

Phonecard Collector

STAR TREK GENERATIONS

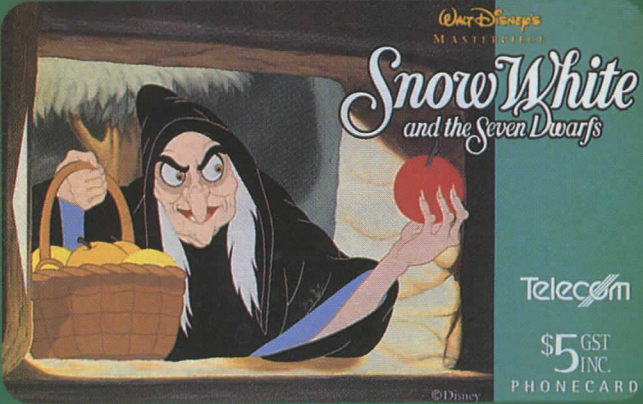


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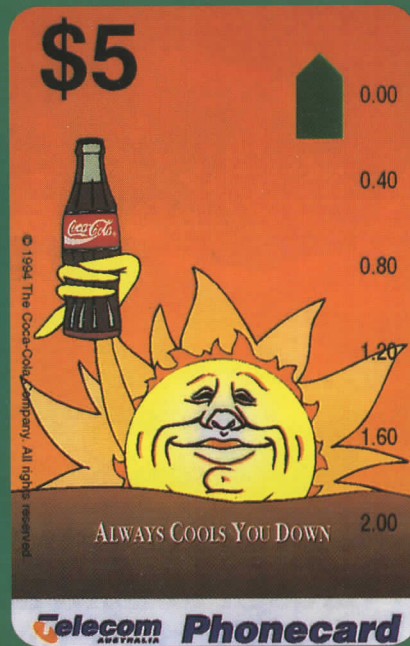
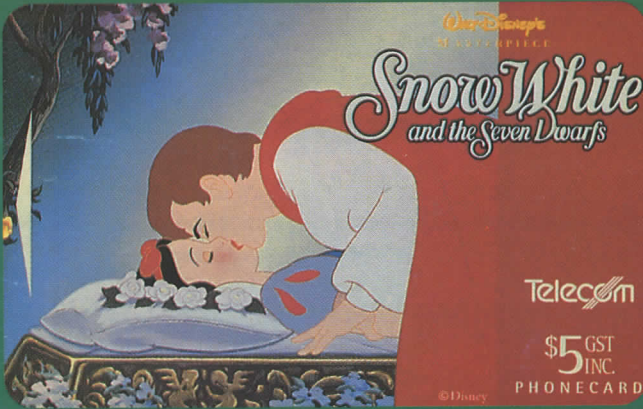
The Fantastic World of Phonecards

March 1995

A\$4.50*



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Phonecards
are now
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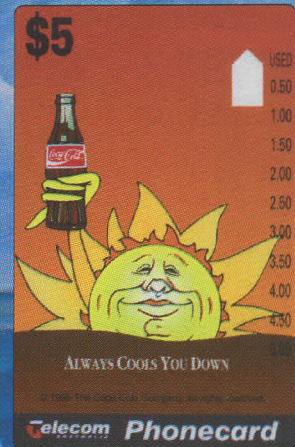
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Australia's biggest & best phonecard Classified

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**New Release
now available.**



The Contour Bottle The COCA-COLA® Sun
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Fax (03) 654 8167, or contact your local Authorised Stockist.



\$2 limited edition
Coca-Cola® Phonocard
with every pair of
Sun and Bottle packs
ordered.



From the publisher

Getting more out of your hobby

As with other collectables, many phonocard collectors accumulate cards and store them in boxes or some other storage medium, and for them, the greatest satisfaction comes from gathering as many cards as possible. They might not delve much deeper into the hobby than that. But I would suggest that they are missing out on a whole range of experience that their hobby has the potential to open up.

Take membership of a club or society for example. Australia and New Zealand both have a number of clubs catering exclusively for the needs and interests of phonocard collectors. Be a joiner and enjoy the benefits of belonging to a group of people sharing a common interest. Most clubs produce a bulletin or a newsletter and some organise phonocard fairs or other events. There are even opportunities for the purchase, sale or swapping of phonocards. To date there are less than 30 organisations for phonocard collectors in Australia and New Zealand and there would seem to be less in South East Asia. However, where they are more tolerant of other collecting interests, many stamp clubs have phonocard offshoots or include phonocard activities in their curricula.

Attending phonocard shows or exhibitions can be rewarding, not merely for the chance to trade in phonocards with dealers, but also for the opportunity to exchange knowledge with fellow collectors. One of the problems associated with relatively new hobbies is the scarcity of information. Magazines such as *Phonocard Collector* have a very important role in disseminating information to collectors and the trade. Club and society bulletins and newsletters also contribute in this area. Then there are the catalogues commercially published annually to bring collectors right up to date with phonocard issues and background to the issue. Such catalogues are well worth the relatively small price charged for them. However, because of the infrequency of publication of catalogues (most are annual), the collector wishing to have a regular update of pricing to keep track of the worth of a collection, is best advised to subscribe to *Phonocard Collector* as this information is published in each issue of the magazine.

Whilst it is easy to merely accumulate phonocards, it requires some effort (and a little cost) to take the next step along the path of becoming a more serious collector. That investment will be well repaid with enjoyment and, perhaps, financial gain. It might be as simple as buying a phonocard album in which to safely store (and display) your collection. The more time and effort you invest, the greater will be your reward.

Brian Moore, Publisher

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Next month ...

Technical Briefing (by our Technical Consultant, Graham Rooke) and *Phonocard Fundamentals*, our column for beginners (by Danny Jurd) will be published every second month. Look for these columns in the April issue.

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Custom card digest

TELECOM AUSTRALIA has advised of the issue of the following Custom Phonocards. As they are not Official issue or Advertising cards, they are not sold by Telecom.

Where no contact details are given readers should check with their local dealer to obtain supplies of the cards mentioned:

\$2 "Gobbledock", issued by Smith's Snackfoods. Not for sale.

\$20 Michael Doohan (motorcycle racing champion), issued by Limited Edition Phonocards.

\$5 Disney (Mickey Mouse and Minnie Mouse at the piano), issued by The Bridge.

\$5 R.S.P.C.A. x 2 different cards, issued by PACS.

\$5 St Andrew's Buys' Choir, issued by St Andrew's Cathedral School, Sydney.

\$5 Kidney Foundation, issued by P J Seiders.

\$5 SkyFire VII, Canberra, issued by Beagle Bros.

\$5 Kookaburra, issued by South Coast Phonocards. ☎ (042) 62 2209.

\$5 Cyclone Tracy x 2 different cards, issued by Australian Phoneart Services.

\$10 Phantom of the Opera, issued by The Christie Collection. ☎ (059) 67 3600.

World War II

TO mark the 50th anniversary of the end of World War II, Telecom is releasing an official series of three cards - \$5, \$10 and \$20 - to commemorate this historic occasion.

The series honours those who served abroad and those who stayed at home to keep the nation going.

This is an *Official* issue series and should not be confused with the Custom Card series being issued by Roam Pacific featuring the same theme.

There are four \$2 cards and one \$5 card in the Roam Pacific series and the \$5 card, showing the War Memorial, Canberra, will also be released as a general Advertising card.

i Telecom Phonocard Collector Services, Locked Bag 5350, Parramatta, NSW 2150, Australia. ☎ (02) 204 0255.

Roam Pacific, P O Box A1009, Sydney South, NSW 2000, Australia. ☎ (02) 221 8896; Fax (02) 221 8154.



Alan Liu

Harbour City Stamps & Phonocards

ALAN LIU, who has worked in the stamp and phonocard business in Sydney for the past five years, has opened his own business - Harbour City Stamps & Phonocards - in Sydney's Chinatown.

Liu has attended all major stamp shows in the Asia-Pacific region in recent years, including Kuala Lumpur, Bangkok, Hong Kong, Seoul and Penang, as well as many exhibitions in Australia. He also worked for this magazine's sister publication, *Stamp Collector*, for several years.

In addition to offering a wide range of Asian, Australasian and topical (thematic) stamps, Harbour City Stamps and Phonocards buys and sells Australian, Chinese and world phonocards.

All Custom Cards and Collector's Editions are available on a standing order basis and collectors are invited to submit want lists for earlier issues for a quotation.

Communication is welcome in English, Mandarin or Cantonese.

i Harbour City Stamps & Phonocards, P O Box K869, Haymarket, Sydney 2000, Australia. ☎ (02) 281 1152; Mobile (0414) 368 238; Fax (02) 281 1152.

Michael Doohan

AUSTRALIA's Michael Doohan, who won the 1994 World 500cc Motorcycle Championship, is featured on a \$20 Telecom Australia Custom Card issued by Limited Edition Phonocards Pty Ltd.

This is Limited Edition Phone-

cards' first venture as a phonocard issuer and the project has been very well prepared and managed by Paul MacMillan.

The issue is limited to 5000 \$20 phonocards, all of which are assembled into a quality A4 sized limited edition collector's pack, including a clear ring binder sleeve and poly bag.

Both the phonocard and the collector's pack have been authorised by Michael Doohan. The pack has a recommended retail price of A\$59.50 and is *only* available to collectors from leading phonocard dealers.

Dealers only, who seek wholesale supplies of the pack, are invited to contact Limited Edition Phonocards directly.

i Limited Edition Phonocards Pty Ltd, P O Box 36, Cherrybrook, NSW 2126, Australia. ☎ (02) 894 5067.

Pop Art cards

COMMUTERS and other city dwellers will have seen prominent advertising on the sides of metropolitan buses in recent weeks, promoting the use of payphones with novel and humorous pop art style cartoons.

In keeping with this advertising campaign, Telecom will issue a series of advertising cards during April featuring the cartoons used in the campaign.

There will be three regular advertising cards in denominations of \$5, \$10 and \$20 which will be released nationally through retail outlets, plus a special \$2 card which will be used for refunds and will also be used as a general promotional card.

The Phonocard Collector Service will package this \$2 special card into a specially designed gift card, similar to that produced for the \$1.50 Christmas card and this will be given to collectors when they purchase the \$5, \$10 and \$20 cards in the series.

There will be a limited number of these packaged cards produced and they will *only* be available as gifts to collectors.

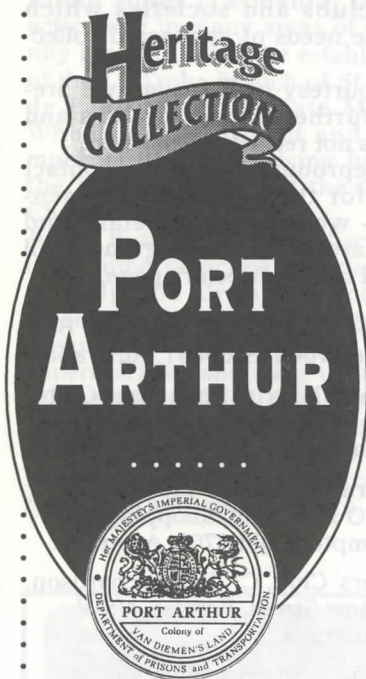
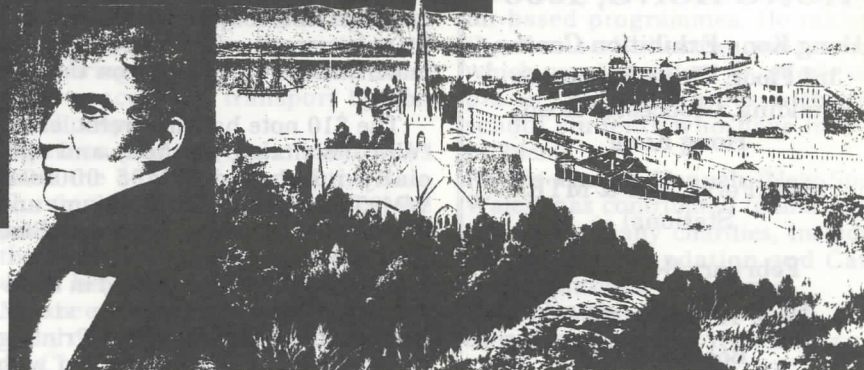
i Telecom Phonocard Collector Services, Locked Bag 5350, Parramatta, NSW 2150, Australia. ☎ (02) 204 0255.

Waltzing Matilda joint issue with N P A

FOR the first time, Telecom Phonocard is packaging a product of its own - the \$10 card celebrating the centenary of Banjo Paterson's "Waltzing Matilda" - the product of another administration - the \$10 Polymer currency note produced by Note Printing Australia for the

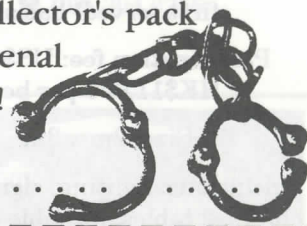
WHAT'S NEW AT PAY•TEL

MID APRIL RELEASE



Port Arthur was named after Lieutenant Governor George Arthur who established a penal settlement at this remote Tasmanian location in 1830. It was to last for 47 years. With strict discipline the British and Tasmanian Colonial Governments enforced a method of punishment as convicts transported from England laboured at Port Arthur and its outstations.

PayTel's Port Arthur phonocard release depicts the settlement as it is today. The associated numbered Collector's pack provides an historical background to the penal settlement and shows Port Arthur as it was!



**DO YOU RECEIVE
The Pay•Tel**

COLLECTOR



**Please place my name on
The PayTel Collector mailing list.**

Name/Business Name _____

Street/P.O. Box _____

Suburb/Town _____

State _____ Post Code _____

Country (other than Australia) _____

PayTel Australia Pty. Ltd.
P.O. Box 456,
Blackburn, Victoria, 3130.
Phone: 877 0222
Fax: 877 9499
Australian Area Code: (03)
International
dialling prefix: +61 3

A newsy, informative regular newsletter of interest to all phonocard collectors - gives pictures and stories about all PayTel releases, User Group news, phonocard Editorial - and more!

It's published bi-monthly and it's free!

If you are not on the "Collector" mailing list - complete the coupon and mail or fax it to PayTel.

INTERNATIONAL STAMPS, COINS & PHONECARDS EXHIBITION HONG KONG, 1996

Hong Kong Exhibition Centre,
3rd Floor, China Resources
Building, Gloucester Road,
Hong Kong

(near Ferry, Bus & MTR
Stations)

February 8-11 1996

Floor Area: 30,000 ft²

Booths: 100

Features:

Stamp, coin and card trading.
Free stamp seminars.
Free evaluation of stamps, coins
and phonecards.
Stamp auction & exhibition.

Invitation to Dealers:

Dealers are invited to book immediately for this prestige event. Bookings are limited and booths will be allocated on a "first come, first served" basis.

