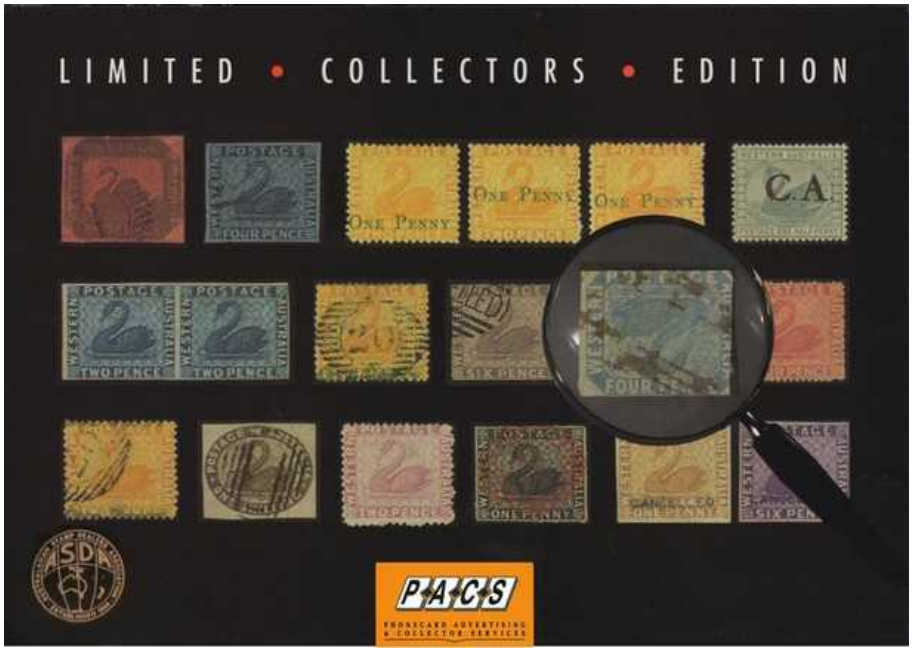
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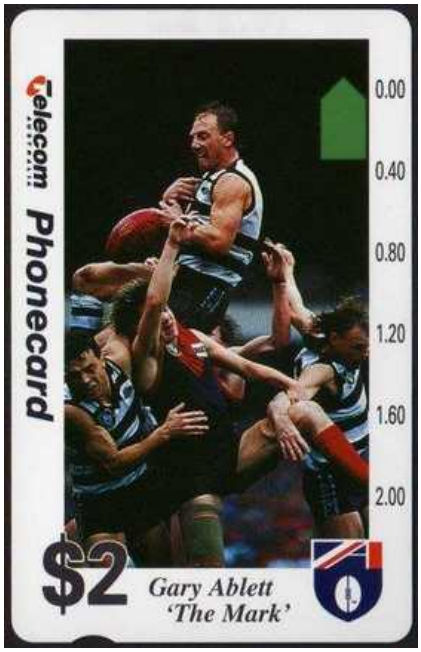
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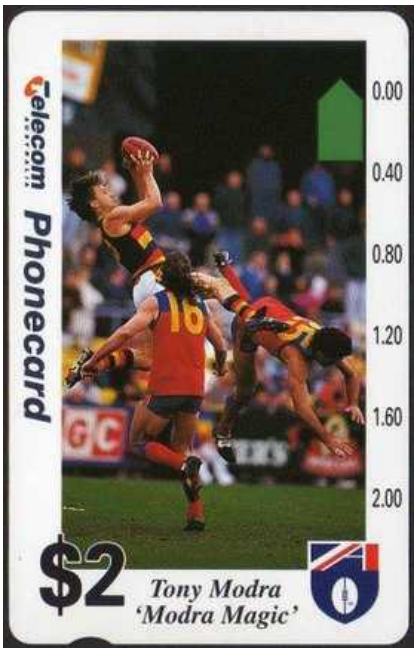
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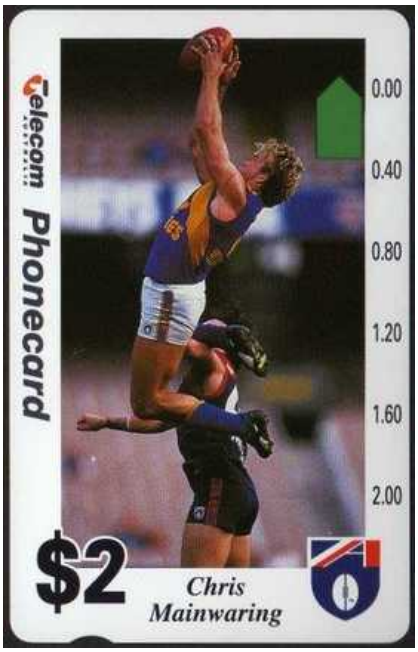
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- **The Inverted Swan Packs and Phonecard**
- **Phonecard Club News**

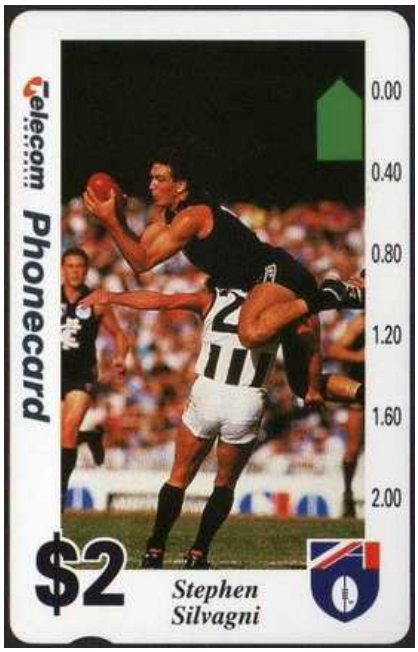












PHONECARD COLLECTOR NEWSLETTER

No. 11 Sep 2026

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- Readers of this Newsletter are encouraged to please email a copy of this Newsletter to any other phonecard collectors that they may know.
- Earlier issues of this Newsletter may be seen at sergent.com.au/phonecards/aust/pcn.html.

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Editorial

In PCN No. 10 Aug 26, the Probability Equation had an error which resulted in the calculated probability having an error which is corrected in this Newsletter with the corrected probability table being provided on the next page. This error resulted from using the terms X_n in the Probability Equation of $X_n = \frac{137-n}{137+Q-n}$ instead of $X_n = \frac{138-n}{138+Q-n}$ as the first term X_1(with Q=113) should have been $\frac{138-1}{138+113-1}$ = 0.548. Hence for k_1=1, $P_{k=1}(250 \text{ Packs with Pack Nos } 101 \text{ to } 350)$ = $1 - 0.548$ = 0.452 or 45.2% as per the table on the next page. This 45.2% in the table on the next page, was 45.382% for the same probability calculated for k=1 for $P_{k=1}(250 \text{ Packs with Pack Nos } 101 \text{ to } 350)$ in last month's Newsletter. Similarly the correct value for $P_{k=6}(250 \text{ Packs with Pack Nos } 101 \text{ to } 350)$ = 97.425% as shown in the table on the next page and not 97.477% as was shown in the table in PCN No. 10 Aug 26.

