in used condition is the 500th Grand Prix issue. Even at \$20 for a multi-hole used example, this card seems cheap.

Geelong

WHILST on this subject of

Geelong, the three cheaper cards would seem to be on the move again. It was a badly kept secret that these cards were available from Telecom after the withdrawal of the pack and relatively large stocks were salted away. Three years on, stocks have dwindled and any collector who can spot any of these cards at under \$20 may well have the last laugh.

Again in circulation

STRANGE as it may seem, mint copies of the \$10 Numbat and the \$50 black Generic were put into circulation by Telecom in Sydney last month.

Stocks of the \$50 black must be very small. They were probably re-released after stocks of the \$50 koala (new logo) were depleted.

However, the release of the \$10 Numbat is a curious incident and all the more so since card numbers would seem to be the low ones within the prefix that was contained in the 1993 Endangered Species pack.

It is easy to see from the "Destruction figures" published by Telecom on November 1 (see page 4) where these \$10 Numbats came from. Talking "destruction", Telecom did just that, in a rather big way, with unsold packs from the Cardex fair in Amsterdam. (Again, see page 4.) Current retail prices of around \$60 have been mentioned for this pack.

* SALE *

COLLECTORS' PACKS Australia

Geelong	\$310	Landscapes 93	\$49
South Australia	\$950	Microscopic	\$95
Generic	\$190	Environment	\$95
Grand Prix	\$105	Australia Day 94	\$95
Victoria	\$450	Dinosaurs	\$190
Queensland	\$450	Endangered Species 94	\$110
New South Wales	\$585	Landscape	\$100
West Australia	\$95	Commonwealth Games	\$95
ACT	\$350	Dinosaurs x 5	\$900
Northern Territory	\$79	ACT x 5	\$1700
Tasmania	\$79	Olympic x 5	\$2900
Australia Day 92	\$135	Australia day 92 x 5	\$650
Red Cross	\$390	Generic x 5	\$980
Olympic	\$585	Red Cross x 5	\$1900
\$1.50 Bird Choir	\$195	Commonwealth Games x 5	\$470
Australia Day 93	\$59	Tamworth	\$55
Endangered Species	\$190	Albury High School	\$15
Indigenous People	\$49		

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The Speculator

By the editors of **Phonecard Collector** magazine

THE market for Australian phone-cards and more particularly Collectors Packs has had a ride on the roller-coaster for the past few weeks. For the first time we have experienced significant falls in prices, especially among the more highly-priced packs, and an increasing urge from many misguided punters to sell, and sell at any price.

Don't just take it from us - the market itself has shown just how foolish such rash action can be. Let's take an example: at a recent phonecard fair a dealer offered for sale the New South Wales collectors pack at \$285 (as compared to \$650 list price in the Market Report). This was not a clearance sale, the dealer in question having bought the pack only the week before at around \$200.

No-one bought the pack; on the contrary a number of collectors saw the low price, concluded that their pack was not worth holding onto, and promptly sold theirs to the dealer.

Yet only four days later a copy of that same NSW pack fetched \$400 at a Sydney public auction. Within another few days Telecom Australia announced that the NSW collectors pack with over 7000 destroyed was indeed the scarcest of all Australian collector packs. Once we allow for the fact that countless further packs have been "broken up" by dealers and collectors alike to obtain the single mint cards, the number surviving must be estimated to be no more than 2500. One month after the \$285 offer the pack is now retailing at \$650 again.

This is only an isolated example, and as a quick look at the Market Report will show there are other packs which have fallen in price and not as yet recovered.

However, it proves once again that the prudent investor should not be too quick to jump onto the roller-coaster, but should rather look to the underlying fundamentals of price: supply and demand.

On the topic of supply and demand, we must once again point to the three "forgotten" collectors packs from the States series, the West Australian, Tasmanian and Northern Territory packs. These are currently trading at around \$110, \$80 and \$75 respectively. It is a market anomaly that each of these packs costs around the same as a 1994 Commonwealth Games pack.

The new Limited Edition packs released by Telecom Australia this

year have all jumped to sizeable premiums over issue price very rapidly after their release, but with the advent of the standing order arrangement where every collector who registers will receive the pack they desire, the premiums for new issues must decrease at least slightly.

Back to the WA, Tas and NT packs: not only are these much more difficult to obtain than a recent issue, but the cards themselves are virtually unobtainable except by breaking open a pack. While the large stocks of these packs held by some dealers and investors have kept their prices low for the time being, this situation will not continue indefinitely, and when these stocks do dry up a substantial increase in price will be justified.

With all this talk about collectors packs it is important not to forget the ever-increasing scarcity of a number of loose cards. Generic cards with their generally high print-runs and long time on sale have often been overlooked by investors and collectors alike. Witness the \$10 first generic which has avoided any price decrease and rather moved up from \$300 to \$350 in mint condition (we have taken the opportunity - and a very tidy profit - to sell some of our holding to finance new purchases this month). The \$5 and \$20 cards from this set are now becoming harder to find, and both have shown steady price increases again.

However, the tip this month are the \$50 cards from the Tourist Generic series, both in old and new logo forms. Only 30,000 of each of these cards were printed, making them the lowest regular Telecom issue cards after the \$5 Geneva and \$1.50 Choir Bird Christmas 1992 cards. We were lucky enough to secure ten of the new logo \$50 cards at face value, and you may still be able to do the same from the smaller newsagents or milk bars. Both cards are now sold out at Telecom and both are recommended.

Phonecard exhibition cards

A NEW area of interest worldwide is the collecting of phonecards that have been issued for a particular phone-card exhibition or event. Australia already has two cards in this category, the classic \$5 Geneva card and the Cardex 94 card issued for the Amsterdam show earlier this year.

Many cards issued for such events have a low print run and often come in special packaging which makes them attractive to collector and investor alike. We only have to look at the price increase enjoyed by the Geneva card to see that such cards can be a very good investment.

With increased interest in exhibition phonecards world-wide, those issued by Telecom Australia will be sought both locally and overseas, making them a potential good investment.

We have added ten of the Cardex phonecards in the pack (which was only available at Cardex, and of which fewer than 4000 exist) to our portfolio. We were able to purchase these at \$40 each, which was the price quoted by dealers throughout Australia immediately after the event.

Although this was a substantial premium over the issue price of \$10, we have already heard of prices as high as \$95, but the packs can still be picked up at the lower prices, so hurry.

We will also be on the lookout for special issues from overseas countries on "exhibition" themes. One issue that we missed out on, but that illustrates the potential of foreign cards, is the set of two train cards produced by Cabitel (Spanish Telecom) for the Essen, Germany phonecard fair held earlier this year.

Only 3000 of each card were produced, of which only 750 were sold in special collectors packs available at the fair and nowhere else. A limited issue, a great theme (transport/trains) and an exhibition issue to boot - these packs were released at DM15 (approx \$12) each and now sell for over \$200 each.

First issues - Norfolk Island

MANY collectors focus on the first issues of a new phone-card nation, trying to obtain these first issues from as many different countries as possible. It is not only a very challenging task, but can also be financially rewarding as the first issues of many countries have increased significantly in price over time (witness our own Geelong set, or more spectacularly the New Zealand Christ-church Trials set which sells for over \$7000).

However, there are very few countries who have not already issued phonecards, and so it is often impos-

sible to obtain first issues at anywhere near the original issue price.

This opportunity now exists with the recently issued Norfolk Island phonecards, which have both a close connection with Australia - having been printed by Telstra (Telecom Australia's overseas division) carrying Australian prefix numbers and denominated in Australian dollars - and are still available at issue price.

We have added five each of the European and USA editions of the

collectors pack to the portfolio. These editions of the pack were produced specifically for sale in the overseas markets, with only 2500 of each pack produced and only a limited number being made available for local collectors and investors.

These "overseas" editions of the packs have the advantage that they include the same cards as the normal pack, but may perform even a little bit better in the long run because of their more limited print runs.

New purchases

WITHOUT much effort, we have managed to spend another \$1500 on new purchases. In order to keep on good terms with the bank, we have disposed of some older stock, and have used the opportunity to tidy up the portfolio. In order to diversify further we will need to reduce our holdings, even where the material sold still has room to increase in price.