Participation fee: US\$1400
or HK\$11,000 per booth

Size: 2m x 3m

Inclusions: lighting, signage, 2
chairs, 2 tables, lockable cabinet

Organisers:

Radiant Star Ltd
(with HK\$20 million in assets)

Sponsors:

Century Hotel
Laphael Stamps
Stamp Collector magazine
Phonecard Collector magazine

Overseas Publicity:

Hong Kong Tourist Association

Accommodation:

Century Hotel (4 star)
US\$119 per room (2 beds)

Enquiries:

Mrs Rose Raju
or
Mr Antonio Yu

RADIANT STAR LTD

Room 503
12-16 Li Yuen West Street
Hong Kong
☎ +852 2524 5969
Fax +852 2501 0158

Reserve Bank of Australia.

The limited Portfolio is available in two varieties: a *Premium* portfolio (1000 copies only) with red numbers, at A\$195 each; and a *Deluxe* portfolio (4000 copies only) with blue numbers at A\$95 each.

These quantities are being shared between Telecom and NPA and the \$10 phonecard will be numbered to match the serial number on the \$10 note.

The \$10 note has the prefix letters "WM" (Waltzing Matilda) and specially numbered WM95 000001-WM95 001000 in red (Premium) and WM95 001001-WM95 005000 in Blue (Deluxe).

A ballot will be conducted in applications exceed available stock. Applications close with Note Printing Australia on April 28 1995 and with Telecom Phonecard's Collector Service on May 26.

The ballot is being managed by Price Waterhouse Chartered Accountants. Applications may be lodged on the coupon contained in NPA's advertisement on page 28 of this issue or on the official ballot form available from Telecom.

Call (02) 204 0255 for a copy of Telecom's ballot form.



Telecom Phonecard Collector Services, Locked Bag 5350, Parramatta, NSW 2150, Australia. ☎ (02) 204 0255.

Numismatic Sales, Note Printing Australia, GPO Box 4766UU, Melbourne, Vic 3001, Australia. Fax (03) 204 7746. Freecall 008 331 794.

Scarcest modern issue?

THE 1995 America's Cup Custom Phonecard Issue, released by The Phonecard Bureau on behalf of the Southern Cross Yacht Club may be the smallest Custom Card issue ever released.

The Phonecard Bureau advertised the America's Cup - comprising two \$5 cards and two \$10 cards) in a limited edition folder. Only 8500 folders were to be made available for the Australian market and 1500 for collectors overseas.

A small number of the limited editions - perhaps as few as 300 - was released onto the market.

However, it is understood that the remainder of the issue was seized from the premises of Australia Post Sprintpak (who were packaging the issue on behalf of The Phonecard Bureau) and destroyed upon the instructions of Telecom Australia as a result of a dispute it has with The Phonecard Bureau.

Meanwhile, it is understood that three other issues promoted by The Phonecard Bureau have been cancelled. The cancelled issues are:

The Endeavour;
David Adams "True Blue" (B.O.C. Challenge); and
The Bell Shakespeare Company.

When this issue went to press, the limited supplies of this issue which had reached the market were retailing at approximately \$300 each.

See the April issue of *Phonecard Collector* for a detailed background to these fascinating events.

Phonecard clubs

EACH issue of *Phonecard Collector* magazine carries a directory of major clubs and societies which serve the needs of phonecard collectors.

By courtesy of Telecom, we present a further listing of clubs and societies not recorded elsewhere.

We reproduce below the contact details for the organisations mentioned - when meeting details and venues are known, these groups will be listed on the directory page.

Blackwood Philatelic Circle, P O Box 581, Blackwood, SA 5051, Australia.

Burnie and District Phonecard Club, P O Box 1070, Burnie, Tas 7320, Australia.

Capricorn Phonecard Collectors Club, P O Box 3069, Shopping Fair, Rockhampton, Qld 4701, Australia.

Collectors' Club, C/- Don Richardson, 45 Seaview Street, Forster, NSW 2428, Australia.

Gladstone & District Philatelic Society, Inc, P O Box 1089, Gladstone, Qld 4680, Australia.

Gold Coast Collectors, C/- 48 Dandar Drive, Southport, Qld 4215, Australia.

Kangaroo Phonecard Collectors Club, P O Box 706, Springwood, Qld 4127, Australia.

NSW Postcard Collectors Club, PO Box 123, Coogee, NSW 2034, Australia.

Peninsula, Phonecard Collectors Club, P O Box 107, Finden, SA 5023, Australia.

Phonecard Collectors Group of of 1990, P O Box 58, Nedlands, WA 6009, Australia.

Printed Collectables Club, P O Box 183, Greenacres, SA 5086, Australia.

Southport Afternoon Stamp Club, P O Box 1920, Southport, Qld 4215, Australia.

Springvale & District Phonecard Collectors Club, P O Box 247, East Malvern, Vic 3145, Australia.

Western Australia Card Collectors' Society, C/- Brian Boulton, 35 Riley Road, Claremont, WA 6010, Australia.

Local legends

TELECOM AUSTRALIA's first competition to select Australians worthy of recognition on phonecards for their work in the community has been a resounding success.

Eight individuals - one from each state or territory - have been selected and photographed for commemoration on a series of \$5 cards which will be released nationally in May.

The eight Australians to be commemorated are:

Zillah Jones (Tasmania) plays an active role in many areas of community life. She aided the establishment of the La Trobe branch of St Vincent de Paul, helped initiate Meals on Wheels in the district and spends much of her time raising funds for the Football Club and the Catholic Church.

Jenny Butt (A C T), on discovering that Canberra lacked an organisation to help the drought victims of Queensland and New South Wales, organised to collect supplies through supermarkets, shopping centres and other public places. She organised a transport systems to send supplies to severely affected areas and to date, has sent more than 11,000 parcels of food, toys and necessities to areas in

need.

Maurice Corcoran (South Australia) has worked as a social worker in the area of disability and has set up an advocacy for the rights and equity of disabled people. He was instrumental in bringing about a national strategy for access to transport by disabled people.

Maureen Macey (Queensland) has been the administrator of the Blue Nursing Home in Labrador for the past 13 years, but her dedication to the elderly in the community goes well beyond her working life. Maureen has become family for many of the old people, visiting them on Christmas Day and other special occasions.

Colin James (Victoria) has been confined to a wheelchair since he was four, with a crippling arthritic disorder. He has spent many years fundraising and entertaining at senior citizens clubs. Colin assists disabled people in a work-training environment and is presently writing a travel guide for people confined to wheelchairs who find it difficult to obtaining suitable accommodation and gain entry into tourist attractions.

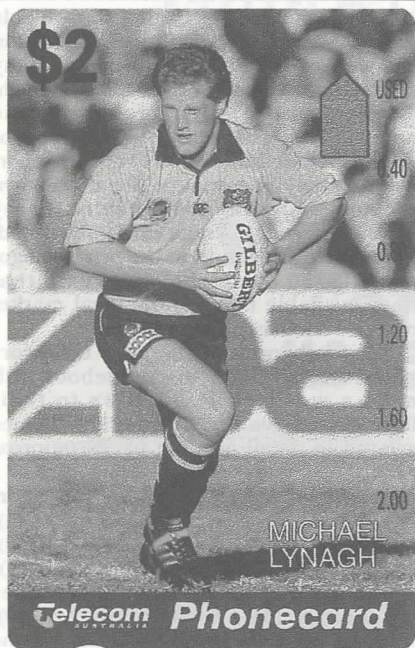
Frederick Frank (Western Australia)

is a project manager for the Council of the Aging. His work involves convening conferences on the needs of the elderly and establishing community based programmes. He initiated the Senior Volunteer programme which couples retired or elderly people in the community with high school students who have literacy problems.

Phyllis Cascun Hannah (New South Wales) has contributed to and raised money for many charities, including the Kidney Foundation and Camp Quality through car rallying.

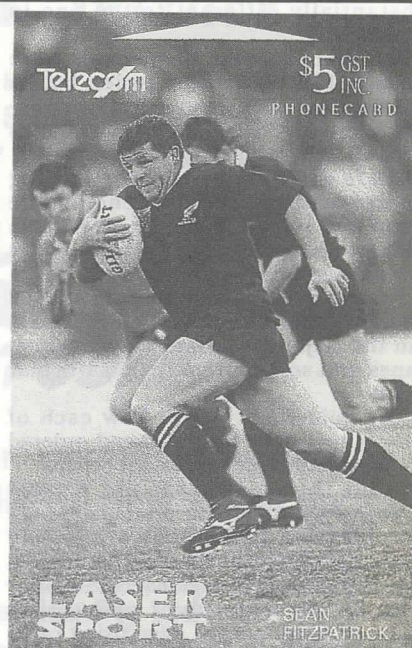
Carolyn Murrell (Northern Territory), has worked tirelessly since 1976 for the blind and vision impaired people of the Northern Territory. She was a founding member of the NT Association for the Blind and Vision Impaired in 1978. She is currently Vice President of the NT Blind Association and Vice President of the Australian Blind Sports Association. She constantly lobbies for disabled sport in Australia and helps vision impaired people on a daily basis.

TPC
Telecom Phonecard Collector Services, Locked Bag 5350, Parramatta, NSW 2150, Australia. ☎ (02) 204 2550.



Captains of Rugby Phonecard Series

Laser Sport Pty Ltd has contracted Status Retail to distribute its series of sporting cards to collectors and dealers. The first Laser Sport card issue comprises a \$2 Telecom Australia card showing Wallabies Captain, Michael Lynagh and a \$5 Telecom New Zealand card showing All Black Captain, Sean Fitzpatrick.



An exciting dimension is added to the issue by the fact that both cards will be united in a single Collector's Pack - the first joint-issue pack containing both an Australian and a New Zealand phonecard issued on the same subject (joint pack available early June).

Michael Lynagh card in Collector's Pack - A\$19.50 (available late March)

Joint issue - Michael Lynagh AND Sean Fitzpatrick cards in Collector's Pack - A\$39.50

Postage & Packing: Certified in Australia (up to 5 folders) A\$4; Overseas Registered Airmail (up to 3 folders) A\$15; Ordinary Airmail - *your risk* - (up to 3 folders) A\$4.

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

☎ (02) 267 6116 Fax (02) 267 6124 American Express, Bankcard, Diners' Club, MasterCard, Visa welcome

Japan - land of plenty

by Torsten Weller

A NEW guide book to the phonecards of Japan leads us to look more closely at this country which boasts by far the greatest number of phonecard issues.

The new book *Phonecard-Guide-book Japan* by Helmut Treude, an expatriate German living and collecting in Japan, published by the German phonecard dealer Sirius, does not call itself a catalogue and does not strive to list every phonecard issued in Japan. Nevertheless it gives a huge insight into the multitude of Japanese phonecards and a brief but detailed overview of the Japanese phonecard phenomenon.

The "Phonecard Guidebook" lists and illustrates in full colour thousands of Japanese phonecards categorised by topic, and so is first and foremost an excellent reference for thematic collectors, showing for the first time the range of phonecards available on themes as far-ranging as fish and Formula 1 motor racing. However, the Guidebook assures us that there are plenty of hearty souls who collect Japan complete, and here it lists all issues of Japan up to 1987. Thereafter the sheer volume of issues simply would not allow for there listing in one book.

The Introduction (in both English and German, as is the rest of the book) is a valuable insight in to a phonecard world substantially different to the one in Australia.

The first Japanese phonecards were issued in 1982 as national issues, but by 1983 the giant NTT communications company had been divided into regional units which all issue their own phonecards.

There are now 11 regions issuing counter-cards (cards for general sale within that region, much like Tele-com Australia phonecards sold through outlets such as newsagents and milk bars).

To date there have been around 5000 different counter-cards issued in Japan, with the majority of these showing landscapes and scenes from their particular region.

The guidebook shows how each of these cards can be identified and ordered into regions and prefix-number order.

While these cards are not a great source of the thematic phonecards we treasure from Japan, they are keenly sought by Japanese collectors building a complete national or regional collection.

By far the majority of phonecards issued in Japan are the advertising cards which we know for their huge range of themes and colourful motifs. These issues can roughly be broken down into two major groups, Free Cards and White Cards. Free Cards are advertising cards printed to the order of the advertiser through NTT (either nationally or through one of the regional branches); White Cards are cards printed blank by NTT (white on the front, hence the name) and sold to printers who in turn print on them whatever an advertiser wishes. To date there have been about 300,000 different Free Cards and an estimated 500,000

issues of White Cards released in Japan.

Card numbers printed per issue in Japan can vary dramatically, although it is true to say that quantities of any one issue are almost always lower than respective issues in Australia.

Counter cards are printed in editions of up to 100,000 units, although many are much less than this (particularly issues for the less populous regions).

Free Cards were initially required to be printed in editions of a minimum of 1000, but this minimum has been reduced to 500 and now to 300.

White Cards can be printed in very low quantities (this is a matter of negotiation between the printer and the advertisers), and their offshoot the Model design Cards (partially printed cards from NTT designed to be overprinted to personalise them for a particular business or individual) can literally be printed one-off.

As the introduction states, a great part of the attraction of collecting Japanese phonecards is that a great many cards listed may be unique, the only example in collectors' hands.

The guidebook is divided into three main sections, the first dealing with counter-cards to 1987 including the 70 DenDenKoSha cards which preceded the privatisation of NTT and are known as the NTT-precursors.

The second deals with advertising (Free Cards and White Cards) phonecards with reference to specific countries, Australia included amongst these. The third deals with advertising cards sorted by themes.

All of the thousands of cards shown are illustrated in full colour, the majority reduced to 50% actual size which allows 18 cards to be shown per page.

All cards are priced, either with a specific amount in US dollars, or with code letters referring to a price band (eg. I = US\$3-7, II = US\$7-14 and so on).

The Japan counter-card issues take up about 50 pages, the countries about 180 pages, and the individual themes around 350 pages.

Among the countries section there is great interest for collectors in the Asia-Pacific Region.

There are 22 pages devoted to Australia showing almost 400 Australian-related cards, ranging from the well-known card topics such as Wayne Gardner, the Opera House, and Koalas to the more esoteric such as solar-powered cars competing in the Solar Challenge held in Australia and an advertisement for Brown Brothers wine.

There are a further 6 pages showing cards related to New Zealand and 11 pages with a selection of cards from Hong Kong, Singapore, Taiwan, Korea, Indonesia, Vietnam, Cambodia, Thailand, Malaysia and the Philippines.

Guidebook prices for the Australian-related cards tend to range from US\$15 to US\$50 for cards in used condition. In general this is an accurate reflection of the prices for which these cards are sold in Australia, although as with any catalogue

variance between listed and actual prices must be expected.

This is borne out by looking at specific cards which are available here. For example, the Crocodile Dundee II movie advertising card is valued at US\$50-70, whereas this card is normally available in Australia for around A\$5-10. On the other hand, the Ken Done painting card is valued at US\$3-7, but sells for around A\$25.

