

Phonocard Collector

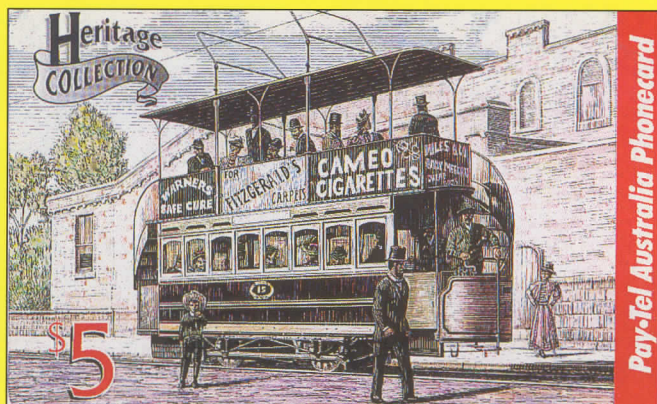
SALE \$1.26 MILLION
SUPER
OF PHONECARDS

JUNE/JULY 1994

No. 26

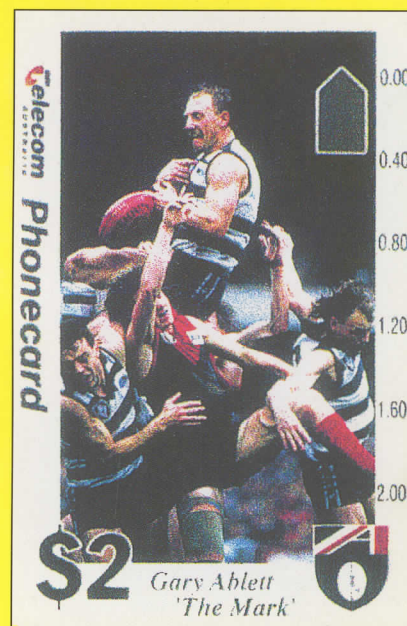
ISSN 1321-7615

\$3.50*



Pay-Tel Heritage card shows Hobart tram

First koala card



AFL on the cards:
Gary "The Mark" Ablett

Also inside:

- NZ CARD SELLS FOR \$26,000
- AUSSIE & KIWI PHONECARD MARKETS GO WILD!



IN EVERY ISSUE: the latest market prices for Australian cards plus dozens of Classified ads!

TELEPHONE CARDS:

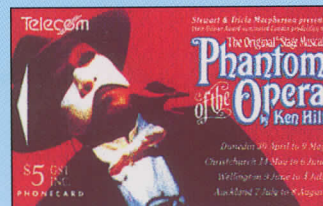
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Telecom Australia Sydney 2000 Bid, forerunner of all the upcoming Sydney 2000 cards. Mint\$24



Germany Sydney Opera House view. Very Fine Used.....\$14



New Zealand Phantom of the Opera. Superb Mint\$18

Deal with one of the most experienced dealers in the business. Our global contacts and expert knowledge mean that you get the best cards at the best prices. Our large clientelle also means that we have a continual demand for cards of all countries, types and themes. When you are ready to sell, please contact us for our cash offer.

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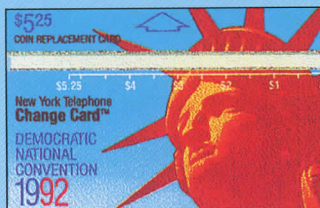
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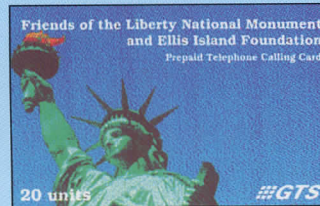
Ground Floor (C2), Mirvac Building, 160 Castlereagh Street, Sydney
Mail Orders: PO Box E476, st James, Sydney, NSW 2000, Australia



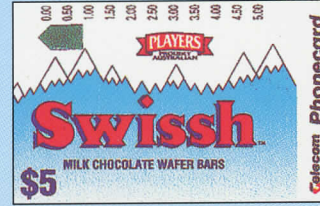
New York Nynex \$5.25 Democratic National Convention. Mint. Special!\$495



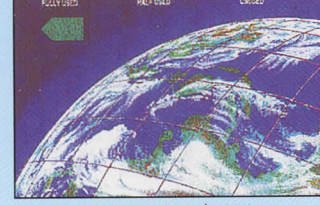
China The Rare Coca-Cola Thematic Card. Superb Mint\$55



GTS New York Statue of Liberty. 20 Units. Mint.....\$20



Telecom Australia Swiss Milk Chocolate Wafer Bars — in Pack \$19 Single Mint\$14



Cambodia The RARE \$2 Value. Scarce Mint. Only Few Left\$35



New Zealand Jurassic Park set of 4 in folder. Mint\$75



Pacific Phonocards Sydney 2000. Mint\$20



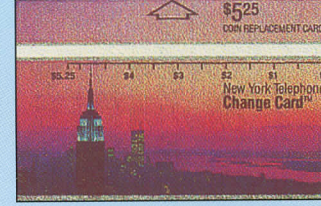
Telecom Australia Tamworth Festival Cards (2) in Pack Still at Issue Price. Cheap!!!\$45



Japan Jurassic Park Official Promo Card. Mint\$29



New Zealand Rare Spider Advert Card Mint in Card.....\$48



New York Nynex \$5.25 Skyline Tower Below. Mint\$12



Pacific Phonocards Opera House Set of 3. Mint.....\$60



New York Nynex \$1 Yellow Phone Complimentary. Mint\$90



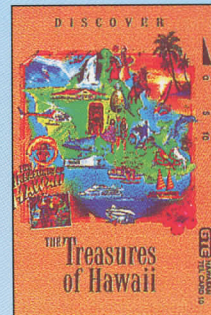
Anritsu Corporation Sample card for Australian Phones. Unused\$150



Germany Felix the Cat. Extremely fine used..\$12



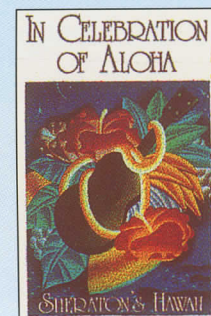
Telecom Australia The Classic Geneva Card 1991. Mint and Superb\$250



Hawaii Treasures of Hawaii. Mint.....\$26



Telecom Australia Year of the Dog ORIGINAL PRINT Set 4. Mint ...\$30



Hawaii Sheraton Advertising Card — Superb Mint.....\$39

Viewpoint

NZ phonocard auction attracts 900 room bidders; all records are broken.

PHONECARDS are big news and they're big money. That's the distinct feeling one gets from the media these days, whether reading a newspaper or magazine in Sydney, watching the television news in Auckland or viewing satellite TV in Singapore.

All eyes were focused on Auckland on the evening of Monday June 13, when an auction of telephone cards took place under the direction of Telecom New Zealand and Strategic Media.

The stupendous result took even the most hardened telephone card collector and dealer by surprise.

In a relatively short span of time, almost 250 lots were knocked down to realise a total of NZ\$1.26 million. The sale had been well publicised locally and internationally, and 900 room bidders competed for the material on offer, backed up by a further 600 postal bidders from around the world. The media was well managed before, during and after this event. An 'expert' was quoted in the *Sunday Times* as saying that a total of NZ\$2.5 million worth (at cost) of collector packs had been produced and that their market value was now NZ\$25 million. The spokesperson said he expected that they would be worth NZ\$50 million by the end of 1994.



Publisher, Brian Moore

With figures of this magnitude being bandied around, perhaps we should not be surprised at the amount of interest being shown in phonocards around the region and around the world. Two interviews elsewhere in this issue, one with a telephone card dealer and the other with a young boy, give some insight into what makes collectors tick.

Every day, new record prices are being set for telephone cards. If New Zealand's experience is a guide, we can expect further substantial increases in Australian collector edition prices.

Brian Moore, Publisher

Publishing schedule

WE were overwhelmed by the response to our Complimentary phonocard offer. It exceeded our most optimistic expectations, adding more than 3000 new subscribers to our mailing list in a few short weeks. The Complimentary cards were delivered *after* the expected delivery date, adding to our workload, with the result that this issue of the **Phonocard Collector** has been delayed somewhat. It does, however, contain the *latest* news and prices as up-to-date as possible in a volatile market. The next issue of the magazine will bear a cover date of August. It will go on sale in the first week of that month.

BM

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Readers who encourage a friend or colleague to sign up for a subscription to **Phonocard Collector** are entitled to FREE issues of the magazine or FREE Classified ads! Send for our Subscriber Referral kit.

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Taiwan	NT\$100
Thailand	B90
United Arab Emirates	Dhs20
United Kingdom	£4.50
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RESELLERS

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

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Phonocard Collector

Display Advertising Rates

(Effective February 1994)

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

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

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

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Who is PayTel anyway???

PayTel Australia Pty Ltd is a telephone company which has designed the first Australian mobile payphone operating on phonecards and credit cards. PayTel payphones find application on all forms of transport and are already installed on the Bass Strait passenger/vehicular ferry "The Spirit of Tasmania".

Why would I want to collect PayTel phonecards???

PayTel phonecards are designed and produced in Australia. They feature attractive designs and an increasing range of interesting themes. PayTel produces limited run collectors' sets on a regular basis - not too many, not too few! Cards are available from PayTel at face value, with a small premium for numbered collectors' packs. PayTel produces a unique phonecard style and plans to extend the number of user groups. PayTel is in business "for the long haul".

Are they good investments???

Yes! The initial card set ("Abel Tasman", reproduced above) appears to have tripled in price in 5 months. Subsequent issues are increasing steadily.

Will I be treated as a valued customer???

Yes! PayTel supports the phonecard collector with the issue of regular newsletter ("The PayTel Collector") at no cost. A Standing Order service is in place to ensure individual collector's needs are serviced promptly with each issue. Our collector Service Group offers personal attention to all collector queries and requests.

Where can I get them???

PayTel products are available through all major Dealers, or direct from

PayTel Australia Pty Ltd

PO Box 456, Blackburn, Vic 3130, Australia.

Phone/fax: (03) 877 9499.



To: PayTel Australia Pty Ltd, PO Box 456, Blackburn, Vic 3130, Australia.

I wish to purchase the PayTel phonecards specified below:

Description	Qty	Unit Price	Total
Wilderness Rivers collector pack	\$40.00
Wilderness Rivers set (\$5, \$10, \$20)	\$35.00
Crew Card	\$10.00
Map Pack	\$10.00
"The Map" Card	\$5.00

Add Postage, \$3 within Australia; \$15 international
Total Order \$ _____

Payment by cheque attached
 Payment by Bankcard Mastercard Visa card (circle one)
 Card number
 Expiry Date: Name on Card:

Please send me more information, and place my name on the PayTel mailing list.

Name:
 Address:
 State: Postcode:
 Country:
 Telephone:

*I can expect delivery within 14 days, and if not completely satisfied, may return the cards for a full refund or exchange.

Pay-Tel Australia

Another Australian telephone company.

PAY-TEL AUSTRALIA is an Australian family-owned organisation using home-grown expertise to design, manufacture, install and service mobile payphones.

Pay-Tel is directing its marketing activities to private-sector, closed user-groups.

Its first installation was on-board the TT Line passenger/vehicular ferry service between Melbourne, Victoria and Devonport, Tasmania.

An initial trial was carried out on the *Abel Tasman* during November 1993, and the present installation is fully operational on board the new *Spirit of Tasmania*.

Initially, two mobile payphones were installed, with another two installed early in 1994.

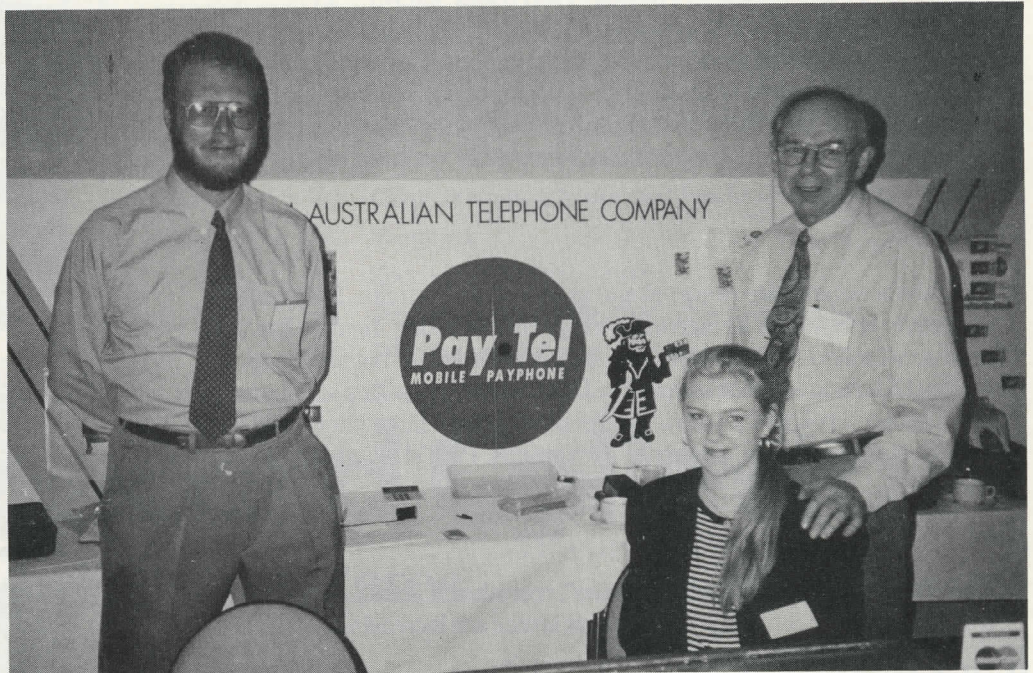
The telephone design was influenced by TT Line requirements of operation by phonecard (specially designed for, and reflecting Tasmanian ownership of the *Spirit of Tasmania*) and credit card.

Pay-Tel mobile payphones were designed locally "from the ground up" by Grahame Rook, managing director of Pay-Tel Australia, and an electrical engineer by profession.

Pay-Tel is proud of its 100% Australian product and of its association with the TT Line who were strongly supportive of the initial trial and the subsequent installation aboard the *Spirit of Tasmania*.

Payment system

In phonecard parlance, Pay-Tel payphones service a 'closed user-group'. The payphones are connected to a central computer which monitors



The family behind Pay-Tel Australia (from left): Stuart, Fiona and Graham Rooke.

each telephone's usage and stores remaining phonecard credits. The computer also controls the availability of credit when credit cards are used.

When a phonecard is inserted into the card reader, the computer checks to see if that card has been previously used. If it has, the remaining credit is displayed on the payphone; if it has not, the card face value is displayed as available credit.

At the conclusion of the call, the remaining phonecard credit is displayed at the payphone and stored in the central computer.

Each payphone has an "enquiry mode" which enables the remaining credit to be displayed without lifting the handset.

When a credit card is inserted into the card reader, it is checked for card type (Bankcard, Mastercard and Visa cards are accepted), validity date and that it is not on the current "black list" of invalid cards!

If the credit card is accepted, available credit is displayed and the call may progress. At the conclusion of a call, the call cost (which will be transferred to the cardholder's next

card statement) is displayed.

Pay-Tel phonecards

The payphone card reading system has been designed to accommodate both credit cards and Pay-Tel phonecards, using the same reader.

Pay-Tel telephone cards have therefore been designed to meet the International Standards Organisation (ISO) requirements for financial institution identification cards.

The ISO has allocated Pay-Tel an IIN (Issuer Identification Number) — 600835 — for all phonecards manufactured by Pay-Tel for use in its payphones throughout Australia.

Each Pay-Tel telephone card is encoded with the IIN, followed by an encrypted and scrambled string containing the face value, serial number, issue date, user group code and other information.

The complete data-string ends with a check digit, computed using the ISO-specified Luhn formula used on all

financial institution cards.

Pay-Tel telephone cards are identified by a Pay-Tel registered trademark which appears both front and back.

Additionally, Pay-Tel telephone cards printed for the *Abel Tasman* and *Spirit of Tasmania* are printed with the registered corporate logo of either the TT Line or *Spirit of Tasmania*.

Neither Pay-Tel Australia nor the Tasmanian Government-owned TT Line permit copying of the telephone cards without authorisation.

Trial issue

TT Line telephone cards for the Pay-Tel trial on the *Abel Tasman* were produced in \$5, \$10 and \$20 denominations. These cards make up Series AA and were issued on November 11 1993. Total card production was 2000 × \$5 cards, 1750 × \$10 cards and 1500 × \$20 cards.

A total of 1000 individually numbered collectors' packs were also produced.

The first *Spirit of Tasmania* issue (Series AB) was released on November 29 1993, comprising 10,000 \$5 cards, 4000 \$10 cards and 3000 \$20 cards. A limited edition of 2500 numbered packs was also produced.

These cards recently sold out through Pay-Tel, though supplies are available from major telephone card dealers.

In March 1994, Pay-Tel issued five cards for use on TT line vessels. These comprised 10,000 \$10 TT Line crew cards (Series AC); 10,000 \$5 cards showing an 'Olde-Worlde' style map of Tasmania (Series AD); and three cards showing Tasmanian Wilderness Rivers (Series AE) in denominations of \$5 (10,000), \$10 (4000) and \$20 (3000). A total of 5000 presentation packs were produced for the \$5 Map card and 2500 collector's packs for the Wilderness Rivers series.

During June, three cards were issued in the Heritage Collection series (Series AF) in denominations of \$5, \$10 and \$20 (see front cover of this issue of **Phonocard Collector**). The cards feature Hobart electric trams from 1893 built by the British

company, Siemens Bros. Apart from the Tasmanian heritage aspect of the series, the telephone cards depict unique pictorial presentation of long-departed trams. To ensure the authenticity and historical accuracy of the series, Pay-Tel commissioned a specialist artist to create lithographic originals of three different trams representing the period from 1896 to 1930. These originals were then hand-coloured with pale colour washes to create three unique scenes from the past.

"Copyright of the original artwork has been assigned to Pay-Tel and no telephone card reprints of the art will ever be considered," said Stuart Rooke, director of marketing at Pay-Tel. "So collectors can own genuine limited edition historical artworks in the shape of telephone cards," he added.

(Production quantities have yet to be confirmed by Pay-Tel, though 2500 numbered Collectors' packs have been made available.)

Interestingly, from the Tram issue onwards, the back sides of all Pay-Tel cards will be printed in colour and provide a brief description of the image on the front.

Pay-Tel produces new telephone card designs for the TT Line every three to four months. These cards are produced in full colour and depict Tasmanian themes.

During September, Pay-Tel will issue three cards (Series AG) showing Tasmanian Flora. Denominations will be \$5, \$10 and \$20.

In November, the company plans to issue a special commemorative card for the 50th anniversary of the Sydney to Hobart yacht race.

The last issue planned for 1994 will be a historical one, depicting Bass Strait Ships (Series AH). Again, denominations will be \$5, \$10 and \$20.

Cards for trains

During July, Pay-Tel Australia will install its payphone systems on an Australian train service. Associated with this installation will be an issue of three cards depicting trains, in denominations of \$3, \$6 and \$10. These cards will be available singly and in Collector's packs. Consistent

with Pay-Tel's established policy, the new Train cards will be available to collectors at face value and Collector's packs will be available at a modest premium over face.

Growing popularity

In response to growing demand by collectors, Pay-Tel telephone cards and packs are listed (and valued) in the **Phonocard Collector** magazine's Market Report for the first time this month. Individual cards and collectors' packs may be obtained from most telephone card dealers or direct from Pay-Tel Australia.

The Pay-Tel Collector is a regular newsletter available free to collectors on the Pay-Tel mailing list.

Phonocard Collector INFORMATION LINE

Pay-Tel Australia, PO Box 456, Blackburn, Vic 3130, Australia.



The third and latest edition of *Collect Australian Phonocards* is the most comprehensive catalogue of its kind. It is full of contemporary information relating to the history and use of telephone cards in Australia. Included is a comprehensive listing of all Australian cards with issue dates, production figures and designers. Price, per copy A\$10⁰⁰

Plus postage & packing:
Australia A\$2.00
Overseas (air mail) A\$5.00

Bankcard, MasterCard, Visa welcome!