Following on from the above, a serious and dedicated collector has provided a photograph of his NSW National Parks & Wildlife Service Low Number 1-1000 Pack with Pack No. 690 and this photograph is shown on page 4 of this Newsletter. The implications of the existence of this pack are further discussed on pages 4 and 5 of this Newsletter.

The first article in this Newsletter, starting on page 7, deals with the TeleArch AFL Classic Action Series Packs and Phonecards. These four (4) different Packs were all produced in both Standard and Signature Series Varieties but suffered the consequences of the Law of Supply and Demand. Too many of both Varieties of these four (4) packs were produced to sell at their original listed selling prices, in mid-1994, which were; $19.50 each for any one of the four (4) different Standard Packs, $110 for a Gary Ablett Signature Series Pack, and $100 for a Tony Modra Signature Series Pack. The prices of these Packs subsequently crashed by March 1996, to $5 each for any one of the four (4) different Standard Packs, with an Ablett or a Modra Signature Series Pack being given away as a Freebee (with an estimated value of around $34 each) for any Phonecard order of $200, or more, received by Gabriele's Phonecard Service in Sydney, starting in March 1996. The lack of Demand, and the consequential inadequate quantities sold of the AFL Ablett and Modra Signature Series Packs, priced at $100 and $110 each respectively is what resulted in the Silvagni and Mainwaring packs remaining unsigned, and being destroyed. This also led TeleArch to set up Card Phone Phonecards so that they could produce much smaller quantities of their own, and not Telstra's, AFL Phonecards etc.

The second article in this Newsletters, starting on page 39, details the three (3) different Types of Inverted Swan Packs that were produced which were the Inverted Swan ; ASDA Packs, Standard Pack and Mini Packs. Furthermore, the specific quantities of each Pack type produced and the Serial Number Ranges of the Phonecards in each Pack Type are also specified.

Corrected Probability Equation and Calculation for Phonecard Collector Newsletter No. 10, August 2026 page 41.

Probability Calculation for the Number of Low Numbered 1-1000 Limited Edition Packs with Pack Nos. greater than 100 originally sold by World Wide Collectables Pty Ltd to Dealers or Collectors (excluding Pack No. 690)

$\mathbf{P_k + \overline{P}_k = 1}$, and therefore $\mathbf{P_k = 1 - \overline{P}_k}$ also.

Where:

- $\mathbf{P_k}$ is the Conditional Probability of there being at most **HPN+Q** Packs, and
- $\mathbf{\overline{P}_k}$ is the Conditional Probability of there being more than **HPN+Q** Packs,

$$\overline{P}_k = \prod_{n=1}^{k}\left(\frac{HPN-100-(n-1)}{HPN+Q-100-(n-1)}\right) = \prod_{n=1}^{k} X_n = (X_1 * X_2 * \ldots * X_{k-1} * X_k) \text{ where } X_n = \frac{138-n}{138+Q-n}$$

Where:

- **HPN** is the Highest Pack No. sighted (so far **HPN** = 237 (See image of the Front of this Pack on page 41 of Phonecard Collector Newsletter No. 10, August 2026),
- **k** is the number of Packs sighted within the Pack No. range of 101 to **HPN** inclusive (**k** = 6 – See page 2 of Phonecard Collector Newsletter No. 10, August 2026 for a list of the Pack Numbers sighted so far), and
- **Q** is a quantity of additional packs that may exist with Pack Nos. above **HPN** but not one yet sighted, and
- $\mathbf{P_k\%}$ = **100 * $\mathbf{P_k}$**