Phonecard Collector Portfolio

Phonecards	Previous Holdings	Purchase Dater	Current Retail (per 1)	Sold*	Total Sales	Remaining Nominal Wholesale
\$10 Generic Logo	10 @ \$25	15.04.94	\$350	5 @ \$245.00	\$1225.00	\$1225.00
\$10 Brisbane	5 @ \$60	15.04.94	\$275	-	-	\$962.50
\$10 Grampians	5 @ \$50	15.04.94	\$80	-	-	\$280.00
\$10 Cheetah	5 @ \$38	15.04.94	\$300	-	-	\$1050.00
\$10 Telecom Tower	5 @ \$25	15.04.94	\$180	-	-	\$630.50
Western Australia pack	10 @ \$40	15.04.94	\$110	-	-	\$770.00
Australia Day 94 pack	5 @ \$35	15.04.94	\$100	-	-	\$350.00
Tamworth Pack	4 @ \$45	15.04.94	\$70	4 @ \$49.00	\$196.00	-
Swiss Pack	10 @ \$16	15.04.94	\$45	5 @ \$31.50	\$157.50	\$157.50
Northern Territory pack	10 @ \$65	15.06.94	\$80	-	-	\$560.00
Tasmania Pack	10 @ \$60	15.06.94	\$75	-	-	\$525.00
Australia Day 93 pack	10 @ \$25	15.06.94	\$45	-	-	\$315.00
South Australia pack	1 @ \$800	15.06.94	\$800	-	-	\$560.00
Geelong Pack	1 @ \$280	15.06.94	\$350	-	-	\$245.00
New South Wales pack	1 @ \$400	15.06.94	\$650	-	-	\$455.00
Australian Capital Territory pack	1 @ \$250	15.06.94	\$300	-	-	\$210.00
Endangered Species 94 pack	5 @ \$45.50	15.06.94	\$90	-	-	\$315.00
Pay-Tel 1st Issue mint, loose	3 @ \$140	15.06.94	\$160	-	-	\$336.00
Pay-Tel Sprint pack	5 @ \$60	15.06.94	\$70	-	-	\$245.00
New Zealand Legends of Music pack	1 @ \$300	15.06.94	\$250	-	-	\$175.00
New Zealand Science pack	2 @ \$70	15.06.94	\$300	-	-	\$420.00
Fiji 1st pack	2 @ \$80	15.06.94	\$90	-	-	\$189.00
South Africa Complimentary	1 @ \$400	15.06.94	\$400	-	-	\$280.00
Ettamogah pack	10 @ \$19.50	15.08.94	\$50	-	-	\$350.00
1210 Locomotive pack	10 @ \$19.50	15.08.94	\$25	-	-	\$175.00
Landscape 1994 pack	5 @ \$65	15.08.94	\$110	-	-	\$385.00
Pay-Tel Rivers pack	4 @ \$40	15.08.94	\$60	-	-	\$152.50
Pay-Tel Trams pack	5 @ \$40	15.08.94	\$40	-	-	\$140.00

New Purchases

Commonwealth Games pack	5 @ \$35.50	15.10.94	\$90	-	-	\$315.00
\$50 Generic new logo	10 @ \$50	15.10.94	\$80	-	-	\$560.00
Cardex folder	10 @ \$40	15.10.94	\$60	-	-	\$420.00
Norfolk Island Euro-pack	5 @ \$45	15.10.94	\$45	-	-	\$157.50
Norfolk Island USA pack	5 @ \$45	15.10.94	\$45	-	-	\$157.50
					\$1578.50	\$13067.50

Cash at Bank

Value of Portfolio

Percentage Change

Opening Balance	-\$132.50	Nominal Wholesale	\$13067.50	Opening Balance	\$5000.00
Plus Sales	<u>\$1578.00</u>	Less owed to bank	<u>-\$82.00</u>	Current Value	\$12985.50
Less Purchases	<u>\$1527.50</u>	Nett	\$12985.50	Nett Increase	160%
Bank	-\$82.00				

HK Gold Price (23.11.94) A\$383.10 oz (-\$4.35) Percentage change -1.12%

All Ordinaries (23.11.94) 1877.7 (-217.8) Percentage change -10.4%

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New Issues

Gala launch of One Australia phonecards at Conrad Jupiters

Limited Edition Telecom Custom Phonecards announced featuring one Australia.

SOME 400 guests, including the Premier of Queensland, the Hon Wayne Goss, MP, gathered at Jupiters Casino in Surfers Paradise on October 7 to farewell skipper John Bertrand and his crew before they took off for the San Diego Yacht Club in their new yacht, One Australia to challenge for the 1995 America's Cup race.

The Premier said that "the 1983 America's Cup held a special place in the hearts of all Australian's especially when Australia II, under the helm of John Bertand, defeated the United States of America and won the America's Cup thus breaking the longest winning streak in sporting history."

The Premier went on to congratulate Bertrand and the crew of One Australia for their enormous organi-

sational effort, high technology and the professionalism. "Queensland," he said, "had been very proud that Syd Fischer and the America's Cup Syndicates had chosen the Gold Coast for the America's Cup Trials which began in May this year.

The Southern Cross Yacht Club, the challenging Club behind One Australia, earlier this year launched The Southern Cross Yacht Club Foundation which was set up to help train young Australian scientists and engineers for the future.

To help celebrate and wish the Australian team every success, The Phonecard Bureau has launched the One Australia Telecom Custom Phonecard series which tells the story of the America's Cup and the 1995 challenge.

Only 10,000 sets will be issued and each set will consist of 2 x \$10 cards and 2 x \$5 cards, depicting the magnificent one Australia Yacht as well as "The Auld Mug".

The first 50 sets were already sold prior to issue and the One Australia series will be available from November 1994.

John Bertrand will personally sign numbers 51-500 which will be available at a special price.

Leo Lawrence, Managing Director of the Phonecard Bureau, told *Phonecard Collector* magazine that this launch was only the first of as number of other high profile Custom

Phonecards which will be produced in conjunction with Telecom in the coming months.

Bell Shakespeare Company

AMONG the subjects to appear on the card series is The Bell Shakespeare Company. The cards feature scenes from four great Shakespearean plays.

There will also be a special series commemorating "True Blue" - David Adams' Australian entry in the BOC Challenge 1994-95 single handed around-the-world yacht race. "True Blue" is expected in Sydney just before Christmas.

Lawrence said that "The Phonecard Bureau plans to be the leader in the marketing of high profile Telecom Custom Phonecards and further issues are expected to be announced shortly.

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Leo Lawrence, managing director, The Phonecard Bureau, presents a Southern Cross pack to John Bertrand, AM.

CardEx '94, world's phonocard conference draws only 3500

CardEx '94, the first conference and exhibition dedicated solely to the hobby of telephone card collecting internationally, started with a conference on September in Amsterdam, the Netherlands.

Delegates, 150 in all, from over 25 countries attended the CardEx '94 conference to hear a number of significant industry events made public.

With the opening address by Mr W. Dik, president and chief executive officer of KNP (the holding company of the Dutch Post and Telecommunications organisation), CardEx '94 confirmed that public communications services are now an important priority and profitable centrepiece for telephone operators around the world.

Important presentations by many speakers raised strategic issues for consideration by collectors.

Presentations from Americards, PTT Telecom Netherlands and the Windsor Group highlighted many of those considerations.

Following the close of the conference, the CardEx '94 exhibition was officially opened by Jacques Bartles (PTT Telecom Netherlands); Barclay Fitzpatrick from the main sponsors, Sprint International, and Dr Steve Hiscocks from the organisers of CardEx '94.

Nearly 3500 people came through the door over the 2½ day show.

Collectors, dealers, manufacturers, telecom companies, clubs and associations, some 70 companies from all over the world, exhibited and sold their products.

Some 42 CardEx phonocards were issued especially for the exhibition with some issues being given out free and others having to be bought.

Collectors from all over the world visited the 'swap' area within the exhibition hall to exchange their cards with fellow collectors.

Gala awards dinner

ON the Friday, the CardEx Gala Awards Dinner was held at the historic Grand Hotel Amsterdam, attended by 184 guests from a broad cross section of the industry.

At the conclusion of the dinner, the winners of the prestigious CardEx Awards (sponsored by Sillcocks Plastics, Inc) were announced and presented.

The CardEx Awards, aimed at raising the profile and awareness of development in the telephone indus-

try were split into five categories:

Best Innovative Card Design;
Environmental;
Best Card Series;
Humanitarian; and
Best Technical Innovation.