Given the scope of the work, these divergences of price should not be taken as a drawback, but rather as an opportunity for the user of the guidebook to hunt out a bargain or two.

The largest section in the countries-related cards is, not surprisingly, the USA, with well over 40 pages devoted to such cards from both the mainland and Hawaii. The cards shown range from American flags and landmarks through to specific US brands such as American Express and Edwin jeans. We have previously in the *Speculator* column referred to the potential of USA-related cards as an investment given the great potential that these cards will become major collectables in the USA as their phonecard collecting market expands, and here the guidebook is a valuable source of information about just what is available. The scope of Americana cards available increases dramatically when one also takes a look into the thematic section of the guidebook, particularly the topics Coca-Cola, Disney, Cartoons, Sports (Baseball, Gridiron etc), Space, and Brands (McDonalds, Budweiser, Playboy etc).

The thematic section makes up by far the largest part of the guidebook and is generally an excellent listing of available cards. For example, the Coca Cola section lists well over 200 different cards, many of which are valued at over US\$100 each, showing that this is certainly for the moment the most sought-after type of Japanese thematic card. Comics in general and Disney in particular are also shown in detail, with over 350 different Disney and 80 different Peanuts cards illustrated. These generally fall in to the price category of US\$50 each, showing again that those available here on the local market may be seriously under-valued.

For the benefit of thematic collectors evaluating whether the guidebook will make a worthwhile addition to their library, we have listed the other themes covered in detail and the pages (approx. 20 cards per page) allocated to each: Famous People (4), Olympics (5), Sport (31), Movies (36), Music (20), Flowers (4), Motorbikes (7), Cars (44), Formula 1 (10), Trains (4), Ships (10), Airlines (22), Aviation (8), Space (8), Brand Names (25), Comics (21), Animals (74), Art (20). The only real disappointment here is the four pages devoted to trains. Given the huge number of railway-related phonecards produced in Japan and the worldwide interest in this theme, an expanded listing in any further edition is to be hoped for.

The Phonecard Guidebook Japan is a soft-bound 672 page volume printed throughout on glossy art-paper in full colour, and is recommended as an excellent reference book and introduction to this fascinating area of collecting. It is available from Status Retail at A\$99 (postage within Australia included). **TPC**

Hofmeister's USA Specialist Phonocard Catalogue

PUBLISHED in Germany in September 1994, this 180 page colour catalogue of USA phonecards provides an excellent reference to the myriad of phonecard issues coming out of America.

The Introduction (in English and German, as is the rest of the catalogue) is a valuable insight into the many phonecard-issuers in the USA, giving the collector hints on how to go about choosing an area or theme to collect and advising about the different status of US issuers, from the huge companies such as AT&T and Amerivox through to the smaller niche players like the Peoples Telephone Company (now defunct).

Of more than 300 issuing companies in the United States, the catalogue focuses on the 34 it has selected as the most important and collectible in terms of their issuing policy and collectability.

The issues of these companies, which for the most part will already be familiar names to collectors outside the USA, are dealt with in a comprehensive manner with full

colour illustrations (50% of actual size) of all their cards, details of issue quantities and valuations given in US dollars and German Marks.

It is to be hoped that future editions of the catalogue will include other phonecard-issuing companies, but in the meantime this is the best and most up-to-date catalogue of the exciting issues from the USA.

Catalogues are available through Status Retail at A\$30 plus postage.

i Status Retail, PO Box A2176, Sydney South, NSW 2000, Australia. ☎ (02) 267 6116 Fax (02) 267 6124.

Polynesian women

ON December 19 1994, the Office of Posts and Telecommunications of French Polynesia issued a set of three telephone cards on the theme of Painters in Polynesia.

Subject for this issue was "Women without a Face" - pictures painted by Ms Vaea Sylvain, a self-taught painter born in Tahiti in 1950.

For the first time, French Polynesian phonecards are being presented in "prestige folders" (one for each card) which cost approximately CFP 500fr (US\$5.25) more than the face value of each card.

Card numbers, number of units,

denominations, face value and the quantity produced of each card are as follows:

- #CP27 - 30 Units - 1000fr - 2000pcs
- #CP28 - 60 Units - 2000fr - 2000pcs
- #CP29 - 150 Units - 5000fr - 2000pcs.

The cards are of the chip type, manufactured by Gemplus.

i Madame le Chef du Centre Philatelique de Papeete, Tahiti, French Polynesia.

NZ T'com catalogue

NEW ZEALAND's first official Telecom Phonecard Catalogue is now available, illustrating (in colour) and describing every card issued from 1989 to June 30 1994.

Preceding the listings is an in-depth history of public telephony, from Alexander Graham Bell's first telephone.

The catalogue listings are divided between general issues, collector packs and advertising cards. Listings include card history, production quantities, distribution details and information about known varieties.

The catalogue has a retail price of NZ\$24.95 (including GST) plus NZ\$4 postage and packing.

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

Gabriele's Phonocard Service

A Division of Gabriele's Philatelic Service Pty Ltd

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Guernsey

GUERNSEY TELECOMS issued its first set of telephone cards on June 17 1993.

The first set comprised three GPT smart cards in denominations of £3, £6 and £9, depicting phone boxes (a K6 - six of which are still in use on the island; a K8 and a KX100). Though Guernsey uses existing British styles of phone boxes, there is a rather spectacular difference - the Guernsey variety is painted yellow!

The introduction of payphones and phonecards had been delayed in

order to assess the best system for use on the small island (population 60,000).

Guernsey's second phonecard issue was released on May 5 1994. Once again, it comprised three GPT smart cards, in denominations of £3, £6 and £9.

The subject for the issue was Castle Cornet, one of Guernsey's most famous landmarks, built on a rock some 200 yards offshore at St Peter Port, the island's main population centre.

The Cornet family owned property in St Peter Port during the Middle

Ages, so it is likely, though not documented, that they also owned this rock and gave their name to it.

Since that time, the castle has been added to many times, and has seen of countless storms, two long sieges and an explosion that demolished its *donjon* or tower.

Meanwhile, the 50th anniversary of the liberation

of Guernsey will be celebrated with the release of Guernsey's third phonecard issue during April 1995.

The unique Guernsey Telecoms £2 phonecard will be made available in a limited edition presentation pack featuring four black and white Liberation scenes inside a Guernsey flag.

Guernsey's official Liberation Day Celebrations will be held on May 9 and will be attended by Prince Charles, the Prince of Wales.

Meanwhile, Guernsey phonecards are sold to collectors and dealers by the Guernsey Phonecard Club.

i The Guernsey Phonecard Club, P O Box 297, St Peter Port, Guernsey, Channel Is, GY1 3RX ☎ +44 1481 58080 Fax +44 1481 58181.

American expo

THE American Tele-Card Expo will again be held in San Antonio, Texas. Date of the event is June 1-3 1995. In addition to TeleCo and dealer booths, there will be expert seminars on the latest technology.

i American Tele-Card Expo, PO Box 7370, Spring, TX 77387, USA. Fax +1 713 292 8833.

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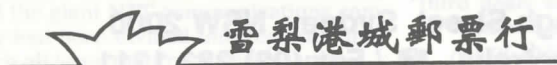
(All in Mint sets)

Jiangsi 1993 Mao Zedong (6) \$55
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Jiangsi Lunar New Year stamps on phonecards (12) A\$110
Jiangsi Romance of the Western Chamber (4) \$60
Tianjin 1st set (10) \$300
Hebei 1st set (3) \$75
Hunan 1st set (5) \$195
Jilin 1st set (4) \$175
Kunming 1st set (10) \$290
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Things go better with ...

Publisher, Brian Moore, gets the inside running on the Coca-Cola phonecard story from Universal Coin Co principal, Peter August.

UNIVERSAL COIN COMPANY, based in Melbourne, is a wholesaler/retailer of collectables, which was founded in 1988, managing director, Peter August told *Phonecard Collector*.

The company began with a stall at South Melbourne markets, chiefly selling coins, banknotes and medals. Helen August, Peter's wife and a fellow director of UniCo, continues to run the South Melbourne market stall.

"We developed our business over the years to the point that we needed an outlet in Melbourne's central business district and this was opened in 1992," Peter August said.

Service driven

AUGUST attributes the success of his business to two main factors. "We pride ourselves on giving good service at a competitive price because our aim is to get repeat business," he explained.

August was a founding member of the Australian Numismatic Dealers Association, a body set-up for numismatic professionals by the Royal Australian Mint.

UniCo is also a member of the Australasian Stamp Dealers' Association (ASDA) and August is president of the fledgling Australian Phonecard Dealers' Association.

Since the advent of telephone cards, the UniCo business has diversified extensively, placing a greater emphasis on telephone cards.

In order to take advantage of marketing opportunities as an issuer of Telecom Australia custom cards, Peter and Helen August recruited two further directors and early in 1994, sought the license from Coca-Cola to produce, market and package telephone cards bearing images owned by Coca-Cola.

For the Coca-Cola project, Peter and Helen August have been joined by Tom Vlahos and James Matzarakis.

Matzarakis is responsible for all creative writing and liaises with Helen August in her graphic design role.

Vlahos is responsible for project management and liaises with Peter August on advertising matters. August also liaises with Telecom Australia and is responsible for Coca-Cola card resellers.

Global image

EARLY in the life of telephone cards in Australia, August and his partners saw tremendous opportunities in marketing popular Coca-Cola images on the cards.

"Coca-Cola memorabilia is already very popular all around the world," August said. The Coca-Cola company, its bottlers and agents invest hundreds of millions of dollars each year in promoting the Coca-Cola product.

UniCo made their first approaches to the Coca-Cola Company in February last year. Although they were interested in the concept of collectable phonecards portraying Coca-Cola images, because phonecards were a relatively new medium about which little research had been done, the concept was put on the back burner for a while.

After Coca-Cola had done some research of their own into the phonecard phenomenon, they solicited a new approach from UniCo. This resulted in the issue by the Coca-Cola Company of the first license anywhere in the world for the production and marketing of Coke images on collectable telephone cards.

Valuable license

AUGUST and the UniCo are acutely aware of the value of their license with the Coca-Cola Company. The Coca-Cola Company is very protective of what is probably the world's best and most widely-recognised trademark and it does not grant licenses without careful consideration and research.

In some markets, unscrupulous merchants have used Coke images on phonecards without the sanction of the company and Coca-Cola has been resolute in pursuing its intellectual property rights at law.

According to UniCo's Peter August, there are but three ways to get a Coca-Cola image on a phonecard. Two of these are legal but the third is not.

Coca-Cola bottlers around the world, especially in Japan, have used phonecards as a vehicle for promoting the world's most popular beverage. Such short-term, one-off promotions are fully licensed by Coca-Cola.

The second way to get a Coke image on a phonecard is as a collec-

table, but with the kind of license granted to UniCo by Coca-Cola, in this case, within a geographical area (viz, Australia and New Zealand).

The third way, and one which represents the greatest risk for the promoter and perhaps a waste of money for the collector, is where an entrepreneur buys blank phonecards and reproduces images owned by the Coca-Cola Company without authority. Such entrepreneurs will quickly fall foul of the legal people at Coca-Cola's corporate headquarters in Atlanta, Georgia.

The magic of Coke

PETER AUGUST is under no illusion about the potential market for Australian telephone cards bearing authorised Coca-Cola images. Like this interviewer, August has always been interested in the Coca-Cola story, from both a marketing and a cultural perspective.

He feels that Coke images have been around for a very long time - more than a century and that they have become part of global culture.

Coke images tend to be universal in their appeal and positive in character - images which show people interacting with each other in a positive way.

Positive images

AUGUST said that Coca-Cola phone-cards will serve to reinforce the positive images already promoted in Coke's marketing.

UniCo, through its Coca-Cola phonecard project, has made a strong commitment both to the Coca-Cola Company and to collectors. To underpin the value of its cards, the company has taken the framework and guidelines established by the Coca-Cola Company very seriously.

August said that UniCo's chief target with its Coca-Cola custom card issues is the 12 to 24 year old market. From orders received for the very first Coca-Cola issue, August said that the market research appears to have been right on target.

UniCo is cooperating with the Australian Coca-Cola Collectors' Club and seeking images of an Australian character for consideration as future phonecard subjects. **TPC**

Sydney view

by "Opera House".

THIS year presents itself as one of real opportunities for phone-card collectors right across the collecting spectrum.

Last year's 'boom babies' - the collector packs - had something of a roller-coaster ride in the market. As if afflicted by some sort of virus caught from across the Tasman, the Australian market for collector packs in particular took a hammering last year.

Despite dire predictions by the doomsayers, the market has remained relatively healthy for these items, albeit at a reduced price.

This year does present a real opportunity for collectors to fill gaps at affordable prices on many of the scarcer packs.

The first two to get hold of must be the New South Wales and the Olympic packs, by virtue of the numbers destroyed. Yet, in the market correction which took place last year, these items fell in price as well as all the other hyped-up issues, perhaps unjustly.

Readers can pick up an Olympic pack up for as little as \$500 and a New South Wales pack for not much more.

If you have gaps in your collection of collector packs, now would be a good (and cheap) time to fill them.

The 1993 Endangered Species pack, a very attractive issue, has stayed around the \$180 price level

and there is still solid enquiry for it.

Last but certainly not least is the Cardex Pack (or folder) which, by now, many dealers have sold out of. The Cardex folder entered the market at around \$40 when a few dealers bought back supplies from Cardex in Amsterdam.

The price has now escalated to around the \$80 mark. With less than 4000 in existence, this, too, must be a good bet for long term appreciation.

Small numbers

WHILE on the subject of small quantities, several Telecom issues have been released in relatively small numbers recently.

The Toyota Corolla card, the Fifth Anniversary phonecard and the first printing of the \$5 Bookmuncher all had relatively small print runs of between 20,000 and 50,000.

When the \$5 Bookmuncher card was first released, it was rumoured that there were going to be a million of them. As a result, few collectors immediately went out of their way to chase them. Imagine our collective surprise when we found out that the first printing of the \$5 Bookmuncher (prefix 572) was of only 20,000 cards.

The Cardex card is another which falls into this category with most attention devoted to the folder and the single cards being ignored by many collectors.

It should be remembered that when a card is released in such small numbers for general use, most examples are likely to be used up and thrown away.

Surviving cards may well be difficult to track down. One point in favour of these cards is that they fall into the \$10 to \$15 price range for a mint example and so there is little buyer resistance.

Custom cards

CUSTOM CARD collectors who want one of every new issue can look forward to an expensive path ahead for a few months.

The increasing frequency and issue price of Custom Cards is already causing many collectors to be more selective in their purchasing habits.

But, with a maximum of only 10,000 for most Custom Cards, a relatively small increase in the number of collectors could spell significant price increases for the more popular issues.