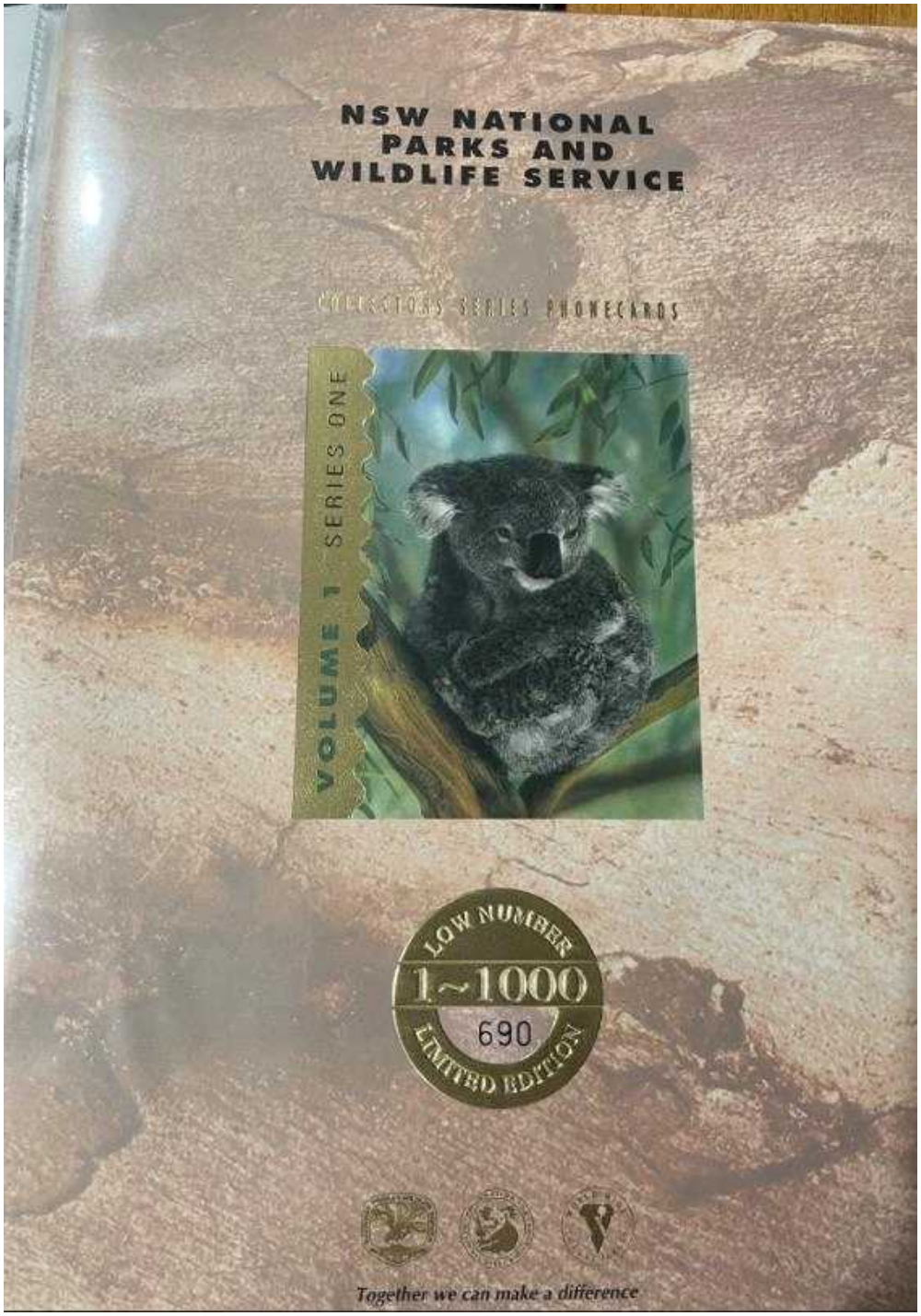
D = 137

k	P_k(150 Packs with Pack Nos 101 to 250)				P_k(200 Packs with Pack Nos 101 to 300)				P_k(250 Packs with Pack Nos 101 to 350)				P_k(300 Packs with Pack Nos 101 to 400)				P_k(350 Packs with Pack Nos 101 to 450)			
		X_k	$\overline{P}_k$	P_k %		X_k	$\overline{P}_k$	P_k %		X_k	$\overline{P}_k$	P_k %		X_k	$\overline{P}_k$	P_k %		X_k	$\overline{P}_k$	P_k %
1	Q = 13	0.9133333	0.9133333	8.67%	Q = 63	0.6850000	0.6850000	31.50%	Q = 113	0.5480000	0.5480000	45.200%	Q = 163	0.4566667	0.4566667	54.3333%	Q = 213	0.3914286	0.3914286	60.8571%
2		0.9127517	0.8336465	16.64%		0.6834171	0.4681407	53.19%		0.5461847	0.2993092	70.069%		0.4548495	0.2077146	79.2285%		0.3896848	0.1525338	84.7466%
3		0.9121622	0.7604208	23.96%		0.6818182	0.3191868	68.08%		0.5443548	0.1629304	83.707%		0.4530201	0.0940989	90.5901%		0.3879310	0.0591726	94.0827%
4		0.9115646	0.6931727	30.68%		0.6802030	0.2171119	78.29%		0.5425101	0.0883914	91.161%		0.4511785	0.0424554	95.7545%		0.3861671	0.0228505	97.7149%
5		0.9109589	0.6314519	36.85%		0.6785714	0.1473259	85.27%		0.5406504	0.0477889	95.221%		0.4493243	0.0190762	98.0924%		0.3843931	0.0087836	99.1216%
6		0.9103448	0.5748389	42.52%		0.6769231	0.0997283	90.03%		0.5387755	0.0257475	97.425%		0.4474576	0.0085358	99.1464%		0.3826087	0.0033607	99.6639%
7		0.9097222	0.5229438	47.71%		0.6752577	0.0673423	93.27%		0.5368852	0.0138234	98.618%		0.4455782	0.0038034	99.6197%		0.3808140	0.0012798	99.8720%
8		0.9090909	0.4754034	52.46%		0.6735751	0.0453601	95.46%		0.5349794	0.0073953	99.260%		0.4436860	0.0016875	99.8312%		0.3790087	0.0004851	99.9515%
9		0.9084507	0.4318806	56.81%		0.6718750	0.0304763	96.95%		0.5330579	0.0039421	99.606%		0.4417808	0.0007455	99.9254%		0.3771930	0.0001830	99.9817%
10		0.9078014	0.3920618	60.79%		0.6701571	0.0204239	97.96%		0.5311203	0.0020937	99.791%		0.4398625	0.0003279	99.9672%		0.3753666	0.0000687	99.9931%
11		0.9071429	0.3556561	64.43%		0.6684211	0.0136518	98.63%		0.5291667	0.0011079	99.889%		0.4379310	0.0001436	99.9856%		0.3735294	0.0000257	99.9974%
12		0.9064748	0.3223933	67.76%		0.6666667	0.0091012	99.09%		0.5271967	0.0005841	99.942%		0.4359862	0.0000626	99.9937%		0.3716814	0.0000095	99.9990%
13		0.9057971	0.2920229	70.80%		0.6648936	0.0060513	99.39%		0.5252101	0.0003068	99.969%		0.4340278	0.0000272	99.9973%		0.3698225	0.0000035	99.9996%
14		0.9051095	0.2643127	73.57%		0.6631016	0.0040126	99.60%		0.5232068	0.0001605	99.984%		0.4320557	0.0000117	99.9988%		0.3679525	0.0000013	99.9999%

NOTE: The lowest first Low Number 1-1000 Pack No. **sold** to a Dealer or Collectors was Pack No. 101,
The Highest Low Number 1-1000 Pack No. sighted so far that was sold to collectors is Pack No. 237,
The number of **sighted** Packs between the Highest Pack No. sighted (HPN) and Pack No. 101 is **D** and it presently equals 137 (= HPN - 101 + 1)
For this probability analysis several quantities of sold packs above D are chosen and these are the quantities (D+Q) chosen to determine the Probability P(D+Q Packs with Pack Nos. between 101 and D+Q+100).
Hence, for example, The probability of there being 250 Packs with Pack Nos 101 to 350 is given by the table directly below P_k(250 Packs with Pack Nos. 101 to 350) above

An image of the **NSW National Parks & Wildlife Service - Low Number 1 ~ 1000 Limited Edition Pack No. 609** was received, from a serious and very dedicated Phonecard collector known to the Editor, on August 26th 2026.

Thank you for sending this image to the Editor to share with other collectors. It proves that even if there is only a calculated probability of approximately 2.57475% of there being more than 250 of these packs issued to dealers and collectors, that a Pack with a much higher Pack No. can still turn up. However, it is also possible that there is a mitigating condition wherein this can happen without invalidating the original probability calculation as detailed on the preceding page.



On the following page, the probability calculation has been performed on the basis that packs with Pack Numbers **ONLY** up to Pack No. 690 were randomly distributed, and that these will start turning up regularly with future pack sightings. Under this scenario, if true, Packs with Pack Numbers between 351 and 690 should start turning up with a probability of over 58% (={340-1}/[{340-1}+{250-6}] = 0.581475) .

Distribution of the Pack Numbers on all the 'so far sighted' NSW National Parks and Wildlife Service Low Number 1-1000 Packs

A visualised distribution of the Packs now sighted including the recently sighted Pack No 690, is shown below.



Probability Calculation for the number of Low Number 1-1000 Limited Edition Packs sighted, including Pack No. 690, but excluding Packs with Pack Nos. in the Range of 0 to 100 which were not sold by World Wide Collectables Pty Ltd to Dealers or Collectors.