CardEx 94 was the first occasion on which such awards have been offered and with 49 entries for the five categories, the judges had their work cut out for them. The winners were:

Innovative Card Design:

Winner - PTT Telecom Netherlands;
Certificate of Excellence - Telecom Australia;
Certificate of Excellence - Telecom New Zealand Ltd.
Certificate of Merit - Uniphone Sdn Bhd. (Malaysia)

Environmental Award:

Winner - Telecom Australia
Certificate of Excellence - Telecom New Zealand Ltd.
Certificate of Excellence - Telkom SA Ltd
Certificate of Excellence - WTG, Inc. (Amerivox)

Best Card Series Award:

Winner - Uniphone Sdn.Bhd. (Malaysia)
Certificate of Excellence - Comstar Telecommunications
Certificate of Excellence - Telecom New Zealand Ltd.
Certificate of Excellence - Comstar Telecommunications
Certificate of Excellence - WTG, Inc. (Amerivox)
Certificate of Merit - Global Telecommunications
Certificate of Merit - Telecom Australia

Humanitarian Award:

Winner - Brilliant Colour Cards
Certificate of Excellence - Peoples Telephone Company
Certificate of Excellence - Telecommunicacoes Brasileiras
Certificate of Excellence - Telecom New Zealand Ltd.
Certificate of Merit - ConQuest Long Distance Corp.

Best Technical Innovation Award:

Winner - Ameritech Pay Phone Services

Certificate of Excellence - PTT Telecom Netherlands

Overall satisfaction

OVERALL, CardEx '94 participants were well satisfied with the organisation and activities of the event. Delegates had the following to say about the event:

... a must for all telephone and card enthusiasts! Telkom South Africa

...very interesting, very cognitive, very profitable!.... Comstar Telecommunications, Russia

...very useful to meet and exchange ideas with others in the business..... Uniphone Sdn.Bhd. Malaysia

.....very impressed by the quality of the conference speakers and the presentations .. Nationwide Power Communications, UK

... surprised by the quantity of highly specialised collectors of Finnish phonocards ... Numiscard Oy Finland

... we highly regard the format of CardEx 94 and welcome the idea of further exhibitions ... SPT Telecom, Czech Republic

...a splendid show. A useful forum for everyone to meet, CardEx 94 really put telephone cards on the map! ... First phonocard, UK

... We were pleased with the response to our cards and the interest shown was obvious by the number of requests for more information...we were very happy with the outcome ... Bell Ontario, Canada

Annual event

CardEx will be an annual event. Details of the CardEx '95 Conference, Exhibition and Awards will be published in **Phonocard Collector** as they become available.

Next month in **Phonocard Collector**...

Torsten Weller will brief readers on his experiences at international phonocard events in Germany and the United States.

New Zealand

\$200,000 phonocard auction in Christchurch

Peter Eccles reports that this, the most recent phonocard auction in New Zealand, has put new life into the Kiwi phonocard market.

TELECOM New Zealand conducted a regional phonocard auction in Christchurch on October 29, at the Lindores Room, Addington Raceway, turning over more than NZ\$200,000 in cards.

The auction was organised by Percy Auctioneers on behalf of Telecom New Zealand, and among those bidding were three dealers from Auckland and five from Wellington.

Part of the success of the sale was attributed to the fact that a \$2 regional auction phonocard was given away free with each purchase.

Special Butterfly auction cards (only 1000 were produced) sold for an average of NZ\$400.61 per card. As this was considerably higher than the \$200 to \$250 forecast in the introduction to the catalogue, very few postal bidders were able to secure any of the lots. A likely retail price is \$495.

The prices realised in Christchurch should have an underpinning effect on the forthcoming Wellington auction.

Apart from an amazing NZ\$26,500 paid for an Art card, prices reflected the extent to which the New Zealand market has fallen since the June auction.

A further indicator of this was the purchase by a dealer at the Auckland

fair on June 12 of a number of Fernleaf cards at NZ\$2500 each.

By subtracting the approximate value of the auction card, as it fluctuated during the sale, from the prices paid at the auction for collector's packs, the following approximate prices for New Zealand packs were arrived at:

Antarctic	NZ\$1000
Summer Sports	\$200
Fernleaf	\$1175
Winter Sports	\$220
Cartoons	\$260
Maori Legends	\$220
AdCard One	\$1000
Cook Islands	\$350
Worldwide Fund for Nature	\$850
AdCard Two	\$400
Women's Suffrage	\$300
Shell	\$300
Year of the Cock	\$3500
Red Nose Day	\$300
AdCard Three	\$350
Spot the Dog	\$600
Jurassic Park	\$220
Flowers	\$160
Critters	\$720
Whitbread	\$180
Hotels	\$170
Music Legends	\$210
Year of the Dog	\$425
AdCard Four	\$160
Science & Technology	\$190
AdCard Five	\$220
Business Cards	\$250

Black Music Legends	\$180
Introductory	\$90
\$100 Art Card	\$26,050

There were no examples of Adcard Six in the auction, nor any of the International Packs. Some of the other prices of note were:

Year of the Cock (Brodie)	NZ\$500
Year of the Dog (Brodie)	\$250
June Auction card	\$100
Passpot Singapore	\$975
Passpot Amsterdam	\$350

It must be stressed that these prices are arrived at after subtracting amounts of between \$320 and \$500 from each item to take account of the auction card. It is likely, though impossible to prove, that prices calculated on this basis would have been better if each lot had *not* included the auction card.

The auction certainly succeeded in breathing new life into the market and provided a worthwhile experience for all those who attended.

Wellington auction

THE Wellington phonocard auction was scheduled to take place at the Parkroyal Hotel, organised by Percy Auctioneers for November 12.

A detailed report will appear in our January 1995 issue, due out December 20.

Auckland auction

THE Auckland auction will take place at the Mandalay Function Centre, corner Short & Davis Crescent, Newmarket on Wednesday, November 30. Registration for bidding closed on September 30.

A full report will appear in the January 1995 issue of **Phonocard Collector**.



Telecom PhoneCard Collector Service, P O Box 3838, Auckland, New Zealand.

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Europe has a *second* Cardex

THE organisers of the Stampex and Coinex exhibitions in London have announced that they will stage a "Cardex" exhibition at the Royal Horticultural Halls, London, SW1 on March 25 and 26, 1995.

The event, styled Cardex 95, will be limited to 100 dealer booths, ranging in price from £300 to £600.

Standholders will be entitled to a free advertisement in the Cardex 95 Handbook.

Each standholder will also be entitled to one of only 100 limited edition "Platinum" Cardex 95 phonecards and an option to purchase an allocation of "on the day" phonecards at a discounted price.

The organisers will be conducting a Phonecard 96 Design Competition in conjunction with the 1995 event and each visitor will receive an information pack containing a Cardex 95 phonecard.

A range of limited edition Cardex 95 phonecards will be available to the public on both days of the show and organisers anticipate total attendance to exceed 10,000.

i Cardex International Ltd,
1 Old Bond St, London W1X
3TD, England.

China issues phonecards for national use

ON August 20 1994, China issued its first phonecards for use nationally. Previously, each regional or metropolitan telephone service organisation had issued its own telephone cards.

The first national issue cards - a series of five - show scenes of the Great Wall of China, having face values respectively of 10 yuan, 20 yuan, 50 yuan, 100 yuan and 200 yuan.

An official from the Ministry of Posts and Telecommunications said that two souvenir cards with face values of 20 yuan and 50 yuan respectively were made available simultaneously at postal and telecom offices across China.

Previously issued provincial cards could only be used locally, causing inconvenience for cardholders who travelled. The new cards can be used throughout China.

The official said that provincially issued cards can still be used locally.

China's phonecard business has developed rapidly, with the spread of modern technology throughout the country.

The first Chinese phonecard was issued in 1987 for use in Guangzhou, capital city of Guangdong Province.

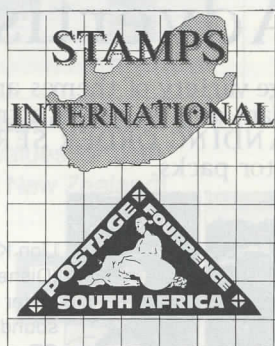
By the end of March 1994, approximately 400 cities in China had installed magnetic card telephones, numbering about 12,000 handsets in 30 provinces, municipalities and autonomous regions.