Desirable themes such as Disney and Coca-Cola already have a reasonable secondary market.

Following in their footsteps, the Flintstones and the Simpsons cards are also sure to be popular.

Dark horses

THEN there are the not-so-obvious winners - these are cards that people might ignore to begin with or, at the other end of the scale, snap up quickly. Picking them is the real test.

One issue which I favour is the Animal Eyes series. I can imagine many readers reacting in horror to me suggesting this relatively costly pack. To be fair, the cost of this issue means it is not a consideration for many collectors.

However, there are only 2500 of these in the market and five years down the track, the combination of low numbers and a good theme are sure to cause the price to rise.

Animals are extremely popular in Asia as a collecting theme. The price of \$330 for an Animal Eyes pack reflects a face value of \$200 for the cards contained in it - that's just like getting a \$2 Custom Card for \$3.30. If, in the real world, you could buy a \$2 Custom Card for \$3.30, there would be many more fast sell-outs!

Star Trek

ANOTHER series of phonecards which is sure to be popular for the long term is the British Mercury Card Star Trek series.

This series needs little introduction and there are thousands of Star Trek fans worldwide who are not averse to shelling out serious money to indulge their hobby.

Interest in Australia in the Star Trek phonecards is sure to be heightened with the release of the Star Trek Generations movie at cinemas late this March.

Although Mercury produced 5000 of each of these cards produced, this is a relatively small number given the sheer volume of serious 'Trekkies' around around the world today.

To my knowledge, a very large percentage of Star Trek fans has never heard of, much less actually seen, phonecards showing their favourite Star Trek stars, monsters and space age technology.

So far, there have been six cards in the series and they are priced at around \$20 each.

TPC

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1210 Steam locomotive pack	\$18
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Christmas '94 singles	(3) \$38
Australia Day '95 pack	\$15
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Newspaper single	\$7
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Rock Coke	Farmers (2v)	\$13	SWEDEN		Painting	M \$12
Karl Lewis	Rugby '94 (10v)	\$45	Hockey	M \$12	Pack (500)	M \$110
Kangaroo	Christchurch Casino	\$55	Panda	M \$12	UNITED KINGDOM	
Coin	Snow White (3v)	\$22	Lion	M \$15	Erotique	\$10
Dinosaurs	Ultimate (4v)	\$100	Gota Canal	M \$12	Qantas	M \$25
Hong Kong Fair (2v)	Rotary (4v)	\$40	CAMBODIA		Air New Zealand	M \$55
MONACO	Red Nose Day '93	\$45	\$50 Laos	\$85	Koala	\$15
Imagina	Warbirds '94 (2v)	\$35	\$20 Scene	M \$110	4 XXXX Beer	\$40
TV Cable	Red Nose Day '94	\$15	\$50 Scene	M \$165	Aladdin (3v)	\$15
Ballet	Warbirds '95 (2v)	\$17	\$100 Scene	M \$425	HAWAII	
Spa Monaco	Avondale	\$65	CHRISTMAS ISLAND		Hibiscus	M \$105
ANDORRA	Air Expo	\$10	\$10 1st issue	\$250	Hulu Dancer	M \$105
KFC & Pizza	TUANZ '93	\$8	MACAU		Aloha Games	M \$210
KOREA	Arts Festival	\$6	Rooster	M \$80	Whales Hawaii	M \$200
Kentucky Fried Chicken	Rugby 7s (2v)	\$14	Dog	M \$75	ALASKA	
Falkdance	Britten	\$27	FALKLANDS		Bull Caribou	M \$30
Judo	CardEx Spot	\$10	Penguins	\$5	Eskimo Hunter	M \$40
Fireworks	Scout '95	\$6	CYPRUS		Zodiac Tiger	M \$25
Tower	ANZ Bank	\$10	Flowers	\$2	Is AdCard	M \$30
Mountain	Xmas Staff '94	\$6	BELGIUM		Chena Aurora	M \$30
Air N Z	Animal Eyes	\$60	Rock Music	\$2	Dog Mushing	M \$35
Birds (7v)	Shotover Jet	\$6	Zoo Animals	\$2	Bald Eagle	M \$30
RUSSIA	Trains (4v)	\$60	Columbus Ship	\$2	U.S.A. REMOTE	
Tzars (5v)	Tourism (10v)	\$60	GREECE		O J Simpson	M \$35
\$10 I T C	Lion King	\$35	Fishermen	\$3	Husky Dog	M \$25
BRAZIL	Valentines	\$6	Pyros Harbour	\$3	Eagle	M \$35
Flower	Missing You	\$8	PORTUGAL		Mustang	M \$30
Phonebox	Thank You	\$6	Museum	\$5	NYNEX	
Bird	AGM '92	\$55	Diver	\$3	Yellow Phone	M \$90
Bridge	AGM '94	\$110	Painting	\$4	\$1 D N C	M \$2400
Painting	Teddy Bear	\$8	World Flags	\$3	Skyline	M \$200
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Judo (500)	Cats	\$50	Videotex	\$2	Luge	M \$55
Lion King	Dogs	\$45	Musical Group	\$2	BELL SOUTH	
Mitsubishi	Ships	\$45	AMERIVOX		University Trial	M \$600
Siemens	Cars	\$50	Blue Hawaii	M \$50	U.S. SOUTH	
Airbus Plane	Trains	\$50	Elvis Presley	M \$30	1st Issue (3v)	M \$165
NAMIBIA	Monkey	\$65	Nyson Eagle	M \$55	GENERAL ELECTRIC	
Wild Cat	Rugby	\$50	HUNGARY		1st Issue	M \$40
Cheetah	Flowers	\$30	Coca-Cola (2v)	\$20	CANADA	
Leopard	Airplane	\$50	Farmhouse	\$3	Bill Clinton	M \$30
JUGOSLAVIA	Walt Disney	\$110	BAHRAIN		Commonwealth Games	M \$15
100u 1st issue	Movies	\$110	Expo Centre	\$6	Indian Arts (5v)	M \$195
200u 1st issue	FRANCE		Fort	\$3	IRELAND	
300u 1st issue	Bart Simpson	\$35	Handicraft	\$4	Tina Turner	\$15
NEW ZEALAND (AdCards)	Marilyn Monroe	\$50	MALAYSIA		Garth Brooks	\$10
D B Bitter	Coca-Cola	\$45	Fish	\$2	Tia Maria	\$10
Pluffy	FINLAND		FREE! FREE! FREE!		Teddy Bear	\$12
Financial Planners	McDonalds	M \$48	\$5 MINT Hong Kong Expo for		Ford Mondeo	\$10
Hong Kong Expo	ditto	\$35	every order. 10,000 printed.		Horse Racing	\$3
D B Cricket	Fox / Rabbit	\$5	Retail at NZ\$12.00.		SOUTH AFRICA	
Mitre 10	ALAND				Big Five Pack	M \$375
Ace Computer	Golf	M \$65			Buffalo	M \$12
Phantom of the Opera	CESKA REPUBLIC				Lion	M \$12
Shell set (5v)	Paul McCartney	\$14			Elephant	M \$12
Kiwi Fair	Playboy	\$15				
Ansett Keys	Queen Group	\$15				
Jurassic Park	Dinosaurs	\$4				
Hotels (10v)	CROATIA					
	Miss Croatia	\$12				
	Pope Visit	\$8				
	Polo Drink	\$20				
	Horse	\$5				

Aussie cards most collectable

Roam Pacific CEO, Jacob Wolfowicz speaks out to *Phonecard Collector*.

At a time when some Custom Card clients of Telecom Australia are deserting the industry with fingers burnt or tails between their legs, at least one such client remains optimistic about the future of Custom phonecards, at least in the Australian context.

Roam Pacific's, Jacob Wolfowicz is committed to the Australian collectable phonecard market and says it stands up strongly especially when compared with the collectable market developing in the USA, where remote cards are the norm rather than the exception.

According to Mr Wolfowicz, Australian cards are issued in relatively low numbers. This makes for a valuable collectable given the size of the collector base and its potential for growth not only in Australia, but also overseas.

He said that Australians have become accustomed to a simply operated payphone system, where they just need to insert their card in the payphone, to establish remaining call value.

This differs significantly from the American system, where it is necessary to call a long distance operator and quote a card number and a P.I.N. (personal identification number) in order to be connect-

ed with the destination.

The system used in Australia has other advantages. "Telecom Australia's phonecards don't have a 'use-by' date whereas most American remote cards have a limited life. Australian cards bought by collectors can be used to make telephone calls - and still put into their collections.

Jacob Wolfowicz and his business partner, Dr Simon Gadir, were behind one of Australia's most successful Custom card releases - the issue for the 25th anniversary of the first manned moon landing by Apollo 11 and members of its crew.

"The Apollo 11 issue and the follow-up issue for Apollo 15, were the first and remain the *only* Telecom Australia phonecard series to comprise the entire range of available phonecard denominations - \$2, \$5, \$10, \$20 and \$50, with the \$2 card omitting the now mandatory "Complimentary Only" inscription. The omission of this inscription adds value and interest for the collector", he explained.

Roam's Apollo 15 series broke new ground, with an actual photograph of an astronaut - and his signature on the \$50

card.

It is strong subject matter, historical events and interesting adjuncts to issues, like astronauts' signatures and the full range of card denominations, which are establishing Roam as a significant and long-term player in the phonecard market.

The company recently launched a series of five historical World War II cards in conjunction with the Australian War Memorial in Canberra and will soon release a set of three cards commemorating the recent Israeli-Jordanian peace accord.

Roam is in the process of preparing a Russian phonecard set commemorating the end of World War II.

Meanwhile, Roam is maintaining its high industry profile and promoting its cards in Australia and beyond.

When the dust settles, Roam believes phonecard values will begin to show appreciation and many collectors will come to realise, at their cost, that they have missed out on many an opportunity to obtain what really are scarce cards at low issue prices.

TPC



PAYPHONICS

March 1995

Dear Collector,

All unallocated Pack A was shredded on 28 February 1995. We will advise the total number of Pack A in circulation next month. Thanks to Collectors who wrote in expressing satisfaction with PAYPHONICS Christmas Phonecard charity issue - we appreciate your thoughts and support. Hope you had an enjoyable Summer!

Craig M Hamilton Managing Director - Payphonics

PLEASE
SEND
ME:

Collector Packs:	Price (a)	Quantity (b)	Amount (a x b)
First Issue Pack A (P1 P2 P3) OFF SALE 28Feb95	OFF SALE		OFF SALE
First Issue Pack B (P4) SOLD OUT	SOLD OUT		SOLD OUT
Christmas 1994 pack C (P2-6)	\$16		units \$
Individual Cards:			
P1 First Issue	\$5		units \$
P2 First Issue	\$10		units \$
P3 First Issue	\$30		units \$
P4 First Issue	\$50		units \$
P2-6 Christmas 1994	\$10		units \$

Postage, packaging and insurance :
Orders greater than \$100 - free of charge
Orders less than \$100 - add \$3
Overseas - \$9 for each 200 cards or part thereof

Cards/Packs Total Cost \$

Add Post, Pack and Ins \$

Amount Payable (c) \$

PAYMENT
DETAILS:

Post This Order with Payment by
Money Order
Bank or Personal Cheque, or

ACN 065 493 450

Post or Fax This Order with
Payment by **Credit Card** type (tick)
Card Number:

Expiry Date:
Name on Card:

Bankcard Visa Mastercard

DELIVER
CARDS
TO:

Name
Street (or PO Box)
Suburb or Town
Post Code
Telephone Number

Today's
Date:

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Fax: Int +61 3 432 8488

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Champion.*

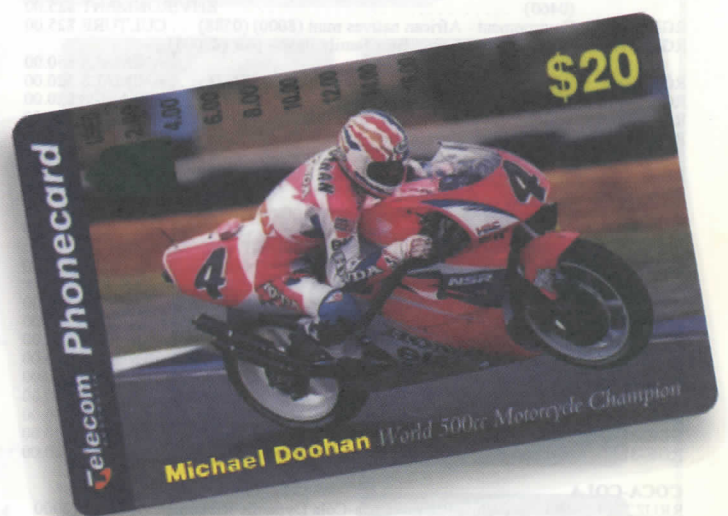
- Limited Edition Phonocard Collectors Pack.
- Strictly 5000 cards only.
- Only available through your Phonocard dealer.

Recommended Retail Price: \$59.50 plus postage & handling. Available from March.

