

# THE MELBOURNE PHONECARD CLUB

## INCORPORATED

PO BOX 166, BEAUFORT, VICTORIA, 3373, AUSTRALIA

NEWSLETTER

Edition No. 381 August 2024

The Club's next meeting is scheduled to be held at the SPAN Community House, 64 Clyde Street, Thornbury from 12.00 noon to 2.00 pm on Saturday 7<sup>th</sup> September 2024. All Club Members and Visitors are welcome to attend.

**FROM THE EDITOR'S DESK** (the Editor at [postmaster@melbournephonecardclub.org.au](mailto:postmaster@melbournephonecardclub.org.au).)

### The Telecom Australia and Telstra Coca-Cola Phonecards and Packs (Continued)

#### A Phonecard History of Coca-Cola Pack (also referred to as Coca-Cola Promotion 1 Pack)

The Phonecard History of Coca-Cola Pack first appeared in an article in the August 1996 edition of the Australasian Phonecard Monthly Vol. 4, No. 8 (Refer to <https://www.sergeant.com.au/phonecards/aust/apm04-08.html>) on page 5. In this article it was stated that they were sighted at the Singapore Exhibition '96 and that each pack contained a set of ten \$2 Coca-Cola Phonecards with matched Cards Nos. and with prefix numbers ranging from 1198 to 1207, and that only 2,000 Packs had been produced.

**NOTE:** All the Phonecard History of Coca-Cola Gold Numbered and Unnumbered Packs as well as the Standard Numbered Packs used thicker 62mm x 95mm Phonecard Pockets while only the Standard Unnumbered Packs used thinner 57mm x 88mm Phonecard Pockets.

#### Summary of the Phonecard History of Coca-Cola Gold Pack

These Phonecard History of Coca-Cola Gold Packs comprise of both Numbered and Unnumbered Packs but, they were otherwise identical Packs. It appears that Universal Coin Co. purchased only one lot of these Unnumbered Gold Packs, and only numbered those unnumbered packs that were to be sold to its Standing Order Arrangement (SOA) customers, with Pack Numbers hand written in **Red** ink which matched the Pack Numbers of those customers' purchases of previously released Coca-Cola Gold Packs. The remaining lots of Phonecards with Card Numbers within the range of 00001 to 00300\* which were not to be sent in Numbered Packs to existing SOA customers were put into the remaining Unnumbered Gold Packs.

It is not known how many of these Gold Packs were Numbered, and so far only four (4) of these Gold Packs have been sighted, two (2) of which were numbered, and two (2) of which were unnumbered. However, the Unnumbered Gold Packs can be ascribed a De Facto Pack Number which is defined to be the same as all of the Phonecard Card Numbers in the Pack, but only if all of these phonecards have the same Phonecard Card Number. It has therefore been speculated that about half of these Gold Packs were numbered.

The Phonecard History of Coca-Cola Pack Gold Packs contained Phonecards which had their Card Number matched to the Pack Number as follows;

Pack Type	Pack Name	Pack No. Range	Phonecard S/No. Range
Gold (Numbered & Unnumbered Packs)	A Phonecard History of Coca-Cola	00001 to 00300*	1198 00001 to 1198 00300
		00001 to 00300*	1199 00001 to 1199 00300
		00001 to 00300*	1200 00001 to 1200 00300
		00001 to 00300*	1201 00001 to 1201 00300
		00001 to 00300*	1202 00001 to 1202 00300
		00001 to 00300*	1203 00001 to 1203 00300
		00001 to 00300*	1204 00001 to 1204 00300
		00001 to 00300*	1205 00001 to 1205 00300
		00001 to 00300*	1206 00001 to 1206 00300
		00001 to 00300*	1207 00001 to 1207 00300

**\*NOTE:** No documentation or advertisements providing the prices and actual quantity produced of the Phonecard History of Coca-Cola Gold Pack has been sighted so far. Could any reader of this Newsletter who has any documentation, and/or advertisements that show the quantity produced and/or the original pricing of these Gold Packs please provide the Editor with a scan, photo or copy of that documentation? Hence, it has been assumed that the total quantity of these Coca-Cola Gold Packs produced was 300.