Some 32 million cards have been issued in China since 1987.

Malaysian club

FONG VOON LIM advises that he has established Malaysia's first phonecard club and will issue a quarterly bulletin. Request membership details direct from Fong.

i Fong Voon Lim, No 6 Jalan
5/37, Taman Bukit Maluri,
Kepong, 52100 Kuala Lumpur,
Malaysia.



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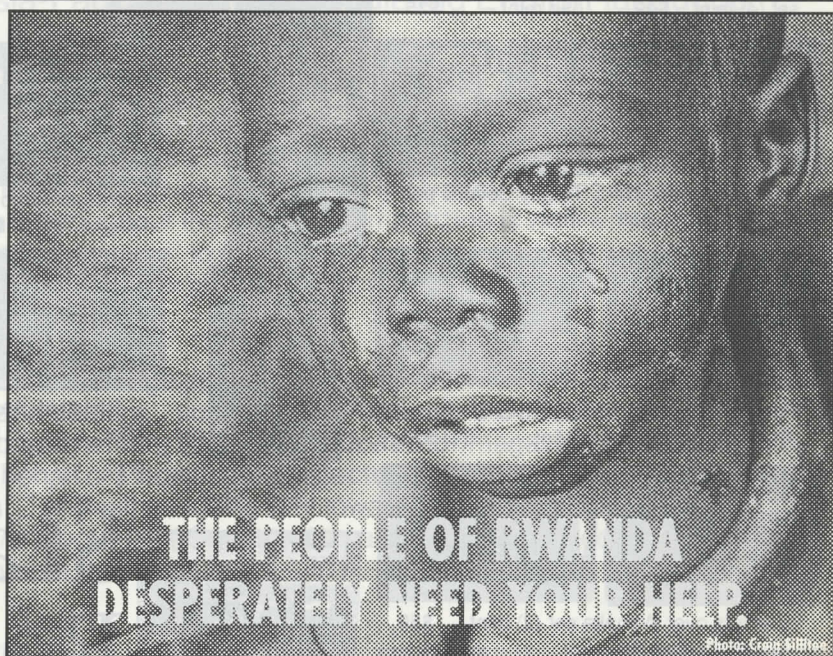
South African Stamps

TELEKOM PHONECARDS

Please write for a stocklist of all current issues.

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**THE PEOPLE OF RWANDA
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The shocking human tragedy of Rwanda continues.

CARE Australia is there - providing food, shelter and medical care. But there is so much more to do.

Please give at any **Commonwealth Bank** or fill out this coupon.

CARE

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RWANDA APPEAL**

Post to G.P.O. Box 9977
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Donations are tax
deductible.
A receipt will
be forwarded.

Yes, I want to help CARE Australia save lives in Rwanda.

By donating: \$20 \$50 \$100 \$150 Other

Please find cheque payable to CARE Australia or charge to:

AMEX DINERS B'CARD VISA M'CARD

Card No:

Signature: _____ Card Expiry: / /

Name of Cardholder: _____

Address: _____

Postcode: _____

Australian custom cards

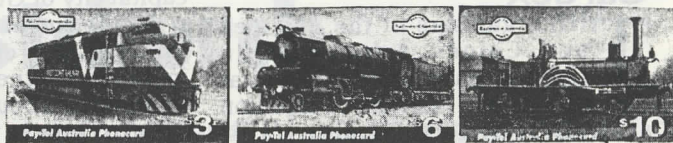
We keep a comprehensive stock and offer standing order and casual purchase services. Please phone or fax to receive continually updated catalogue. Example:



Spies Hecker Automotive Paint set (3) in pack \$60

Pay-Tel Australia

We are authorised agents for Pay-Tel and maintain a comprehensive stock of past and present issues. New issues available at face value (loose)/issue price (packs). Example:



West Coast Railway set (3) \$19
set (3) in pack \$25

New Zealand Advertising Cards

These beautiful phonecards show a large variety of themes and are issued in limited quantities. Below is a selection; complete range in stock. Many are issued in attractive folders and a number have already shown significant price increases. STANDING ORDER SERVICE is available for these issues both individually and for the AdPack collector packs.

Status Retail

Adpack Vol V International Edition (1000 only) available now, few only at \$215 each

PO Box A2136, Sydney South, NSW 2000, Australia.

(02) 267 6116 Fax (02) 267 6124

Postage & Packing:

Australia Certified - AS\$4

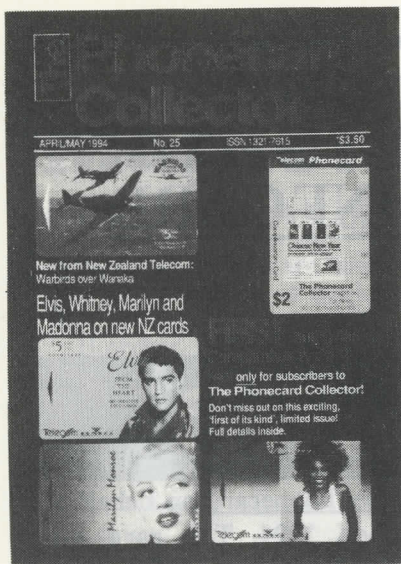
Overseas Registered Airmail - AS\$15 (min)

Overseas Ordinary Mail (at your risk)-AS\$3 (min)

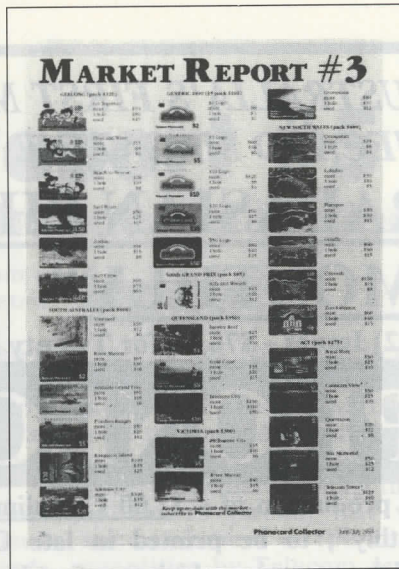
United Parcel Service (UPS) courier: AS\$25

All prices in A\$. American Express, Bankcard, Diners' Club, MasterCard, Visa - all welcome!

Status Retail - Your full service phonecard dealer. Buy and sell in person, by phone or fax



The **Phonocard Collector** magazine published monthly in Sydney and mailed by air!



The Market Report features up-to-date market values for both Australia and New Zealand!



FREE COMPLIMENTARY CARD FOR ALL SUBSCRIBERS ... WHILE STOCKS LAST!

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If you subscribe to only one magazine, make it the magazine that's read by the most serious and most successful phonocard collectors, investors and dealers... subscribe to **Phonocard Collector** today! And if you hurry, you'll receive one FREE 1994 complimentary **Phonocard Collector** magazine phonocard for each year of your subscription — issued on behalf of **Phonocard Collector** by Telecom Australia, these cards are already selling at up to A\$40 each ... and will go a long way towards paying the cost of your subscription. (This offer is available *only while stocks last!* Only 10,000 cards were produced and once stocks are exhausted, there will be no reprints. Guaranteed.)

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Phonocard Collector Subscriptions, C/- GPO Box 3780 Sydney NSW 2001

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- Please enter my subscription for 36 24 12 Issues and send my 1 2 3 **Phonocard Collector** Complimentary phonocard(s).
Cash/Cheque Enclosed Please debit my: American Express Bankcard Diners' Club JCB MasterCard Visa

Card No: Expiry Date: / Signature:

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

Address:

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PHONECARD MAGAZINE**

**"THE AUSTRALASIAN PHONECARD
MONTHLY"**

\$40.00 For Twelve (12) Issues - \$76.00 for Twenty Four (24) Issues

FREE PHONECARD

Telecom Australia has approved the production of a \$2.00 Complimentary Phonecard on behalf of "The Australasian Phonecard Monthly", to be printed in late October, 1994. This card will commemorate the first anniversary of the magazine which was first issued in November, 1993.

A limited print run of 10,000 of these Custom cards is being printed. They will not be available through Telecom's mail order service.

"The Australasian Phonecard Monthly" is offering a **FREE Phonecard** with each renewed, extended or commencing subscription to the magazine.