The previous high density of the Packs clustered in the Pack No. Ranges of 101 to 350, without any Pack being sighted in the range of 351 to 1000, before pack No. 690 was sighted, resulted in a **conditional** probability $\mathbf{P_k}$, as can be seen in the definitions of $\mathbf{P_k}$ and $\overline{\mathbf{P}}_\mathbf{k}$ on page 3 above, of 97.425% in the calculation on page 3 above. All the Packs sighted, before Pack No. 690 was sighted, appeared to have been issued to collectors and dealers basically in an increasing Pack No. order based upon the time of the order. The earlier one of these Packs was ordered the closer the Pack No. would have been to Pack No. 101, and a condition placed on the probability calculation would be, for example, that any Pack that was ordered with a Specified (i.e. Special) Pack No. would therefore not be included in the Probability Calculation. Within some of World Wide Collectables articles and advertisements of these Packs were statements to the effect that Special Pack numbers were available on phone request, subject to availability, for an extra $50.00 (See Extract 1 on the next page). As there is most probably no way of determining whether or not this Pack was ordered with a Specified Pack Number, then it cannot be determine whether or not it should be excluded from the probability calculation. For example, the inclusion of Pack No. 690, in the probability calculation, leads to a resultant probability of only 69.951% of there actually being at most 700 Packs with Pack Nos. 101 to 800, as shown in the calculation below. However, at this point in time it looks possible that the order for this Pack may have included the requirement of the Pack having Pack No. 690. If future sighted Pack Nos. still continue to predominately cluster in the Pack No. range of 101 to 350, then it would, at some point, become reasonable to exclude from the Probability Calculation, a very small number of sighted high numbered packs with Pack Nos. in the range of 351 to 1000.

D = 590 P_k(600 Packs with Pack Nos 101 to 700) P_k(650 Packs with Pack Nos 101 to 750) P_k(700 Packs with Pack Nos 101 to 800) P_k(750 Packs with Pack Nos 101 to 850) P_k(850 Packs with Pack Nos 101 to 950)

k		X_k	$\overline{P}_k$	P_k %		X_k	$\overline{P}_k$	P_k %		X_k	$\overline{P}_k$	P_k %		X_k	$\overline{P}_k$	P_k %		X_k	$\overline{P}_k$	P_k %
1	**Q** = 10	0.9833333	0.9833333	1.67%	**Q** = 60	0.9076923	0.9076923	9.23%	**Q** = 110	0.8428571	0.8428571	15.714%	**Q** = 160	0.7866667	0.7866667	21.3333%	**Q** = 260	0.6941176	0.6941176	30.5882%
2		0.9833055	0.9669171	3.31%		0.9075501	0.8237762	17.62%		0.8426323	0.7102187	28.978%		0.7863818	0.6186204	38.1380%		0.6937574	0.4815492	51.8451%
3		0.9832776	0.9507479	4.93%		0.9074074	0.7475006	25.25%		0.8424069	0.5982931	40.171%		0.7860963	0.4862952	51.3705%		0.6933962	0.3339044	66.6096%
4		0.9832496	0.9348225	6.52%		0.9072643	0.6781806	32.18%		0.8421808	0.5038709	49.613%		0.7858099	0.3821356	61.7864%		0.6930342	0.2314072	76.8593%
5		0.9832215	0.9191375	8.09%		0.9071207	0.6151917	38.48%		0.8419540	0.4242362	57.576%		0.7855228	0.3001762	69.9824%		0.6926714	0.1602891	83.9711%
6		0.9831933	0.9036898	9.63%		0.9069767	0.5579646	44.20%		0.8417266	0.3570909	64.291%		0.7852349	0.2357088	76.4291%		0.6923077	0.1109694	88.9031%
7		0.9831650	0.8884762	11.15%		0.9068323	0.5059803	49.40%		0.8414986	0.3004915	69.951%		0.7849462	0.1850188	81.4981%		0.6919431	0.0767845	92.3215%
8		0.9831366	0.8734935	12.65%		0.9066874	0.4587660	54.12%		0.8412698	0.2527944	74.721%		0.7846568	0.1451762	85.4824%		0.6915777	0.0531025	94.6898%
9		0.9831081	0.8587385	14.13%		0.9065421	0.4158907	58.41%		0.8410405	0.2126103	78.739%		0.7843666	0.1138714	88.6129%		0.6912114	0.0367050	96.3295%
10		0.9830795	0.8442083	15.58%		0.9063963	0.3769617	62.30%		0.8408104	0.1787650	82.124%		0.7840756	0.0892838	91.0716%		0.6908442	0.0253575	97.4643%
11		0.9830508	0.8298996	17.01%		0.9062500	0.3416216	65.84%		0.8405797	0.1502662	84.973%		0.7837838	0.0699792	93.0021%		0.6904762	0.0175087	98.2491%
12		0.9830221	0.8158097	18.42%		0.9061033	0.3095444	69.05%		0.8403483	0.1262760	87.372%		0.7834912	0.0548281	94.5172%		0.6901073	0.0120829	98.7917%
13		0.9829932	0.8019354	19.81%		0.9059561	0.2804337	71.96%		0.8401163	0.1060865	89.391%		0.7831978	0.0429412	95.7059%		0.6897375	0.0083340	99.1666%
14		0.9829642	0.7882738	21.17%		0.9058085	0.2540192	74.60%		0.8398836	0.0891003	91.090%		0.7829037	0.0336188	96.6381%		0.6893668	0.0057452	99.4255%

NOTE: The lowest first Low Number 1-1000 Pack No. **sold** to a Dealer or Collectors was Pack No. 101,
The Highest Low Number 1-1000 Pack No. sighted so far that was sold to collectors is Pack No. 690,
The number of **sighted** Packs between the Highest Pack No. sighted (HPN) and Pack No. 101 is **D** and it presently equals 590 (= HPN - 101 + 1)
For this probability analysis several quantities of sold packs above D are chosen and these are the quantities (D+Q) chosen to determine the Probability P(D+Q Packs with Pack Nos. between 101 and D+Q+100).
Hence, for example, The probability of there being 700 Packs with Pack Nos 101 to 800 is given by the table directly below P_k(700 Packs with Pack Nos. 101 to 800) above

Extract 1 – Australasian Phonecard Monthly, Vol. 2, No. 11 (Nov 1994), pages 4. This can also be seen at sergent.com.au/phonecards/aust/apm02-11.html by scrolling down to page 4.

NSW NATIONAL PARKS AND WILDLIFE

"TAKE A SLICE OF THE ACTION"

The Hon. Chris Hartcher MP, Minister for the Environment, will launch the first-ever NSW National Parks and Wildlife Service (NPWS) collectable Telecom Phonecard series on 7 November, at the historic site of Fort Denison - which also features on one of the phonecards in the collection.

The limited edition series is the largest collectable series issued in Australia, containing 10,000 sets of 15 x $2.00 phonecards. The Collection depicts scenes of NSW national parks, wildlife, historic sites, helicopter water bombing, bushfire fighting - to name a few - all illustrated by world-acclaimed airbrush artist and illustrator, Gregory Bridges.

The series was issued by the NPWS in conjunction with Worldwide Collectables Pty Ltd.

Worldwide Collectables Director, John Bushell, said that the Collection is one of the most exciting Custom card collections to be issued in Australia, promoting our tourism, our natural heritage and, sound "green" principles.

"Apart from the splendour of the illustrations, all depicting themes relating to the work and environment of the NPWS, a portion of the sales proceeds will be used by the NPWS towards the preservation of our national parks, wildlife and heritage".