Dealer Enquiries: Limited Edition Phonecards P/L

P.O. Box 36, Cherrybrook NSW 2126

PHONE: (02) 894 5067



World Cards

BT Privates

RGBT2088	England BT Rail Pride No. 1 "Mallard" mint in folder (500 only)	TRAINS \$25.00
RGBK2089	England BT Thunderbirds Scott Tracey & Thunderbird 1, mint in folder (1000 only)	COMICS \$25.00
RGBP2090	England BT Vickers VC-10 BOA plane mint in folder (500 only)	PLANES \$25.00
RGBP2091	England BT Air Pride No. 1 Bristol Britannia plane mint in folder (600 only)	PLANES \$25.00
RGBP2092	England BT Handley Page Herald Channel express plane mint in folder (1000 only)	PLANES \$25.00
RGBP2093	England BT Air Pride No. 2 Vickers Viscount plane mint in folder (600 only)	PLANES \$25.00
RGBP2094	England BT McDonnell Douglas DC10 Skytrain plane mint (1000 only)	PLANES \$20.00
RGBP2095	England BT McDonnell Douglas DC10-30 British Caledonian plane mint (1000 only)	PLANES \$20.00
RGBP2096	England BT Boeing 737 Air U.K. plane mint (1000 only)	PLANES \$20.00
RGBP2097	England BT Boeing 737-400 British Midland plane mint (1000 only)	PLANES \$20.00
RGBP2098	England BT Airbus 340 Virgin Airways plane mint (1000 only)	PLANES \$20.00
RGBP2099	England BT GB Airways plane mint (1000 only) with "HONG KONG" show overprint	EXHIBS/PLANES \$20.00
RGBC2100	England BT Maserati sports car mint (1000 only)	CARS \$20.00
RGBC2101	England BT Ford Cosworth Escort rally car mint (1000 only)	CARS \$20.00

GERMANY

RGEK3121	Fred Flintstone TV show advert mint (0183)	COMICS \$45.00
RGED3122	Lion King movie advert mint pair (2, one illustrated)	DISNEY/MOVIES \$40.00
RGEG3123	Women in lingerie/erotics mint (3 diff.) each	EROTIC \$20.00
RGEQ3124	Egyptian papyrus paintings set of 4 mint (only 3000) (0761)	ART \$80.00
RGEY3125	Berlin ATM (frama) stamps mint (only 4000) (K364)	STAMPS \$20.00
RGEY3126	Rontgen and Monorail stamps mint (only 4000) (K889)	STAMPS/TRAINS \$20.00
RGEY3127	1250 years Erfurt (town) stamp mint (only 4000) (K122)	STAMPS \$20.00
RGES3128	Mecklenburg soccer team mascot mint (only 3000) (0349)	SOCCER \$20.00
RGES3129	Nurnberg Ice Hockey team photo mint (only 2000) (0923)	ICE HOCKEY \$20.00
RGER3130	Stainer violin mint (only 2000) (K623)	MUSIC \$20.00
RGEK3131	Cartoon Statue of Liberty and King Kong (only 5000) (K811)	COMICS/USA \$20.00
RGEV3132	Marlboro cigarettes advertisement (only 9500) (K285A)	BRANDS \$20.00
RGEI3133	Lafayette steam carousel toy (only 6000) (K210)	TOYS \$20.00
RGEI3134	Miniature childrens ferris wheel toy (only 6000) (K1167)	TOYS \$20.00
RGEF3135	Linden Bitter Schnapps advert (only 2000) (0770)	ALCOHOL \$20.00
RGET3136	Steam locomotive towing house (only 5000) (0887)	TRAINS \$20.00
RGEA3137	Environment - Possum in tree mint (35000) (0017)	ANIMALS \$25.00
RGEL3138	Environment - Lightning storm mint (9000) (0460)	ENVIRONMENT \$25.00
RGEQ3139	Environment - African natives mint (8000) (0588)	CULTURE \$25.00
RGEA3140	Environment - Grizzly Bear family jigsaw pair (22000) (0062/3)	ANIMALS \$50.00
RGEA3149	Environment - horned goat mint (20,000) (0912)	ANIMALS \$20.00
RGEY3142	Saar Red Cross stamps mint (10,000) (0961)	STAMPS \$20.00
RGEY3143	Blue Mountains stamp on cover mint (10,000) (0068)	STAMPS \$20.00
RGE-3144	Coin, banknote, share and phonecard mint (2,200) (K1244)	CARDS \$20.00
RGEK3145	Comic strip featuring phone booth mint (3,000) (0808)	PHONES/COMICS \$25.00
RGEK3146	Cat, mouse and goldfish cartoon pair mint (1,500) (0018A/B)	COMICS \$25.00
RGEL3147	Colarsi-designed prototype cars mint (2 diff) (7000) (K964)	CARS \$20.00
RGEL3148	Sans Souci castle/concert mint (5000) (0046A)	LANDSCAPE/MUSIC \$20.00
RGEC3150	Benz 1928 Postal Van mint	TRUCKS \$20.00
RGEC3151	Lloyd 1929 electric Postal Van mint	TRUCKS \$20.00
RGEC3152	Benz 1950 Postal Van mint	TRUCKS \$20.00
RGEC3153	Benz 1951 Post Office bus mint	BUSES \$20.00
RGEC3154	First German telephone 1885 mint (30,000)	PHONES \$20.00
RGE-3155	Vatical gilded telephone 1900 mint (30,000)	PHONES \$20.00
RGE-3156	Bavarian telephone 1925 mint (30,000)	PHONES \$20.00
RGE-3157	Experimental telephone 1863 mint (30,000)	PHONES \$20.00

COCA-COLA

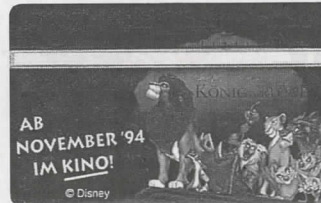
RRUZ2113	Belarus (White Russia) Coca-Cola Dynamic Ribbon Device mint (2000 only, chip card)	COCA-COLA \$45.00
RGEZ3120	Germany Coca-Cola Polar Bear advert in folder (25,000)	COCA-COLA \$25.00
RGEZ2086	Hungary Coke / Diet Coke advert cards mint pair	COCA-COLA \$25.00
RUSZ1029	USA-Sprint Coca-Cola set of 6 in folder mint (2000 only) FV US\$65	COCA-COLA \$240.00
RUSZ1024	USA Times Square 3 card jigsaw showing Coca-Cola billboard (set of 3) (only 2000) mint	COCA-COLA \$120.00
RUSZ1025	USA Coca-Cola 600/Mello Yello 500 NASCAR race (racing car) (only 3000) mint	COCA-COLA/CARS \$25.00
RUSZ1026	USA Coca-Cola 600/Mello Yello 500 NASCAR race (speedway) (only 1500) mint	COCA-COLA/CARS \$90.00
RGEZ3006	Germany Always Coca-Cola logo and bottle (10,000) mint	COCA-COLA \$25.00
REUZ2012	France Always Coca-Cola logo on Eurodisney advert card used	COCA-COLA/DISNEY \$15.00
REUZ2013	France Coca-Cola bottle and can on Coke advert card (13,600) mint	COCA-COLA \$75.00
REUZ2014	UK Coca-Cola and McDonalds billboards remote memory card mint	COCA-COLA \$25.00
REUZ2015	UK Always Coca-Cola logo (large) on BT private card (1,500) mint	COCA-COLA \$95.00

REUZ2016	Czech Coca-Cola branded vending machine card used	COCA-COLA \$30.00
REUZ2017	Belgium Coca-Cola dynamic ribbon device on private card (1000 only) mint	COCA-COLA \$139.00
RWOZ5000	China Shanghai Coca-Cola dynamic ribbon device in Chinese advert card mint	COCA-COLA \$45.00
RJAZ4000	Japan Coca-Cola delivery trucks (3 diff designs) used, each	COCA-COLA \$25.00
RJAZ4001	Japan "I feel Coke & sound special" advert, used	COCA-COLA \$25.00
RJAZ4002	Japan Coca-Cola/Barcelona Olympic sponsorship used	COCA-COLA/OLYMPICS \$25.00

Large selection of other used Japanese Coca-Cola phonecards available. Please send \$4 in cash or stamps for colour photocopies.

WORLD - New stock

RUSN1030	USA Year of the Pig FV US\$10 (only 2000)	NEW YEAR \$20.00
RUSM1031	USA Star Trek Generations set of 13 mint (only 2500) (FV US\$130)	STAR TREK \$198.00
RUSM1032	USA Star Trek Promo card set of 2 mint (FV US\$20)	STAR TREK \$49.00
RUSC1033	USA Zen Intergalactic Ninja comics set of 3 mint (2500 only)	COMICS \$60.00
RAUD2087	Austria Disney Lion King movie promo card mint	DISNEY/MOVIES \$15.00
RIRS2102	Ireland World Cup Soccer Team photo used	SOCCER \$5.00
RIRAF2103	Ireland Guinness sponsor of Irish soccer team used	SOCCER/ALCOHOL \$5.00
RIRC2104	Ireland Ford Mondeo Car of the Year used	CARS \$5.00
RIRN2105	Ireland 1993 Santa on telephone used	PHONES/CHRISTMAS \$5.00
RIRN2106	Ireland 1994 Santa in phonebox used	PHONES/CHRISTMAS \$5.00
RIRF2107	Ireland Gordons Gin advert used	ALCOHOL \$5.00
RIRF2108	Ireland Guinness sponsorship of arts used	ARTS/ALCOHOL \$5.00
RIRR2109	Ireland Garth Brookes (singer) used	MUSIC \$5.00
RIRR2110	Ireland Diana Ross (singer) used	MUSIC \$8.00
RIRR2111	Ireland Tina Turner (singer) used	MUSIC \$12.00
RIRP2112	Ireland Alouette III Irish Air Corps helicopter used	PLANES \$18.00
RHKN5008	Hong Kong 1994 Valentines Day (10,000, FV HK\$100) mint in folder	VALENTINES \$30.00



Austria Lion King mint

\$15.00



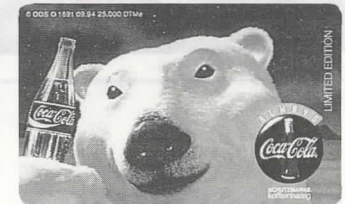
Germany Lion King mint

\$20.00



Germany Flintstones mint

\$45.00



Germany Coca-Cola mint in folder

\$25.00



USA Year of the Pig mint

\$20.00



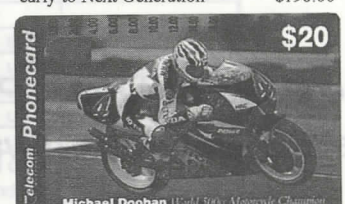
USA Star Trek Generations set (13) from early to Next Generation

\$198.00



Belarus (White Russia) Coca-Cola Dynamic Ribbon Device mint

\$45.00



Australia Michael Doohan mint in pack (5000 only)

\$59.50

Status Retail

PO Box A2176, Sydney South, NSW 2000, Australia

(02) 267 6116 Fax (02) 267 6124

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).

Larger orders at our cost.

STOP PRESS: New Australian Coca-Cola cards available shortly. Order now to secure your FREE Complimentary card!!!

Marilyn Monroe on U.S.A. phonecards

Status Retail has been appointed master distributor for an exciting series of phonecards from the United States featuring photographs of the legendary screen star, including some never before published.



Series II:
Black & white shot +
scene from
"Seven Year Itch"
2 cards -
face US\$30
price A\$60



Series I: With George Barris signature
4 cards - face US\$40 price A\$80

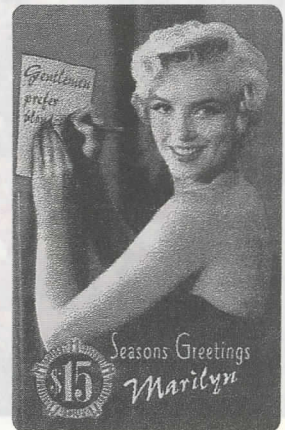
Status Retail

PO Box A2176, Sydney South,
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☎ (02) 267 6116 Fax (02) 267 6124

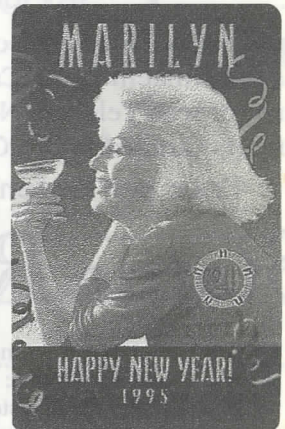
POSTAGE & PACKING: Certified in Australia
\$2 (loose cards only); \$4 (up to 5 folders);
Overseas Registered Airmail: min A\$12
(loose cards); A\$15 (up to 3 folders);
Ordinary Airmail (your risk) A\$2 (loose
cards); A\$4 (up to 3 folders).

TRADE ENQUIRIES INVITED



Series III:
Greetings - 3 cards
face US\$45
price A\$75

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Arcade (underneath
Sydney Hilton),
255 Pitt Street



NZ Disney card success story

THE resurgence of the Walt Disney Company as a filmmaker with such recent box office hits as *Aladdin* and *The Lion King* is having a positive effect on the worldwide phonecard market.

In mid 1994, Event Masters and the Walt Disney Company NZ launched the Disney Phonecard Series - an exclusive and ongoing series of NZ Telecom Phonecards featuring classic original art from the Walt Disney Studios.

The first Disney phonecard release in New Zealand was actually the last privately overprinted phonecard issue in that country. Only 1000 numbered sets of four cards were produced and released in June 1994 showing some of Mickey's first screen appearances from the late 1920s and early 1930.

Mickey Mouse will again be celebrated on New Zealand phonecards in a series entitled "Mickey in the War Years," due for release in June

1995.

The third highest grossing movie in the United States, *The Lion King* has proven to be a bonanza for Disney world-wide. It was chosen by Event Masters for their second Disney release and was the first official Telecom release.

Only 4000 numbered *Lion King* sets were released September 1994. The presentation was a masterpiece in itself, each set being presented in a beautifully designed and produced hard cover which raises the phonecard Phonecard for viewing when opened. A CD from the soundtrack is also included, featuring Elton John's hit single.

Another Disney blockbuster is set to thrill fans later in 1995. Event Masters is working with Disney to produce another phonecard package in conjunction with the new movie, which will include Mariah Carey or Whitney Houston on soundtrack.

Though it was once dubbed

"Disney's folly," *Snow White and the Seven Dwarfs* is as much loved now as when it was released in December 1937. This was the first full-length animated movie ever made and Disney mortgaged everything he owned to ensure the completion of this landmark in entertainment history.

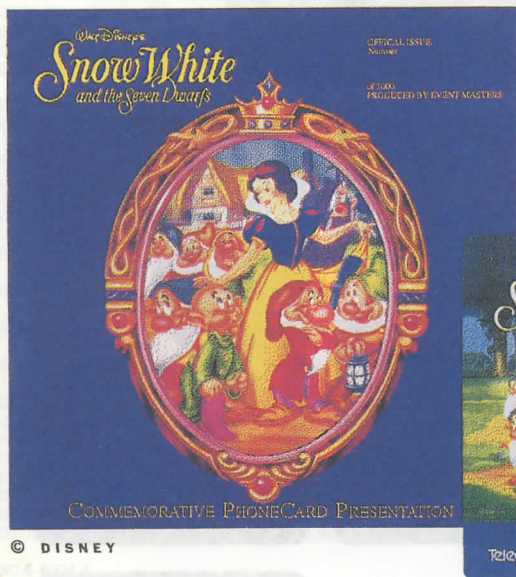
The movie won seven awards and its place in the annals of movie history is recalled with the third release in the New Zealand Disney series. Only 3000 numbered sets were released last December.

Chosen as the fourth release in the New Zealand Disney phonecard series, Disney's second full length feature, the story of the little Italian puppet boy - Pinocchio - is due for release later in 1995.

Disney subjects are among the most popular on phonecards anywhere in the world and the presentation of the New Zealand series is second to none.

TPC

Snow White and the Seven Dwarfs



For a listing of worldwide cards in stock, please see pages 3-32 of the December/January issue of *Phonecard Collector* magazine; for our comprehensive Australia and New Zealand listing, see pages 13-17 of the February issue.

Walt Disney's masterpiece, *Snow White and the Seven Dwarfs*, is celebrated in fairy tale style with this magnificent PhoneCard set from Event Masters in association with Walt Disney New Zealand. Three official Telecom New Zealand PhoneCards are presented in individually numbered presentation sets (limited to 3000).