Anyone who subscribed from the 1st of August and until now, (without knowing of this offer) will automatically receive one phonecard.

A subscription for 12 issues entitles the subscriber to one FREE Phonecard. A subscription for 24 issues (2 years) entitles the subscriber to two FREE Phonecards. The Phonecard features the original, November 1993 cover of the magazine.

Send Your Subscription To:

The Australasian Phonecard Monthly
P.O. Box 1309, Tamworth, NSW, 2340.

Please Send The Australasian Phonecard Monthly To:

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I wish to pay by Cheque Money Order Bankcard MasterCard Visa

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

All Information Provided Remains Confidential



Market report #5

by the editors of **Phonecard Collector** magazine

PRICES 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 numbers are not dealt with separately and are only the cheapest version of each card is listed.

Check Market Report again in our next issue, out December 20!

Update

A lot has happened to the prices of Australian phone-cards since the last Market Report went to press. A general uncertainty in the market contributed to falls in price, particularly among the top-end collectors packs, but with the announcement of the destruction quantities by Telecom Australia at the beginning of this month (see report on page 4, a new strength has returned to this area of the market.

The prices quoted in this Report are as always based on auction results and dealers' selling lists over the past few weeks. However, due to the volatility some prices an element of discretion must be exercised.

There will no doubt be some surprises for you (as there were for us),

but we trust you will once again find the Report to be an invaluable guide to buying and selling.

New issues have continued to come onto the market in significant numbers, with new regular cards from Telecom featuring lifesaving and Christmas 1994, as well as the Toyota general advertising card and the Cardex 94 event card.

We have also added the Social Security card and the Bookmuncher advertising card. There have also been a fair number of new custom advertising cards to add to the list.

For PayTel Australia we have added the Trams set (for use on the Spirit of Tasmania ship) and the Trains set (for use on the West Coast Railway) as announced in short in the last Report.

Note: The latest issues appear on page 2; the rest after page 42.

DISNEY SELL-OUT! First Australian Disney (Mickey & Donald Down Under) phonecards a sell-out!

The first Australian Disney phonecard issue, marketed by **Status Retail**, was an early sell-out. All available packs of the issue were sold out in advance of issue date.

Customers are advised that delivery will take place around the middle of December, due to a delay in production.

Readers who missed out are invited to join our mailing list to receive up-to-date information for all new issues.

Collect your Status Christmas Bonus!

Place a new order with us for \$200 or over during November/December and receive **ABSOLUTELY FREE** a *mint* Australian phonecard or phonecard set with a minimum value of A\$25.

Please quote "Christmas Bonus Offer" with your order, or come into the shop and choose your card from the lucky dip.

Status Retail

Shop 533, Royal Arcade
(underneath the Sydney Hilton)
255 Pitt Street, Sydney, NSW

Postal: PO Box A2176,
South Sydney, NSW 2000,
Australia.

☎ (02) 267 6116 Fax (02) 267 6124

MARKET REPORT #5

GEELONG (pack \$350)



Go Together
 mint \$120
 1 hole \$110
 used \$70



Float and Wave
 mint \$20
 1 hole \$12
 used \$8



Reach to Rescue
 mint \$20
 1 hole \$12
 used \$10



Surf Boats
 mint \$60
 1 hole \$55
 used \$50



Zodiac
 mint \$25
 1 hole \$20
 used \$12



Surf Crew
 mint \$100
 1 hole \$90
 used \$80

SOUTH AUSTRALIA (pack \$800)



Vineyard
 mint \$60
 1 hole \$25
 used \$10



River Murray
 mint \$60
 1 hole \$50
 used \$30



Adelaide Grand Prix
 mint \$80
 1 hole \$25
 used \$12



Flinders Ranges
 mint \$60
 1 hole \$30
 used \$20



Kangaroo Island
 mint \$120
 1 hole \$65
 used \$40



Adelaide City
 mint \$270
 1 hole \$35
 used \$18

GENERIC 1990 (\$5 pack \$175)



\$2 Logo
 mint \$8
 1 hole \$3
 used \$1



\$5 Logo
 mint \$100
 1 hole \$25
 used \$8



\$10 Logo
 mint \$350
 1 hole \$15
 used \$5



\$20 Logo
 mint \$110
 1 hole \$30
 used \$8



\$50 Logo
 mint \$80
 1 hole \$45
 used \$30

500th GRAND PRIX (pack \$100)



Alfa and Wreath
 mint \$60
 1 hole \$30
 used \$15

QUEENSLAND (pack \$350)



Barrier Reef
 mint \$25
 1 hole \$15
 used \$10



Gold Coast
 mint \$40
 1 hole \$30
 used \$20



Brisbane City
 mint \$275
 1 hole \$150
 used \$80

VICTORIA (pack \$400)



Melbourne City
 mint \$35
 1 hole \$15
 used \$6



River Murray
 mint \$40
 1 hole \$20
 used \$6



Gramians
 mint \$80
 1 hole \$30
 used \$12

NEW SOUTH WALES (pack \$650)



Orangutan
 mint \$25
 1 hole \$8
 used \$4



Echidna
 mint \$30
 1 hole \$10
 used \$5



Platypus
 mint \$50
 1 hole \$35
 used \$25



Giraffe
 mint \$80
 1 hole \$40
 used \$25



Cheetah
 mint \$300
 1 hole \$20
 used \$8



Zoo Entrance
 mint \$80
 1 hole \$45
 used \$25

ACT (pack \$300)



Royal Mint
 mint \$20
 1 hole \$18
 used \$15



Canberra View
 mint \$40
 1 hole \$35
 used \$25



Questacon
 mint \$20
 1 hole \$15
 used \$10



War Memorial
 mint \$40
 1 hole \$35
 used \$25



Telecom Tower
 mint \$180
 1 hole \$60
 used \$30

Keep up-to-date with the market - subscribe to Phonocard Collector

LANDSCAPE 1994 (pack \$110)



Bollard's Lagoon, SA
mint \$8
1 hole \$7
used \$4



Lamington Nat. Park, Qld
mint \$8
1 hole \$7
used \$4



E. Alligator River, NT
mint \$8
1 hole \$7
used \$4



The Pinnacles, WA
mint \$8
1 hole \$7
used \$4



Mt. Ben Lomond, Tas
mint \$8
1 hole \$7
used \$4



Mt Hotham, Vic
mint \$12
1 hole \$4
used \$2



Crescent Head, NSW
mint \$25
1 hole \$15
used \$10

DANCE/BALLET



Ballet
mint \$8
1 hole \$3
used \$2



Dance
mint \$8
1 hole \$3
used \$2

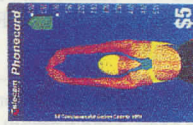


Dance
mint \$12
1 hole \$4
used \$3



Ballet
mint \$25
1 hole \$15
used \$10

COMMONWEALTH GAMES (pack \$100)



Diving
mint \$8
1 hole \$3
used \$2



Cycling
mint \$8
1 hole \$3
used \$2



Shot Put
mint \$12
1 hole \$4
used \$3

PHONECARD COLLECTOR MAGAZINE



Phonecard Collector
mint \$40
1 hole \$40
used \$35

TOYOTA



New Corolla
mint \$15
1 hole \$12
used \$10

AUSTRALIAN WILDLIFE FUND



\$5 Koala pack \$25



\$10 Duck pack \$50

ETTAMOGAH PUB (pack \$50)



\$5 Ettamogah Pub
mint \$40
1 hole \$40
used \$38

STEAM LOCO 1210



\$5 Train folder \$25

AUSTRALIAN FOOTBALL LEAGUE



\$2 Gary Ablett pack \$30



\$2 Tony Modra pack \$20

ALBURY HIGH SCHOOL (pack \$20)



\$2 School
mint \$15
1 hole \$15
used \$12

PAY-TEL AUSTRALIA

TT LINE CARDS

ABEL TASMAN TRIALS (pack \$225)



Devonport



Launceston



Hobart

mint set (3) .. \$175

SPIRIT OF TASMANIA (pack \$70)



\$5 ferry



\$10 ferry



\$20 ferry

mint set (3) ... \$65

TT LINE CREW CARD



Crew card
mint \$12

GENERIC - MAP (pack \$12)



'Olde Worlde' Map
mint \$7

WILDERNESS RIVERS (pack \$50)



\$5 river



\$10 river



\$20 river

mint set (3) ... \$45

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.