Harbour City Stamps
GPO Box 3349, Sydney,
NSW 2001, Australia

AFL cards to debut in July

TeleArch, Australia's newest private sponsor of Telecom phonecards, has its eyes focused on the sporting field.

TELEARCH principals, David Mohan and Frank Wilden, have done their homework to determine what collectors want to see on telephone cards and which products are perceived to have the most value.

According to Mohan and Wilden, unauthorised private overprints on official cards are *out* and officially sanctioned, privately sponsored cards bearing the Telecom Australia logo are very definitely, *'in'*.

As a result of its market research, TeleArch has a charter to produce collectable phonecards showing people or events. The company's debut issue, to be released during July, is the first in a series depicting popular and well-known AFL (Australian Football League) players.

It comprises two separately-packaged \$2 cards, one showing Gary "The Mark" Ablett, who plays for Victoria's Geelong Football Club and the other showing Tony Modra ("Modra Magic"), who plays for South Australia's Adelaide Football Club. The Modra card will be issued in August.

The cards bear the Telecom Australia logo and are being produced in a limited edition of 10,000 each.

They will be available only from TeleArch-appointed resellers at a recommended retail price and dealers in the secondary market.

The cards will *not* be sold by Telecom.

Recommended retail price of each pack will be A\$19.50.

Each card will be individually packaged and numbered and presented in a high quality, colourful presentation folder.

Wilden told **Phonecard Collector** that TeleArch proposes to issue one card, showing a prominent player, for each of the 15 clubs playing in the AFL.

He said that this should entail the issue of six or seven cards during 1994.

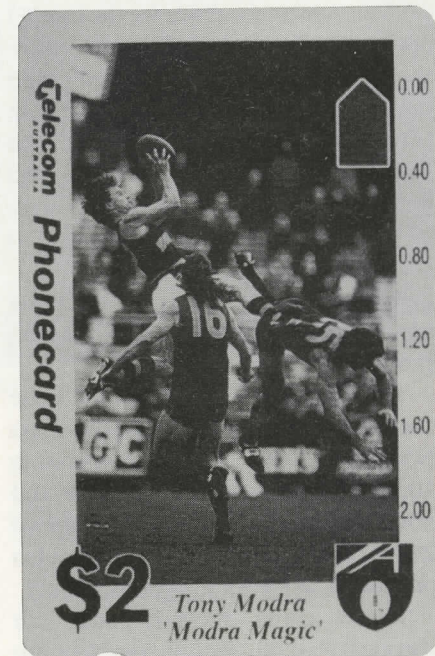
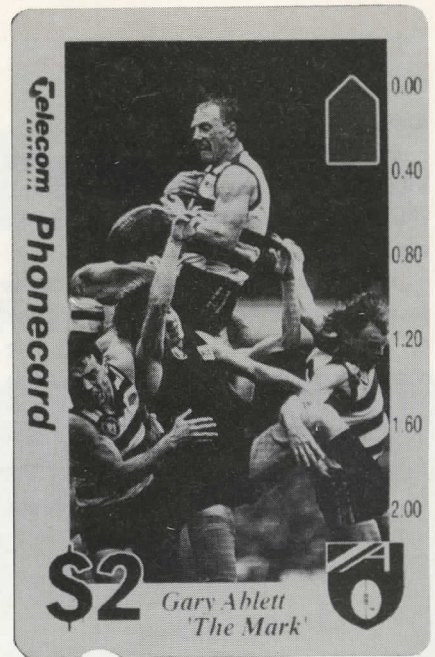
An additional card is proposed for the AFL Grand Final to be played during September and this should be made available within a few days of the conclusion of the game.

Equine cards

TeleArch has signed a contract with the Victorian Racing Club (VRC) to produce cards relating to significant past, present and future racing events.

It is likely that two or three cards will be produced in this series during 1994, among them a "Racing Legends" card featuring *Phar Lap*, the winner of the 1930 Melbourne Cup.

Another series under consideration could result in a presentation folder containing three cards — one for each



of the winners of the 1994 Melbourne Cup, Victorian Derby and the Oaks.

The TeleArch philosophy

Mohan and Wilden believe there are benefits all round associated with the TeleArch card-issuing philosophy.

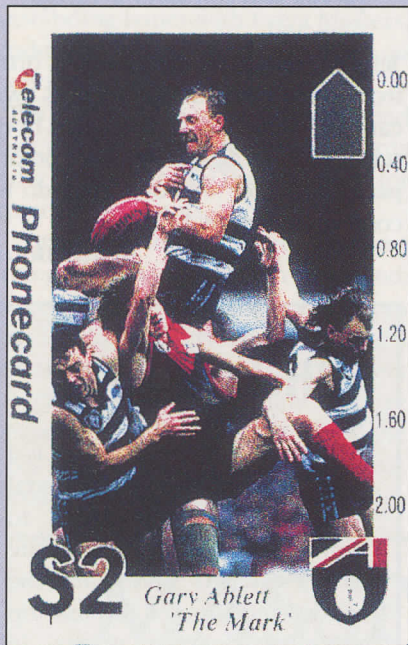
"We have a license from the AFL to produce cards relating to AFL players and clubs," Wilden told **Phonecard Collector**. "The AFL endorsement of our product helps us to put money back into football and to promote the game to others.

"The AFL makes money, the players featured on the cards make money through royalties and collectors" ▶

TELEARCH

PHONECARD ADVERTISING AND PROMOTIONS

is proud to announce the Australian Football League Classic Action Series



Release Number One
July 1994

The collectability of
Limited Edition
phonecards has been
matched with the appeal
of football memorabilia
to create a
"Super Collectable"



Release Number Two
August 1994

The first Australian sporting action phonecards, they are sure to sell out quickly.
To avoid disappointment, place your order NOW by telephoning any of
the following TeleArch stockists.

Victoria

Knox-Sherbrooke Phoncards (059) 68 5576
Max Stern & Company (03) 654 6751
TeleArch (Aust.) Pty Ltd (03) 311 4699

Queensland

Tony Boyd (07) 369 0488

New South Wales

Gabriele's Philatelic Service (02) 283 1311
International Numismatics (008) 81 6677
Status Retail (02) 267 6116

South Australia

Rundle Coins incorporating
Adelaide Phonecard Centre (08) 232 0660

TeleArch Policy

"The phonecard contained in these special Phonecard Collectors Edition Packs are genuine Telecom "Custom" phonecards produced exclusively for TeleArch. These packs are AFL-endorsed products, each sale of which invests in the development of our great game."

TeleArch (Aust.) Pty Ltd

have an exciting new range of football memorabilia to add to their collections.

"We are essentially merging football collectability with phonecard collectability and therefore, growing the market.

Vigour

"We have taken a long-term view of the phonecard collecting hobby and our involvement with it.

"We are conservative, yet innovative in our outlook and foremost in our minds is to encourage a healthier, stronger and more vigorous market for phonecards, which can be sustained because we have a high

quality, utilitarian product," Wilden explained.

Credibility

TeleArch's principals have gone to great lengths to ensure the credibility of their phonecards and in so doing, have committed to using Telecom Australia cards as the basis for their issues. There are four main factors associated with this policy which lend credibility to the issues, Wilden explained:

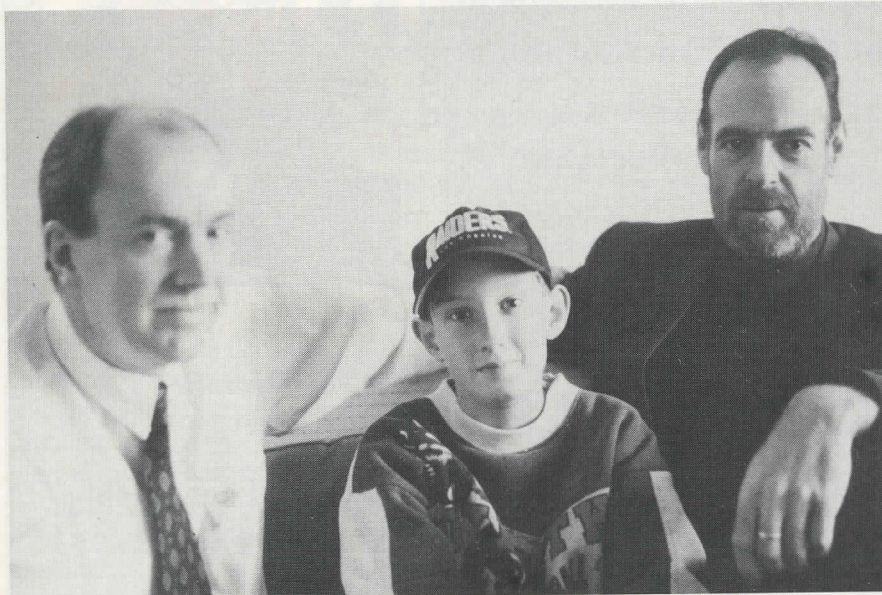
- 1.) Like coins, banknotes and postage stamps, Telecom phonecards are issued by a government or semi-government authority;
- 2.) Like coins, banknotes and postage

stamps, essentially forms of tender, Telecom phonecards have intrinsic value;

- 3.) Like coins, banknotes and postage stamps, Telecom phonecards are first and foremost designed for a utilitarian purpose; and
- 4.) Like coins, banknotes and postage stamps, the collectability of Telecom phonecards is determined by the size of the production run and the image depicted.

Telecom Australia phonecards differ from other collectables, such as swap cards including basketball cards in the sense that, though they may conform partly to factor 4 above, they do not conform to factors 1 through 3.

Brian Moore



The faces behind TeleArch, Australia's newest private sponsor of Telecom phonecards (from left): Frank Wilden, Naaman Mohan and David Mohan.

(See profile of Naaman Mohan on page 15).

Wanted

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

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

**Brian Moore, Publisher
Phonecard Collector**

GPO Box 3780, Sydney, NSW 2001, Australia

☎ (02) 264 7060 Fax (02) 264 7138

What is AFL?

FOOTBALL, Australian style, is a phenomenon of international sport. From February to September each year, it is the most watched sport in the nation, and nine of the ten top spectator drawing sports in Australia are AFL (Australian Football League) teams.

Basically the game is played only in Australia (population 17 million) yet it boasts an estimated 500,000 registered players and a national audience measured in millions (live and via television).

Teams are developing in England, Canada and the US as a result of promotional matches being played in those countries.

The AFL Grand Final, Australia's premier sporting event, attracts a capacity crowd in the region of 100,000 people, to the Melbourne Cricket Ground in late September or early October each year.

These large audiences are a testament to the world's most spectacular game where highly trained athletes run, jump, kick, tackle and handball their way through more than two hours of non-stop action. □

T'com NZ settles with private overprinters

TELECOM Phonecard Collector Services and Telecom Payphones in New Zealand have settled outstanding issues with Event Masters, producers of private overprints on telephone cards.

Both the Telecom services had objected to their telephone cards being overprinted by Event Masters for promotion of events.

Through their representatives, Strategic Media Limited in Auckland, Telecom PhoneCard Collector Services and Telecom Payphone have issued precise instructions to Event Masters to the effect that any future overprinting of Telecom NZ telephone cards must adhere to strict guidelines. Telecom has always sought to ensure

that the market clearly understands the difference between a Telecom (official issue card) and an overprinted (private issue) card.

Telecom NZ requires that any further Event Masters overprints on its telephone cards include the words 'Private Issue' clearly on the front of the card and on the back, the statement, "Private Issue by Event Masters".

Telecom NZ has also stressed that all advertising, promotional and packaging material relating to such private issues, must clearly carry the statement that these are "private issues" cards by Event Masters.

All references to Telecom must be completely removed from the cards

and Event Masters has been informed that the word "PhoneCard" is the property of Telecom NZ, and therefore any reference by Event Masters must feature "Phone Card" as two words.

Addressing the issue of other organisations and individuals producing overprints on Telecom NZ telephone cards, the company has indicated it will be pursuing those responsible to ensure that they fully understand Telecom's requirements, in order to arrive at a satisfactory outcome for both Telecom and the market.

Telecom will continue to educate collectors so that they understand clearly the difference between official and private issue cards. □

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TeleArch - AFL

Gary Ablett (Geelong) in pack \$19.50
Tony Modra (Adelaide) in pack \$19.50

Payment by Bankcard, MasterCard, Visa, Cheque or Money Order.
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Christchurch fair breaks all records

The Anzac weekend phonecard fair in Christchurch, New Zealand, has become something of an institution.

THE 1994 fair attracted record participation and attendance, with dealers for all over New Zealand as well as **Phonecard Collector** magazine, Status Retail and Eljay Stamps & Coins among those flying the Australian flag.

The Australian dealers participating were a little unsure as to how well Australian material would be received by our Kiwi cousins. In the event, New Zealanders showed themselves to be very interested in Australian cards.

When the show was ready to open on a cool Sunday morning in the garden city, a very healthy crowd had woven its way along the footpath outside the venue.

After the fair opened, people flowed in steadily all day and once inside, rushed to buy the souvenir folder containing a copy of the Britten Motorbike card and two specimen cards showing the same bike.

For those readers unfamiliar with the Britten motorbikes, these are something of a sensation in the motorbike world and better yet, are a homegrown invention from Christchurch.

Only 500 of these packs were produced and they were sold at a quota

of 250 per day on both days. Each day's quota of packs was sold within an hour of opening.

At press time, these packs were selling for around A\$130. A few autographed packs were sold and these are commanding a premium.

To promote the Britten bike, there was also a stand selling Britten caps, badges and other memorabilia.

Getting back to business, the going for dealers was slow early in the day, with visitors showing themselves to be discerning customers, shopping around the room before buying.

Most collectors were interested first and foremost in New Zealand cards. However, those who were interested in Australian cards were very knowledgeable and knew exactly what they were buying.

On the New Zealand card scene, demand is very hot and prices are rising almost daily. When the show opened, last year's Year of the Rooster card was selling for about NZ\$1200. This quickly increased to NZ\$2000 and when this edition of the **Phonecard Collector** went to press, I was quoted a price of NZ\$3000 for this card when sold in the official Telecom Pack.

Similarly, this year's Year of the Dog card has been performing well. At the start of the show, retail was around NZ\$275 but by the Tuesday after the show, dealers were *buying* them for NZ\$400. At press time, a retail price of NZ\$850 was quoted.

A phonecard auction — New Zealand's first — was held on Sunday evening. This was a very successful one, with every lot selling, many for high prices. Australian Collector packs were in demand with the Dinosaur pack selling for NZ\$280 and an Australia Day 1994 pack selling for NZ\$80.

Since the Christchurch fair and the auction, interest in New Zealand for Australian cards seems to have escalated, with many astute New Zealand collectors, dealers and investors realising that Australian phonecard market prices are only where the New Zealand market was a year or two ago.

For a couple of thousand dollars, our Kiwi cousins can put together a complete range of Australian packs, whilst some individual New Zealand packs cost as much on their own!

Danny Jurd

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Telecom NZ tracks pack prices

PHONECARD collecting has gone a long way over the past few years and nowhere more so than in New Zealand.

The introduction of Collector's Packs by Telecom New Zealand has created a whole new market and a new investment collectible.

New Zealand has been described as the fastest growing Phonecard investment in the world. During 1994,

the average market price of the 1993 set has increased by 80% and 1994 looks like being another hot year for the collectors of NZ packs.

As a guide for new collectors of NZ packs, to collect one of every set (at issue price) in 1994 will cost around NZ\$147 per month or NZ\$1764 for the year. New Zealand Telecom is producing a new Collector Set pack about every four weeks.

The table below details and NZ Telecom Collector Pack issues to date with issue prices and values as at the end of May and up to mid-June.

This information was supplied by Telecom New Zealand and is based on dealer prices current during May and updated by our New Zealand editor, Alan Kilpatrick, especially in the light of the very successful telephone card auction held in Auckland on June 13.

PHONECARD TITLE	ISSUE DATE	ISSUE PRICE	VOLUME	STATUS	SELLING FOR (MAY 1994)	SELLING FOR (JUNE 1994)
Antarctic	Feb 1992	NZ\$175	1000	Sold Out	NZ\$1550	NZ\$2250
Summer Sport	May 1992	NZ\$125	2000	Sold Out	NZ\$270	NZ\$450
Fernleaf Butter	March 1992	NZ\$90	1000	Sold Out	NZ\$1850	NZ\$3300
Winter Sports	June 1992	NZ\$85	2000	Sold Out	NZ\$250	NZ\$400
Bogor Cartoons	August 1992	NZ\$75	2000	Sold Out	NZ\$285	NZ\$450
Maori Legends	November 1992	NZ\$75	2000	Sold Out	NZ\$310	NZ\$450
Cook Islands	January 1993	NZ\$55	1000	Sold Out	NZ\$360	NZ\$800
Ad Cards Pack Vol I	February 1993	NZ\$55	1000	Sold Out	NZ\$1350	NZ\$2100
WWF	March 1993	NZ\$130	1000	Sold Out	NZ\$1350	NZ\$2100
Ad Cards Pack Vol II	June 1993	NZ\$60	1500	Sold Out	NZ\$385	NZ\$550
Women's Suffrage	June 1993	NZ\$90	1500	Sold Out	NZ\$370	NZ\$600
Shell Ad Cards	July 1993	NZ\$55	1500	Sold Out	NZ\$340	NZ\$500
Year of the Cock	August 1993	NZ\$95	500	Sold Out	NZ\$2850	NZ\$6500
Red Nose Day	September 1993	NZ\$50	1500	Sold Out	NZ\$370	NZ\$750
Spot the Dog	September 1993	NZ\$75	1500	Sold Out	NZ\$545	NZ\$1250
Ad Cards Pack Vol III	October 1993	NZ\$60	1000	Sold Out	NZ\$325	NZ\$500
Jurassic Park	November 1993	NZ\$55	1500	Sold Out	NZ\$322	NZ\$500
Native Flowers	December 1993	NZ\$85	2250	Sold Out	NZ\$250	NZ\$350
Critters	December 1993	NZ\$260	1000	Sold Out	NZ\$1350	NZ\$2100
Hotels Ad Cards	February 1994	NZ\$95	3000	Sold Out	NZ\$200	NZ\$325
Ad Cards Pack Vol IV	May 1994	NZ\$65	4000	Sold Out	NZ\$120	NZ\$275
Whitbread	January 1994	NZ\$85	2500	Sold Out	NZ\$250	NZ\$450
Music Legends	March 1994	NZ\$135	3000	Sold Out	NZ\$350	NZ\$550

NZ\$1.26 million phonocard auction

Auckland phonocard auction attracts 900 room bidders, breaks all records. Single card sells for NZ\$26,000.

MONDAY, June 13, was a big day for phonocard collectors and dealers in Auckland, New Zealand. On that day, more than 260 lots of mainly New Zealand phonecards went under the hammer at the "Official Telecom (NZ) Phonocard Auction" conducted by Webb's at Auckland's Downtown Convention Centre.



The 1994 Telecom NZ Art card. Printed in Australia by Pacific Phonocard, the cards sold for as much as NZ\$26,000 each.

More than 900 bidders participated in the auction in the room, with a further 600 participants bidding by post. Postal bids came from as far afield as Australia, Brazil, Germany, Hong Kong, Singapore, Sri Lanka, the United Kingdom and the United States.

Competition was fierce for most lots, with only eight remaining unsold at the end of the evening. Some lots sold for as much as 11 times their pre-sale estimate, while several dealers expressed disbelief that cards could sell on the night for twice retail or more in the excitement of the occasion.

Auckland dealer, Ed Romans, was quoted in *The New Zealand Herald* as saying that the prices were "breathtaking" and showed how rapidly the hobby was growing.

Telecom New Zealand's national sales manager, Grant Burtenshaw, said afterwards that no one could have predicted the prices realised on the night.

Art cards made in Australia

The result was a total of NZ\$1.26 million in sales, with a single lot, No 50, comprising 10 1994 Telecom \$100 Art cards (numbered 41 to 50), realising \$145,000.

Telecom produced 102 of the Art cards, of which 100 were put up at the auction and two were retained for Telecom archives. The Art cards, which feature a colourful nature scene, were printed in Melbourne on behalf of Telecom New Zealand by Pacific Phonocard.

The stupendous result took even the most hardened telephone card collector and dealer by surprise.