Price per Presentation Set - A\$85 Price per Set of Three Loose Cards - A\$35

Status Retail

Available now from:

PO Box A2176, Sydney South, NSW 2000, Australia

(02) 267 6116 Fax (02) 267 6124

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

Delivery Extra: Certified in Australia A\$2 (loose cards only); A\$4 (up to five Presentation Sets); Overseas Registered Airmail minimum A\$12 (loose cards); A\$15 (up to three Presentation Sets); Ordinary Airmail (your risk) A\$2 (loose cards); A\$4 (up to 3 folders). Larger orders at our cost.

World rarest bird to feature on Norfolk Island foenkaad



Following on from the success of its first-ever telephone card issue, Norfolk Island Foenkaad will issue a set of two cards (\$5 and \$10 denominations) during April, featuring what must be the world's rarest surviving bird species - the Norfolk Island Boobook Owl. Only *one* bird is known to survive. It lived in the native forests for many years without company before it was noticed in the mid 1980s and trapped for study. Once it was confirmed that the sole surviving bird was a female, and that it was of advanced age and had never laid an egg, quick action was taken by the Australian Nature Conservation Agency to save something of the species. A New Zealand Boobook male was introduced and one clutch was successful. Since then, these owls have bred further and now the population is 11 owls. Unfortunately, the original female has been successful only once - it has laid a number of eggs, but none have hatched. The \$10 card features two hybrid Norfolk Island Boobook Owlets while the \$5 card features the unique Norfolk Island Boobook Owl.

The cards are available in mint sets of two (\$15) and also a descriptive pack (\$20). Supplies may be obtained from the Norfolk Island Foenkaad Bureau, PO Box 95, Norfolk Island (via Australia 2899) or from Status Retail, PO Box A2176, Sydney South, NSW 2000, Australia.

Order Form to

- Norfolk Island Foenkaad Bureau, PO Box 95, Norfolk Island (via Australia 2899). Fax +6723 23636
- Status Retail, PO Box A2176, Sydney South, NSW 2000, Australia. Fax +61 2 267 6124

Please supply mint sets of Norfolk Island Boobook Owl foenkaad @ \$15 \$.....

Please supply Norfolk Island Boobook Owl foenkaad descriptive packs @ \$20 \$.....

Added for receipted delivery \$ 3.45

Total enclosed by cheque money order bank draft} \$.....

Debit my MasterCard Bankcard Visa American Express}

Card # Expiry date:/..... Signature:

Name: ☎

Address:

MINI-DISPLAY ADS

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



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Stop press...Stop press...Stop press...Stop p Norfolk Island to withdraw 1st foenkaad issue April 7

THE first Norfolk Island foenkaad packs, issued last year, will be withdrawn from sale on April 7 1995 - approximately six months after they were issued.

Remaining foenkaad packs - with their distinct and unique numbering - will then be destroyed and following this, the number destroyed will be officially announced in Phonecard Collector magazine. Thus, collectors will know the exact number of packs which still exist in the market.

The first Norfolk Island foenkaad issue (three scenic cards issued last October 7) was released in three types: the Norfolk Pack (an edition of 6000); the Euro-Pack (2500); and the USA Edition (2500) - small numbers by international phonecard standards.

Loose cards will remain on sale until October 1996 (unless sold out earlier), but collectors should be aware that the numbering on the back of the cards is different to the

numbering on cards contained in the packs.

Norfolk Island Telecom introduced foenkaad for genuine telecommunications usage on the island - for use in payphones, especially for international calls. (Intra-island calls are free and the phone booths don't need card reading machines.)

Huge success

THE introduction of phonecards has been a huge commercial success on the island with an increase in phone booth usage of about 70% in the first three months.

The current issue of cards will therefore remain on sale as a definitive issue for use on the island - until October 6.

Norfolk's next set of foenkaad will feature the Boobook Owl (see advertisement elsewhere in this issue). The Norfolk Island Boobook Owl has the dubious distinction of being the world's rarest bird. Until recently, it

was alone, but a male New Zealand Boobook Owl was introduced in an effort to save at least some of the genes of the Norfolk species could be saved.

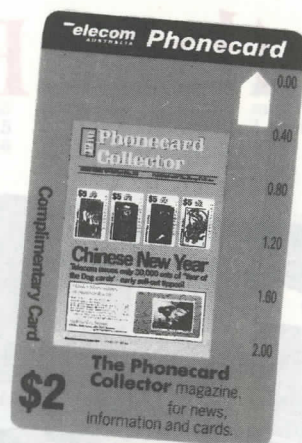
Fortunately, they paired up and there are now 11 owls on Norfolk Island - but still only one purebred Norfolk Island Boobook Owl.

Norfolk Island is developing a foenkaad issuing policy. Issues will continue to be restricted in number and will be limited to four per year.

Phonecard Collector readers who wish to obtain examples of the packs (\$45 each plus delivery) before they are withdrawn on April 6 are advised to place their orders without delay with the Norfolk Island Foenkaad Bureau or with Status Retail.

i Norfolk Island Foenkaad Bureau, P O Box 95, Norfolk Island (via Australia 2899)
Status Retail, P O Box A2176, Sydney South, NSW 2000, Australia.

Free Phonocard and Free Classified ads when you subscribe to Phonocard Collector magazine



If you subscribe to only one magazine, make it the magazine that's read by the most serious and most successful phonocard collectors, investors, dealers and phonocard issuing companies... subscribe to **Phonocard Collector** magazine today! Not only will you receive each colourful, informative new edition of the magazine delivered to your door, but you will also receive one FREE 1994 **Phonocard Collector** Complimentary phonocard (illustrated above) for a 12-issue subscription; two FREE cards for a 24-issue subscription; or THREE FREE CARDS for a 36-issue subscription! Only 10,000 cards were issued by Telecom.

THERE'S MORE!

Subscribe (or renew or extend your existing subscription) before June 30 1995 and we will give you FREE Classified ads in **Phonocard Collector** magazine. Use these ads to offer surplus cards or to seek the cards you need. Use them to make contact with other collectors, or to sell, *for cash*, any phonocards surplus to your own needs. You'll get 20 words FREE (a \$10 value) with a 12-issue subscription; 50 words FREE (a \$25 value) with a 24-issue subscription; or 100 words FREE (a \$50 value) with a 36-issue subscription.

IT WILL PAY YOU TO SUBSCRIBE TO Phonocard Collector MAGAZINE!

Subscription Rates (as at February 15 1995)

Country/Region	(12 issues)	(24 issues)	(36 issues)
Australia	A\$43.95	A\$83.95	A\$119.95
New Zealand, South Pacific	NZ\$69.95	NZ\$139.95	NZ\$199.95
Singapore, Malaysia and other ASEAN countries	Sing\$74.95	Sing\$149.95	Sing\$209.95
China, Hong Kong, Korea, Taiwan	HK\$450	HK\$850	HK\$1250
Canada, United States	US\$69.96	US\$129.95	US\$189.95
United Kingdom, Ireland (prices in £stg)	£49.95	£99.95	£139.95
Europe, West Indies, Middle East, Africa, South America	US\$75.00	US\$145.00	US\$215.00

A\$ cheques and drafts should be ordered payable to **Phonocard Collector**. HK\$, NZ\$, US\$, £stg cheques should be ordered payable to **Stamp Collector** please. Sing\$ and Malaysian Ringgit cheques should be ordered payable to Brian Moore.

We welcome the following Credit Cards: American Express, Bankcard, Diners Club, JCB, Mastercard and Visa.

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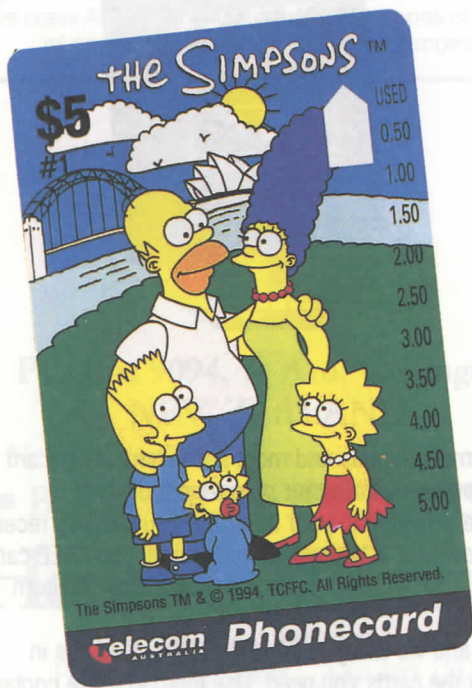
- Please enter my subscription for 36 24 12 issues and send me my FREE Complimentary telephone cards.
 I am subscribing before June 30 1995 - please accept my FREE 20-word 50-word 100-word Classified ad.
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Name: Signature:

Address:

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.....State.....P/code.....

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.....The Flintstones \$5 Collector's Pack @ \$24.00 \$.....

.....The Simpsons \$5 Collector's Pack @ \$24.00 \$.....

.....The Flintstones \$5 Loose Card @ \$19.00 \$.....

.....The Simpsons \$5 Loose Card @ \$19.00 \$.....

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Cheque / Money Order enclosed \$.....

Or debit my Bankcard / Mastercard / Visa card

Number

Expiry / Signed.....

The Market

Market Report 8

GEELONG (pack \$240)



\$1.50 Go Together
 mint \$85
 1 hole \$85
 used \$70



\$3 Float and Wave
 mint \$15
 1 hole \$12
 used \$8



\$6 Reach to Rescue
 mint \$15
 1 hole \$12
 used \$8



\$1.50 Surf Boats
 mint \$40
 1 hole \$40
 used \$35



\$3 Zodiac
 mint \$15
 1 hole \$15
 used \$10



\$6 Surf Crew
 mint \$70
 1 hole \$65
 used \$60

SOUTH AUSTRALIA (pack \$500)



\$2 Vineyard
 mint \$35
 1 hole \$20
 used \$6



\$2 River Murray
 mint \$45
 1 hole \$40
 used \$20



\$5 Adelaide Grand Prix
 mint \$45
 1 hole \$15
 used \$10



\$5 Flinders Ranges
 mint \$45
 1 hole \$20
 used \$15



\$10 Kangaroo Island
 mint \$75
 1 hole \$60
 used \$35



\$20 Adelaide City
 mint \$180
 1 hole \$30
 used \$15

GENERIC 1990 (\$5 pack \$120)



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



\$5 Logo
 mint \$45
 1 hole \$15
 used \$6



\$10 Logo
 mint \$195
 1 hole \$12
 used \$3



\$20 Logo
 mint \$75
 1 hole \$25
 used \$6



\$50 Logo
 mint \$70
 1 hole \$45
 used \$20

500th GRAND PRIX (pack \$80)



\$5 Alfa and Wreath
 mint \$60
 1 hole \$30
 used \$15

QUEENSLAND (pack \$280)



\$5 Barrier Reef
 mint \$20
 1 hole \$15
 used \$10



\$5 Gold Coast
 mint \$20
 1 hole \$20
 used \$20



\$10 Brisbane City
 mint \$195
 1 hole \$100
 used \$65

VICTORIA (pack \$400)



\$5 Melbourne City
 mint \$20
 1 hole \$10
 used \$4



\$5 River Murray
 mint \$25
 1 hole \$12
 used \$4



\$10 Grampians
 mint \$60
 1 hole \$15
 used \$6

NEW SOUTH WALES (pack \$650)



\$2 Orang-utan
 mint \$15
 1 hole \$3
 used \$2



\$2 Echidna
 mint \$20
 1 hole \$4
 used \$3



\$5 Platypus
 mint \$30
 1 hole \$28
 used \$25



\$5 Giraffe
 mint \$50
 1 hole \$25
 used \$15



\$10 Cheetah
 mint \$250
 1 hole \$15
 used \$8



\$20 Zoo Entrance
 mint \$60
 1 hole \$45
 used \$20

ACT (pack \$300)



\$2 Royal Aust. Mint
 mint \$20
 1 hole \$18
 used \$10



\$2 Canberra View
 mint \$40
 1 hole \$35
 used \$20



\$5 Questacon
 mint \$15
 1 hole \$15
 used \$10



\$5 War Memorial
 mint \$40
 1 hole \$35
 used \$20



\$10 Telecom Tower
 mint \$150
 1 hole \$60
 used \$30

WEST AUSTRALIA (pack \$80)



\$2 Perth Skyline
 mint \$25
 1 hole \$25
 used \$20



\$5 Karri Forest
 mint \$25
 1 hole \$25
 used \$20



\$10 Bungle Bungles
 mint \$30
 1 hole \$30
 used \$25

NORTHERN TERRITORY (pack \$65)



\$5 Crocodile
 mint \$25
 1 hole \$25
 used \$20

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

Keep up-to-date with new issues...
 subscribe to **Phonecard Collector** today!

Subscribe to **Phonecard Collector**, save money
 and get your magazine sooner!

	\$5 Ayers Rock	
	mint	\$45
	1 hole	\$45
	used	\$40

TASMANIA (pack \$65)

	\$2 Cradle Mountain	
	mint	\$40
	1 hole	\$40
	used	\$30

	\$5 Hunter Street	
	mint	\$25
	1 hole	\$25
	used	\$20

GENEVA CONFERENCE (pack/folder \$700)

	\$5 Koala	
	mint	\$190
	1 hole	\$150
	used	\$140

RED CROSS (pack \$320)

	\$2 Health and Safety	
	mint	\$15
	1 hole	\$15
	used	\$4

	\$2 Blood Transfusion	
	mint	\$35
	1 hole	\$25
	used	\$15

	\$5 Community Service	
	mint	\$30
	1 hole	\$15
	used	\$3

	\$5 Youth	
	mint	\$30
	1 hole	\$15
	used	\$3

	\$10 Disaster Relief	
	mint	\$60
	1 hole	\$8
	used	\$3

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


AUSTRALIA DAY 1992 (pack \$90)

	\$5 Abstract	
	mint	\$45
	1 hole	\$35
	used	\$20

OLYMPIC GAMES 1992 (pack \$350)

	\$2 Hockey	
	mint	\$65
	1 hole	\$25
	used	\$8

	\$5 Willy	
	mint	\$50
	1 hole	\$15
	used	\$8

	\$5 Swimming	
	mint	\$30
	1 hole	\$3
	used	\$1

When you have phonecards to sell... bear in mind that a dealer, out of commercial necessity, will offer you less than his selling price. He has to *make a living* out of trading.