"It is a total package which represents value. Unique to this collection is an introductory letter signed by the NSW Minister for the Environment".

"Each purchaser will also receive free membership to the Foundation For National Parks and Wildlife, valued at $35 and entitling them to 8 "Discovery Days" - special tours and purchase discounts on all NPWS products sold through their shops, together with the Foundation's newsletter, "Coo-ee".

"This is an ideal medium for promoting tourism and the fabulous national parks of New South Wales. This promotion extends throughout the world as extensive advertising and feature stories have been negotiated with phonecard magazine publishers in the U.K., Germany and the United States. This world view will add significant value to the Collection".

The cards are produced from PET material (recycled plastic bottle containers), which according to Mr. Bushell, is all part of the "green appeal" which will be appreciated by the ecologically-minded collector. As one USA publisher put it, "we are turning trash into art pieces".

There are several unique features of the release of this Collection which is proving to be highly attractive to the astute collector.

Firstly, this is the highest value for money Collection set yet released in Australia. It offers fifteen $2.00 Telecom Australia Phonecards at a very competitive price; each a stunning art piece and all set in a custom designed commemorative album.

Secondly, for the first time, collectors have the option to "lock in" on specific serial number future releases.

Thirdly, purchase of the set includes $35.00 worth of free privileges through the Foundation for National Parks and Wildlife.

There are two sets in this limited edition collection. The standard set can now be obtained for $120.00 and the low number edition (900 originally available from 101 - 1,000) for $200.00. An additional fee of $8.50 for insurance, certified postage and handling applies for both sets. Special numbers are available on phone request, subject to availability, for an extra $50.00.

Offered exclusively to readers of The Australasian Phonecard Monthly's October '94 edition, is an introductory price of $99.00 for the standard set and $160.00 for the low numbered edition. Worldwide Collectables Pty Ltd will honour these prices to readers who use the coupon from this edition or refer to it when phone ordering, until December 1, 1994. After this date this offer will no longer be valid.

For further information, or purchases call Worldwide Collectables Pty Ltd in Sydney on (02) 283 1142 between 7.00 am to 7.00 pm local time, Monday to Friday or alternatively, facsimile orders to (02) 283 1800.

For further information please contact:

John Bushell
Worldwide Collectables Pty Ltd
(02) 283 1142

Penny Landa
International Public Relations
(02) 968 0999

The AFL Classic Action Series Packs and Phonecards

Background

In June 1994, TeleArch announced in an article in the Phonecard Collector No. 26, (June/July 1994) its entry into the Phonecard market, and that it had secured a license with, and endorsement from, the AFL to produce Phonecards related to AFL Players and Clubs. This article also detailed TeleArch's vision of creating and issuing AFL Phonecards starting with the issuing of 10,000 Ablett and 10,000 Modra Packs each respectively containing a Gary Ablett, and a Tony Modra Phonecard. It was proposed that this would be subsequently followed by the issue of one phonecard for each of the other AFL Clubs which …" should "… entail the issue of **six or seven*** cards during 1994." Furthermore, "… an additional card" was "… proposed for the AFL Grand Final to be played during September … " 1994 and that it "should be available within a few days of the conclusion of the game." TeleArch's Philosophy was that success would result from merging both football and phonecard collectability, and also believed that their credibility relied on their commitment to using Telecom Phonecards. (Refer to Extract 2 on page 29 of this Newsletter).

In June 1994, Howe Cards placed an advertisement in the Australasian Phonecard Monthly, Vol. 2 No. 6 (June 1994), containing only the Gary Ablett and Tony Modra Packs with a price of $19.50 each and below these was listed "SIGNATURE SERIES ….. P.O.A." (Refer to Extract 3 on page 32 of this Newsletter). TeleArch Phonecard Advertising and Promotions also placed within this magazine a short article in which it stated that it would be releasing a "… series of seventeen cards featuring Australian Football League stars (one for each club – 15) plus one featuring the Brownlow Medalist, and one featuring the Grand Finalist. A binder will be released to house the full set." (Refer to Extract 4 on page 33 of this Newsletter).

In September 1994, TeleArch advertised the release of the Stephen Silvagni, and Chris Mainwaring AFL Classic Action Series Phonecards in the Australasian Phonecard Monthly, Vol. 2, No. 9, (September 1994) (Refer to Extract 5 on page 34 of this Newsletter).

In November 1994, International Numismatics placed an advertisement in the Australasian Phonecard Monthly, Vol. 2, No. 11, (November 1994) for the Ablett, Modra, Silvagni and Mainwaring Standard Packs for $26.50, $19.50, $19.50 and $19.50 each respectively, while listing only the Ablett and Modra Signature Series Packs for $145.00 and $135.00 respectively. This listing also included loose Ablett, Modra Silvagni and Mainwaring Phonecards for $18.00, 12.00, $12.00 and $12.00 each respectively, which is indicative of the supply of the packs exceeding the demand for them (Refer to Extract 6 on page 35 of this Newsletter). Similarly Howe Cards advertised the Ablett, Modra, Silvagni and Mainwaring Standard Packs for $29.50, $19.50, $19.50 and $19.50 each respectively, while listing only the Ablett and Modra Signature Series Packs for $120.00 and $110.00 respectively. (Refer to Extract 7 on page 36 of this Newsletter).

In March 1996, Gabriele's Phonecard Service advertised, in the Australasian Phonecard Monthly, Vol. 4, No. 3, (March 1996), a free Gary Ablette or Tony Modra Signature Series Packs for any purchase over $200. The Australian Conservation Black Cockatoo Phonecard and World View Phonecard Sets were also on the $200 Freebees List whilst also being listed elsewhere in the advertisement for sale for $34. Gabriele's $200 Freebees offer was subsequently repeated in the Australasian Phonecard Monthly, Vol. 4, No. 6, (June 1996). This indicates that the signed Modra and Ablett Packs were at that time valued at around $34 each by Gabriele's Phonecard Service. (Refer to Extract 8 on page 37 of this Newsletter).

In July 1997 Edlins of Canberra advertised, in the Australasian Phonecard Magazine No.37 (July 1997), the AFL set of 4 Cards for $15 (i.e. $3.75 each) and the set of AFL Standard Packs for $20 (i.e. $5 each) (Refer to Extract 9 on page 38 of this Newsletter).

In conclusion, TeleArch's vision of producing sixteen or seventeen AFL Telecom Australia phonecards, in 1994, never eventuated, and no signed Signature Series Silvagni or Mainwaring Packs were ever issued. This resulted because the original prices of both the Standard and Signature Series Packs were

* **NOTE**: **six or seven** was a misprint, and should have been sixteen or seventeen.

too high, resulting in there being a high supply and a resultant low demand for the quantities of these packs being available at their respective prices. Hence the consequential collapse in selling prices of these AFL Packs and Phonecards later in the 1990s.

The AFL Classic Action Series Pack Types and Varieties

There are four (4) Types of AFL Classic Action Series Packs, and these are:

- the Gary Ablett AFL Packs,
- the Tony Modra AFL Packs,
- the Stephen Silvagni AFL Packs, and
- the Chris Mainwaring AFL Packs.