The auction in particular and phonocard collecting in general, received concentrated media coverage throughout New Zealand. News of the sale was even broadcast in Europe and the Americas, and was published in major newspapers throughout the world.

An 'expert' was quoted in the *Sunday Times* (Auckland) as saying that Telecom New Zealand had produced a total of NZ\$2.5 million worth of collector packs (at cost) and that their market value was now NZ\$25 million.

The spokesperson said he expected that they would be worth NZ\$50 million by the end of 1994! (See story about New Zealand packs with their values on page 11.)

BM

Next month in the Phonocard Collector...

- Profile: Pacific Phonocard
- Spotlight: AmeriVox
- Interview: Roam Pacific's Man on the Moon cards
- Market Report: extended to include New Zealand
- Focus: Denmark
- British update
- Technical briefing
- New Zealand update
- Australian prefix checklist
- Phonocard people
- Competition: Threatened Species packs to be won!

Plus dozens of Classified ads and super buying and selling offers. Keep up to date each month with Phonocard Collector.

Issue No 27 on sale August 5.

Prices realised

Selected realisations from the Telecom New Zealand auction in Auckland on June 13 1994.

Lot	Description	Price	Lot	Description	Price
11	1 × 1992 USA Nynex \$1 Complimentary First Issue Very Fine Mint	NZ\$400	139-	Telecom \$100 Art Card numbers 13	
12	1 × 1992 DB Young Guns Variety showing double magna stripe Very Fine Mint	\$600	151	to 25 range from \$18,000 to	\$23,000
25	Selection 107 Mint Cards. Good dealer stock. Some duplication	\$1400	160	1 × SPOT Framed Proof Sheet (has mark top left hand corner)	\$5000
29	1 × Corporate card (white back proofs) Less than 20 known copies exist of the original 50 printed	\$5000	162	1 × Animals Framed Proof Sheet	\$5000
30	1 × Technicians Test Card. A standard GPT technicians card used in many different countries	\$2500	163	1 × Lighthouse Framed Proof Sheet	\$4500
32	1 × 1994 Year of the Dog in Brodie Folder - Serial #1311	\$1000	167	1 × Framed Official Telecom Plaque of Rugby Sevens Phonecards — 15 only produced	\$3250
35	1 × WWF Collectors Pack - Serial #0694	\$1800	181	1 × 1989 Trial Issue Set (5) in Telecom Folder Unused	\$8000
36	1 × WWF Collectors Pack - Serial #0271	\$1800	192	5 × 1989 Trial Issue \$5 card Mint	\$2200
42	1 × Year of the Cock Collectors Pack - Serial #8378	\$6500	201	1 × Complete 9 card Set of Business cards Mint Telecom — Thomas M Potykus, W J (Jim) Harrison, Karen Davies, Paul Elliott, Brent Ellison, Ross Turner, Warwick Thorley; GPT — S J Burrige, Tim Rapley	\$14,000
50	10 × 1994 Telecom \$100 Art cards numbers 41-50	\$145,000	227	1 × 1994 Telecom \$100 Art card #1	\$26,000
51	1 × Ad Card Volume I Collectors Pack	\$2200	254	Selection of 20 Collectors Packs, 2 Folders and 5 Sets — Ad Cards Vol. III, Jurassic Park, Critters, Flowers, Whitebread, Ad Cards Vol. II — Hotels, Music Legends, Summer Sport, Antarctic, Fernleaf, Winter Sports, Maori Legends, Cartoons, WWF, Ad Cards Vol. II, Suffrage, Shell, Red Nose, SPOT, 1993 AGM, 1992 AGM, 1 × 1989 First Issue Set (5) Mint, 1 × 1989 Standard Satellite Set (5) Mint, 1 × 1990 Commonwealth Games Set (5) Inc. \$50 Specimen - Mint; 1 × 1991 landscape Set (4) Mint	\$18,000
52B	1 × Ad Card Volume II Collectors Pack	\$750	255	Selection of 21 Collectors Packs, 2 Folders and 6 Sets: Summer Sport, Antarctic, Fernleaf, Winter Sports, Cartoons, Maori Legends, Ad Card Vol. I, WWF, Ad Card Vol. II, Women's Suffrage, Shell, Year of the Cock, Red Nose, SPOT, Ad Card Vol. III, Jurassic Park, Critters, Flowers, Whitbread, Hotels, Music Legends, 1992 AGM, 1993 AGM Folders, 1 × 1989 Trial Set (5) Mint, 1 × 1989 First Satellite Set (4) Mint, 1 × 1989 Standard Satellite Set (5) Mint, 1 × 1990 Christmas Set (5) Mint, 1 × 1991 Landscape Set (4) Mint, 1 × 1990 Commonwealth Games Set (5) wallet, incl \$50 specimen	\$31,000
53	1 × Ad Card Volume III Collectors Pack	\$700			
57C	1 × Shell Collectors Pack	\$700			
60	1 × Flowers Collectors Pack - Serial #1386	\$600			
69	1 × SPOT Collectors Pack Match number control #888	\$3200			
76	1 × 1992 \$5 Netball card with Hockey Back Error. Average Used	\$550			
78	1 × Winter Sports Collectors Pack - Serial #1256	\$700			
87a	1 × Antarctic Collectors pack	\$3200			
90b	2 × Sets of 1991 Antarctic cards (4 in each set) Very Fine Mint	\$1400			
92A	1 × Critters Collectors Pack	\$2600			
101	5 × 1994 Telecom Art Cards numbers 36-40	\$82,500			
104	1 × 1992 Fernleaf Collectors Pack - Serial #4874	\$3900			
112	1 × Maori Legends Collectors Pack Match number control #888	\$2200			
121	1 × 1990 Commonwealth Games Set (5) in Collectors Wallet with \$50 Specimen card Mint	\$2000			

PACS/Strategic Media alliance

Leading phonecard promoters from both sides of the Tasman Sea have forged a strategic alliance.

PACS (Phonecard Advertising & Collector Services) have forged an alliance with Strategic Media, the Auckland-based consulting firm which coordinates Telecom New Zealand's telephone card collector operations.

The result is that PACS has been appointed Australian distributors for Telecom New Zealand's International Limited Edition series.

Telecom New Zealand's Collector Sets have appreciated in value significantly, due to their limited

availability.

The International Limited Edition series will, initially, be limited to 1000 sets, of which PACS will be allocated 500 sets. The first series to distributed by PACS was the Science & Technology issue, out mid-June.

One result of the new PACS association with New Zealand will be that approximately 20% of future Australian PACS issues will exported across the Tasman and to other countries.

PACS products for sale on the New Zealand market will be packaged in

limited quantities in the same format as Telecom New Zealand issues.

This will effectively reduce the availability of PACS products on the Australian market to less than 80% of each issue, given that advertisers normally take 20% to 30% of each issue for their own purposes.

Expected distribution of the Ettamogah Pub issue, for example, is

Client	3000 units
Export	2000 units
Australian Distribution	5000 units

\$100,000 theft in New Zealand

NZ man arrested in Sydney card shop.

ON June 6, Sydney police arrested a 19 year old New Zealand sales assistant during an attempt to sell stolen telephone cards.

The police allege that the man, Patrick McGlinchey, boarded an aircraft in Christchurch just three hours after robbing his employer of NZ\$100,000 in telephone cards.

McGlinchey had been working for Mr Tom Upjohn, manager and owner of Gold Phonecards International for about two years. It is alleged that McGlinchey took the cards first thing on the morning of June 1, then took a taxi to the airport and boarded the flight bound for Sydney.

Brian Moore, publisher and editor-in-chief of **Phonecard Collector** magazine was alerted to the crime hours after it happened and, suspecting that the thief might try to sell the cards in Australia, fax'd major phonecard dealers throughout Australia, alerting them to be on the lookout for the cards.

Having received the fax from **Phonecard Collector** magazine, a Sydney dealer's assistant became suspicious after a man tried to sell him cards matching the description of the stolen cards.

Due to the alertness and swift action of the assistant, McGlinchey was

arrested by a plainclothes Detective Constable, whose job it is to check secondhand dealers and pawnbrokers for stolen goods.

The accused is now in New Zealand awaiting a trial date. □

Card security

DUE to an alarming increase in the theft of telephone cards, the next issue of **Phonecard Collector** will feature an interview with the police, a security company and an insurer on the security issue. **TPC**

Naaman Mohan



Naaman Mohan

Phonecard collector, aged 11.

I STARTED collecting phonecards in 1991 after I found a \$5 Canberra War Memorial card in a local phonebooth.

I noticed that lots of phonebooths had card disposals, so I started riding around on my bike and collected piles of them.

I had lots of \$50 generics, Geelong cards, Victorian cards and heaps of \$2 generics.

When I was at Sunshine Plaza one day, I had my collection on the seat next to me it was stolen. I was upset for a long time.

My Grandma was really great because she used to stop at all the phonebooths on the way to her place which is about 40 kms away.

I've built my collection up again, but I sure would like some of the other cards back though. I had all the South Australian cards and my \$50 Generics were in really great condition.

The first card I bought was a cardboard Geneva for \$12. I found out

later it wasn't really worth that. I thought it was worth a lot more because the books I had said it sold for \$100.

It was about this time I got my dad interested in phonecards. He bought a few real Genevas and lots of other cards as well as collectors' packs.

I always ask for a collector's pack for my birthday or Christmas present.

A lot of my friends at school were really big on phonecards but they're mostly into basketball cards now. Even though they say their special cards are worth lots of money, I don't know anyone who's been given very much for any of them.

The trading card dealers always say that they have plenty of whatever my friends want to sell them. They only offer a little bit of money for what are supposed to be really expensive cards. My dad calls basketball cards "expensive lucky dips".

I earned \$33 selling some used phonecards to dealers one weekend

recently at the Southern Cross Hotel in Melbourne. I earned about \$5 in 20 minutes while my dad was showing a friend of ours around the show.

I bought cards of one dealer and sold them to another. I've got lots of books and magazines that I read as well as price lists from all over the place. This helps me to know what I am doing when I buy or sell cards.

I collect almost anything to do with Telecom phonecards ... flags, pens, stickers, phonecard wallets and so on (I've got all the colours now, even the white one) and a mirror and comb set.

My favourite set is still the Geelong six, followed by all the state cards. Dad's new AFL cards will look great! I've got all the art work he's done for them!

See page 6

Auction – Collector's Surplus Phonecard Packs Closing 5 August 1994

Lot	Description	Estimate	Lot	Description	Estimate
1.	Geelong Pack × 1	\$285	18.	\$1.50 Bird Choir × 2	\$400
2.	Geelong Pack × 2	\$570	19.	Australia Day '93	\$40
3.	S.A. Pack × 1	\$1000	20.	Australia Day '93 × 4	\$160
4.	\$5 Generic Pack × 1	\$100	21.	Endangered Species '93 × 1	\$125
5.	500th Grand Prix × 1	\$100	22.	Indigenous People × 1	\$60
6.	500th Grand Prix × 1	\$100	23.	Indigenous People × 2	\$120
7.	Victoria Pack × 1	\$320	24.	Landscape × 1	\$120
8.	NSW Pack × 1	\$425	25.	Microscopy × 1	\$60
9.	ACT Pack × 1	\$285	26.	Microscopy × 2	\$120
10.	Queensland × 1	\$300	27.	Environment Protection × 1	\$75
11.	W.A. Pack × 1	\$75	28.	Environmental Protection × 2	\$120
12.	W.A. Pack × 2	\$250	29.	Australia Day '94 × 1	\$75
13.	N.T. Pack × 1	\$60	30.	Australia Day '94 × 2	\$150
14.	Tas Pack × 1	\$60	31.	Australia Day '94 × 5	\$375
15.	Red Cross Pack × 1	\$225	32.	Australian Dinosaurs × 2	\$300
16.	\$1.50 Bird Choir × 1	\$200	33.	Endangered Species '94 Edition × 1	\$100
17.	\$1.50 Bird Choir × 2	\$400	34.	Endangered Species '94 Edition × 5	\$500

All bids to "Phonecard Auction", 121 Dyson Road, Christie Beach, SA 5165, Australia
Fax (08) 326 0094 Invoices sent only to successful bidders

Gabriele Woodbine

Publisher, Brian Moore, talked with one of the few women in the male-dominated telephone card industry.



Gabriele Woodbine of Gabriele's Philatelic Service

GABRIELE WOODBINE told **Phonecard Collector** she's been in the stamp business for almost 27 years. She admits her start in stamps was something of a checkered one. Her mother often reminds Gabriele that, as a little girl, she used to remove and accumulate stamps from neighbours' mail — and leave the remains of their letters in the gutter!

From the age of four, then, Gabriele had stamps on her mind. Her first exposure to the stamp business came at the age of 12, when she sold some stamps from her hoarde to a newly-established dealer in nearby Bankstown, Sydney.

"I don't know why I sold them," she remarked with the benefit of hindsight "I was more interested in quantity rather than quality and could see the small sale as a way of increasing the size of my accumulation.

"At age 12, the dealer offered me a job packing parcels during the Christmas rush and I worked for him for twelve months on Saturdays to earn pocket money.

"I loved it and within a year, I was buying stamps too! When I left school, the Bankstown dealer offered me a job. After three years, he offered me the business, but at age 17, I was hardly old enough to have my own business".

Soon Gabriele took what she admits was one of the best steps in her rather successful career. "I took a job with respected Sydney dealer, Max Cohen of M C Cohen & Co. Max was a brilliant stamp dealer and a charming man to work for.

"I learned more in six months working for Max than I had in five years working in the suburbs!"

Mr Cohen gave Gabriele her first pay rise in just two weeks. He taught her many secrets of successful stamp dealing, among them a belief in the product being sold and the importance of being honest with clients.

Gabriele worked for Mr Cohen for five years and when he retired and the business was sold to Alan Jones, she continued with the long-established business for a further 15 years.

Armed with more than 20 years experience in stamp dealing, Gabriele began to think about going into business in her own right.

It was 1989 and Alan Jones had sold his stock to another veteran Sydney dealer, Ken Baker.

"I worked for Ken Baker for about three months before taking the big plunge. Ken, his wife, Mona, and their relatives, who were visiting from New Zealand, helped me get started.

"They helped me not only to move, but also with my first 'big' collection. It was quite a struggle to move 120 rather large albums into my new but rather small office. The Bakers helped me then and to this day, we have remained good friends. Ken and I still do business.

"Ken and Mona Baker and our mutual friends, Max and Muriel Cohen, have helped me in ways only real friends could, giving me strong support in the early days when I needed it most.

"I only hope that, in the years to come, my business will be as highly

thought of as those established by Max and Ken."

"I literally started out on a shoestring! I began sharing premises in the back of a shoe shop. People would visit Tony, the cobbler, to buy shoes — and I would sell them stamps!

"This was to be my base for three months until a vacancy came up in the Mirvac Trust Building on Castlereagh Street where I've had premises ever since."

Gabriele preferred the central location of the building which had been immaculately restored to its Edwardian grandeur. She also sought a more personal, friendly environment in which customers could do business in a relaxed manner, recalling the stamp studios of Europe and the United States.

I asked if it was difficult for a woman in the phonocard and stamp trades — both businesses and hobbies being y dominated by men. "It was difficult at times, but there are advantages in being a woman in such situations. My male customers don't feel threatened and I am happy to concede when they know more about the product I'm selling than I do."

I asked Gabriele if there was any advice she would give a young person thinking about starting up in the stamp business.

"Great! But don't start on my block would be my first reaction," Gabriele suggested.

"The industry needs bright, young people. I'm training Ian Russell who has been with the business for three and a half years now. I hope he'll replace me one day".

Gabriele Woodbine sees a bright future in stamps. "To be successful, I believe it is important to enjoy dealing with people.

"Stamps *are* a product just like any other in retailing, and stamp dealers must be patient, tolerant and understanding people.

"Good communication is vital. I believe that 80% of the effort is involved with figuring out exactly *what* your customers want, when they want it and being able to communicate with them.

"These types of skills are just as important as much of the information which is, after all, only a catalogue away."

Its often said that the hallmark of a successful stamp dealer is his ability to buy, rather than to sell. How does Gabriele acquire her stock? "I hardly ever buy at auction, mainly because we have only a limited time to view the material on offer. I prefer to buy deceased estates and single stamps which collectors walk through the door with.

"We advertise in major magazines like *The Stamp Collector* and **Phonocard Collector** on a regular bases, so people know where we are and what we specialise in so at least we will be asked to make an offer for this property or that."

Phonocard fever

Gabriele would be the first to admit that her business is growing beyond her best expectations, principally because of the feverish interest in telephone cards. When did Gabriele get involved with the plastic cards? "I first became involved with telephone cards about the time the Geelong trials were going off sale. I decided to buy 20 or 30 packs. It didn't seem like such a big investment at the time. Within a month of the issue going off sale, I began to receive phone call after phone call from collectors wanting that issue.

"There hadn't been such excitement in the stamp trade since the late 1970s and early 1980s! The Geelong packs cost, I think, around \$23.50 each and I sold them at \$30. As they started selling more quickly, I put the price up to \$35 and then to \$40.

"Now that they're selling for \$270 a pack, I wish I'd never sold them! But, that's the kind of business we're in. Turnover is so important.

"Phonocard fever is drawing a whole new breed of people to collecting. Take my daughter, Nicky, for example (I wish somebody would). One the way home from work one day, I stopped to make a call from a Telecom payphone. There was a \$2 orangutan card in the slot, so I took it home for Nicky, saying I had found a picture of her in the phone booth. My daughter has been collecting telephone cards ever since.

"Now, I had been trying to encourage Nicky to collect stamps since she was four yeras old. For

Christmas, Santa would give her an album with Cinderella and Mickey Mouse stamps in it, but not even that could get her interested. You see, I don't believe stamps are bright and bold enough for today's kids.

"Stamps are basically 'anti-kid'! They must be handled with tweezers and lots of fuss, so philately seems to be the province of only the brightest kids — the ones who study for 12 hours each day.

"Telephone cards have got kids excited. The can make a dollar or two out of them. Before she broke her leg, my daughter would roller blade down to the local shops to check out which cards might have been left in the slots at the payphone.

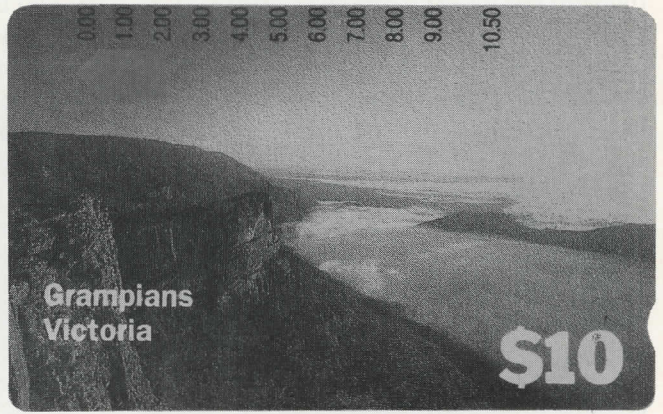
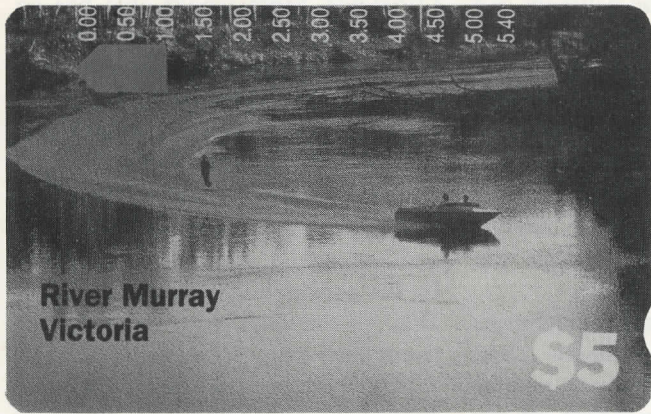
"Now, Nicky has a wonderful collection. She's already planning how she will spend the money when (if) she ever sells them. There's talk of her taking a trip to Paris with the proceeds after she finishes her Higher School Certificate."

Gabriele believes that the sheer number of young, enthusiastic collectors embracing the hobby is a recipe for the success of the telephone card industry its survival in the a long term.