	\$5 Cycling	
	mint	\$30
	1 hole	\$3
	used	\$1

	\$10 Track & Field	
	mint	\$30
	1 hole	\$3
	used	\$1

	\$20 Marathon	
	mint	\$45
	1 hole	\$15
	used	\$8

TELECOM ADVERTISING

	\$5 Messages	
	mint	\$12
	1 hole	\$2
	used	\$1

	\$5 Hit a Snag	
	mint	\$15
	1 hole	\$3
	used	\$2

	\$10 Turn up the Volume	
	mint	\$25
	1 hole	\$2
	used	\$1

	\$20 Don't Hang Around	
	mint	\$40
	1 hole	\$15
	used	\$8

CHRISTMAS 1992

	\$1.50 Bird Choir	
	mint	\$200
	1 hole	\$200
	used	\$175

(Note: \$1.50 issued in greeting card folder.)

	\$5 Wombats on Beach	
	mint	\$15
	1 hole	\$3
	used	\$2

	\$10 Koala Santa Claus	
	mint	\$60
	1 hole	\$5
	used	\$3

AUSTRALIA DAY 1993 (pack \$45)

	\$5 Happy Faces	
	mint	\$20
	1 hole	\$3
	used	\$2

TELECOM GENERIC - TOURISM

	\$5 Sydney Opera House	
	mint	\$10
	1 hole	\$2
	used	\$1

	\$10 Kangaroo	
	mint	\$20
	1 hole	\$3
	used	\$1

	\$20 Great Barrier Reef	
	mint	\$30
	1 hole	\$5
	used	\$2

	\$50 Koala	
	mint	\$120
	1 hole	\$75
	used	\$40

Phonecard Collector Classified ... It really works

ENDANGERED SPECIES (pack \$120)

	\$5 Wallaby	
	mint	\$25
	1 hole	\$3
	used	\$2

	\$5 Wombat	
	mint	\$25
	1 hole	\$3
	used	\$2

	\$10 Numbat	
	mint	\$20
	1 hole	\$4
	used	\$3

Market Report prices are based on a compilation of leading dealer's prices.

INDIGENOUS PEOPLE - Aboriginal Art (pack \$45)

	\$5 Creation of Life	
	mint	\$7
	1 hole	\$4
	used	\$3

	\$10 Life on Earth	
	mint	\$15
	1 hole	\$5
	used	\$3


	\$20 Eternity	
	mint	\$25
	1 hole	\$15
	used	\$10

ADVERTISING CARDS 1993

	\$5 KMart / AC Cola	
	mint	\$8
	1 hole	\$8
	used	\$6

	\$10 KMart / Camping	
	mint	\$14
	1 hole	\$12
	used	\$8

	\$20 KMart / Clothing	
	mint	\$25
	1 hole	\$20
	used	\$12

	\$10 XXXX - Beer	
	mint	\$14
	1 hole	\$12
	used	\$8

LANDSCAPE 1993 (pack \$45)

	\$5 Kakadu Billabong	
	mint	\$7
	1 hole	\$2
	used	\$1

	\$10 Lizard Island	
	mint	\$12
	1 hole	\$5
	used	\$3

	\$20 Northern Flinders Ranges	
	mint	\$25
	1 hole	\$15
	used	\$6

When you have phonecards to sell... bear in mind that top prices are asked (and offered) only for top quality cards. Inferior copies, with bends or scratches are worth less.

SYDNEY OLYMPIC BID 2000

	\$5 Olympic Bid Logo
	mint \$25
	1 hole \$15
	used \$8

MICROSCOPY - Micro-photographs (pack \$70)

	\$5 Marine Plankton
	mint \$7
	1 hole \$2
	used \$1

	\$10 Butterfly Eggs
	mint \$12
	1 hole \$5
	used \$3

	\$20 Pollen Grains
	mint \$25
	1 hole \$15
	used \$8

TELECOM GENERIC (New Logo)

	\$5 Sydney Opera House
	mint \$8
	1 hole \$2
	used \$1


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


	\$20 Great Barrier Reef
	mint \$30
	1 hole \$6
	used \$2

	\$50 Koala
	mint \$80
	1 hole \$40
	used \$25

ENVIRONMENT PROTECTION (pack \$60)


	\$5 Recycle
	mint \$7
	1 hole \$3
	used \$2

	\$10 Plant a Tree
	mint \$12
	1 hole \$5
	used \$3


	\$20 Be a Green Consumer
	mint \$25
	1 hole \$6
	used \$3

CHRISTMAS 1993

	\$5 Outback Consumer
	mint \$10
	1 hole \$3
	used \$2

	\$10 City Christmas
	mint \$20
	1 hole \$5
	used \$3

AUSTRALIA DAY 1994 (pack \$100)

	\$5 Abstract Design
	mint \$15
	1 hole \$3
	used \$2

AUSTRALIAN DINOSAURS (pack \$120)

	\$5 Muttaborrasaurus
	mint \$7
	1 hole \$2
	used \$1

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

	\$20 Minmi
	mint \$25
	1 hole \$15
	used \$7

TAMWORTH COUNTRY MUSIC FESTIVAL [PACS] (pack \$70)

	\$5 Golden Guitar Award
	mint \$35
	1 hole \$35
	used \$30

	\$5 Lee Kernaghan
	mint \$35
	1 hole \$35
	used \$30

YEAR OF THE DOG


	\$5 Dog on Ball
	mint \$8
	1 hole \$8
	used \$5

	\$5 Dog on Unicycle
	mint \$8
	1 hole \$8
	used \$5


	\$5 Dogs and Flowers
	mint \$8
	1 hole \$8
	used \$5


	\$5 Dog and Ribbon
	mint \$8
	1 hole \$8
	used \$5


SWISSH [PACS] (pack \$45)

	\$5 Chocolate Bar
	mint \$35
	1 hole \$35
	used \$30

ENDANGERED SPECIES/WWF (pack \$90)

	\$5 Bilby
	mint \$7
	1 hole \$2
	used \$1

	\$10 Western Swamp Turtle
	mint \$12
	1 hole \$3
	used \$2


	\$20 Gouldian Finch
	mint \$25
	1 hole \$15
	used \$8

LANDSCAPE 1994 (pack \$75)

	\$5 Bollard's Lagoon, SA
	mint \$8
	1 hole \$7
	used \$4

Phonocard Collector Classified ... It really works!
 Advertise your wants - or your spare cards -
 for only 50 cents per word (maximum)!

	\$5 Lamington Nat. Park
	mint \$8
	1 hole \$7
	used \$4

	\$5 E. Alligator River
	mint \$8
	1 hole \$7
	used \$4

	\$5 The Pinnacles
	mint \$8
	1 hole \$5
	used \$4


	\$5 Mt. Ben Lomond
	mint \$8
	1 hole \$5
	used \$4

	\$10 Mt. Hotham
	mint \$12
	1 hole \$2
	used \$1

	\$20 Crescent Head
	mint \$25
	1 hole \$8
	used \$4

DANCE/BALLET

	\$5 Ballet
	mint \$7
	1 hole \$2
	used \$1


	\$5 Dance
	mint \$7
	1 hole \$2
	used \$1


	\$10 Dance
	mint \$12
	1 hole \$3
	used \$1

	\$20 Ballet
	mint \$25
	1 hole \$8
	used \$4

COMMONWEALTH GAMES (pack \$70)

	\$5 Diving
	mint \$7
	1 hole \$2
	used \$1

	\$5 Cycling
	mint \$7
	1 hole \$2
	used \$1

	\$10 Shot Put
	mint \$12
	1 hole \$3
	used \$2

PHONECARD COLLECTOR MAGAZINE



	\$2 Phonocard Collector magazine
	mint \$40
	1 hole \$40
	used \$35

TOYOTA

	\$2 New Corolla
	mint \$40
	1 hole \$40
	used \$35

Got something to say? Then write to the editor.

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 \$25
-  \$2 Tony Modra pack \$25

ALBURY HIGH SCHOOL (pack \$30)


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

OPERA HOUSE (pack \$70)



-  \$5 Opera House Festivities mint \$22
1 hole \$20
used \$17
-  \$5 Opera House by Day mint \$22
1 hole \$20
used \$17
-  \$5 Olympic Night mint \$22
1 hole \$20
used \$17

MUSEUM OF CONTEMPORARY ART (pack \$75)


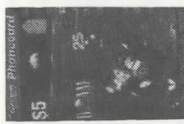



-  \$2 Circular Quay, Sydney mint \$12

-  \$20 Campbell's Soup Can mint \$65
1 hole \$50
used \$40



AUSTRALIAN FOOTBALL LEAGUE

-  \$2 Stephen Silvagni pack \$20
-  \$2 Chris Mainwarring pack \$20


APOLLO 11 - 25 YEARS (pack \$300)

-  \$2 Saturn V Lift-off mint \$15
1 hole \$2
used \$1
-  \$5 Lunar Module *Eagle* mint \$20
1 hole \$21
used \$18
-  \$10 Descending the ladder mint \$20
1 hole \$18
used \$15
-  \$20 Astronauts deploy the flag mint \$60
1 hole \$50
used \$40
-  \$50 Tranquility Base mint \$225




COURAGE UNDER FIRE (pack \$40)

-  \$5 Fire Fighter mint \$15
-  \$5 The Aftermath mint \$15

VICTORIA STAMP TRADERS - 30th ANNIVERSARY

-  \$2 Globe mint \$10



SPIES HECKER (pack \$60)

-  \$5 Alfa Romeo mint \$22
1 hole \$18
used \$15
-  \$5 Osca mint \$22
1 hole \$18
used \$15
-  \$5 Ferrari mint \$22
1 hole \$18
used \$15


AUSTRALASIAN STAMP DEALERS' ASSOCIATION (ASDA) STAMP CLASSICS #1 (pack \$25)

-  \$5 Western Australia 4d "inverted swan" mint \$25



RALLY AUSTRALIA (pack \$60)

-  \$5 Subaru mint \$20
1 hole \$15
used \$13
-  \$5 Mobil mint \$20
1 hole \$15
used \$13

Phonocard Collector Classified ... It really works!
Advertise your wants - or your spare cards - for only 50 cents per word (maximum)!

-  \$10 \$5 Winners mint \$20
1 hole \$15
used \$13


ZOOS (pack \$35)

-  \$5 Elephants, etc mint \$13
-  \$5 Orang-utan, etc mint \$13

CARDEX '94 (pack \$65)

-  \$5 Australian flowers mint \$10
1 hole \$8
used \$6





BOOKMUNCHER

-  \$5 Bookmuncher mint \$7
1 hole \$2
used \$1




SOCIAL SECURITY

-  \$4 Payphone booth mint \$10
1 hole \$2
used \$1

SURF LIFE SAVING (pack \$50)

-  \$5 Underwater mint \$7
\$20 mint \$25
1 hole \$5
used \$3
-  \$5 Rescue mint \$7
1 hole \$2
used \$1
-  \$10 Life Saving History mint \$12
1 hole \$2
used \$1
-  \$20 Boat Rescue mint \$25
1 hole \$15
used \$10

CHRISTMAS (pack \$45)

-  \$5 Christmas mint \$7
1 hole \$2
used \$1
-  \$10 Christmas mint \$12
1 hole \$2
used \$1
-  \$20 Christmas mint \$25
1 hole \$5
used \$3

RENTLO


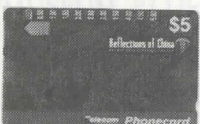

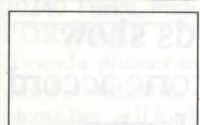

-  \$2 Rentlo mint \$150
1 hole \$100
used \$60

Keep your phonocard collection in an album.
This will maintain cards in better condition.


ANIMAL EYES (pack \$335)

-  \$50
-  \$50
-  \$50
-  \$50


REFLECTIONS OF CHINA

-  \$5
-  \$5
-  \$5
-  \$5
-  \$5

BLACK OPAL (pack \$34)

-  \$10
mint \$24



THIRLMERE RAILWAY 1994 (pack \$25)

-  \$2
\$2 Steam Festival
mint \$18

FINGAL POST OFFICE (pack \$14)

-  \$2 Post Office


DISNEY (pack \$35)

-  \$2 Mickey Mouse
-  \$2 Donald Duck


LLOYD REES (pack \$60)

-  \$20
mint \$40
1 hole \$30
used \$20

SUMMERTIME I (pack \$10)

-  \$2
mint \$7

SUMMERTIME II (pack \$10)

-  \$2
mint \$7

COCA-COLA (pack \$25)

-  \$2 Polar Bear

COCA-COLA (pack \$25)

-  \$2 Santa Claus

DIAL-A-BOX (folder \$20)

-  \$2 Removal Container


5th ANNIVERSARY PHONECARD

-  \$5 Cockatoo
mint \$12
1 hole \$7
used \$4

NEWSAGENT

-  \$5 Publications
mint \$7
1 hole \$2
used \$1


BOOKMUNCHER

-  \$10 Bookmuncher
mint \$12
1 hole \$2
used \$1


AUSTRALIA DAY 1995 (pack \$16)

-  \$5 Children's Faces
mint \$7
1 hole \$2
used \$1

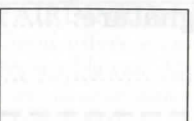
LUNA PARK (pack \$24)

-  \$5 Luna Park Entrance
mint \$18

THIRLMERE RAILWAY 1995 (pack \$2)

-  \$2 Steam Festival
mint \$18

NATIONAL PARKS & WILDLIFE (pack \$120)

-  \$2 x 15
Set of 15 different cards
showing views of parks
and wildlife




ONE AUSTRALIA (pack \$300)

-  \$5 "Reaching"
-  \$5 "The Auld Mug"
-  \$10 "Up Wind"
-  \$10 "Pre-Start Manoeuvres"

APOLLO 15 (pack \$215)

-  \$2
-  \$5
mint \$15
1 hole \$12
used \$10
-  \$10
mint \$20
1 hole \$15
used \$12
-  \$20
mint \$40
1 hole \$30
used \$25
-  \$50

INVISIBLE HERITAGE

-  \$5
mint \$7
1 hole \$2
used \$1
-  \$10
mint \$12
1 hole \$3
used \$2
-  \$20
mint \$25
1 hole \$8
used \$6

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Phonocard Collector Classified

Basic Phonocard Collector 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 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 Phonocard Collector for the price of seven.) American Express, Bankcard, Diners' Club, JCB, MasterCard, Visa welcome.