Furthermore, there are two (2) Varieties of each of the AFL Classic Action Series Pack Types, and these are

- the AFL Classic Action Signature Series Packs, and
- the AFL Classic Action Standard Series Packs,

For all the below AFL Packs, the Card Number of the Phonecard in the Pack was matched to the Pack Number.

The Gary Ablett Packs

There were 500 Gary Ablett AFL Classic Action Signature Series Packs produced with pack numbers ranging from 0000 to 0499 which contained the Gary Ablett Phonecards with S/Nos. 525 00000 to 525 00499, and there were 9,500 Gary Ablett AFL Classic Action Standard Series Packs produced with Pack Numbers ranging from 0500 to 9999 which contained the Gary Ablett Phonecards with S/Nos. 525 00500 to 525 09999.

The Tony Modra Packs

There were 500 Tony Modra AFL Classic Action Signature Series Packs produced with pack numbers ranging from 0000 to 0499 which contained the Tony Modra Phonecards with S/Nos. 549 00000 to 549 00499, and there were 9,500 Tony Modra AFL Classic Action Standard Series Packs produced with Pack Numbers ranging from 0500 to 9999 which contained the Tony Modra Phonecards with S/Nos. 549 00500 to 549 09999.

The Stephen Silvagni Packs

There were 500 Stephen Silvagni AFL Classic Action Signature Series Packs produced with pack numbers ranging from 0000 to 0499 which contained the Stephen Silvagni Phonecards with S/Nos. 550 00000 to 550 00499, and there were 9,500 Stephen Silvagni AFL Classic Action Standard Series Packs produced with Pack Numbers ranging from 0500 to 9999 which contained the Stephen Silvagni Phonecards with S/Nos. 550 00500 to 550 09999.

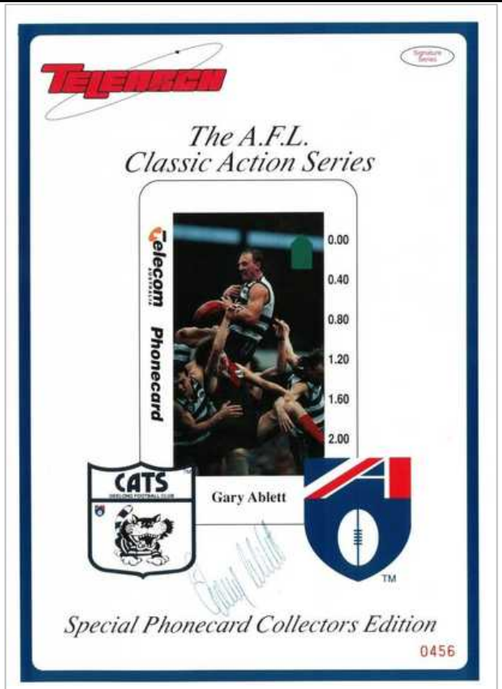
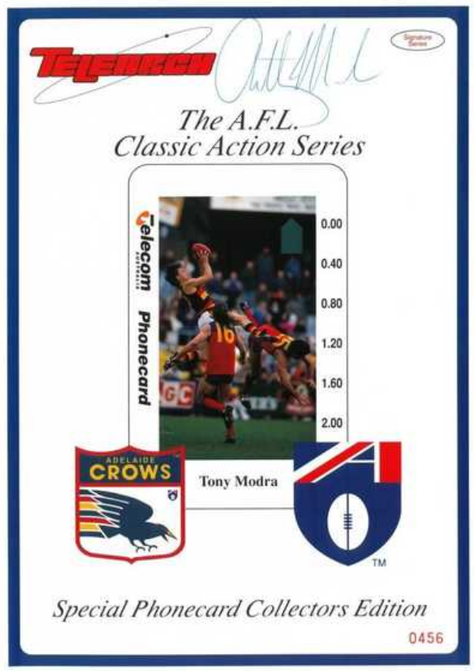
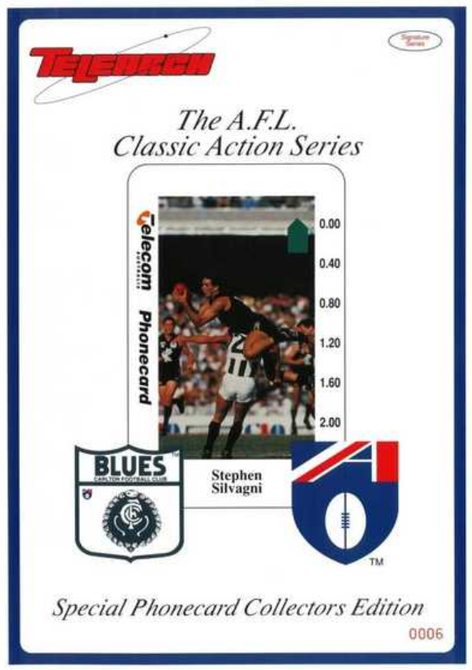
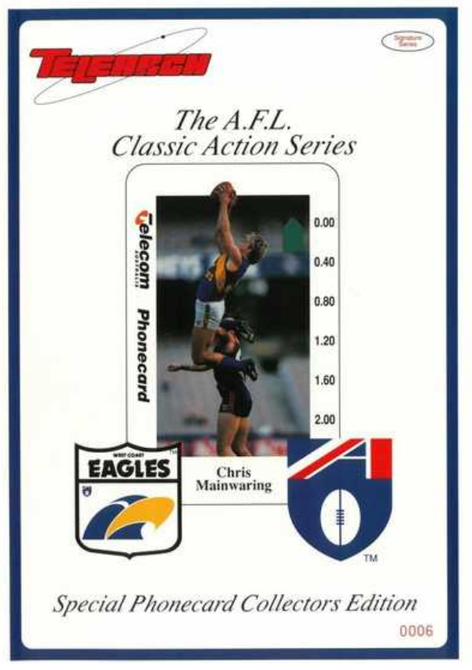
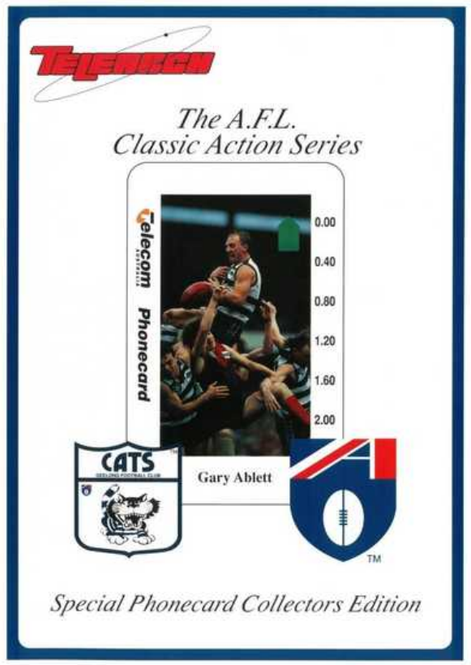
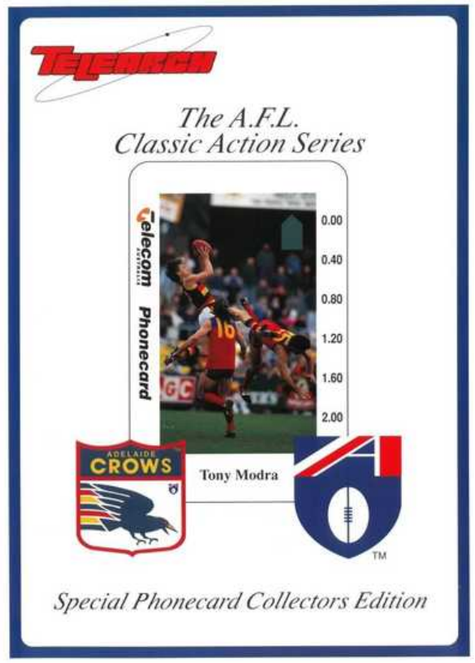
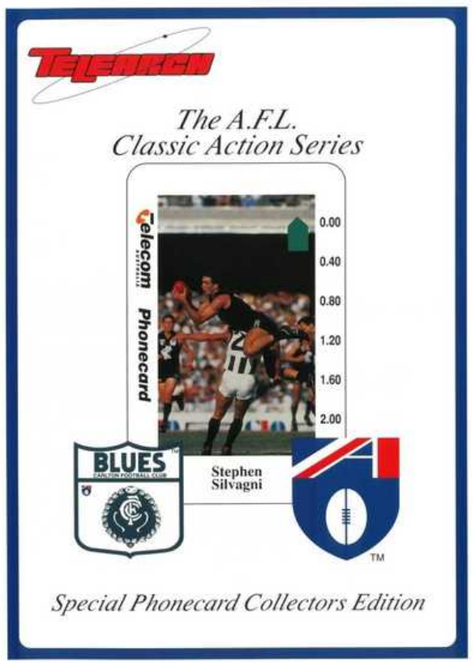
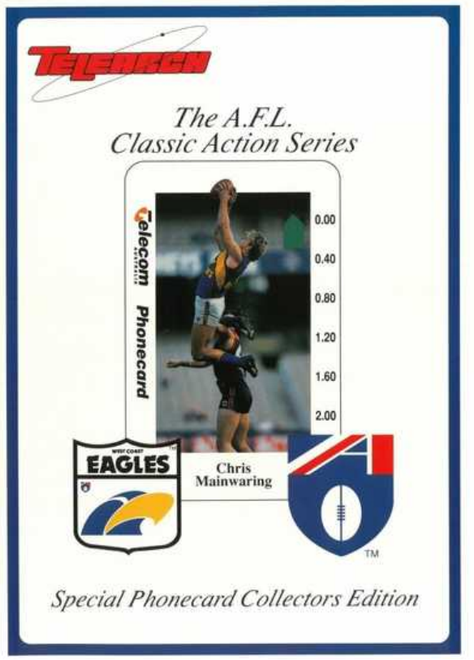
Note: The only sighted Stephen Silvagni Signature Series Pack, so far, is the unsigned Pack No. 0006 shown in this Newsletter. Therefore, it is believed that the Phonecards were removed from these Packs before the packs were destroyed.