She does, however, see a threat to the good order of the market posed by unauthorised private overprints on Telecom Australia phonecards. "There are 'dodgey' issues to beware of," she said. "Too many naughty things... jam label type overprints on otherwise good cards. These are the particular trends which went all wrong in stamps.

"People are entitled to collect what they want. It is, after all, their own money, but if they want a more safe, secure investment, then I would steer them well away from such cards. There are plenty of good, sound, legitimate issues to collect without resorting to unauthorised overprints on cards," she said.

I was curious to know if Gabriele collects telephone cards or stamps herself, or would that be too much like working in a chocolate factory and liking to eat chocolate? "Actually I do. I collect stamps. Tigers on stamps is my topic. As you can see by looking around the office, I have bits of tiger everywhere, on coffee cups, the walls and now on telephone cards! **BM**



Melbourne cards

JUST over one year ago, The Melbourne Phonocard Club, Inc, launched a promotional card to celebrate the incorporation of the club and its new name.

The design of the card was based on the Melbourne skyline card in Telecom Australia's state series. On the reverse side was printed the club's new logo and the card number.

Since the first card was produced, other phonocard clubs have produced

their own promotional cards carrying Telecom's designs.

Recently the Rosebud Club produced its own original design and suggested that Telecom use it to produce a card of their own!

Club promotional cards have become quite popular with collectors and their overseas penfriends.

With many early Australian state cards in short supply and commanding quite high prices, these club cards can

help fill a gap until a real phonocard can be obtained.

The latest cards in the club promotional series have been released by The Melbourne Phonocard Club, Inc. They complete the Victorian state set and can be obtained from the club for A\$5 per pair, plus delivery.

Phonocard Collector INFORMATION LINE

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

Gold Coast fair

THE Gold Coast Philatelic Society is a group for stamp and phonocard collectors, meeting on the second Monday each month, except December, at the CWA Hall, corner Young and Garden Streets, Southport, on Queensland's Gold Coast. The club's membership includes a group of enthusiastic

phonocard collectors who meet every month. Circuit books of phonocards are circulated amongst members.

The club holds an annual Stamp, Coin and Phonocard Day at the end of July. This year's event will be held on Sunday, July 31, at the Albert Waterways Community Centre, corner Sunshine Boulevard and Hooker

Boulevard (opposite Pacific Fair).

The fair will be open from 9am to 3.30pm with the main auction being held at 1.30pm.

Phonocard Collector INFORMATION LINE

Gold Coast Philatelic Society, PO Box 39, Nobby Beach, Qld 4218, Australia.

WANTED ... WANTED

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

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

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

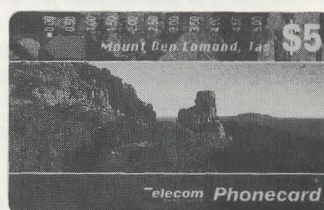


Landscapes

TELECOM AUSTRALIA's most recent special phonecard issue was the series of seven Landscape cards, released during June.

Each card carries a scene from a state or territory of Australia. The cards will shortly be made available in a Limited Edition set to be advertised in the next mailing to collectors on the Collector Service mailing list.

This will be the first occasion on which Telecom has packaged seven cards for sale and the price will include one of the seven cards *free*. □



Social Security

ON April 12 1994, the Minister for Communications and the Arts, the Hon Michael Lee, announced his intention to allow the tariff increase from 30 cents to 40 cents for local telephone calls made from public payphones.

The tariff introduction includes an assistance package for people on low incomes — Telecom will produce a special, one-off complimentary \$4 telephone card for pensioner and unemployed people. There will be 2.3

million cards provided to pensioners, people on unemployment benefits and low income earners who receive government assistance.

Eligibility will be determined by the Department of Social Security and the Department of Veterans Affairs.

According to Telecom's Collector Service, when a phonecard is produced for such a purpose, it will not be made available for sale to the public through normal resellers or to collectors through the mail order

service. Such a card will carry the 'C' ID code. It is also likely that when such a card is produced, it will carry a serial code on the reverse. The serial code is intended as a security precaution to aid Telecom staff with internal stock control, handling and distribution.

The \$4 phonecard will be distributed by Department of Social Security and Department of Veterans Affairs staff and the serial numbers will not be necessary for their intended purposes. □

Collector Weekend (September)

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

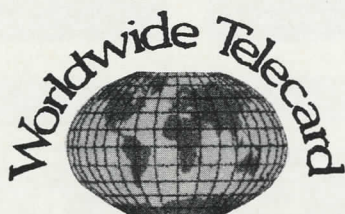
Date: Saturday & Sunday, September 10-11 1994

Venue: Capital Centre, 255 Pitt Street, Sydney

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

MINI-DISPLAY ADS

Mini-Display Ads are an economical way of keeping your name and specialities in front of collectors (and dealers) in the **Phonocard 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 **Phonocard 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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Dates: August 31 - September 3 1994

Venue: 4th level, Raffles City Convention Centre, The Westin Hotels, Singapore

Nearest MRT: C2 City Hall

As well as subscriptions to **Phonocard Collector** and **The Stamp Collector**, we will have on sale a wide range of stamps and telephone cards for collectors and dealers.

We look forward to meeting friends, old and new!

PHONE CARDS

Mint and used world-wide telephone cards available.

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The Melbourne Phonocard Club, Inc

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

Visitors welcome.

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

The club seeks exchange of Australian for international phonecards.

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



AUSTRALIAN PHONECARD COLLECTORS CLUB INC AUSTRALIA'S FIRST CLUB

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

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

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

Limited Edition Club Collectors Cards Available.

\$10 Kangaroo Island (1st Phonocard Fair) \$3.00 (postpaid)
\$5 Steam Ranger — "Southern Encounter" (Australia's First Thematic) \$2.50 (postpaid)

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

Information brochure available (please send SSAE)

Contact **Secretary** Glenis Hymers, 64 Concord Drive, Reynella, SA 5161, Australia. ☎ (08) 381 3449

Bankcard, MasterCard, Visa welcome

Auckland (NZ) Phonecards Society, Inc.

Meets the first Sunday every month at 10.30am

Mt Albert Senior Citizens Hall

Everyone Welcome!

Postal enquiries to:

Auckland (NZ) Phonecards Society, Inc.

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

Sydney Phonocard Club

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

All welcome!

Sydney Phonocard Club

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

Contact: Derek May ☎ (02) 835 2427

Rosebud & District Phonocard Collectors' Club, Inc

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

All welcome!

Rosebud & District Phonocard Collectors' Club, Inc

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



*The Phonocard Club of
Tasmania Inc*

meets monthly at the Goodwood Community Centre

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

For meeting and membership details, contact
Sam Bailey, Secretary

**The Phonocard Club of
Tasmania, Inc**

PO Box 816, Rosney, Tas 7018, Australia.

AUSTRALIA



The \$5 Ettamogah Pub card from PACS.

Ettamogah Pub

THE next advertising card due from PACS (Phonocard Advertising & Collector Services) is the Ettamogah Pub \$5 card.

According to PACS, the card will be delivered to distributors around mid-July.

The card shows a typical 'Ettamogah Pub' — one of a chain of public houses, born out of a cartoon strip which appeared in the *Australasian Post* magazine.

According to PACS, the client is taking 2000 packs and 2000 loose

cards of the issue of 10,000. A further 1500 loose cards are being exported.

This leaves 3000 packs and 1500 loose cards for sale via the trade. Recommended retail prices for the pack is \$24 and for the loose card, \$18.

MCA card shows Warhol soup can

PACS is also advanced with production of a set of two advertising cards on behalf of the Museum of Contemporary Art, Sydney.

There will be two cards — a \$2 card showing the MCA Building in lower George Street, The Rocks, Sydney (with the Sydney Harbour Bridge in the background) and a \$20 card showing the famous Andy Warhol Soup Can from Maria Kozić's Andy Warhol Masterpieces exhibition.

Expected release date is late August. The cards will be sold in a pack by the MCA and will also be available from dealers.



Cards signed by Olympians

A fortunate reader from Tasmania reports that, on 'doing the rounds' of Telecom payphone booths in search of spent cards, he found an Sydney 2000 Olympic Bid card.

Finding a Sydney 2000 Bid card is a rare enough event, but to our reader's surprise, there was writing all over what otherwise would have been an excellent quality card.

Upon further investigation, the scribble was found to be a signature — subsequently authenticated as that of Stephen Hawkins, winner of one of Australia's few gold medals at the Barcelona Olympic Games.

Phonocards in Canberra

Check the range of phonocards at our Canberra shop. We have Starter Collections of Australian, German and World cards. We also have a wide range of colourful Japanese cards on a variety of popular themes. We don't just supply phonocards, but offer a full range of accessories for the phonocard collector, including storage media and phonocard catalogues. **Phonocard Collector** is on sale each month and we invite collectors to place orders for a regular copy.

Visit us soon!

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Jardine Street, Kingston, ACT 2604,

Australia

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Australian Phonocard Collectors Club Inc

Phonocard Fair

Saturday July 23, 1994

Venue:

Toc-H-Hall, 30a Delaine Avenue, Edwardstown, South Australia

Doors open 10 am

Prominent local and interstate dealers will be attending

- Dealers and Club Tables • Door prizes — drawn on the day
- Auction 1 pm • Tea, coffee, refreshments available

ADMISSION: Adults \$2 Juniors \$1
Entitles a free entry to door prizes

TABLES: \$15 — Large \$30 — Display Stands \$5

Club's second limited edition Club card will be released

EVERYONE WELCOME

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Promotional Material and Door Prizes Donated By



**Phonocard
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Australasian
Phonocard Monthly

telecom
AUSTRALIA

MARKET REPORT

A monthly feature in the **Phonecard Collector** giving a simple, accurate and up-to-date listing of prices for all Telecom Australia and Pay—Tel Australia phonecards.

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

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

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

Private advertising and event phonecards are included along with Telecom's generic, national and special issues. Reprints and prefix number are not dealt with separately. Only the cheapest version of each card is listed. Two to three times a year a supplement to the report covering prices for prefix numbers and reprints will be published.

This will also cover other issues such as those by OTC and Telstra for Cambodia, Vietnam, Christmas Island, etc, as well as specimens and the like. Card issues of other companies will be included where appropriate.

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

Update

The market has taken another bound forward and upward in the last weeks, and those who took the time and effort to put away the early packs and individual cards will be very happy with their purchases. A quick glance at the new prices will reveal many spectacular increases, brought about not only by the shortage of material, but also the increasing interest from overseas for Australian material.

The most noteworthy increases include the following:

South Australia pack from \$200 to \$900; Queensland pack from \$110 to \$350; New South Wales pack from \$150 to \$460; Australian Capital Territory pack from \$80 to \$275; Christmas 1992 \$1.50 from \$90 to \$175; and \$10 Generic Logo from \$30 to \$140.

Many other price rises of 100% and over can be noted, and this once again shows that the market will rate cards both on scarcity and demand.

Demand in particular has been very high for the Collector's packs, as investors see these as an uncomplicated way of entering the market.

However, prices for the individual cards from sets should be watched closely, as these will also rise in line with the packs — the difference being that some cards in a set will jump very quickly in line with their scarcity, whereas the others may languish.

Once again, if you have sets which need completing, now seems the time to do so before the elusive cards disappear completely.

Used cards have followed the mint ones up in price this month, the first major price movement for used cards in quite some time.

Here again the price movements reflect individual scarcity, but in used this depends not only upon the number of cards remaining in circulation, but also upon their condition.

Thus we can say (although at first it seems a little absurd) that "blue" cards have shown a marked rise in price, including in one-hole condition the following: \$2 River Murray (from \$18 to \$30); \$10 Kangaroo Island (from \$30 to \$50); \$5 Gold Coast (from \$10 to \$20); and the \$2 ACT cards (both

from around \$8 to \$25).

Blue cards are notoriously hard to find in good condition because they tend to show scratches very easily, and this is now being recognised by higher prices.

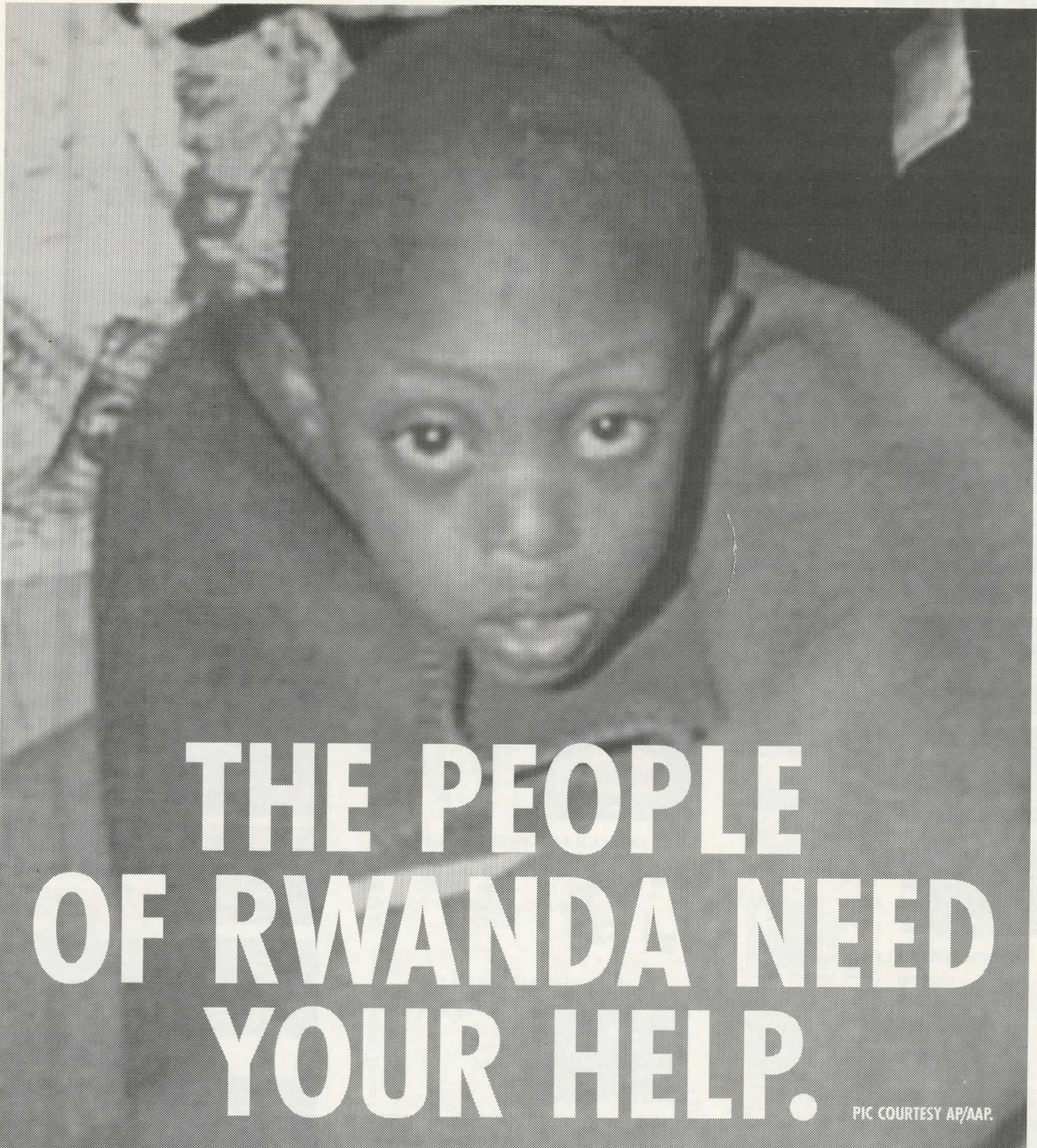
There have been a number of new issues in the last few weeks, but the flood of Custom cards that was expected (and feared by some) has not materialised.

The very well-designed and attractive Landscape 1994 set is the only new addition to our listing. Next month we will also show the other cards now in circulation, the Australian Ballet and Dance Company cards, and the new custom cards including our own \$2 complimentary card and the extremely elusive Rentlo cards (so elusive that we still haven't seen any).

Among the new issues we note that Telecom printing figures show only 100,000 of each of the \$5 Landscape printed (in five distinct batch numbers, each card appearing in every run — that is, each card exists with every prefix). We have priced these cards at the normal used prices, but if indeed there are only 100,000 of each, then a higher price will be justified (after all, this is less than was printed of any of the last five \$20 cards).

With the pack we have once again quoted a price around the issue cost, but this is expected to rise following the almost-certain sell-out.

This month we welcome Pay-Tel Australia cards to the Market Report. We have priced the Pay-Tel cards in sets only as there is not yet a market for the individual cards from sets. The same applies to used cards, which do not seem to be available on the market at all, and so we have avoided quoting prices for these. *The Editors* ▷



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More than half a million people have fled Rwanda. In torrential rain they huddle in desperate need of food, shelter, clean water and medical aid.

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MARKET REPORT #3

GEELONG (pack \$320)



Go Together
mint \$90
1 hole \$80
used \$45



Float and Wave
mint \$15
1 hole \$8
used \$6



Reach to Rescue
mint \$18
1 hole \$10
used \$8



Surf Boats
mint \$50
1 hole \$25
used \$15



Zodiac
mint \$18
1 hole \$15
used \$8



Surf Crew
mint \$90
1 hole \$75
used \$65

SOUTH AUSTRALIA (pack \$900)



Vineyard
mint \$50
1 hole \$12
used \$6



River Murray
mint \$65
1 hole \$30
used \$18



Adelaide Grand Prix
mint \$80
1 hole \$18
used \$8



Flinders Ranges
mint \$50
1 hole \$20
used \$12



Kangaroo Island
mint \$100
1 hole \$35
used \$25



Adelaide City
mint \$300
1 hole \$35
used \$12

GENERIC 1990 (\$5 pack \$100)



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



\$5 Logo
mint \$60
1 hole \$18
used \$6



\$10 Logo
mint \$120
1 hole \$8
used \$4



\$20 Logo
mint \$60
1 hole \$15
used \$8



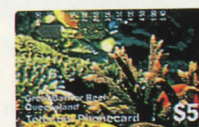
\$50 Logo
mint \$80
1 hole \$40
used \$25

500th GRAND PRIX (pack \$85)



Alfa and Wreath
mint \$45
1 hole \$20
used \$12

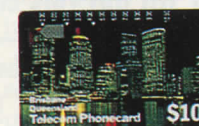
QUEENSLAND (pack \$350)



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



Gold Coast
mint \$35
1 hole \$20
used \$15



Brisbane City
mint \$250
1 hole \$110
used \$50

VICTORIA (pack \$300)



Melbourne City
mint \$35
1 hole \$10
used \$6



River Murray
mint \$40
1 hole \$15
used \$6



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

NEW SOUTH WALES (pack \$460)



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



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



Platypus
mint \$50
1 hole \$30
used \$15



Giraffe
mint \$60
1 hole \$30
used \$15



Cheetah
mint \$150
1 hole \$15
used \$8



Zoo Entrance
mint \$60
1 hole \$40
used \$15

ACT (pack \$275)



Royal Mint
mint \$30
1 hole \$25
used \$10



Canberra View
mint \$50
1 hole \$25
used \$10



Questacon
mint \$20
1 hole \$12
used \$8



War Memorial
mint \$50
1 hole \$25
used \$12



Telecom Tower
mint \$125
1 hole \$40
used \$25

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

WEST AUSTRALIA (pack \$85)



Perth Skyline
mint \$30
1 hole \$25
used \$20



Karri Forest
mint \$25
1 hole \$20
used \$15



Bungle Bungles
mint \$35
1 hole \$25
used \$20

NORTHERN TERRITORY (pack \$70)



Crocodile
mint \$30
1 hole \$25
used \$20



Ayers Rock
mint \$40
1 hole \$35
used \$30

TASMANIA (pack \$65)



Cradle Mountain
mint \$40
1 hole \$40
used \$20



Hunter Street
mint \$25
1 hole \$15
used \$10

GENEVA CONFERENCE



Koala
mint \$275
1 hole \$275
used \$240

RED CROSS (pack \$200)



Health and Safety
mint \$20
1 hole \$10
used \$4



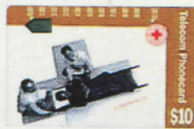
Blood Transfusion
mint \$30
1 hole \$20
used \$15