ARABIAN GULF PHONECARDS: Send 10-20 or more phone cards of your country to receive same amount: **M A NAEEM**, Postbox 14283, Doha, Qatar. 2830

DIRECT FROM JAPAN: selected mint phone-cards including regional issues. Large or small quantities. Sydney fax number enquiries only: Fax (02) 958 7709. 2830

AUSTRALIAN packs, mint, one hole used cards at well below dealers' prices. Ring for our best quote or send want list for immediate reply. **J BESTE**, P O Box 877, Mudgeeraba, Qld 4213, Australia. ☎ (075) 30 3157. 2830

SELLING excess material. Collector (Australia, NZ, South Africa) sell/exchange surplus items. Also interested in wildlife cards worldwide: **PHILIP ALEXANDER**, P O Box 130, Market St Post Office, Melbourne, Vic 3000, Australia. ☎ (03) 641 4377 B/Hrs; (03) 641 4377 A/Hrs. 2830

WANTED: Australia phonecards. Can send Malaysia/Singapore/Taiwan phonecards. Minimum 20 cards each time. **CAI YI KUN**, 126 Kim Tian Road #04-81, Singapore. 2831

BAHAMAS PHONECARDS: 4 different fine used phonecards for US\$10 postage included. Cash or Money Order please. Dealers welcome. **ALAIN PAUTARD**, Box 494, FPO, AA 34058, USA. 2828

PHONECARDS FOR SALE: Brazil 3 different mint only US\$25; Ceska Coca-Cola used only US\$20; Germany 10 different used only US\$25; Saudi Arabia 50 Riyal used US\$25; 100 Riyals used only US\$40. Cash/cheque. **SAMADI**, Gonzenheimstraße 43, 60437 Frankfurt, Germany. ☎/Fax +49 69 25 32 33. 2828

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EXCHANGE Belgium (used) against World (used). Good quality. **HENRI DE WACKER**, Zevenbergenlaan 11, 2660 Hoboken, Belgium. ☎ +32 3 827 91 57. 2830

POSTAL BID SALE: Packs, mint, used. Low reserves. Buying - top cash prices. **BEN GIDDINS**, P O Box 367, Lochinvar, NSW 2321, Australia. 2828

OFFER: 3 x Geneva Conference Mint. Cost A\$200 each. 10 different used cards of Europe A\$15; 20 different used cards of Europe A\$30. Postage A\$15. Payment in banknotes by registered air letter. **C M VAN WILLIGEN**, Tielensweer 5, 3371 CV Hardinxveld, Netherlands. 2828

BUYING: Australian used phonecards, no bends or scratches. PAYING 15% face value. Immediate CASH payment. (Larger amounts by money order.) **RICHARD FOSTER**, P O Box 662, Blacktown, NSW 2148, Australia. 2830

NYNEX \$1 Democratic Convention only US\$1000 + an equivalent of \$400 in fine used/mint phonecards all world. **SCHAAF**, Am Geldermannshof 60, 47441 Moers, Germany. 2828

AUSTRALIAN COLLECTOR PACKS for sale. 1992 and 1994 Australia Day packs. Endangered Species I and II packs. Landscape, Games, Life-saving, Dinosaur and Tamworth packs. South Africa "Big Five" packs. Good supply. **COLLECTOR**, P O Box 971, Hastings, New Zealand. 2828

BUYING phonecards from Australia and New Zealand, **used**, no scratches or bends. Send details to: **ALEX STANIMIROVITCH**, P O Box 643, Wangaratta, Vic 3676, Australia. 2830

HISTORIC POST OFFICES OF AUSTRALIA: Buy the first issue of the planned series of Collector Phonocard packs from the first Post Office to be featured, e.g. Fingal, Tasmania. \$10 each, post free. A\$ cheque or money order. Limited offer. **LES RUBENBACH**, Post Office, Fingal, Tas 7214, Australia. 2828

WORLDWIDE PHONECARDS WANTED: Send 20 different used phonecards (any country) in exchange for 20 different Malaysian phonecards (used). 1000 cards are available for exchange 1 to 1 basis. **AM ARIEF**, LG35 Holiday Plaza, Jln Data Sulaiman, Johor Bahru 80250, Malaysia. 2828

SELL, EXCHANGE used European phonecards. 100Bfr or A\$4 for one. **PIERARD JEAN-MARC**, Av Ferdauci 16, 1020 Bruxelles, Belgium. 2830

FRANCE: 50 diff US\$34; 50 different × 10 US\$250; 100 different US\$92; 100 different × 10

US\$675. Payment by Visa/MasterCard. Registered surface mail free. Price list free. **RADIO TIMBRES**, 21170 Saint Usage, France. 2828

FIRST NORFOLK ISLAND PHONECARDS available at issue price! Set of three mint (\$5, \$10, \$20) only A\$35 per set of three; limited edition (local) collector's pack A\$45; USA pack A\$45; Euro-Pack A\$45. Delivery extra. **STATUS RETAIL**, P O Box A2176, South Sydney, NSW 2000, Australia. ☎ (02) 267 6116; Fax (02) 267 6124. 2730

FAIRDINKUM SALE. New concept. Good offers secure **Australasian**, early Nynex/Hawaii, Mercury, Aviation, more. First issues/classics like **Fernleaf, Geneva, Democrats**. Sorry, no dealers, only underdogs please. Details: **KEANACORP**, 54 Medan Athinahapan 2, TTDI, 60000 Kuala Lumpur, Malaysia. 2734

BUYING: Australian mint and fine used phonecards. Offers to: **HM REED**, P O Box 659, Salisbury, SA 5108, Australia. 2738

NZ PHONECARDS AUCTION from Summer Sports to Adcards 5: Include some special Control Nos as 111 or 1111. No buyers commission and GST. Closing date 15 Nov 1994. Ask for price list. Please write to: **TCW**, GPO Box 1685, Hong Kong. 2739

SELL FIRST ISSUE St Helena, Cayman, British Virgin Islands, SABA, Eustasius, Aruba. Mint, used. **MRS SALMON**, 12 Rue De La Belle-Feuille, 92100 Boulogne, France. 2729

EARLY AUSTRALIAN TELECOM PACKS: I have a number of surplus packs which I am prepared to let go at 10% below current retail. Send me your list and include your phone number. **STEPHANIE GREEN**, P O Box 52, Killara, NSW 2071, Australia. 2729

FINLAND 40 different used phonecards A\$280 or 20 different A\$100 postpaid by registered air letter. Visa, MasterCard or banknotes. **KJ ÖSTERMAN**, P11, Fin-02231 Espoo, Finland. Fax +358 0 803 9038. 2633

30 DIFFERENT PICTORIAL KOREAN phonecards 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. 2629

BUYING: Top prices paid/packs, mint, used, bulk lots. **SELLING:** Quality Australian packs. Huge stocks. Send want list. Any dealers/collectors not on our lists are welcome to state interests. Please write or fax **APC PHONECARDS**, P O Box 579, Ashmore City, Qld 4214, Australia, or ☎/Fax (075) 94 0982

USA STORED CARDS (US\$) — NYNEX \$1 Complimentary telephone \$40; \$1 Democratic convention with folder \$1400; Clinton \$200; Michigan Bell 40 cent Complimentary \$700; AT&T ET set \$300; Democratic & Republican sets \$1100; Service card NYNEX \$900; Intelxpo \$800; GTE Hawaii, Sprint, Bell South & Atlantic and other good companies. Free list from **C WITTIG**, P O Box 45 02 40, 90213 Germany. Fax +49 1911 170 6197 (offer for Coca-Cola fans: Russian testcard only \$100).

WANTED TO BUY: Australian packs and mint sets and NZ Collector Packs and mint sets. Top prices paid immediately in A\$. Please write/phone with details. **NATHAN MERCER PHONECARDS**, P O Box 3007, Christchurch, New Zealand. ☎ +64 25 252339; Fax +64 3 313 3353.

CROATIA, SLOWENIA AND YUGOSLAVIA phonecards. Free selling list available. Correspondence in German. **PRUSAC**, Savska 165, 4100 Zagreb, Croatia.

EASTERN EUROPE: The Slovak Republic's (former Czechoslovakia) first issue depicting map and coat of arms. 75u mint A\$15 only. Add A\$2 Australia; A\$5 overseas for Certified mail. **PETER VASIK**, 2 Ellen Street, Wollongong, NSW 2500, Australia.