## A Phonecard History of Coca-Cola Numbered Gold Pack Details



### Outside Faces of Open Pack

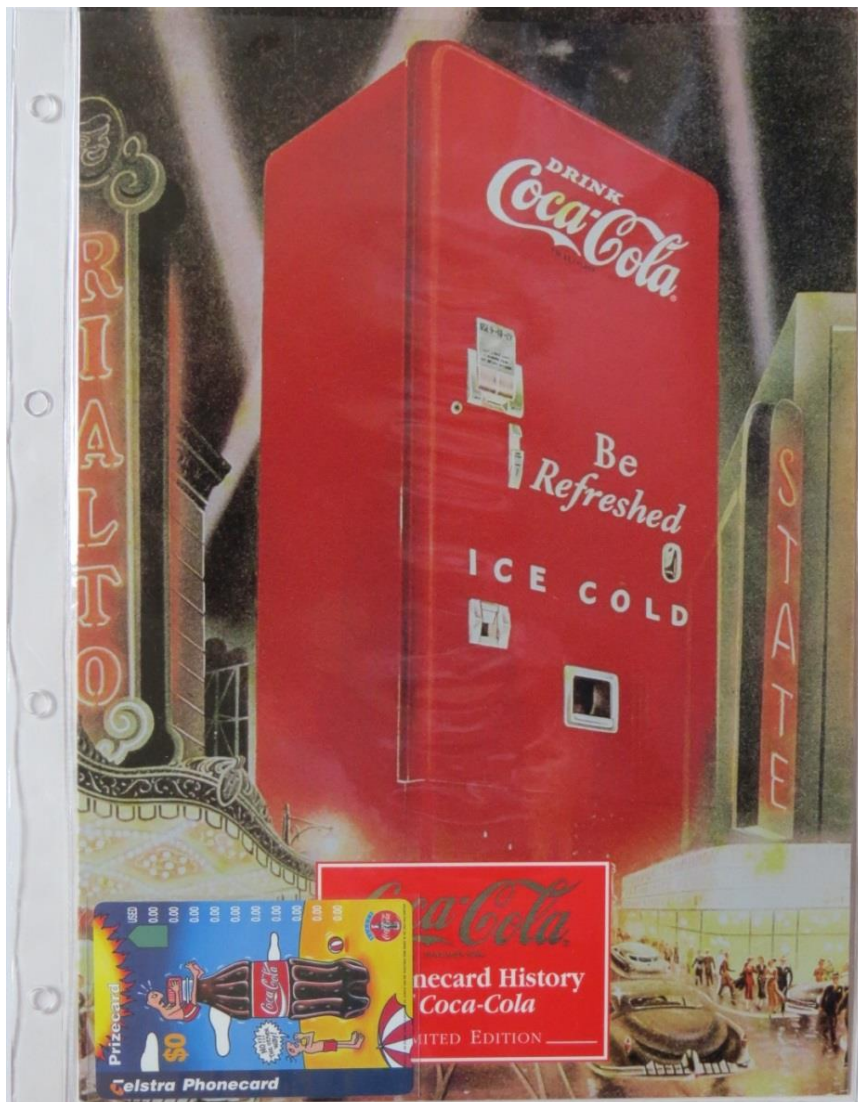
Telstra Phonecards Card Nos. 00001 from Pack, shown below, match their Pack No. **1**, shown above







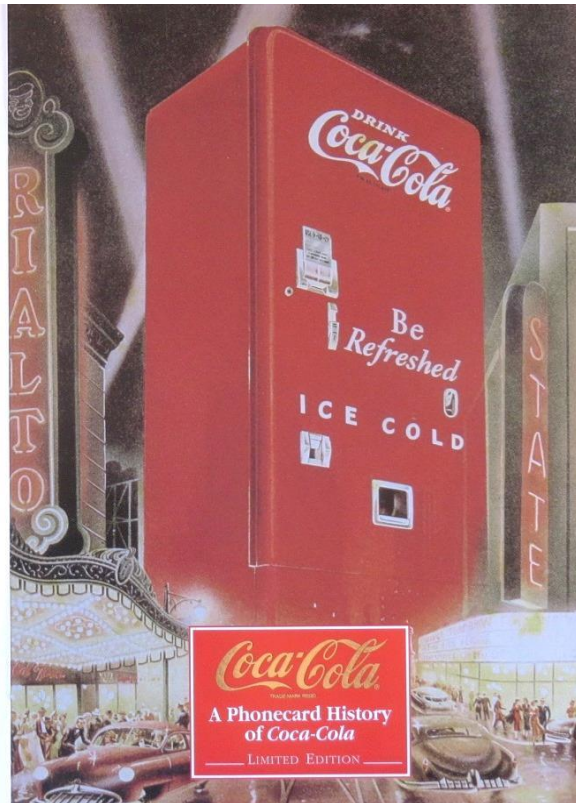
Inside Faces of Open Pack



Coca-Cola Prizecard Phonocard stored with its matching Phonocard History of Coca-Cola Gold Pack