Community Service
mint \$25
1 hole \$15
used \$6



Youth
mint \$25
1 hole \$15
used \$6



Disaster Relief
mint \$35
1 hole \$12
used \$6



Assignments
mint \$35
1 hole \$15
used \$8

AUSTRALIA DAY 1992 (pack \$100)



Abstract
mint \$70
1 hole \$30
used \$15

OLYMPIC 1992 (pack \$300)



Hockey
mint \$70
1 hole \$30
used \$15



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



Swimming
mint \$25
1 hole \$3
used \$2



Cycling
mint \$25
1 hole \$3
used \$2



Track & Field
mint \$30
1 hole \$3
used \$2



Marathon
mint \$50
1 hole \$15
used \$8

TELECOM ADVERTISING



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



Hit a Snag
mint \$25
1 hole \$6
used \$4



Turn up the Volume
mint \$30
1 hole \$4
used \$2



Don't Hang Around
mint \$45
1 hole \$15
used \$8

CHRISTMAS 1992



Bird Choir
mint \$175
1 hole \$175
used \$160



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



Koala Santa Claus
mint \$25
1 hole \$5
used \$3

AUSTRALIA DAY 1993 (pack \$30)



Happy Faces
mint \$15
1 hole \$3
used \$2

TELECOM GENERIC - TOURISM



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



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



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



Koala
mint \$90
1 hole \$60
used \$40

ENDANGERED SPECIES (pack \$80)



Wallaby
mint \$20
1 hole \$5
used \$3

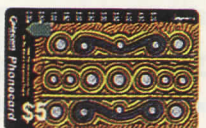


Wombat
mint \$20
1 hole \$5
used \$3



Numbat
mint \$35
1 hole \$8
used \$5

INDIGENOUS PEOPLE - Aboriginal Art (pack \$45)

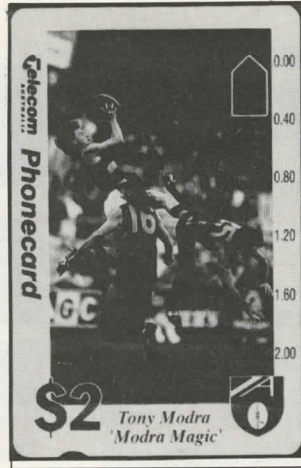
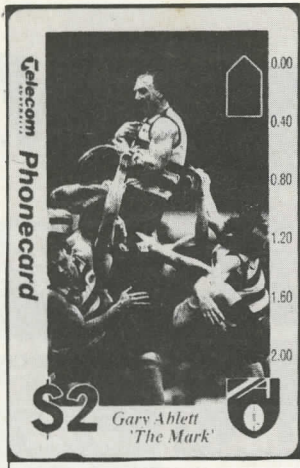


Creation of Life
mint \$8
1 hole \$4
used \$3

PRIVATE ISSUES

We are authorised distributors for:

PACS (Tamworth, Swiss, Ettamogah Pub), etc.
TeleArch (AFL Football — Gary Ablett, Tony Modra, etc)



Mint cards in Presentation Folder **ORDER NOW!**
(1 card per folder), each **\$19.50**

PACS: Limited stock of the obsolete issues:

Tamworth Country Music Festival:

loose cards **\$55** pack **\$60**

Swiss: loose card **\$18** pack **\$20**

Ettamogah Pub & Sydney Opera House
available soon

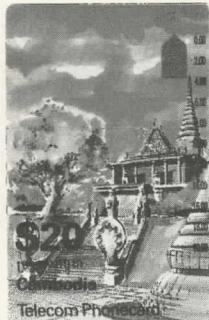
AWF (Australian Wildlife Fund) ORDER NOW

Koala (\$5) in pack **\$25** Duck (\$10) in pack **\$49**

Folios (numbered packs) also available.

(Packs also feature AWF stamps to the value of
\$20 and \$40 respectively.)

- Join our New Issue Service: Regular bulletins & order forms sent out (no obligation to purchase).



CAMBODIA

2nd Series \$20 Temple (185) 1 hole **\$30**

\$50 Temple (185) 1 hole **\$30**

\$50 Temple (252) 1 hole **\$45**

(all used cards in perfect condition)

3rd Series Map and Satellite set mint
(Aust. prefix numbers 289, 290) **\$250**

INVESTMENT OPPORTUNITIES

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



PAY-TEL

Abel Tasman trial set of three cards mint

(only 1500 sets) **SPECIAL** **\$150**

Cards also available in special collectors' pack at .. **\$195**

Spirit of Tasmania first set featuring the ship — set of

three in pack **\$60** loose mint set **\$50**

Tasmanian Wilderness Rivers set of three in

pack **\$40** loose set mint **\$35**

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

TT Line Crew Card

(exclusively for Crew) **\$12**

Historic Trams: pack .. **\$40** loose mint set (2) .. **\$35**

Souvenir Cards: Banknote Fair, Opera House, each **\$9**

All others (Melbourne, Brisbane, Darwin, Perth,

Canberra, etc), each **\$5**

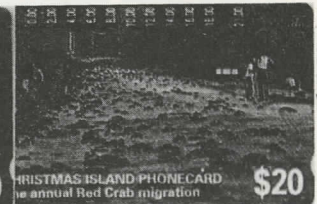
PAY-TEL SPECIAL

Complete set of all cards issued to date

(incl. Trams) in binder with 10 pages, including
Abel Tasman trial set and all souvenir cards.

(Normal retail \$367.) **\$335**

5 sets available only — order now! (postage extra)



CHRISTMAS ISLAND Mint set (2) **\$55**

Note: These cards have been reprinted to bring the total number issued to date to 10,000 of each. Only 4000 sets of each prefix pair exist. The next Christmas Island set (expected in July) features Jungle Scenes and it is understood will be sold by Telecom Australia.

STATUS RETAIL

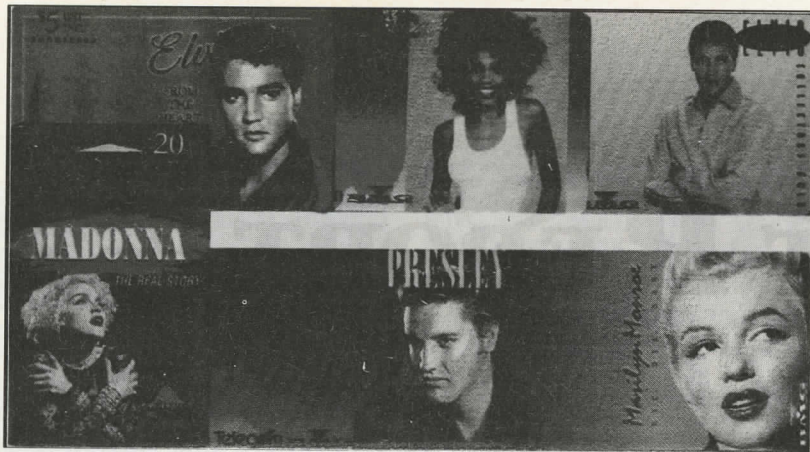
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We accept Bankcard, MasterCard and Visa. **Postage:**

(Australia) \$2 on orders under \$100; free on larger orders.

(Overseas) Insured airmail \$12; uninsured (your risk) \$3.



New Zealand Entertainers set (6) mint in Telecom New Zealand presentation pack (only 3000) \$500

SYDNEY SHOP

ADDRESS:

**Shop 516,
255 Pitt St, Sydney
(Under Hilton Hotel)**

Please come in and browse.



Japan Batman used . . \$25



Ireland Tina Turner used \$15



Germany Fred Flintstone mint \$35



Japan Movie promotion cards. Used. Many different in stock from, each \$8



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



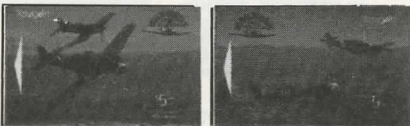
Ireland Diana Ross used \$10



Belgium Coca-Cola (only 1000) mint \$145

Standing Order Service; New Issues

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



New Zealand Warbirds over Wanaka set (2) mint \$50



New Zealand Rotary Helicopters mint, each \$12



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



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



France Ferrari only 11,000 used \$25



France Rugby only 11,000 used \$25



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



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

WANTS LISTS WELCOME

THEMATIC / COUNTRY / SPECIFIC CARDS

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

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

THE MARKET



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



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

ADVERTISING CARDS 1993



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



KMart - Camping
mint \$15
1 hole \$12
used \$8



KMart - Clothing
mint \$25
1 hole \$18
used \$15



XXXX - Beer
mint \$15
1 hole \$12
used \$8

LANDSCAPE 1993 (pack \$45)



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



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



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

SYDNEY OLYMPIC BID 2000



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

MICROSCOPY (Micro-photographs) (pack \$90)



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



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



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

TELECOM GENERIC (New Logo)



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



Kangaroo
mint \$12
1 hole \$3
used \$1

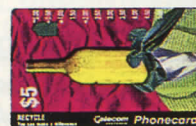


Great Barrier Reef
mint \$22
1 hole \$6
used \$2



Koala
mint \$55
1 hole \$40
used \$25

ENVIRONMENT PROTECTION (pack \$90)



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



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



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

CHRISTMAS 1993



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



City Christmas
mint \$12
1 hole \$5
used \$3

AUSTRALIA DAY 1994 (pack \$65)



Abstract Design
mint \$8
1 hole \$3
used \$2

AUSTRALIAN DINOSAURS (pack \$160)



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



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

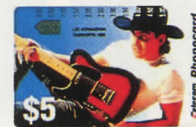


Minmi
mint \$25
1 hole \$15
used \$12

TAMWORTH MUSIC FESTIVAL (PACS) (pack \$60)



Golden Award
mint \$25
1 hole \$23
used \$20



Lee Kernaghan
mint \$25
1 hole \$23
used \$20

YEAR OF THE DOG



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



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



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



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

SWISSTM (PACS) (pack \$20)



Chocolate Bars
mint \$18
1 hole \$15
used \$13

ENDANGERED SPECIES/WWF (pack \$90)



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

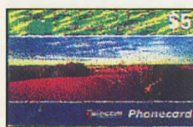


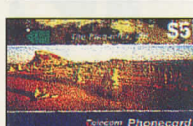





Western Swamp Turtle
mint \$12
1 hole \$4
used \$3



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

LANDSCAPE 1994 (pack \$75)

-  \$5
Bollard's Lagoon, SA
mint\$6
1 hole\$3
used\$2
-  \$5
Lamington Nat.
Park, Qld
mint\$6
1 hole\$3
used\$2
-  \$5
E. Alligator River,
NT
mint\$6
1 hole\$3
used\$2
-  \$5
The Pinnacles, WA
mint\$6
1 hole\$3
used\$2
-  \$5
Mt. Ben Lomond, Tas
mint\$6
1 hole\$3
used\$2
-  \$10
Mt. Hotham, Vic
mint\$12
1 hole\$5
used\$3
-  \$20
Cresnet Head, NSW
mint\$22
1 hole\$12
used\$8

Next month:

Telecom New Zealand issues to be included in Market Report...

FROM the next (August) issue of **Phonecard Collector**, the Market Report will include listings with illustrations and up-to-date market values of Telecom New Zealand telephone card issues. The listing will alternate in a two-monthly cycle between official Telecom NZ issues and Advertising Cards.

Phonecard Collector.
Always informative.
All ways.

PAY-TEL AUSTRALIA TT LINE CARDS

ABEL TASMAN TRIALS (pack \$195)

-  \$5
Devenport
-  \$10
Launceston
-  \$20
Hobart
mint set (3) . . . \$150

SPIRIT OF TASMANIA (pack \$60)

-  \$5
\$5 ferry
-  \$10
\$10 ferry
-  \$20
\$20 ferry
mint set (3) . . . \$50




TT LINE CREW CARD

-  Crew card
mint \$12

GENERIC - MAP (pack \$12)

-  'Olde Worlde' Map
mint \$7

WILDERNESS RIVERS (pack \$40)

-  \$5
\$5 river
-  \$10
\$10 river
-  \$20
\$20 river
mint set (3) . . . \$35

Wanted

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

Contributions should be in a position to loan either good colour photocopies or actual samples of all cards listed, however, any contributions will be carefully considered for publication. *Write, telephone or fax today:*

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

☎ (02) 264 7060 Fax (02) 264 7138

International: ☎ +61 2 264 7060 Fax +61 2 264 7138



Overseas cards — offered from stock

BY COUNTRY

Argentina (1, scene, chip) used	\$8
Bahrain set (4) paintings/scenes used	\$15
Benin (1, generic, chip) used	\$10
Brunei (1, shipping, mag) used	\$12
Cape Verde (1, generic, L&G) used	\$12
Comsat Ship-phone (1, shipping, chip) used	\$30
Croatia (5 diff, abstract, mag) used each	\$5
Estonia (8 diff, scene, mag) mint set of 8 (first issue)	\$75
Faroe Islands (4 diff, scene or birds, mag) used each	\$10
Gabon (1, generic, chip) used	\$10
Gabon (1, generic, mag) used	\$4
Hungary (5 diff, scenes, mag) used each	\$4
Iran (1, generic, chip) used	\$12
Isle of Man (1, generic, chip) mint	\$12
Kuwait (2 diff, scenes, mag) used each	\$5
Mali (1, generic, chip) used	\$5
Morocco (1, scene, L&G) used	\$10
Netherlands Antilles/Curaçao (1, scene, L&G) used	\$12
Pakistan (2 diff, world map with Santa or scene, chip) used	\$10
Pakistan (1, scene, Schlumberger chip/revalued) used	\$10
Pakistan (1, scene, L&G) used	\$9
Portugal (1, beer, L&G) used	\$12
Romania (1, abstract, chip) used	\$8
Russia (2 diff, generic, ship) Exiton, mint, each	15
St. Lucia (1, shipping, mag) used	\$8
St. Maarten (1, scene, chip) used	\$9
Senegal (1, generic, chip) used	\$7
Seychelles (2 diff, Guinness or Santa, L&G) used, each	\$15
Slovakia (2 diff, maps & arms, chip) mint set of 2 (first issue)	\$45
Syria (1, scene, mag) used	\$10
Tanzania (1, Mt. Kilimanjaro, L&G) used	\$15
Turks & Caicos (1, fish, mag) used	\$8
Uganda (1 schoolboy, mag) used	\$6
Yemen (1, scene, mag) used	\$12
Yugoslavia (1, generic, mag) used	\$6

THEMATIC CARDS

AIRCRAFT

Austria Austrian Airlines passenger jet (1000) mint	\$45
Germany Airbus 321 (3000) mint	\$25
Airbus 340 (12000) mint	\$25
Gibraltar RAF Vulcan bomber (5000) mint	\$5
Great Britain British Airways lounge mint	\$12
Greece Lufthansa jet used	\$35
Hungary Malev Boeing 767 (20000) mint	\$45
Singapore Air Show Pack (face Sing\$110) mint	\$160

ALCOHOL

Croatia Vigor Vodka logo used	\$5
Germany Thannhauser Champagne (8700) used	\$15
Port bottle on phone (Dalesque, 2000) used	\$15
Hungary Radegast beer (glass) used	\$6

ANIMALS & BIRDS

Alaska Caribou in Autumn (US\$10.50) mint	\$25
Huskies and Sled (US\$10.50) mint	\$25
Bald Eagle (US\$3.50 complimentary) mint	\$25
Czech Dinosaurs Stegasaurus and T Rex used, each	\$7
Denmark Shark (100kr) used	\$7
Bulldog (100kr) used	\$12
Wolf (100kr) used	\$12
Faroe Islands Birds (3 diff) used each	\$10
Germany Duracell Bunny toy (25,000) used	\$12
Meercats family (11,000) used	\$10
Comic dog drinking beer (30,000) used	\$15
Endangered species: bird (20,000) used	\$15
Endangered species: seal (45,000) used	\$15
Endangered species: eagle (25,000) used	\$15
Seal on telephone (10,000) used	\$12
Elephant and Bee cartoon (5000) used	\$15
Piggybank pigs (9000) used	\$15
Teddybear on milk drink can (13,000) used	\$15
Norway Bear playing ice-hockey used	\$8
Turks & Caicos tropical fish used	\$8

AUSTRALIA-RELATED

Austria Map of world, bases in Australia (1000) used	\$25
Denmark Kangaroo used	\$6
Japan Wayne Gardner/Daryl Beattie at Sukuka (2 diff) used each	\$25

CARDS ON CARDS

Hungary handful of phonocards	\$6
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CARS AND TRUCKS

Belgium Rally Jalhay car at speed test used	\$5
Czech Ferrari F40 (40,000) mint	\$10
Renault Truck used	\$8
France Renault Le Mans Victory racing cars (12 diff) used each	\$6
Germany Mercedes truck (10,000) used	\$12
Fiat Cinquecento (6000) used	\$12
Mitsubishi 3000GT (21,000) used	\$18
Postal Van c. 1928 used (50,000)	\$12
VW Beetle (30,000) used	\$15
VW Vento sportscar (20,000) used	\$15
Mercedes transport van (8700) used	\$15
Japan Formula 1 racing cars range of used from, each	\$12
Racing Cars and motorcycles, range of used from, each	\$5

CHINESE CALENDAR

Shanghai Year of the Cock mint	\$20
Germany Year of the Dog mint	\$20

CHRISTMAS

Denmark Christmas stamps used	\$6
Gibraltar Santa Claus (5000) mint	\$5
Ireland Santa Claus used	\$8
Pakistan Santa's Elves on phone used	\$10
Seychelles Santa Claus used	\$15

ENTERTAINERS

Czech Phil Collins "Both Sides" mint	\$15
Paul McCartney mint	\$12
Germany Andy Warhol piggyback (7000) used	\$15
Hollywood mint (DM 12)	\$15
Ireland Tina Turner used	\$15
Diana Ross used	\$10
Aladdin Walt Disney movie used	\$10
Japan range of movie poster cards used from, each	\$8

OLYMPICS

China Beijing 2000 bid Y10 Dragon mint SPECIAL	\$6
Germany Berlin 2000/world map (51,000) used	\$15
Berlin 2000/bear (52,000) used	\$15
Panasonic sponsor Barcelona '92 logo (9000) used	\$15
Barcelona '92 Gold Medal (20,000) mint	\$30
Lillehammer '94 X-country skier used	\$8
Japan Coca-Cola official sponsor Barcelona '92 Games (with games symbol and Coke logo) used	\$45

PRODUCTS/BRANDS

Czech Coca-Cola vending machine used	\$45
Germany Coca-Cola music set of 3 in folder (1500) only	\$240
Marlboro Lights cigarette packet (10,000) used	\$35
Kellogg's Cornflakes (2000) used	\$25
Kellogg's Fruit & Fibre (2000) used	\$25
Schweppes soft drinks/tennis (5000) used	\$15
Nikon camera TW Zoom 35-70 (12,000) used	\$15
plus many others including Fuji, Kraft, Yamaha, Bosch, Osram, Scotch, Palmolive, Canon, Edwin Jeans, Agfa (with issues between 2000 and 20,000) used each	\$12
Japan Coca-Cola official sponsor Barcelona '92 Games (with games symbol and Coke logo) used	\$45
Range of other Coca-Cola cards used from, each	\$25

PUBLICATIONS

Czech HVG magazine used	\$5
Germany Forbes magazine (7000) used	\$12
Bunte magazine/swimsuit model (3200) used	\$15

ROYALTY

Germany Queen Elizabeth II (20,000) used	\$35
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SHIPPING

Germany Corsica Ferry (DM 12) mint	\$20
Kuwait Fishing Boat used	\$5
Hungary Columbus 500th Anniv. used	\$6
Norway Cutty Sark tall ship (7000) mint	\$40
Comsat Shipboard Phonocard used	\$30
Brunei Ship in river delta used	\$12
St. Lucia Cruise ships in harbour used	\$8

SPORT (see also Olympics)

Norway World Cycling Champs 1993 (10,000) mint	\$30
Gibraltar Euro Hockey Champs 1994 (5000) mint	\$5

STAMPS ON CARDS

Croatia new stamp issue (building) used	\$6
Gibraltar HMS Calpe warship insignia (5000) units mint	\$5

TRAINS

Germany 1881 Tram with modern train (17000) used	\$15
Intercity Express/environment (2000) used	\$15
Spain 2 diff trains issued for the Essen phonocard fair infolders (3000 cards/750 folders only) SPECIAL — each folder mint	\$30, both together \$55

USA-RELATED

Germany New York Nynex Skyline card used	\$8
Sprint Statue of Liberty card (DM 12) mint	\$20
Japan American Bald Eagle used	\$12
Canadian Rockies used	\$12
Statue of Liberty used	\$20
Dominos Pizza used (pizza shown)	\$20

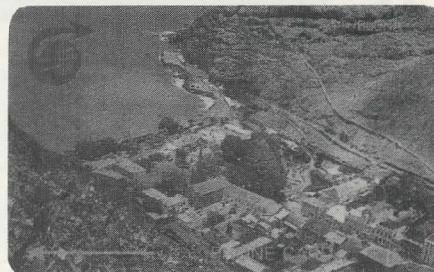
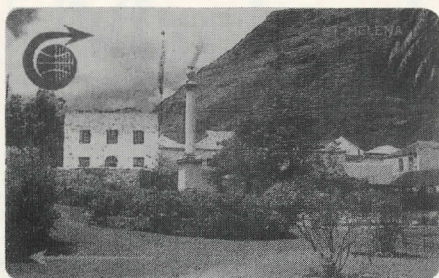
NOTE: New Thematic stock has arrived from around the world. Highlights include German private cards rarely seen here with mintages between 2000 and 30,000 at around 40% of catalogue; Eastern Europe, Gibraltar, etc. Photocopies (B&W or colour) available on request — please send SAE with 10 cents per copy (B&W) or 50 cents per card (colour) in cash, mint stamps or phonocards from Australia. We welcome wants lists for thematic collections, either by topic or specific cards, and can help you add those elusive cards to your collection.