PAKISTAN 20 different A\$25; 35 mix A\$35; registered air post paid, cash with order. Free price lists. **K SALEEM**, 190-B-2, P.E.C.H.S., Karachi 75400, Pakistan.

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

CAMBODIA collector set - limited edition for sale plus many used. Very rare. Private sale. **ALAN BUCKLEY**, P O Box 194, Oakley, Qld 4401, Australia. ☎ (076) 91 2437.

REGULAR POSTAL BID SALES: Australian mint phonecards. Collectors packs, bulk lots and prefix numbers. Free catalogue. ☎ (074) 64 1867.

WANTED TO BUY: Australian phonecards - good condition. Recent issue - from Microscopy 1993 onwards. No bends or scratches. Will pay 15% face value. **IAN WOOD**, P O Box 598, Belmont, Vic 3216, Australia.

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

BUYING/EXCHANGING phonecards 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.

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.

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

"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.

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

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

BUYING: Australia and World, good/fine used phonecards (no bends/scratches). Immediate cash, particularly for bulk lots, please phone (Australia) ☎ (049) 51 4246.

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

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

AUSTRALIA AND NEW ZEALAND THEMES on Japanese cards. A\$10 to A\$100. Write for details. **BRUCE PHILLIPS PHONECARDS**, P O Box 24-199, Christchurch, New Zealand.

NEW ZEALAND Used and mint sets, AdCards etc for sale - very reasonable prices. Standing orders accepted. Write, phone or fax for free illustrated pricelist featuring NZ, USA, etc. **NATHAN MERCER PHONECARDS**, P O Box 3007, Christchurch, New Zealand. ☎ +64 25 352339; Fax +64 3 313 3353.

BUYING/SELLING Australian mint and fine used Phonecards. Free selling list available. **BRIAN NOBLE**, P O Box 427, Ryde, NSW 2112, Australia.

BUYING, SELLING, SWAPPING Australian and overseas phonecards. Free list available. **LUDLOW**, 13 Russ Street, Gladstone, Qld 4680, Australia.

BUY, SELL, EXCHANGE used phonecards. Also autographs (mostly sport, cricket, etc). **DAVID HAYNES**, 39 Stapylton Street, Coolangatta, Qld 4225, Australia.

CAN SUPPLY new/unused China phonecards at relatively low prices. Blk 342, #11-29, Choa Chu Kang Loop, Singapore 2368. Fax +65 765 2310.

SELLING EXCESS Australian packs and cards (Telecom, PACS, others). Some sets and single cards (including Albury High School, Sydney Opera House, others). ☎ (06) 254 0219.

WANTED TO EXCHANGE with collectors from North America, South and central America, the Caribbean, Pacific Islands, Africa, Middle East, China and Eastern Europe. Send 10 different used cards from these areas and receive 10 different Australian cards. Bulk lots also wanted. **M.E.F. BOOKS**, P O Box 523, Narrabeen, NSW 2101, Australia.

ADVERTISERS: If the last two digits in the four-digit code after your ad end in 28 or 29, now is the time to renew or place a new advertisement!

Phonecard Collector

CLASSIFIED Booking Form

Mail to: **Phonecard Collector, GPO Box 3780, Sydney, NSW 2001, Australia**

Fax in Australia (02) 264 7138 — overseas +61 2 264 7138

My **CLASSIFIED** copy is attached on a separate sheet of paper).

- Please run my ad in the issue / first available issue of **Phonecard Collector**
 - Please run my ad in the next **two** issues **(YOU GET ONE EXTRA INSERTION FREE!)**
 - Please run my ad in the next **five** issues **(YOU GET THREE EXTRA INSERTIONS FREE!)**
 - Please run my ad in the next **seven** issues **(YOU GET FIVE EXTRA INSERTIONS FREE!)**
- No of words** × 50 cents = A\$ × insertions = A\$

Name: ☎ No:

Business or Residential Address (not for publication):

Payment method: Cash Cheque Money Order
American Express Bankcard Diners' Club JCB MasterCard Visa
 (Please make A\$ cheques/money orders payable to **Phonecard Collector**)

Card # Expiry Date:

Name on Card: Signature:

Use TPC Classified for results!



Life on Earth
 mint \$15
 1 hole \$6
 used \$4



Eternity
 mint \$25
 1 hole \$18
 used \$12

ADVERTISING CARDS 1993



KMart - AC Cola
 mint \$12
 1 hole \$8
 used \$6



KMart - Camping
 mint \$20
 1 hole \$12
 used \$8



KMart - Clothing
 mint \$35
 1 hole \$25
 used \$20



XXXX - Beer
 mint \$20
 1 hole \$12
 used \$8

LANDSCAPE 1993 (pack \$55)



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



Lizard Island
 mint \$12
 1 hole \$5
 used \$3



Northern Flinders Ranges
 mint \$25
 1 hole \$15
 used \$10

SYDNEY OLYMPIC BID 2000



Olympic Bid Logo
 mint \$30
 1 hole \$15
 used \$8

MICROSCOPY (Micro-photographs) (pack \$120)



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



Butterfly Eggs
 mint \$12
 1 hole \$5
 used \$3



Pollen Grains
 mint \$25
 1 hole \$15
 used \$10

TELECOM GENERIC (New Logo)



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



Kangaroo
 mint \$25
 1 hole \$3
 used \$1



Great Barrier Reef
 mint \$35
 1 hole \$6
 used \$2



Koala
 mint \$80
 1 hole \$40
 used \$25

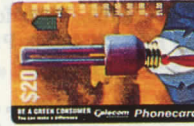
ENVIRONMENT PROTECTION (pack \$120)



Recycle
 mint \$8
 1 hole \$4
 used \$3



Plant a Tree
 mint \$12
 1 hole \$5
 used \$3



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

CHRISTMAS 1993



Outback Christmas
 mint \$15
 1 hole \$3
 used \$2



City Christmas
 mint \$30
 1 hole \$5
 used \$3

AUSTRALIA DAY 1994 (pack \$100)



Abstract Design
 mint \$20
 1 hole \$3
 used \$2

AUSTRALIAN DINOSAURS (pack \$200)



Muttaburrasaurus
 mint \$8
 1 hole \$3
 used \$2



Austrosaurus
 mint \$12
 1 hole \$5
 used \$3



Minmi
 mint \$25
 1 hole \$15
 used \$12

TAMWORTH MUSIC FESTIVAL (PACS) (pack \$70)



Golden Guitar Award
 mint \$35
 1 hole \$35
 used \$30



Lee Kernaghan
 mint \$35
 1 hole \$35
 used \$30

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 \$45)



Chocolate Bars
 mint \$35
 1 hole \$35
 used \$30

ENDANGERED SPECIES/WWF (pack \$90)



Billy
 mint \$8
 1 hole \$3
 used \$2



Western Swamp Turtle
 mint \$12
 1 hole \$4
 used \$3



Gouldian Finch
 mint \$25
 1 hole \$14
 used \$10

WEST AUSTRALIA (pack \$110)



Perth Skyline
mint \$35
1 hole \$35
used \$30



Karri Forest
mint \$35
1 hole \$35
used \$30



Bungle Bungles
mint \$40
1 hole \$40
used \$35

NORTHERN TERRITORY (pack \$80)



Crocodile
mint \$30
1 hole \$30
used \$25



Ayers Rock
mint \$50
1 hole \$50
used \$45

TASMANIA (pack \$75)



Cradle Mountain
mint \$45
1 hole \$60
used \$40



Hunter Street
mint \$30
1 hole \$30
used \$20

GENEVA CONFERENCE



Koala
mint \$300
1 hole \$300
used \$275

RED CROSS (pack \$400)



Health and Safety
mint \$30
1 hole \$15
used \$4



Blood Transfusion
mint \$45
1 hole \$30
used \$20



Community Service
mint \$40
1 hole \$15
used \$6



Youth
mint \$40
1 hole \$15
used \$6



Disaster Relief
mint \$60
1 hole \$12
used \$6



Assignments
mint \$60
1 hole \$20
used \$10

AUSTRALIA DAY 1992 (pack \$150)



Abstract
mint \$125
1 hole \$45
used \$25

OLYMPIC 1992 (pack \$450)