The Chris Mainwaring Packs

There were 500 Chris Mainwaring AFL Classic Action Signature Series Packs produced with pack numbers ranging from 0000 to 0499 which contained the Chris Mainwaring Phonecards with S/Nos. 551 00000 to 551 00499, and there were 9,500 Chris Mainwaring AFL Classic Action Standard Series Packs produced with Pack Numbers ranging from 0500 to 9999 which contained the Chris Mainwaring Phonecards with S/Nos. 551 00500 to 551 09999.

Note: The only sighted Chris Mainwaring Signature Series Pack, so far, is the unsigned Pack No. 0006 shown in this Newsletter. Therefore, it is believed that the Phonecards were removed from most of these Packs before the Packs were destroyed. The image of a sighted loose Chris Mainwaring Phonecard with S/No. 551 00202 from a Chris Mainwaring Signature Series Pack was also sighted with the Chris Mainwaring Pack No. 0006 and is shown in Attachment 1 on page 28 of this Newsletter.

The Differences between the AFL Classic Action Series Packs

	Gary Ablett Packs	Tony Modra Packs	Stephen Silvagni Packs	Chris Mainwaring Packs
Signature Series Packs **have a Signature Series Logo** Signature Series **at Top Right Corner of Pack Front Face, and Pack Number** 0006 **in Red at the Bottom Right Corner of Pack Front Face.**				
	Pack Signed by Gary Ablett	**Pack Signed by Tony Modra**	**Pack NOT Signed by Stephen Silvagni**	**Pack NOT Signed by Chris Mainwaring**
Standard Series Packs **have NO Signature Series Logo, and have the Pack Number in Black on the Pack Back Face.**				

TELEARCH
A.C.N. 064 086 095



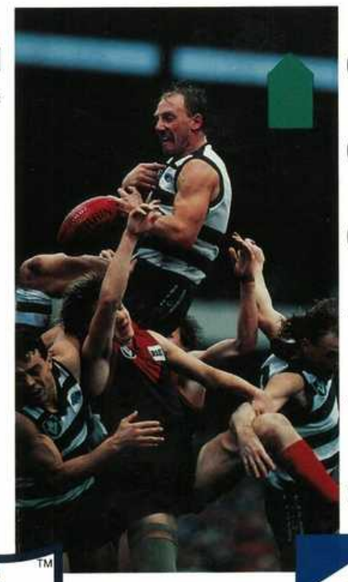
The phonecard contained in this Special Collectors Edition Pack is a genuine Telecom Australia phonecard produced exclusively for Telearch
This pack is an AFL endorsed product each sale of which invests in the development of our great national game. TELEARCH (Aus) Pty Ltd.

Photographer: John Krutop Liner notes: Jon Anderson

TELEARCH

Signature Series

The A.F.L.
Classic Action Series



CATS
GEELONG FOOTBALL CLUB

Gary Ablett

TM

Special Phonecard Collectors Edition

0456

Outside Faces of Open Pack No. **0456** contains Phonecard with S/No. 525 0**0456**

Geelong Football Club, formed in 1850, was a foundation member of the Victorian Football League in 1897.

Its blue and white colours are said to represent the waters of Corio Bay and in its early years, Geelong F.C. was called the Pivotonians, believed to be due to the city being the centre of trade in the Western District.

The club became known as the Cats in the mid 1920's after the superstitious sighting of a black cat is said to have turned a game around in their favour.

Up until 1941, Geelong always played their home games at Corio Park in East Geelong but military officials required the park during the war for training.

The club went into recess between 1942-43 before moving to new headquarters at Kardinia Park in 1944.

Geelong has won six premierships, in 1925, 1931, 1937, 1952,1953 and 1963.