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

STATUS RETAIL

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St Helena

Special correspondent, Dr William L Mayo, visits St Helena and finds phonecards!

THE guide book on the remote South Atlantic island of St Helena which I purchased at an antiquarian bookstore in London was published in late 19th century.

It professed the island to have "one of the most salubrious climates in the world" and recommended it as a place one could go for "the re-attainment of ones health and vitality"!

Apart from the frequent rain which marred my visit during St Helena's winter in 1992, I concluded that the early guide book was not far wrong.

I also concluded that the Saints, as the citizens are called, are luckier than they could ever realise. The climate was good as was the general health of the people and there appeared to be little unemployment.

Our small group had spent two weeks sailing to St Helena from Cardiff, Wales, aboard the RMS *St Helena*. This sleek, newly-commissioned cargo ship carries up to 100 passengers in good quality accommodation with ensuite facilities for all cabins on the longest mail run in the world.

Six times a year, the *St Helena* takes the mail from Cardiff to Cape Town and points in between on a 9600 kilometre voyage. The legendary journey included, in our case, eight days on St Helena as well as a day each at Tenerife (Canary Islands) and Ascension Island.

The *St Helena* even calls once a year, each January, to the loneliest island on earth — Tristan da Cunha. The ship is the sole source of mail delivery to these islands.

Stamp collectors throughout the world are actually one of the major sources revenue for St Helena's economy, heavily supporting its annual budget.

Britain chips in more than a £1 million each year to support the mail run and other overseas development authority ventures on the island.

The 6000 souls on St Helena are among the oldest 'colonials' in the once vast British Empire — only Bermuda has been a Crown Colony longer.

Britain obtained St Helena from the East Indian Company in the 1600s as a strategic place on the old trade route with the orient.

St Helena gained world wide notoriety in the early 19th century when it was chosen to contain Napoleon after his defeat at Waterloo.

Britain also fortified nearby Ascension Island and Tristan da Cunha which, in fact, resulted in the permanent habitation of these two remote places in the South Atlantic Ocean.

Today the Governor of St Helena is also the Governor of these two islands.

I have had a long-time philatelic interest in St Helena and also the postal history of Tristan da Cunha. I was,

therefore, curious to find (upon applying to the post office across the street from the old Consulate Hotel were I was staying) that St Helena had an issue of four definitive telephone cards on sale.

These had be issued in 1990 in very small quantities and a few were still available during my stay there in 1992.

So I availed myself of a few complete sets as well as a few odd numbers that I purchased from some islanders that had used them in the coin telephone.

The issue consisted of four cards — £2, £5, £10 and £15. There was also a complimentary card issued in 1990 in a very small quantity of 100. That particular card, according to the most recent Stanley Gibbons catalogue of telephone cards (2nd edition) makes it the scarcest telephone card in the world!

However, the set illustrated here is also extremely rear because the £15 was issued in a quantity of 400. Therefore, only 400 complete sets were ever available, many of which would have been lost or destroyed.

Although more of a booklet collector than a telephone card collector, the discovery on St Helena during my visit did whet my appetite for the romance of phonocard collecting and I am now seriously considering branching out from booklets into this exciting new collecting speciality. **WLM**

Moneycard Collector

Major American hobby publisher to launch phonecard mag.

PUBLISHER, Murray Church, has announced plans to launch *Moneycard Collector* for Amos Press, Inc (publisher of *Linn's Stamp News*, *Coin World* and the *Scott Postage Stamp Catalogue*) at the 103rd annual convention of the American Numismatic Association to be held in Detroit, Michigan, in July this year.

Church said that the editorial content in the first edition will focus on educating the collector and cover such topics as "why collectors collect", "why fans of other collectibles are now collecting phonecards", "the history of phonecards in America" and a profile of established stamp collectors who now also collect phonecards.

As well, given that the launch site is in Detroit there will be a special feature about cars on cards, together with a sidebar about the manner in which car manufacturers are using phonecards to promote their products.

Church is delighted with progress to date. "Collectors, dealers and card issuers have all been extremely supportive of our efforts. Everyone involved in the industry is convinced that, given our plans plus our

expertise at Amos Press with other collector publications, *Moneycard* will dramatically enhance the visibility and appreciation of this fast growing hobby".

Mr Church said there continues to be strong and long-term advertising support.

Advertisers in the first issue of the magazine bought a total of 16 pages of space. Advertisers included 21 card-issuers such as ACMI, Ameritech, Brilliant Colour Cards, ConQuest, GTI Telecom, Pre-paid Telecommunications, Sprint, Telecom Australia, Telexmax, and World Telecom Group (Amerivox).

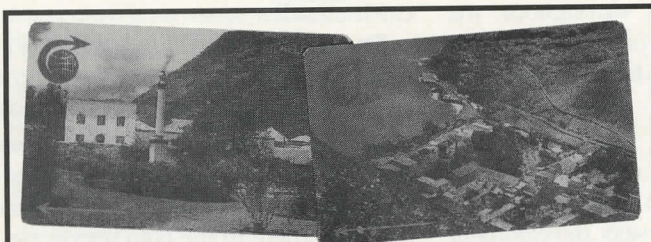
Dealers were represented by Americards, Bravo, Technologies, First Phonecard, Keep the Change, PM Cards/Powell Associates, Philcard International, Misch International and RMC Phonecards.

The American Telecard Expo (Houston) and Long Beach Coin & Collectible Expo also booked space in the first issue.

The publishing industry was represented exclusively by Australia's own **Phonecard Collector** magazine.

A big advantage for the *Moneycard Collector* launch is its firm foundation of circulation, based on complimentary mailing of at least the first three issues to the *entire* mailing list of *Linn's Stamp News*, *Scott's Stamp Monthly* and *Coin World* newspapers.

Add these figures to bulk custom orders made by a number of clients plus the free copies to be handed out at four important phonecard and collectibles trade shows between now and the end of 1994, and Murray Church expects the initial print run to exceed 250,000 copies!



St. Helena Rarities

1990 set of four phonecards — £2, £5, £10 and £15 in rare used condition. **ONLY 400 SETS WERE ISSUED!** This makes it one of the rarest phonecard issues in the world and from a highly regarded and popular British colony.

* Only two sets available at each \$400

Single cards from same set (used):

£2 \$50 £5 \$100 £10 \$100

For the philatelist:

The equally rare (only 100 printed on St Helena — confirmed by government printing authority on back cover): RMS St Helena £1 stamp booklet. Just a few left! each \$300

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Promotional card

At a recent press conference, Church announced a press conference the issue of the first *Moneycard Collector* telephone card — a joint effort initiated by Ameritech and involving the American Numismatic Association and *Moneycard*.

The card was designed by *Moneycard Collectors* art director, Teresa Wenrick, and has a face value of 40 cents. It will be given away, one to each member of the public who attends the ANA convention.

Moneycard Collector has also established a 1-800 collector hotline with the assistance of ConQuest.

Even at its first issue, *Moneycard Collector* may turn out to be America's largest debit card collector publication. *Moneycard Collector* is offering a one year charter subscription for US\$14.95 (US\$21.95 outside the US).

☎ **Phonecard Collector**
INFORMATION LINE

Moneycard Collector, P.O. Box 783, Sidney, OH 45365, USA.
+1 513 498 2111; Fax +1 513 498 0876.

The Speculator

WELCOME to the second installment of the Speculator. We hope you enjoyed our debut column and this month you have a chance to judge our performance against the broader market.

The last few weeks have seen enormous interest in phonecards with many new collectors and investors coming to the hobby.

This has seen great demand for scarcer individual cards and collector packs and correspondingly sharp price increases for many items.

The blue-chip items we recommended last issue for their long-term performance have in fact raced up in price in the *short*-term (most notably, \$10 Kangaroo Island from \$20 to \$130, \$10 Brisbane City from \$60 to \$280, \$10 Cheetah (NSW) from \$40 to \$150 and \$10 Telecom Tower from \$20 to \$125).

We are taking the opportunity this month to sell part of our holdings to take a profit and invest our money elsewhere, hopefully with the same success!

Our 'sleeper' tip last month, the \$10 Generic Logo in mint condition, has also performed well, climbing from a retail of \$20 up to \$120 to \$150.

This card is virtually unobtainable in mint condition and we believe it has further good prospects.

Australian Collector Packs have also performed very well in the last few weeks, with many doubling in price.

The portfolio is under-exposed to these collector packs and so we have added a range to our holdings.

New purchases

We mentioned Western Australia, Northern Territory and Tasmania packs as good buying in the last column, not only because the packs are relatively cheap, but also because the total quantity of cards printed (loose and in packs), was only 50,000 of each.

This month, we are adding 10 of each of the Northern Territory and Tasmania packs to the portfolio at \$70

and \$60 each respectively.

Another good buy among the collector's packs appears to be the 1993 Australia Day pack.

This is still a cheap buy at around \$25 given that its cousins, the 1992 and 1994 packs are trading at well over \$50 each. We have also added 10 of these to the portfolio.

Looking at the blue-chip end of the scale, we have bitten the bullet and bought one of each of the following: South Australia, Geelong, Australian Capital Territory and New South Wales packs.

Whilst these are unlikely to double again in the next few weeks (although who can rule this out?), they are amongst the scarcest of the packs and should hold their value well.

We have also taken up our full allocation of five of the new Endangered Species 1994 packs at issue price of \$45.50 each and will plan to do so for the upcoming Landscapes 1994 pack as well.

Pay-Tel

This company issues phonecards for the Trans-Bass Strait ferry in relatively small quantities.

These cards are specifically produced to fit the telephones also manufactured by this company and so it is legitimately known as the second phonecard producer in Australia.

The very first set of three cards produced as a trial on board the old Abel Tasman ferry has been added to our portfolio.

There were only 1500 sets produced, 1000 of them in a collectors pack which trades at a premium of around \$50 over the set.

We have decided to buy the loose sets and take advantage of the cheaper price.

The second Pay-Tel set features the new ferry, the *Spirit of Tasmania* and has been a hit with ship-topic collectors and is now sold out.

Here there is virtually no difference in price between the pack (of which there are only some 2000) and the

loose set so we have added the packs to the portfolio.

Overseas

This issue we have added the first overseas cards to the portfolio.

There is so much available here that discretion must be used so as not to expend the budget completely on very few purchases (remembering that we are looking primarily for investment opportunities and not at completing a collection).

We have chosen four items which all have a number of factors in their favour.

The first is the recent New Zealand Music Legends set in the special collectors pack (only 3000 produced).

This is a good-looking pack featuring Elvis Presely, Madonna, Marilyn Monroe and Whitney Houston.

It is also a very limited edition and the New Zealand market for packs has been very strong lately (see the article on page 11 this issue).

We were able to secure a pack at \$300 — well over the issue price but already a bargain.

The second is another New Zealand pack, this time the first in a series of International packs to be produced.

These will be similar to those done for the local New Zealand market, but bear the additional inscription 'International' and will be produced in a limited issue of 1000 only.

Issue price for the first one featuring Science and Technology is NZ\$85, but unless you are on Telecom New Zealand's mailing list with an overseas address, it is highly unlikely that you will be able to purchase one at issue.

However, bearing in mind that previous New Zealand packs with an issue quantity of 1000 now mostly sell for over NZ\$2000 each, these packs should still represent good buying even at a substantial premium over issue price.

The third item is the inaugural Fiji collectors pack. This pack features the first set from Fiji Post and Telecom

along with a \$1 complimentary card only available in the pack.

Although this pack was issued over two years ago, there has been very little price movement and we were able to purchase ours at \$80 each (issue price was Fiji\$60).

Being a first issue with a bonus card, we believe these packs have good potential.

The last item is a South African complimentary card.

Most readers will by now have seen the first regular South African series, the 'Big Five' animals which is a very

beautiful set.

Almost a year earlier, a complimentary card showing a lion was issued for a Telecommunications fair in Cape Town (2000 only) and Telecom South Africa now list this card as their first regular (ie, non-trial) phonecard.

With more and more people beginning to collect South African cards, we believe this item will become highly sought after.

It already sells for around \$400, but has good potential as a long-term investment.

Nominal wholesale

Due to the increasing strength of the phonecard market, a nominal wholesale of 70% (rather than our initial 60%), is now justified and all figures in this column have been adjusted to reflect this. For an explanation of nominal wholesale (the wholesale value of our holdings) please see our previous column in issue #25.

The editors

The Phonocard Collector Portfolio

Phonocards	Previous Holdings	Purchase Date	Current Retail	Sold*	Total Sales	Remaining Nominal Wholesale
\$10 Kangaroo Island	10 @ \$28	15.04.94	\$130	5 @ \$90	\$450	\$455
\$10 Generic Logo	20 @ \$25	15.04.94	\$140	10 @ \$100	\$1000	\$980
\$10 Brisbane	5 @ \$60	15.04.94	\$280	—	—	\$980
\$10 Grampians	5 @ \$50	15.04.94	\$80	—	—	\$280
\$10 Cheetah	5 @ \$38	15.04.94	\$150	—	—	\$525
\$5 Grand Prix Wreath	10 @ \$14	15.04.94	\$45	10 @ \$300	\$300	—
\$10 Telecom Tower	10 @ \$25	15.04.94	\$125	5 @ \$90	\$450	\$435
West Aust Pack	10 @ \$40	15.04.94	\$85	—	—	\$595
\$2 Hockey	20 @ \$16	15.04.94	\$70	15 @ \$50	\$750	\$245
\$5 Willy	10 @ \$12	15.04.94	\$60	5 @ \$40	\$200	\$210
Aust Day 94 Pack	5 @ \$35	15.04.94	\$65	—	—	\$225
Tamworth Pack	4 @ \$45	15.04.94	\$60	—	—	\$170
Swiss Pack	10 @ \$16	15.04.94	\$20	—	—	\$140
New Purchases						
N T Pack	10 @ \$65	15.06.94	\$70	—	—	\$490
Tas Pack	10 @ \$60	15.06.94	\$65	—	—	\$455
Aust Day 93 Pack	10 @ \$25	15.06.94	\$30	—	—	\$210
S A Pack	1 @ \$800	15.06.94	\$900	—	—	\$630
Geelong Pack	1 @ \$280	15.06.94	\$320	—	—	\$224
NSW Pack	1 @ \$400	15.06.94	\$460	—	—	\$322
ACT Pack	1 @ \$250	15.06.94	\$275	—	—	\$193
Endangered Species 94 Pack	5 @ \$45.50	15.06.94	\$90	—	—	\$315
Pay-Tel 1st Issue mint, loose	3 @ \$140	15.06.94	\$150	—	—	\$315
Pay-Tel Spirit Pack	5 @ \$60	15.06.94	\$60	—	—	\$210
NZ Legends Pack	1 @ \$300	15.06.94	\$450	—	—	\$315
NZ Science Pack	2 @ \$70	15.06.94	\$140	—	—	\$98
Fiji 1st Pack	3 @ \$80	15.06.94	\$90	—	—	\$189
South Africa Complimentary	1 @ \$400	15.06.94	\$400	—	—	\$280
					\$3150	\$9486

Cash at Bank	Value of Portfolio	Percentage change
Opening Balance	Nominal Wholesale	Opening Balance
Plus Sales	Less Owed to Bank	Current Value
Less Purchases	Nett	Nett Increase
Bank		

Gold Price (30.06.94) A\$384.95 oz (+6.80) Percentage change +1.8% All Ordinaries (30.06.94) 1989.1 (-91.5) Percentage change -4.4%

New variety on Australia Day 1994 card?



OUR reader, Mr Ray Moffat, and his phonecard collecting sons, of Orange, New South Wales, recently came upon what they believe to be a new variety on the Australia Day 1994 card.

On first examination, there appeared to be a scratch between the 'G' and the 't' of the word "Great". Closer inspection with a magnifying glass revealed that a printing error had

occurred.

The pattern of dots which make up the background colour of the card has been disrupted, possibly by some foreign object on the card or printing plate, or by a flaw on the plate itself.

The photograph at right shows a magnified view of the area in question. Mr Moffat asks if this fault represents a new variety on the card similar to the

errors on the \$1.50 Bird Choir cards printed for Christmas 1992.

The card has an ID code of N931212 and Serial/batch No 0036445853.

The Moffat family collection includes other examples of this card with Serial/Batch numbers in the ranges 003640xxxx, 0036941xxx and 0036949xxx. There are no similar marks on any of these cards. □

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Middle East peace accord on cards

A SERIES OF *TelePax* phonecards commemorates peace initiatives around the world, writes Hendro Winatan, of Worldwide Telecard, Wellington, New Zealand.

The first issue in the series comprises four cards, one each from Belgium, Germany, the Netherlands and the United States (AmeriVox).

These cards commemorate the peace accord signed in Washington DC, USA, on September 13 1993, by

Israeli Prime Minister, Yitzak Rabin and Palestine Liberation Organisation Chairman, Yasser Arafat.

The cards show the two Middle East leaders shaking hands on the steps of the White House. US President Clinton is seen in the background, hands outstretched in a gesture symbolising his support and encouragement.

According to Mr Winatan, only 2500 sets of four cards were produced for worldwide distribution. □



25th Anniversary Moon Landing card series

CANADA-based call company, Roam Pacific, is sponsoring five Telecom Australian phonecards to commemorate the 25th anniversary of the first manned landing on the moon.

The colourful cards will be issued late August in denominations of \$2, \$5, \$10, \$20 and \$50 and feature

action scenes connected with the Apollo 11 mission, from take off to planting the United States flag in the lunar soil.

Each card features the Roam Pacific logo and the badge of the Apollo 11 mission.

The collector's pack containing the complete series is expected to have a recommended retail price of A\$195.

Topic: Trains on Cards



Steam Loco 1210

Special edition \$5 Telecom Australia Custom telephone card due for release on July 1. The card, issued on behalf of the Australian Railway Historical Society (ARHS) shows Steam Loco 1210 and is available in a special Collector's Edition Folder with a brief history of the locomotive and the Michelago Tourist Railway.

Price, per Collector's Edition Folder \$19⁵⁰

Terms: We accept Bankcard, MasterCard and Visa.

Postage: (Australia) \$2 on orders under \$100; free on larger orders. (Overseas) Insured airmail \$12; uninsured (your risk) \$3.

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Steam Loco 1210 card

THE ARHS (Australian Railway Historical Society), ACT Division), is behind a special limited edition \$5 Telecom Australia custom phonecard, featuring Steam Locomotive 1210. The card is issued in a special collectors' edition folder with a brief history of Locomotive 1210 and the Michelago Tourist Railway. The packs have a recommended retail of \$20 and are available from phonecard dealers or the ARHS.