Hockey
mint \$80
1 hole \$30
used \$15



Willy
mint \$60
1 hole \$20
used \$10



Swimming
mint \$45
1 hole \$3
used \$2



Cycling
mint \$45
1 hole \$3
used \$2



Track & Field
mint \$45
1 hole \$3
used \$2



Marathon
mint \$60
1 hole \$15
used \$8

TELECOM ADVERTISING



Messages
mint \$20
1 hole \$3
used \$2



Hit a Snag
mint \$35
1 hole \$8
used \$4



Turn up the Volume
mint \$45
1 hole \$4
used \$2



Don't Hang Around
mint \$50
1 hole \$20
used \$8

CHRISTMAS 1992



Bird Choir
mint \$200
1 hole \$200
used \$175



Wombats on Beach
mint \$15
1 hole \$3
used \$2



Koala Santa Claus
mint \$60
1 hole \$5
used \$3

AUSTRALIA DAY 1993 (pack \$45)



Happy Faces
mint \$20
1 hole \$3
used \$2

TELECOM GENERIC - TOURISM



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



Kangaroo
mint \$20
1 hole \$3
used \$1



Great Barrier Reef
mint \$30
1 hole \$10
used \$3



Koala
mint \$120
1 hole \$75
used \$40

ENDANGERED SPECIES (pack \$180)



Wallaby
mint \$35
1 hole \$5
used \$3



Wombat
mint \$35
1 hole \$5
used \$3



Numbat
mint \$25
1 hole \$8
used \$5

INDIGENOUS PEOPLE - Aboriginal Art (pack \$55)



Creation of Life
mint \$8
1 hole \$4
used \$3

SELLING PACKS

AFL set 4 (Ablett, Modra, Silvagni, Mainwaring - matching Nos)	\$85
Pay-Tel Railways (issue price)	\$25
Pay-Tel Abel Tasman	\$180
Rally Australia (set 3 cards)	\$60
Swiss Chocolate	\$40
Ettamogah Pub	\$50
Opera House (issue price)	\$70
Contemporary Art (issue price)	\$75
Spies Hecker (Racing Cars) (issue price)	\$70
Geelong pack	\$450
Victoria	\$450
Western Australia	\$120
Northern Territory	\$110
Tasmania	\$100
Australia Day 94	\$100
Endangered Species 94	\$110
Landscape 1994	\$100
Commonwealth Games	\$100
VST Phonocard Catalogue with free phonocard	\$10

Free catalogues available - phone/fax/write.
Add \$4 Certified postage. Credit cards welcome.

Jackmans Stamps & Coins

78 Lockyer Avenue, Albany, WA 6330, Australia.
(098) 41 6338 Fax (098) 42 1702
Estab. 1982 Members ASDA

Asian Pacific Phonocard

DISNEY packs for sale: A\$40 each. A\$350 for 10 packs.
MOON LANDING 25th ANNIVERSARY (Roam). Good numbers such as 1111, 1222, 1333, 1666, 1777, 1888, 1999 etc available at A\$350 each.

TELECOM AUSTRALIA Collector editions: NSW A\$500; Grand Prix A\$100; 1993 Endang. Species A\$150; 1994 Endang. Species A\$110; Landscapes A\$110; Commonwealth Games A\$90.

CHINA PHONECARDS (all are mint, complete sets):

Jiangsi 1993 Mao Zedong (6) A\$55
1993 Romance of the Western Chamber (4) A\$60
1993 Lunar New Year stamp cards (12) A\$95

Tianjin 1st set (10) A\$300

Hebei set (3) A\$75

Hunan 1st set (5) A\$195

Jilin 1st set (4) A\$175

Kunming 1st set (10) A\$290

Shanghai 1st East Asian Games set (5) A\$180

Delivery: All orders in Australia by Certified Mail (add A\$4).
Add A\$14 for secure delivery outside Australia (by air).

Asian Pacific Phonocard

(Alan Liu - We speak Chinese and English)
PO Box K869, Haymarket, Sydney 2000, Australia
Mobile: (0414) 368 236 - Fax: (02) 959 5159

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Now, you can collect the phonecards (foenkaad) of Norfolk Island!

Norfolk Island Telecom's very first issue of Telephone cards was released on October 9. Limited supplies of the set of three mint cards plus special collector folders are now available, for the Norfolk Island Foenkaad Bureau and from Status Retail, at issue price. The set of three (\$5, \$10 and \$20) mint cards are available at issue price (A\$35 per set). The set also comes in an attractive souvenir collector folder at A\$45. To commemorate its participation in phonecard exhibitions in Germany and the United States, Norfolk Island issued a "Euro-Pack" and a "USA-Pack" respectively. Only limited numbers are available of the overseas exhibition packs and early orders are recommended. Order from the Norfolk Island Foenkaad Bureau, P O Box 95, Norfolk Island (via Australia 2899) or from:-

Status Retail PO Box A2176, Sydney South, NSW 2000, Australia

To: **Status Retail, PO Box A2176, Sydney South, NSW 2000, Australia** Fax (02) 267 6124

Please supply the following Norfolk Island foenkaad:

- sets of three mint foenkaad at A\$35 per set \$
- Limited edition standard packs at A\$45 each \$
- Special "Euro-Packs" at A\$45 each \$
- Special "USA-Pack" at A\$45 each \$

Added for delivery* \$

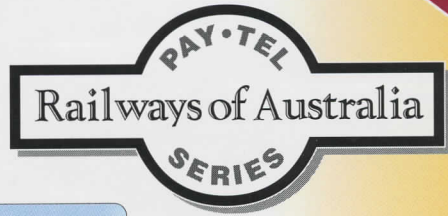
Cash/Cheque American Express Bankcard Diners' Club MasterCard Visa #

Expiry Date Signature:.....

Name: Address:

*Delivery: Minimum \$4 in Australia. Overseas: Delivery by UPS available at cost.

**NEW
ISSUE**



West Coast Railway

The West Coast Railway operates 36 passenger services every week on the 300km Melbourne - Warrnambool railway.

The Phonecards illustrate 3 of the locomotives used on this line.

Cards are available seperately, in sets or in a handsome (limited edition) numbered collectors pack.

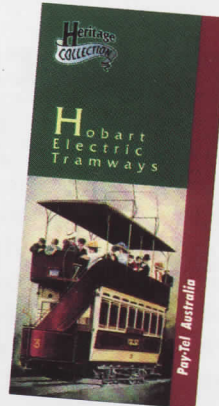
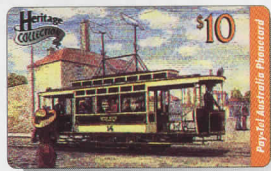
This is the first set of the new Railways of Australia Series.



**Current
Cards
still
available
from
Pay-Tel**



A beautiful set of hand-drawn trams from a bygone era!



**The
'Map
Card'**



The 'Crew Card'



Pay-Tel Australia
AN AUSTRALIAN TELEPHONE COMPANY

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Phone or Fax:
(03) 877 9499

PRICE LIST/ORDER FORM

Please Supply Please send more information

ITEM	CODE	DESCRIPTION	QTY	#	PRICE	TOTAL
1	AC.101	Crew Card			\$10.00	
2	AD.051	"The Map" card			\$5.00	
3	AD.PRS	Map Card presentation pack			\$10.00	
4	AF.SET	"Hobart Electric Trams" card set (\$5, \$10, \$20 Cards)			\$35.00	
5	AC.COL	"Hobart Electric Trams" numbered collector's pack			\$40.00	
6	BA.SET	Railways, Series 1, Set 1, Card Set (\$3, \$6, \$10 Cards)			\$19.00	
7	BA.COL	Railways, Series 1, Set 1, numbered collector's pack			\$25.00	

Item Total \$

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International Phone/Fax: +61 3 877 9499

ORDER TOTAL \$

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 Street / P.O. Box: _____
 Suburb / Town: _____
 State: _____ Post Code: _____
 Country (other than Aust.): _____ Telephone: _____

PAYMENT DETAILS:

Payment Attached: (Tick one) Cheque Australia Post Money Order

Payment by Credit Card: Amex Bankcard (Australia & New Zealand Only)

(Tick one) Diners MasterCard Visa

Card Number: (Below) _____ Expiry Date: _____

_____/_____/_____

Name on Card _____

Card holders signature _____