EXCHANGE: Send 10, 25, 50 or 100 used phonocards of Australia, New Zealand, Karibik and Asia and get 10, 25, 50 or 100 used German cards back. K-H WEINLICH, In den Klängen 9, D-64686 Lautertal, Germany. ³¹³⁸

HARD TO FIND COUNTRIES - Sao Tome - Guinee - Vanuatu - Tonga - Cook - Micronesia - San Marino - Niger - Albania - Costa Rica - Liechtenstieb - Vaticano. Price list free. **TOBACCO MUSEUM**, P O Box 44, 41100 Modena - 10, Italy. Fax +39 59 35 33 80. ³¹⁴²

WANTED TO EXCHANGE: Phonocards (no Italy/England). Advertiser cards available. Long term exchange possible. Answers all letters. **CAI YI KUN**, 126 Kim Tian Road #04-81, Singapore 0316. ²⁸³¹

WRITE for my pricelist of **FINLAND** cards. **MARKO VUORINEN**, 7i 277, 20240 Turku, Finland. ³¹³²

FOR SALE - Australian troops in Rwanda phonocards. \$20 card, one hole good condition, with no scatches or blemishes, sell for \$30. \$50 card, one small scratch, offers? **JULIAN TENNANT**, 35 Kimberley Road, Hillarys, WA 6025, Australia. ³¹³¹

I EXCHANGE German, Belgian, Japanese, British, Netherlands, Kuwait, French pictorial phonocards for other countries. No Italian or definitives. Minimum 15 cards each time. I also exchange Coca-Cola cards and difficult countries for cards with Mickey, BMW, Audi, Coca-Cola. **VAN UDEN**, B. Sabotlaan 10, 8340 Damme, Belgium. ³¹³¹

CARDS FROM ALL OVER THE WORLD, 1 card from 20, 25, 30, 50, 75 and more different countries. **JEAN-PIERRE PARMENTIER**, Elfde Juliastraat 97, B-8530 Harelbeke, Belgium. ³¹³³

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Currency Collector

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Paper money - essential but often taken for granted

TODAY we take for granted the value of the notes in our wallet. However recent events in Russia and other troubled countries again remind us that the value of our notes is contingent upon the strength of our economy and the stability of our political system.

Paper money is simply a way of raising credit. However, with governments, as with individuals, there is trouble if credit is extended beyond capacity to pay! The use of paper money is not a modern phenomenon.

You might ask why anyone would exchange a coin which has an intrinsic value in its metal content (gold or silver) for a piece of paper.

However the Chinese were circulating banknotes in the eleventh century. This strangely came about because of the drain of copper coins out of the central Chinese province of Shanxi into the neighbouring provinces.

So in, retaliation, the local authorities decided to produce iron coins. This, of course, had a dramatic and negative effect on trade, so merchants deposited all their coins in banks and traded with their deposit notes as a form or currency.

The Liao dynasty government then closed the banks and replaced the deposit notes with government notes.

However, with poor supervision and uncontrolled issuing of paper money, the paper currency soon became worthless.

Later, with the invasion by the Mongols and the critical shortage of bronze coins, a paper money system was reintroduced.

This time, with careful control and backing by silver reserves it was successful.

The Mongols, who, themselves were very successful in military and political terms throughout other parts of Asia, spread this system of paper money successfully as their influence spread.

Even the Japanese, who were never conquered by the Mongols,

though they had several serious attempts to do so, issued banknotes emanating in the early 1600s from Osaka.

The west had to wait for a Swedish merchant, Johanne Palmstruch from Stockholm, to start a system of credit notes in 1660.

However, for all intents and purposes, they were banknotes, being transferable and payable on demand.

The practice spread for different reasons. England, which was at war with France and needed money for its war chest, formed the Bank of England in 1694 and issued notes to depositors.

The trend to finance solutions to problems with local bills of credit spread to America and France. However, most of these activities ended in disaster for the holders of the notes or bills.

Economic development made it necessary for the spread in the western world, especially in the USA, of local banks and notes.

With every failure, more and more pressure was exerted on the central authorities for regulations and control. The system and its accountability strengthened and, despite several outstanding exceptions (such as the German, Hungarian and Chinese hyper-inflation periods of the 1920s and 1940s) the twentieth century has seen the development of the system of checks and balances that makes paper money a stable and trusted vehicle of commerce in most countries.

By the middle of the 21st century, if technology continues to advance as it has, banknotes will outlive their utility with the advent of new payment systems such as the electronic purse.

However, they will never outlive the fascination they hold for collectors. As collectors 600 years ago studied and researched the coins of the ancient world so will the generations to come collect and study the banknotes of the 10th to 20th centuries.

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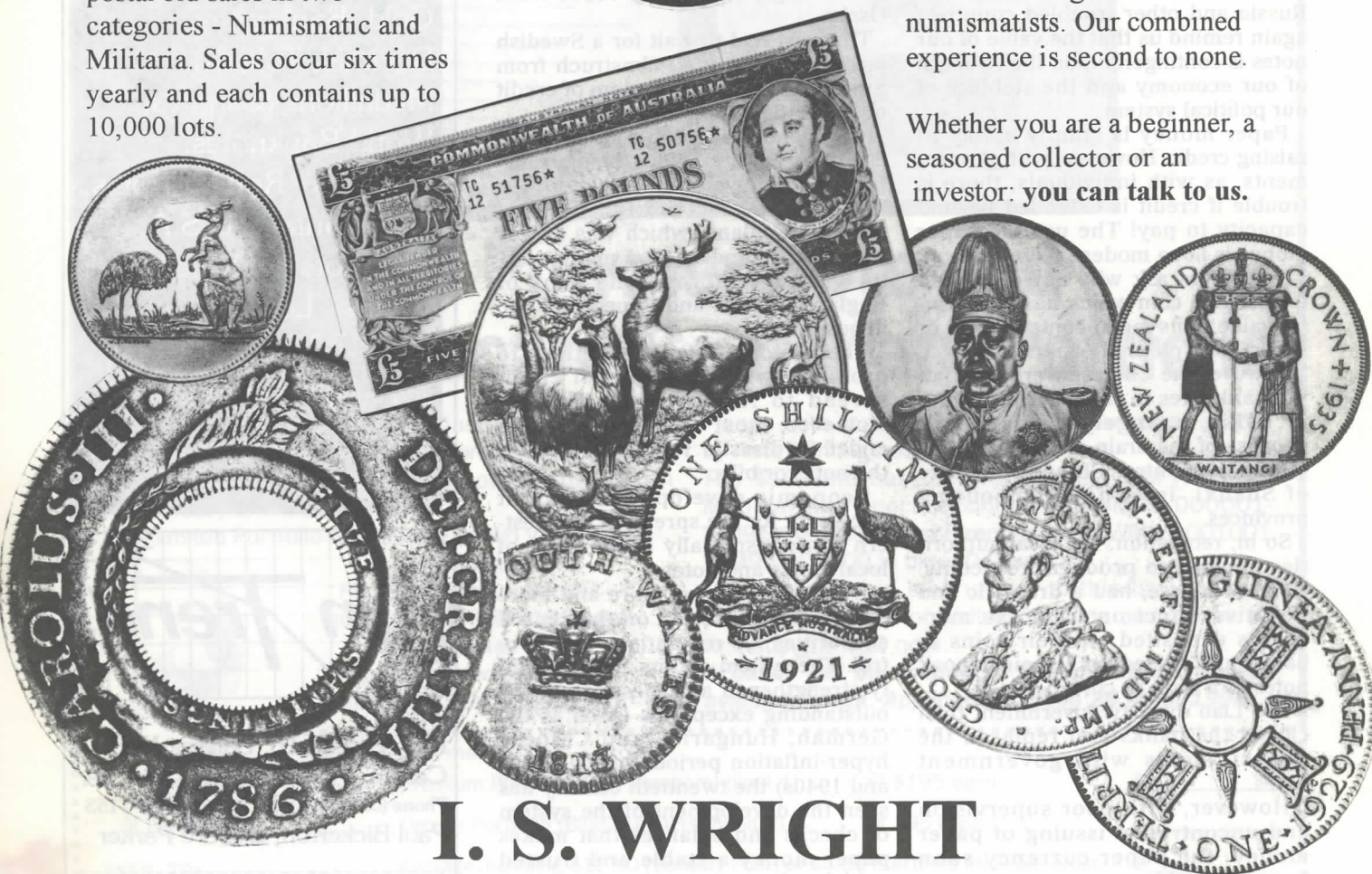
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Stamps of another coin

GERALD HOBERMAN, a past president and fellow of the South African Numismatic Society presented an illustrated lecture to members of the society and the Royal Philatelic Society at the South African Cultural History Museum in Cape Town on March 29 1993. The subject of that lecture is now a beautifully produced book, published by the South African Numismatic Society in association with Spink & Son Ltd, London.

Hoberman's talents as both photographer and philatelist are widely acknowledged. His talk given at Cape Town joined numismatic fine art photography and numismatic philately "in a unique marriage - dramatically highlighting a bridge between the culture and of the ancient and modern world," wrote Natalie Jaffe, president of the South African Numismatic Society, in her preface to the book.

"The intricacies of design, symbolism and historical significance of coins and stamps was brought to the fore. The talk was dramatically illustrated with projected enlargements of coins, juxtaposed with the corresponding coin depicting the relevant coin."

Hoberman's talk was dedicated to Xavier Piat, a philatelist of long-standing and contributor of a fortnightly philatelic column to *The Argus*, a Cape Town daily newspaper, for more than 20 years.

"For me," wrote Piat in his introduction, "the seeds of numismatic philately were sown with the first issue of stamps at the birth of the State of Israel in 1948, when ancient Hebrew coins with their evocative message and symbolism were dramatically featured on the now famous 'Doar Ivri' series, probably the principle forerunner of the thematic concept of 'Coins on Stamps'."

"Worldwide, there are currently some 500 postage stamps depicting coins listed. Some series include fascinating diverse instruments of barter, such as bronze, jade, bones and shells to name a few," wrote Piat.

ACCORDING to Hoberman, "Both coins

and stamps evolved out of utilitarian necessity.

"Coins have been a profound instrument of human interaction. These small portable and durable objects of convenience were made of specific precious metals of a consistent prescribed weight and purity, bearing the stamp of attestation by the issuing authority. It was important that they were not duplicated by the man on the street. They were widely and readily accepted as instruments of value and exchange. They were also a practical means of accumulating wealth as compared to the older often cumbersome objects of barter such as cattle, animal skins and heavy iron ingots."

Hoberman's work gives outstanding background information as to the origin of coinage and will do much to initiate stamp collectors into the world of numismatics. In a poignant reference, he compares the relative age of coins and stamps.

"The earliest coins known were struck around 650 B.C. in Asia Minor (Turkey). The earliest adhesive paper postage stamps were issued in England in 1840."

The author has a strong appreciation for the artistic qualities of both coins and stamps and the excellent photography and graphic reproduction to be found in his book will do much to interest the casual reader in the subject.

"Coins were once the pride of the Ancient Greek city states, whose authorities vied to hire the best die engravers known to produce minuscule masterpieces such as (the gold Stater issued circa 350 B.C. in Pantikapaion in the Black Sea Region (on the Crimean Peninsula).

"Superbly struck in high relief this coin represents Ancient Greek art at its finest.

"The metaphysical quality of Pan's gaze, the constricted eyebrows, the interplay of ordered and wild hairlocks and horse's ears, suggests a godlike yet tempestuous and capricious woodland deity that could cause *panic*, a fear without any reason, which would seize a multitude of people."

Hoberman suggests that, whilst pro-

duction values for postage stamps are improving, those for coins are not. "Coins have degenerated into worthless bits of alloy - mere tokens of value, generally of relatively mediocre artistic merit, spewed out uncaringly by high speed minting machines for a public generally oblivious of their artistic potential and contemptuous of their ever depreciating worth.

"Recently issued postage stamps on the other hand have become more sophisticated in design and reflect the huge strides in photography, graphic design, colour printing techniques and paper manufacture. They do however suffer overwhelming competition from the media."

Hoberman believes that postage stamps offer a valuable opportunity for displaying rare coins to a public otherwise deprived of seeing very rare pieces in the hands of few collectors or in museum collections.

He displayed a Greek Tetra-drachm struck circa 440 B.C., portraying Athena, goddess of Athens, on the obverse and the owl with the facing head, olive sprig and a decrescent moon on the reverse. Such coins were issued in large numbers and are sometimes referred to as "owls" and were widely respected for their consistent weight and fineness.

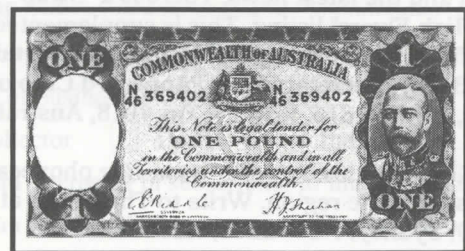
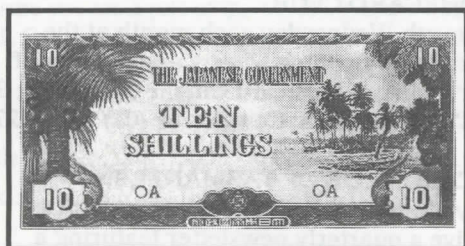
Hoberman then displayed three stamps depicting this coin, albeit with different interpretations: Greece's 3.50 Drachma stamp issued in 1963; its 15 Drachma stamp issued in 1984 commemorating the sesquicentenary of Athens as capital of Democratic Greece; and the Republic of Niger's 75 Franc stamp issued in 1977 to celebrate the artistry of Ancient Greece.

It is available from Spink & Son Ltd, London, for £15 plus £3 postage and packing (£6 for air carriage).



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Directory of Clubs

AUCKLAND (NZ) PHONECARDS SOCIETY, INC
Meets the first Sunday every month at 10.30am, Mt Albert Senior Citizens Hall. Postal enquiries to:
Auckland (NZ) Phonecards Society, Inc, PO Box 11456, Ellerslie, Auckland, New Zealand.

AUSTRALIAN PHONECARD COLLECTORS CLUB, INC
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THE MELBOURNE PHONECARD CLUB, INC
Meets first Saturday each month at 1pm at the Northcote Senior Citizens Centre, 18A Bent Street, Northcote (Melway 30 E7). Visitors welcome. The club seeks exchange of Australian for international phonecards. The Melbourne Phonecard Club, Inc, PO Box 197, Heidelberg West, Vic 3081, Australia.

PENINSULA PHONECARD COLLECTOR CLUB
Meets on the fourth Tuesday of each month at Sparrow Reserve, 13th Avenue, Woodville North. Peninsula Phonecard Collectors Club, P O Box 462, Woodville, SA

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Meets on the second Saturday each month at the Anglican Church Hall, Corner Sixth Avenue and Point Nepean Road (Melway 158 D12). All welcome!
Rosebud & District Collectors' Club, Inc, PO Box 211, Rosebud, Vic 3939, Australia.

SYDNEY PHONECARD CLUB
Meets on the fourth Wednesday each month at the Auditorium, St Marys Bowling Club, Carson Lane (off Queen Street). Sydney Phonecard Club, PO Box 773, St Marys, NSW 2760, Australia. Contact ☎ (02) 835 2427.

THE PHONECARD CLUB OF TASMANIA, INC
Meets monthly at the Goodwill 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 Phonecard Club of Tasmania, Inc, PO Box 816, Rosney, Tas 7018, Australia.

FREE LISTING in this directory for bona-fide phonecard clubs in the Asia-Pacific region. Write to The Editor at GPO Box 3780, Sydney, NSW 2001, Australia.



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