☐ Phonecard Collector INFORMATION LINE

ARHS Phonecard Orders, PO Box 89, Fyshwick, ACT 2609, Australia; (06) 239 1972; Fax (06) 239 1984.

	<p>SOUTH AFRICAN POST OFFICE</p> <p><i>Jessie Vlavianos is your official agent for South African Stamps & TELKOM PHONE CARDS</i></p> <p><i>Please write for a stocklist of all current issues</i></p> <p>P.O. Box 155, Kilkenny, Adelaide, SA 5009.</p> <p>Phone: 08 345 4667</p>
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Big collector weekend

TO brighten up a cold Melbourne winter July, two fairs will take place that are already causing considerable interest.

On Saturday, July 9, dealers and collectors from Australia and overseas will converge on Melbourne's Southern Cross Hotel to view and purchase one of the largest stocks of Australian and world banknotes that has ever been seen in Victoria.

Members of the International Bank Note Society will mount a special competitive exhibition and Note Printing Australia is expected to exhibit material from its archives.

Phonecards will also form a strong part of the banknote fair, as an

increasing number of banknote and coin dealers are dealing in 'plastic'.

A much sought-after souvenir of the event will be the special limited edition souvenir card produced by Pay-Tel. This card will only be available for sale at the reception desk from 10.00 am.

An informal dinner for dealers attending the fair will be held on Saturday evening at the hotel. This will be followed by a general meeting of the Australian Phonecard Dealers Association.

Phonecards have their own day on the Sunday (July 10), when the Melbourne International Phonecard Fair is sure to attract hundreds of

collectors from Victoria and interstate.

Phonecard Collector will be represented, along with major phonecard dealers from throughout Australasia. Telecom Australia and Pay-Tel Australia will also be present. Telecom will show off selections from its archives during the fair. Pay-Tel will also produce a limited edition souvenir card for the phonecard fair.

Venue for both fairs will be Ballroom A, Mezzanine Floor, Southern Cross Hotel, 131 Exhibition Street, Melbourne.

Phonecard Collector INFORMATION LINE

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

Brisbane fair success

THE Brisbane City Travelodge was host to the inaugural Brisbane International Phonecard Fair on May 15, attracting approximately 600 collectors. Visitors were offered the largest range of Australian and world phonecards ever seen in the Queensland capital.

Limited edition collector packs, mint cards and used (one hole) cards were in great demand as was the limited edition collectors card that was produced by Pay-Tel Australia especially for the event.

Good sales were recorded for world cards, especially those of New Zealand, Fiji, Papua New Guinea, the United States and Japan.

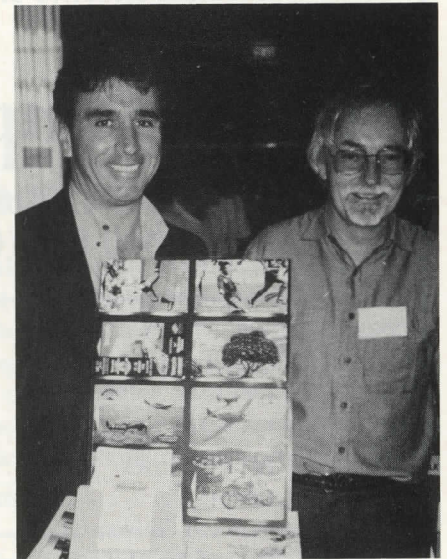
The popularity of topical or thematic collecting continues to grow, with many more collectors expanding

into this area. Movie stars, cartoons, Coca-Cola and transport are some of the most popular topics.

Pay-Tel Australia staff were kept busy with a constant stream of enquiries about and sales of their cards, while, for many Queensland collectors, the fair was the first opportunity they had to meet with Nelda Slezak and Emma Rogers from Telecom's Phonecard Collectors Services for the first time.

Visitors found Telecom's archival display fascinating and were able to view designs which didn't quite make it off the drawing board.

Phonecard Collector was represented by publisher, Brian Moore, who reported strong interest in the magazine and the Complimentary phonecard.



Alan Dunlop of Phonecard Advertising and Collector Services (PACS), Sydney, with Brisbane dealer, Tony Boyd.

Queensland's Kangaroo Phonecard Club also had an information stall, where collectors could obtain details about collecting and joining the club.

Considerable publicity that was generated for the event in local media with organiser, Mark Freehill, heard on radio and interviewed for local newspapers. □

Linna's \$2970 card

TWO happy phonecard collectors: Bernard Le Boursicot and his wife, Linna Lee, of Sydney, photographed after the Status Auctions International sale held in Sydney on April 27. Bernard had just paid \$2970 (including buyer's premium) for Lot Number One — one of very few examples existing of the Telecom Australia/Anritsu Geneva specimen telephone card. Bernard promptly presented the card to Linna. Both husband and wife are keen collectors, not only of phonecards, but also of postage stamps. Linna collects stamps of her native China while Bernard concentrates on issues of the French community. Bernard told **Phonecard Collector** that there are many excellent opportunities for acquiring phonecards and stamps right now. ▷



New member of TPC team

EXPERIENCED journalist, Gordon Thomas, has joined the editorial team at at **Phonecard Collector** and **The Stamp Collector**.

Born and educated in Melbourne, his first job on leaving school was as a cadet journalist. Since then, Thomas has been involved with a number of publishing houses, working both on the editorial side and in sales and promotions. He has worked overseas and, for the past three years, has occupied himself as a freelance writer and editor. His outside interests include tennis, current affairs and neighbourhood activities. □



Gordon Thomas, publisher's assistant

Wanted

News about people:

Phonecard Collector seeks news and information about phonecard collectors and dealers, young and old, for consideration for publication in the magazine. People *make* the hobby and it's part of our brief at **Phonecard Collector** to introduce the main players, the 'movers and shakers', in the industry, from Beijing to Bendigo, from Delhi to Dunedin.

Remember, a photograph makes a good story better! TPC

MELBOURNE'S BIG COLLECTOR WEEKEND

MELBOURNE INTERNATIONAL BANKNOTE FAIR

Melbourne's Annual Banknote Fair
Saturday, 9th July, 1994 — 10.00 am to 4.00 pm

Featuring Australia's Leading Banknote Dealers With LARGE Stocks of Australian & World Banknotes For SALE

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DISPLAYS & EXHIBITS by Note Printing Australia and
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Melbourne's Annual Phonecard Fair
Sunday, 10th July, 1994 — 10.00 am to 5.00 pm

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• PAY TEL AUSTRALIA:
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Essen International Phonecard Fair

Reported by Torsten Weller from Germany.

FOLLOWING on from Philately with T'card in Cologne last year, Essen was the second big German stamp fair to embrace telephone cards and once again it was a resounding success.

Held in conjunction with the 10th International Stamp Fair, the combined shows occupied four large halls and attracted around 250 standholders, amongst them some 60 dealing in phonecards.

The fair began on Thursday and ran until Sunday, with Saturday the busiest, but good crowds came through the door on all four days.

A rough estimate of 10,000 people visiting over the four days seems about right, with long queues at the doors and around the huge Telekom Germany stand, which featured 10 booths from which the current cards from all over Germany as well as the newest issues were being sold.

Many other Telecom companies were represented, notably Hungary, the Czechs, Denmark, Holland, Alaska, Gibraltar and Switzerland. Telecom Australia and Telecom New Zealand both expressed interest in participating but the large upturn in sales at home has meant that there was little they could have offered collectors in Essen. There was also a sizeable contingent of American phone companies offering remote-memory cards, which is not surprising since there are now, supposedly, over 400 such companies in the USA.

Amongst the dealers, not surprisingly, most came from Germany. More surprising was the fact that many of these dealt exclusively in German mint cards. On the one hand, this shows the preoccupation German collectors have with their own cards. Germany has issued over 2000 different cards, the greater proportion being produced for private client

advertising, and this allows the dealers to each have something different on display. On the other hand, it points to the fact that the majority of Germans have not yet begun to seriously collect cards from around the world.

Interest in overseas cards

A few of the German dealers have begun to offer world cards, notably from the USA (Nynex New York cards have long been collected, but the focus is now on remote-memory cards), and one German dealer, called Sirius, deals exclusively in Japanese cards.

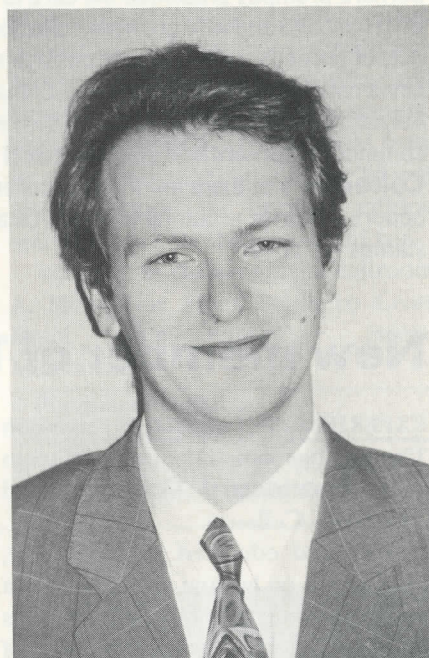
Naturally, he had a lot of topical cards on display which attracted interest, but he also mentioned that he has customers who collect Japan complete! There are codes on the backs of these cards which identify where and when they were produced, many collectors concentrating on cards produced in particular cities.

Early cards (1988 and before) are hard to find with the continued outpouring of issues (up to 100 a week) and fetch tidy prices.

The major foreign dealers attending where Eric Elias of Philcard International (London), Jeremy Baher of First Phonecard (London), John Eccles (New Zealand) and myself, representing Status Retail (Sydney).

All reported strong interest in world cards, mostly USA, Great Britain, Australia, New Zealand, Fiji, the hard-to-get countries like the Caribbean, Chile, Lebanon, etc., and better topicals, with most collectors having their first opportunity to see many of these cards.

Although most dealers reported good results for the fair, there is no doubt that the hefty price rises for



Torsten Weller

German cards have slowed and the interest from speculators is down. The same cannot be said of the collectors, who voted with their feet by attending the show in such numbers.

While the market for German cards is in a consolidation phase, with the trend towards used cards and topicals gaining momentum, there is now genuine interest in foreign cards beginning.

The German collector body, very large, is looking to embrace not only US cards, but also those from Europe (Spain is the hot tip here), as well as cards from further afield like Australia and New Zealand.

All in all, Essen provided four excellent days of information, new contacts, good collecting and enjoyment amidst a very professionally organised show with all the amenities (including restaurant and bar — even ice cream vendors).

The next show is planned for May 1996 — mark it in your calendar. **TW**

Philatelia with T'card

Cologne, Germany, will host another international phonecard, stamp and coin fair this October.

PHILATELIA mit T'card (Philatelia with T'card), the International Fair for Stamps, Coins, Telephone Cards and Accessories, will again be held at the KölneMesse (Cologne Fairground) in Germany from October 7 to 9 1994.

The 1994 event follows a very successful three-day Philatelia mit T'card event, which concluded on October 23 and attracted a total of 35,000 visitors — a 26% increase on Philatelia '91.

There were more than 260 dealer booths at Philatelia mit T'card '93, with over half of these from overseas dealers and telecom companies.

The organisers noted that telephone cards are asserting themselves more and more as an important aspect of the Philatelia event.

Readers may wish to note in their diaries, the dates for next year's Philatelia mit T'card event: October 20-22 1995.

Philatelia mit T'card is sponsored by the Federal Association of the German Philately Trade, Cologne (APHV).

Dealers interested in taking booths should contact the organisers (Philatelia mit T'card, KölneMesse, Messeplatz 1, D-50679 Köln, Germany) or their regional representatives (details opposite).

Ø **Phonecard Collector** INFORMATION LINE

Australia, (02) 955 4022;
Canada, (416) 598 3343;
China, (01) 466 2496;
France, (01) 4525 8211;
Great Britain, (081) 681 8166;
Hong Kong, 523 2171;
Indonesia, (021) 525 1208;
Japan, (03) 3593 1640;
Korea, (02) 776 1546;
Malaysia, (03) 238 3561;
New Zealand, (09) 308 9727;
Singapore, 298 7855;
South Africa, (011) 482 1080;
Taiwan, (02) 595 4212;
Thailand, (02) 236 2396;
United Arab Emirates, (06) 59 5544;
USA, (212) 974 8836.

Collectors and dealers

are invited to contact **Phonecard Collector** magazine expressing their interest in joining a tour to Germany for Philatelia mit T'card '94. So as to secure the most advantageous rates for airfares and accommodation, we would like to determine the possible numbers of travelers who would wish to depart from

Auckland, Sydney, Melbourne, Bangkok and Singapore for Cologne (via Frankfurt). Please indicate which class of air travel (Economy, Business or First) is preferred, along with the standard of accommodation (Budget, Standard, Superior, First Class) would be sought. Also indicate if you would be interested in joining side-trips to telecommunications or postal/philatelic museums.

Phonecard Collector Magazine

GPO Box 3780, Sydney, NSW 2000, Australia

☎ (02) 264 7060 Fax (02) 264 7138

International ☎ +61 2 264 7060 Fax + 61 2 264 7138

Short takes

A round-up of news in brief.

New cards from Cambodia

CAMBODIA will shortly issue a new series of pictorial telephone cards. **Phonecard Collector** understands that the new cards will be issued in denominations of US\$2, US\$5, US\$10, US\$50 and US\$100.

We believe there will also be a collector's pack, but whether it will contain all five cards (with a total face value of US\$167 — approximately A\$230) has not been confirmed.

Cambodian telephone cards are produced by Australia's Telstra and to date, have been issued primarily for use by United Nations forces temporarily residing in the country.

The issue of low (\$2 and \$5) value cards suggests that telecommunications authorities in Phnom Penh, are for the first time, catering for the calling needs of the local population.

The population of Cambodia was estimated at 8.246 million in 1990, of whom, approximately 900,000 live in the capital, Phnom Penh.

Until recently, a telephone system was practically non-existent, except for government communications. According to the *SBS World Guide*, there were only 7300 telephones in Cambodia, with international facilities available only in the capital. □

Norfolk Island

NORFOLK ISLAND TELECOM will issue its first series of telephone cards, showing scenes of the island and HMS *Bounty* during September.

The cards are being produced by Telstra and will be issued in denominations of \$5, \$10 and \$20.

The cards will be inscribed in English and the local, Norfolk Island language, which is derived from Polynesian and West-country English.

Phonecard Collector INFORMATION LINE

Comcard Pty Ltd, GPO Box 3605, Sydney, NSW 2001, Australia.

Players promote phonecards

THE proudly all-Australian company, Players Biscuits Pty Ltd of Miranda, New South Wales, is certainly playing its part to promote telephone card collecting.

The wrappers on every one of 40 varieties of Players products feature details of an opportunity to win one of 30 NEC *Sportz* phones plus 1000

limited edition \$5 Swiss phonecard packs.

The promoters require two bar codes from the external packs of Players products to be sent in as proof of purchase. Since March (and until the end of July), Players are drawing the winners of six *Sportz* phones plus 200 Swiss packs each month from

those who send in two bar codes.

Players Biscuits are available from most supermarkets, grocery and convenience stores and by all accounts, the free phonecard promotion has done a great deal to raise the profile of this all-Australian company in the very competitive biscuit and snack food market. □

Special purchase of VST telephone card album pages

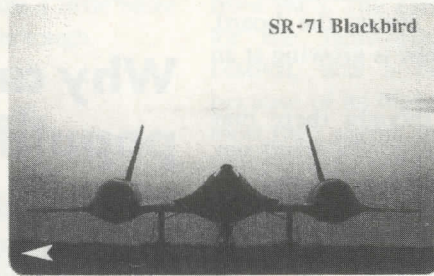
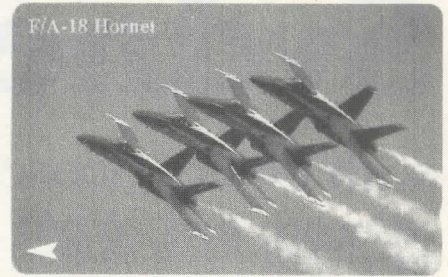
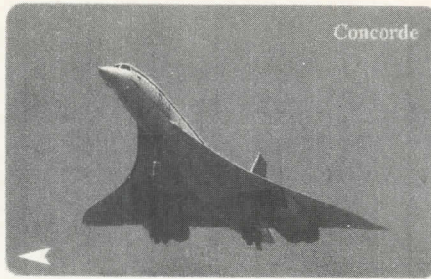
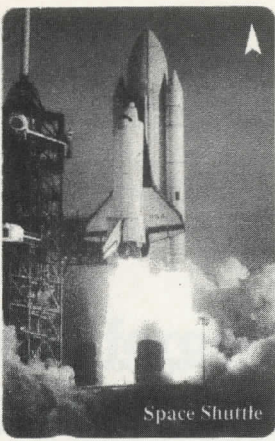
Due to a substantial purchase from the manufacturer, we are able to offer quantities of the popular VST telephone card album page (with 8 pockets) at substantial savings of recommended retail price (\$1.10).

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

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

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

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



Singapore air show cards

SINGAPORE TELECOM issued five action-packed telephone cards and a Collector's Pack to commemorate the recent air show held in the Republic.

Subjects portrayed on the cards are as follows:

Space Shuttle

The Space Shuttle has three main parts: two solid-fuel rocket boosters, a large external tank to hold liquid-hydrogen and liquid-oxygen, and a piloted delta-wing craft, the orbiter.

The orbiter carries experimental equipment in its bay, places satellites into orbit, retrieves and services satellites, and delivers a variety of supplies and materials to space stations. This aerospace vehicle is able to ascend into earth orbit and then fly back through the atmosphere to a conventional landing on a runway.

Concorde

The Concorde, a jet-propelled passenger aircraft capable of cruising

faster than the speed of sound (atabout 650 miles per hour), was designed to carry a maximum of 100 passengers four-abreast, all first-class seating.

Built jointly by Britain and France, the first prototype was flown in March 1969. It has a mximum speed of about Mach 2.2.

F/A-18 Hornet

The F/A-18 Hornet was developed as an alternative to the highly sophisticated F-14 Tomcat to perform missions such as intercept, air combat, fighter escort, army and fleet support and interdiction.

Built jointly by McDonnell Douglas and Government Aircraft Factory, this multi-mission fighter has a maximum speed of Mach 1.8.

B-2 Stealth Bomber

The B-2 Stealth Bomber, utilising materials and an aerodynamic design to thwart radar pulese, is able to slip in and out of hostile environments

unseen and strike specific targets with predictable accuracy.

Reminiscent of Northrop's B-49 Flying Wing of the late 1940s, the B-2 Stealth Bomber made its first flight on July 17 1989. It has a maximum speed of 475 miles per hour.

SR-71 Blackbird

The world's fastest operational aircraft, the SR-71 Blackbird has the ability to survey 110,000 miles² of the Earth's surface in just one hour, at a speed of over Mach 3, at altitudes in excess of 80,000 ft.

This strategic reconnaissance aircraft is built with specially developed alloys and has performance limits of 2200 miles per hour. Lockheed's SR-71 Blackbird first flew in 1962 and its existence was officially confirmed in 1964. □

ACKNOWLEDGEMENTS:

Singapore Telecom
Service first. *Always.*
Status Retail

Sydney view

with Opera House.

WITHOUT a doubt the phone-card market is booming and prices for Australian cards are going up almost across the board. Interest in the hobby is growing at an amazing pace.

Last month, I thought there may have been something of a slowdown, but the pace continues to quicken!

Packs lead the field

Where should one start on the subject of price movements? Packs, of course, have gone 'through the roof'.

If you bought packs on the strength of my predictions a year ago in this magazine, your investment is looking good!

A glance at **Market Report #3** elsewhere in this issue will show just much the market has moved particularly on the first 15 packs.

The South Australia pack continues to lead the way, reaching the \$700 at press time.

Not far behind is New South Wales (\$400), Queensland (\$320) and the Geelong (\$300).

I believe a pack to look out for is the 1992 Australia Day. At press time, this pack was around \$100, which reflects a significant improvement on its price of \$50 a month or so ago.

This remains a much under-rated pack and even at the current price levels, it would seem to be a good buy.