## A Phonecard History of Coca-Cola Unnumbered Gold Pack Details



### Outside Faces of Open Pack

Telstra Phonecards with Card Nos. 00229 below, makes above Unnumbered Pack, De Facto Pack No. **229**



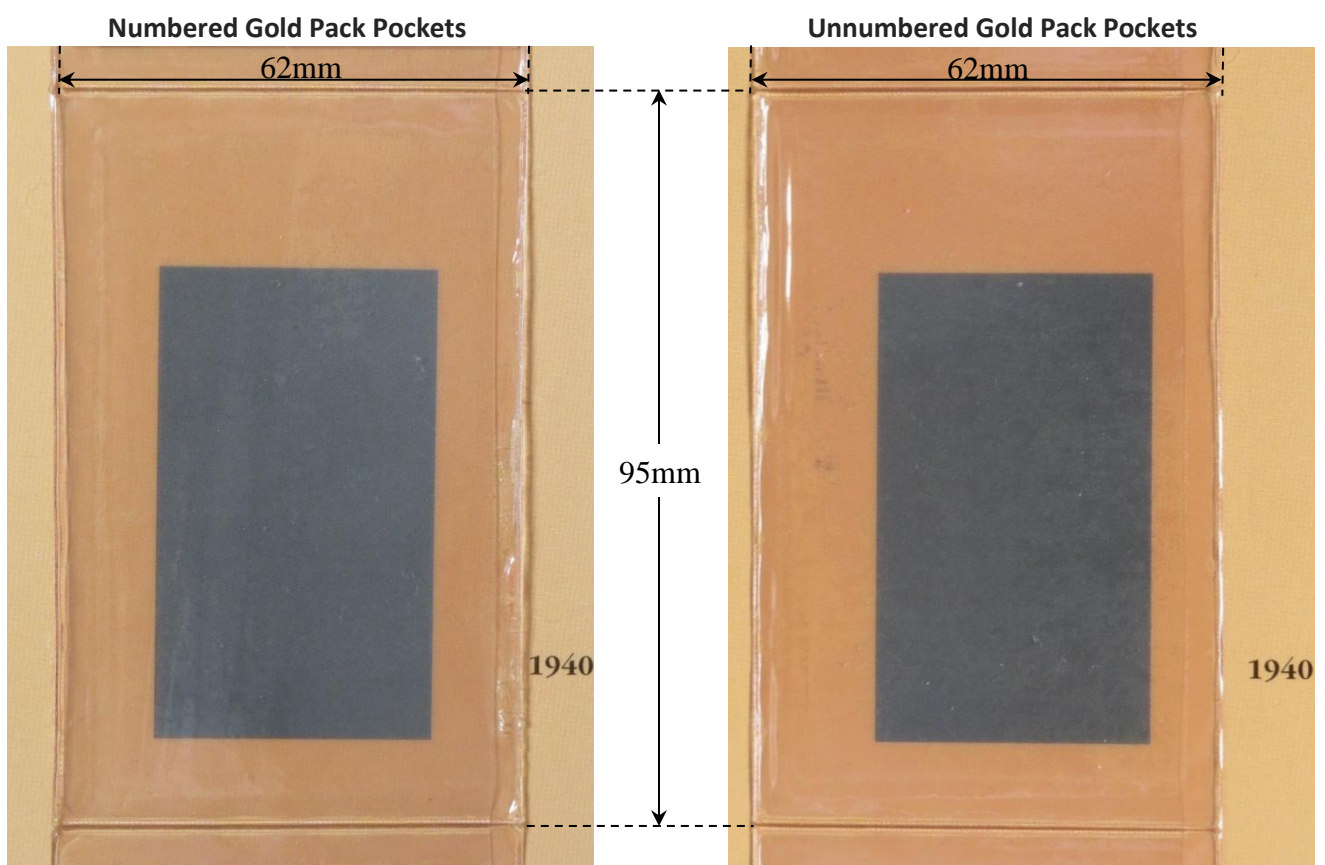




Inside Faces of Open Pack

### Comparison of the Phonecard Pockets in the Numbered to Unnumbered Gold Packs

Both the Numbered and Unnumbered Gold Packs have the thicker Pack Pockets with dimensions of 62mm x 95mm, as shown below. Therefore, both of these Packs use the same Phonecard Pockets.



Please send all membership enquiries to **Robert Luke** at [postmaster@melbournephonecardclub.org.au](mailto:postmaster@melbournephonecardclub.org.au).  
The Melbourne Phoncard Club's Website is at <http://www.melbournephonecardclub.org.au>.