Similarly, the 1993 Australia Day — the 'poor relation' among collector editions — is selling at around \$30. This pack should move upward significantly over the next twelve months.

A big surprise for many (except Opera) has been the performance of the Generic pack, which was selling for \$25 to \$30 a month ago but has now settled down at \$90. This pack would be among the scarcest of the early packs. Because of its bland

appearance it was a poor seller when it was released and it should continue to be a good thing in the future.

Why are they so popular?

One factor which has made collector editions so popular is that, for an investor, they are a simple proposition. They are conveniently packaged. The purchaser has simply to buy them and carefully store them.

Collecting in such fields as prefix numbers, one-hole or multi-hole cards, would appear to be the province of the serious collector and not the investor.

In the current heady climate of phonecard pack buying and selling, we should not lose sight of the fact that the rapid appreciation in this particular market segment is at least partly investor-driven.

If the investors who are involved in the market now tell their friends and colleagues about this market, it will probably heat up even more and recent, albeit, surprising price moves will look like the calm before the storm.

If you are missing some Australian packs, there is not a moment to spare.

Permit me to make a comparison with the New Zealand market.

I talked recently with a New Zealand collector. A couple of years ago, had balked at the idea of paying NZ\$2000 for a Christchurch trial set, doubting that the market would not go much higher.

The Christchurch trial set is now quoted at NZ\$9000 and my Kiwi friend is now wishing that he had bought when he could. So the lesson is, **buy now if you can!**

During the excitement about the early packs, be careful not to overlook the more recent (and current) issues such as Landscapes, Indigenous People, Microscopic and so on. These packs could be 'left behind' in the rush

and may well end up looking very good in a year's time.

Dinosaurs continue to sell solidly at the current retail level of around \$160. The gap between the wholesale and retail prices for this issue is narrowing, so the price is unlikely to hold in the longer term.

The other collector pack which has caused a stir is the 1994 Australia Day, although it looks reasonably stable around the \$65 mark for now.

Another factor which will kick along the collectors packs will be the issue (by Telecom and publication in **Phonecard Collector** magazine) of the numbers of earlier packs *actually sold*. Prepare yourself for some shocks and price changes very shortly after.

Single cards

Among the cards to look out for are issued cards that weren't included in collectors packs.

Issues such as the first generic \$10, \$20 and \$50 cards; the second generics (with both old and new Telecom logo); the first advertisement cards; the 1992 Christmas \$5 and \$10 cards and so on.

I favour these cards because they fall neatly into a simplified 'one of each' collection.

Many collectors of packs are also collecting these single cards, and given time, existing stocks should dry up and force a price revision.

When collecting one of each card, there are two leaders on Australian phonecard market, namely the \$1.50 Christmas and the \$5 Geneva card. These two cards have moved up steadily in price over the past six months and are both set to move again.

The \$1.50 Christmas card is headed for \$200 before too long. Meanwhile, the Geneva card has now reached the \$275 mark. Both of these cards would seem to represent good buying even at these levels. ▷

Not forgetting the used cards

With all the excitement about packs and mint cards, it might be tempting to overlook the used cards. One of the factors which encouraged young collectors to take up the hobby was the availability of used cards. These, now young, collectors will see the hobby into the next millennium.

With the price of collector editions climbing higher and higher, many younger collectors who might otherwise be priced out of the market, are turning back to used cards.

The increasing number of collectors of used cards has resulted in higher demand for the earlier States cards and even multi-hole cards are now quite

hard to find in good condition. Hard to find cards include both the New South Wales and South Australia \$5 (Flinders). Cards like the ACT \$10 and the Queensland \$10 are a little more obvious and really quite tough.

US interest

Not so long ago, Opera warned what would happen if the Americans got into the market. Dealers across Australia report that investors from the United States have shown interest, whilst dealers in collector cards have started asking for wholesale lots of the cheaper cards such as the \$5 Opera House and \$10 Kangaroo in used condition. As a result, supplies of many once common cards, are drying up and prices are sure to rise.

Tip of the month

This month's hot tip is the Swish pack from PACS. The earlier PACS product, for the Tamworth Country Music Festival, was a bit slower to sell because of its higher price. However, most PACS agents are now reporting a sell-out of the Swish product. Pick up a few, if you can, for around \$20.

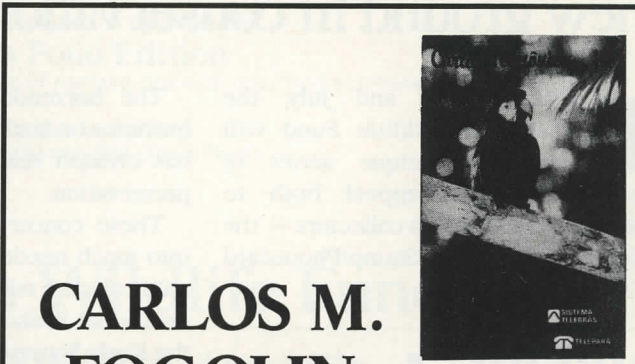
Meanwhile, after a brief hiatus, Specimen cards have started to sell again and the Police Cards are moving. The quantities on the market have been absorbed and with demand picking up, prices may well move again.

In closing, I must mention the \$50 (old logo) generic card. This card is much under-rated at \$90 and I feel is well worth taking up. **OH**



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Koalas and ducks on the cards

Australian Wildlife Fund koala and duck stamps break new ground in conservation fund raising pursuit.

DURING June and July, the Australian Wildlife Fund will release a unique series of collectables with appeal both to phonenumber and stamp collectors — the Koala and Duck Stamp/Phonenumber Conservation Packs.

Wildlife fund

"This is a new and innovative way to generate funds for koala research and wetlands conservation projects of the Australian Nature Conservation Agency," announced James G Jude, executive director of the Australian Wildlife Fund.

The Koala Stamp/Phonenumber Pack features the image of the 1994 annual Koala Conservation Stamp on the \$5 Phonenumber combined with the 1994 \$8 Koala Stamp miniature sheet and an 'exclusive to the pack' issue of the 1994 \$7 and \$5 Koala Stamps which feature dramatic burnt out Koala habitat. The total face value of the contents and the selling price of the Koala pack is \$25.

The horrendous effect of recent bushfires on koala colonies and habitat has created real concerns for koala preservation.

These concerns can be converted into much needed funds for research, medical and relocation needs of the Australian koala with the purchase of the Koala Stamp/Phonenumber Pack.

Exclusive

The Duck Stamp/Phonenumber Pack features the 1993/4 Australian Wood Duck Wetlands Conservation Stamp image on the \$10 Phonenumber combined with the Duck Stamp sheetlet of four, overprinted to identify it as an 'exclusive to the pack' issue. Total face value of the Pack contents is \$50 but its selling price is \$49.

The matter of wetlands conservation is one that has been given importance by the Australian Nature Conservation Agency (formerly the Australian National Parks and Wildlife Service) as part of its involvement in the RAMSAR Convention, an inter-

governmental global group concerned with the protection and management of wetlands of international importance.

Wetlands support vulnerable and endangered subspecies of plant and animal life, as well as being the natural habitat of ducks and other waterbirds.

Each pack is issued in an edition of 10,000, of which 1000 have been earmarked as a Collectors Folio Edition, hand assembled so that each item in the content of the Pack has matching gold numbering.

A *Certificate of Authenticity* accompanies each of the Folio Editions.

The new Stamp/Phonenumber fund-raising programme will feature the work of prominent wildlife artists to ensure that the quality of the stamps and phonenumber designs is maintained at the high standards evident with this inaugural issue.

Phonenumber Collector INFORMATION LINE

Australian Wildlife Fund, PO Box 214, Lindfield, NSW 2070 Australia, Fax +61 2 416 6639.

The Australian Wildlife Fund introduces the first Combination Conservation Stamp and Phonecard Packs



The Koala Pack

- \$5 mint Telecom Phonecard showing the 1994 Koala Stamp design
- \$8 mint 1994 Koala Stamp in its miniature sheet format
- \$7 and \$5 mint Koala Stamps in a single miniature sheet exclusive to the pack
- Total face value of pack contents: \$25
- Issue price: A\$25

The Wetlands Conservation (Duck) Pack

- \$10 mint Telecom Phonecard showing the 1993/4 Duck Stamp design
- \$10 mint 1993/4 Duck Stamp in its sheetlet of four format. The sheetlets are overprinted "phonecard pack edition" and are not available with this overprint from any source other than this pack
- Total face value of pack contents: \$50
- Issue price: A\$49

Each Pack Issued in a Limited Edition of 10,000

- Paid orders filled after issue date, in order received

First 1000 Presented as Collectors Folio Edition

- The Pack(s) and all contents, including a Certificate of Authenticity, with matching numbers in gold
- Numbers allocated as paid orders received
- Matching numbers in 2nd year available: planned date March 1 1995
- Collectors Folio Edition issued at \$40 (Koala Pack) and \$64 (Duck Pack)



Available from dealers or direct from

The Australian Wildlife Fund

PO Box 214, Lindfield, NSW 2070, Australia

☎ (02) 416 6632 International ☎ +61 2 416 6632 Fax +61 2 416 6639

Order Form

Order to: The Australian Wildlife Fund, PO Box 214, Lindfield, NSW 2070, Australia ☎ +61 2 416 6632 Fax +61 2 416 6639

Please supply the following:

Koala Stamp and Phonecard Packs	@	\$25	\$
Collector Folio Edition, numbered*	@	\$40	\$
Duck Stamp and Phonecard Packs	@	\$49	\$
Collectors Folio Edition, numbered*	@	\$64	\$

Please add Postage and Handling (Australia \$2, Overseas \$5) \$

*Tick for reservation of matching number in 1995 Koala Duck TOTAL \$

Payment by Cheque Bankcard MasterCard Visa

Card # Signature Expiry/.....

Name: Address:

..... State Postcode Country

Readers write

"No!" to private issues

CONGRATULATIONS on the quality of your magazine. It is a useful supplement to collecting phonecards.

I say definitely "No!" to private issues including overprints. To me, such cards are completely outside the mainstream of genuine collecting.

Collecting everything is now very difficult (and costly). To introduce another dimension is needless.

I disagree with the "C" or Complimentary category as collectors will be left out in the cold all too often.

Cards are great. The quality of Australian cards is excellent. Let's just try and continue collecting the lot.

N Shafir

Concerned about private overprints

YOUR invitation for readers to express their opinions concerning the private overprinting of genuine Telecom phonecards has prompted me to put pen to paper.

I do this because I am concerned that the spread of this material allows our hobby to be seen as the domain of the get rich merchant — the greedy. As I see it, the sole purpose of producing this proliferation of pretty pictures is to create more opportunities to separate the new collector, the ill-informed, the unaware or the just plain gullible, from their money.

This creates an unsavoury atmosphere (almost smacking of downright dishonesty) where the inexperienced, instead of being nurtured, are confused and confronted as they stumble over the bogus and the bodgie.

In my eyes, private overprints on genuine Telecom phonecards can only be a blight upon an infant, but burgeoning hobby. It can only harm the hobby if new collectors must walk warily lest they be taken down by some scheming entrepreneur (possessed of more money than morals) who has thought (of) yet another pretty picture (and another, and another) to print and flog.

Bruce Reineken, Leeville, New South Wales

Abuse of Telecom product disappoints

OVER the past two months, I have been able to attend three major phonecard, stamp and coin fairs, as a serious collector of phonecards.

The fairs were the International Fair in Sydney on March 30, a similar fair in Brisbane on May 15 and the National Fair in Melbourne on May 21-22.

The hobby is certainly showing strong growth and at each fair, I roughly estimated *at least* twice the number of collectors, as compared to similar fairs in those capital cities in 1993.

However, I would like to express concern at the 'Private Overprints' of Telecom Australia phonecards, such as the HONG KONG '94 stamp exhibition and the 1994 Dame Kiri Te Kanawa issues.

These obviously did not have the approval of Telecom Australia and it was pleasing to see the efforts being made by Telecom staff at the Sydney fair to prevent the sale of this material.

Telecom has my full support in the protection of their product and it must be disappointing for them to see phonecards being abused in this way.

The overprinters all have a common denominator — they charge outrageous prices for their final product! For example, the HONG KONG '94 overprint now retails at \$250 and the 1994 Dame Kiri Te Kanawa collectors' pack for \$99.

Collectors, in particular, the juniors, have limits as to what they can spend on phonecards. I would much prefer to see a collector purchase a Geelong pack, a 1991 Telecom Geneva or a 1992 \$1.50 Christmas, rather than wasting money on *unauthorised* private overprints.

The same situation has occurred in New Zealand, where an explosion of private overprints has turned many collectors away from the hobby.

My regular penfriend there no longer collects New Zealand and prefers to specialise in Australian issues, with emphasis on serial numbers.

My congratulations to Telecom Australia on their policy. Unauthorised overprints cannot continue if collectors simply refuse to buy them.

Warren Titcher, PhC, FPS, Mornington, Victoria

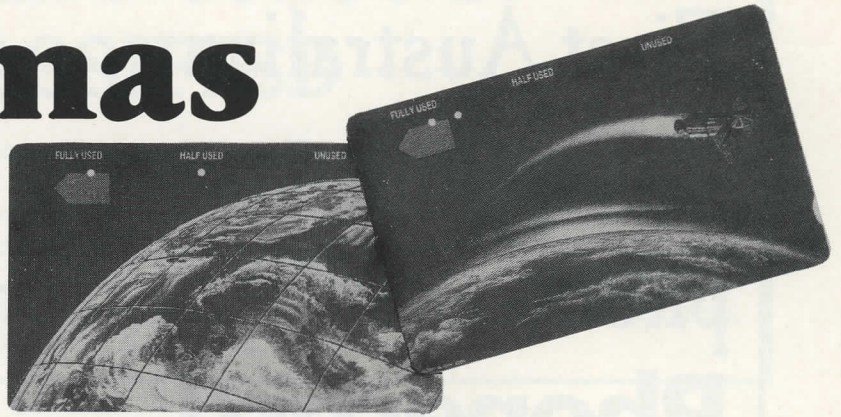
Phonecard Collector magazine policy

DUE to the overwhelming expression of opinion *against* unauthorised private overprints on Telecom Australia telephone cards and the serious harm which we believe a spate of such cards can do the hobby, the **Phonecard Collector** magazine will not knowingly accept advertisements offering such material in the future. Interestingly, among all the letters, faxes and telephone calls received by the **Phonecard Collector** about this subject, *not one* collector or dealer supported unauthorised private overprints.

Brian Moore, Publisher

Christmas Island

What is it? Where is it?



CHRISTMAS ISLAND is located in the Indian Ocean about 300 km south of Java, Indonesia. The island covers an area of about 135 km², with steep cliffs rising to a central plateau. It is surrounded almost completely by a reef.

Approximately 2500 people live on the island, most of Chinese and Malay descent.

European explorers discovered Christmas Island in the 17th century and it was named in 1643 when Englishman, Captain William Mynors, sighted it on Christmas Day.

In 1886, a British expedition completed a survey of the island and it was formally annexed by Great Britain two years later in 1888. The island had been uninhabited until that time.

John Clunies-Ross and Sir John Murray were granted a lease for the island in 1891.

A few years later, extensive phosphate deposits were discovered and the lease was transferred to the Christmas Island Phosphate Co Ltd (of which Clunies-Ross and Murray were the chief shareholders).

To exploit the phosphate deposits, the company imported a labour force of Chinese and Malays.

In 1900, Christmas Island was included, for administrative purposes, as a dependency of Singapore.

The Australian and New Zealand governments acquired the Christmas Island Phosphate Co's mining interests in 1948 and on October 1 1958, the island was transferred to Australian administration.

In 1981, Christmas Islanders were granted the right to acquire Australian citizenship and with it, the right to migrate to the mainland.

The island is a territory of Australia and is governed under the Christmas Island Act of 1958. The administrator

is appointed by the governor-general of Australia.

The first Assembly was elected on the island in 1985, though a new Shire Council is being established to replace the Assembly.

In 1987, after industrial unrest and difficulties in running the mining operations, the Australian government announced that mining would cease by the end of that year.

Redundancy and resettlement arrangements were made and efforts were made to encourage private investment.

The Australian government invested heavily in capital works and infrastructure development and late in 1993, a A\$62 million casino and tourist resort was opened, funded jointly by Australian and Indonesian interests.

Until 1992, Christmas Island's legal system was derived from colonial Singaporean and Australian laws.

The legal system was revised and Western Australian state law introduced on July 1 of that year.

Communications

Christmas Island has an all-weather runway and there is a seaport at Flying Fish Cove. There is a local radio station.

There are seven public payphones on the island, installed by Telstra.

Phonecards are supplied by the Christmas Island Administration to a number of local distributors including the Christmas Island Post Office.

The island's first two phonecards — bearing Telstra's generic designs, were issued during December 1993.

The second series of cards, bearing local designs, were issued during February 1994.

The third (and current) series of cards, of the same designs as the second series, but reprinted and bearing different prefix numbers, was released during May 1994.

While stocks are available from the Christmas Island Administration, cards are sold over the counter at face value by the island retailers.

Prepaid mail orders are also accepted by the Post Office, however credit cards are *not* accepted.

The current set of two cards may be ordered from Christmas Island Post Office at \$35 per set, including packing and Certified airmail (to Australian addresses).

Earlier issues and used cards are virtually impossible to obtain on Christmas Island.

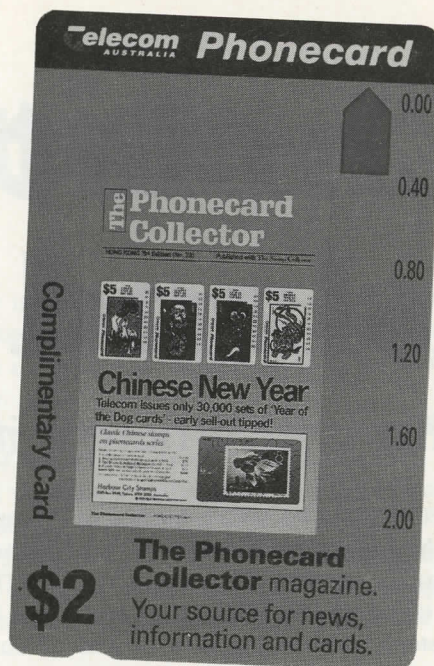
Phonecard Collector INFORMATION LINE

Christmas Island Post Office,
PO Box 1, Christmas Island,
Indian Ocean, Australia 6798.

Christmas Island phonecard checklist

Value	Design	Quantity
First Issue — December 1993		
<input type="checkbox"/>	\$10 Generic "World"	1980 issued
<input type="checkbox"/>	\$20 Generic "Satellite"	1999 issued
Second Issue — February 1994		
<input type="checkbox"/>	\$10 Flying Fish Cove	3880 issued
<input type="checkbox"/>	\$20 Red Crab Migration	5713 issued
Third Issue — May 1994		
<input type="checkbox"/>	\$10 Flying Fish Cove	5000 ordered
<input type="checkbox"/>	\$20 Red Crab Migration	5000 ordered

First Australian Complimentary phonocard FREE for Phonocard Collector readers



Telecom Payphone Services produced Australia's *first* Complimentary phonocard (Code No. C941111) on behalf of **Phonocard Collector**. The first cards were despatched to existing **Phonocard Collector** subscribers at end of June. Our own **Phonocard Collector** phonocard features the front cover of the Hong Kong '94 special edition of the magazine and is being given away FREE *while stocks last* to those who enter a new subscription (or extend their existing subscription) to **Phonocard Collector** in the period March 19 1994 to September 30 1994. Only 10,000 of the \$2 cards was produced for **Phonocard Collector** by Telecom Australia's contracted manufacturer, Leigh Mardon Pty Ltd's Data Card division in Melbourne. The new **Phonocard Collector** Complimentary card belongs to Telecom Payphone Services' 'Custom' cards category features the Telecom logo prominently. Being a Custom card, it is *not* available through Telecom's mail order service. The *only* way to obtain the card (other than via the secondary market) is, therefore, to subscribe, or to *renew* your subscription to **Phonocard Collector**.

The longer you subscribe, the more cards you get!

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

Subscription Rates

Country/Region	(12 issues)	(24 issues)	(36 issues)
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