Some of the greats of the game have played with the Cats, including Brownlow medallists Cargi Greeves (1924), Bernie Smith (1951), Alistair Lord (1962) and Paul Couch (1989), Reg Hickey, Bob Davis, Billy Goggin, Polly Farmer, Doug Wade and the incomparable Gary Ablett.

The club is honoured in having had two of the most respected administrators in the game. The first of these was Charles Brownlow, after whom the famous Brownlow Medal was named and the other being the legendary Jack Jennings who served the club as President from 1945-70.

Only Ian Nankervis (326) and John Newman (303) have played more than 300 games with Geelong and Doug Wade holds the goalkicking record, kicking 834 goals in 208 games between 1961-1972.

Doug Wade (127 in 1969), Larry Donahue (105 in 1976), George Maloney (109 in 1932) and Gary Ablett (124 in 1993) are the only players to have kicked one hundred goals or more in a season for the club.

Born in Drouin on the 1st October, 1961, Gary Ablett is the youngest of five brothers, three of whom, Geoff, Kevin and Gary played in the Victorian Football League.

Ablett first appeared on the VFL scene in 1982 with Hawthorn, but unable to adapt to city life he decided to leave the club after just six games of that season.

He then went to live in Myrtleford where he treated Ovens and Murray fans to a 1983 season the will never forget before the promise of country living, and senior football at VFL level, tempted him to Geelong in 1984.

By the State game of that year against Western Australia, Ablett had stamped himself as a very special talent when he booted eight goals in Perth.

He also won his only best and fairest with the club in 1984 but has since topped the club's goal kicking record six times, including kicking 14 goals in a single match on three occasions (against Richmond in 1989, Essendon in 1993 and Sydney in 1994).

In 1989, Ablett kicked a finals series record of 27 goals, including another record of nine in Geelong's losing grand final side to Hawthorn.

He joined Maurice Rioli as the only player from a losing side to win a Norm Smith Medal for best afield in a grand final.

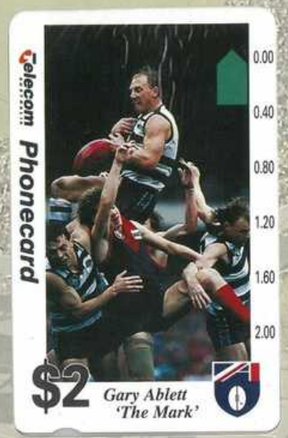
In 1993, after kicking 124 goals from just 17 games to win the John Coleman Medal for leading goalkicker after the home and away season, Ablett was spoken of by some of the greats as the finest to ever pull on a boot.

Away from football he remains very private. In 1986 he became a "born again" Christian (John 3:3). Working with the Baptist church he belongs to in Geelong, along with fishing, are among Ablett's favourite pleasures when not thrilling the crowds around Australia.

Maybe his mother, Colleen, summed up the phenomenon that is Gary Ablett when interviewed by The Sun newspaper in 1989; "Geoff and Kevin had pace, Len and Graham were good marks and Gary . . . had everything"

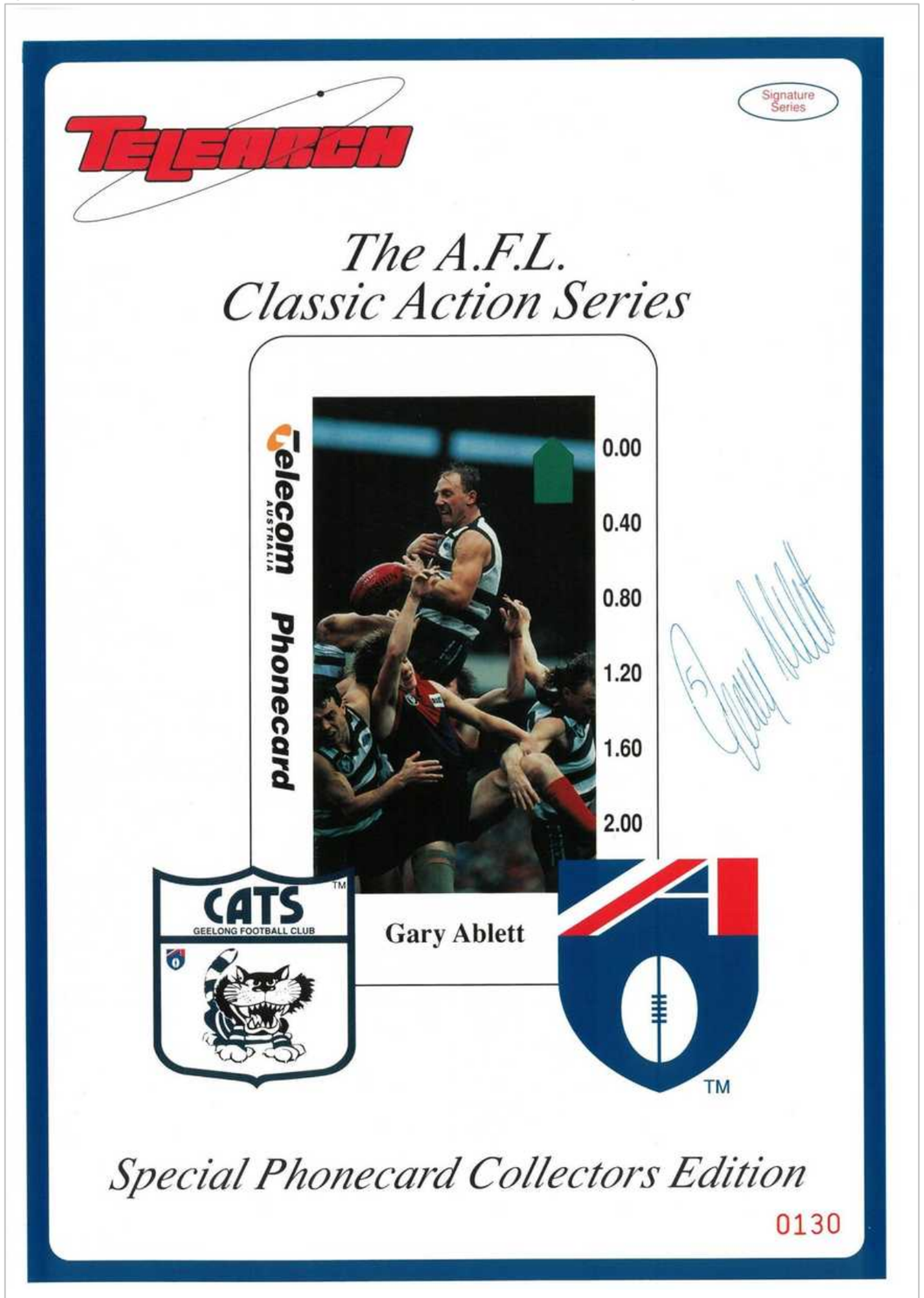
Such is his appeal that a video commemorating his 1993 season – Gary Ablett "One Special Season" – sold over 24,000 copies in just three months.

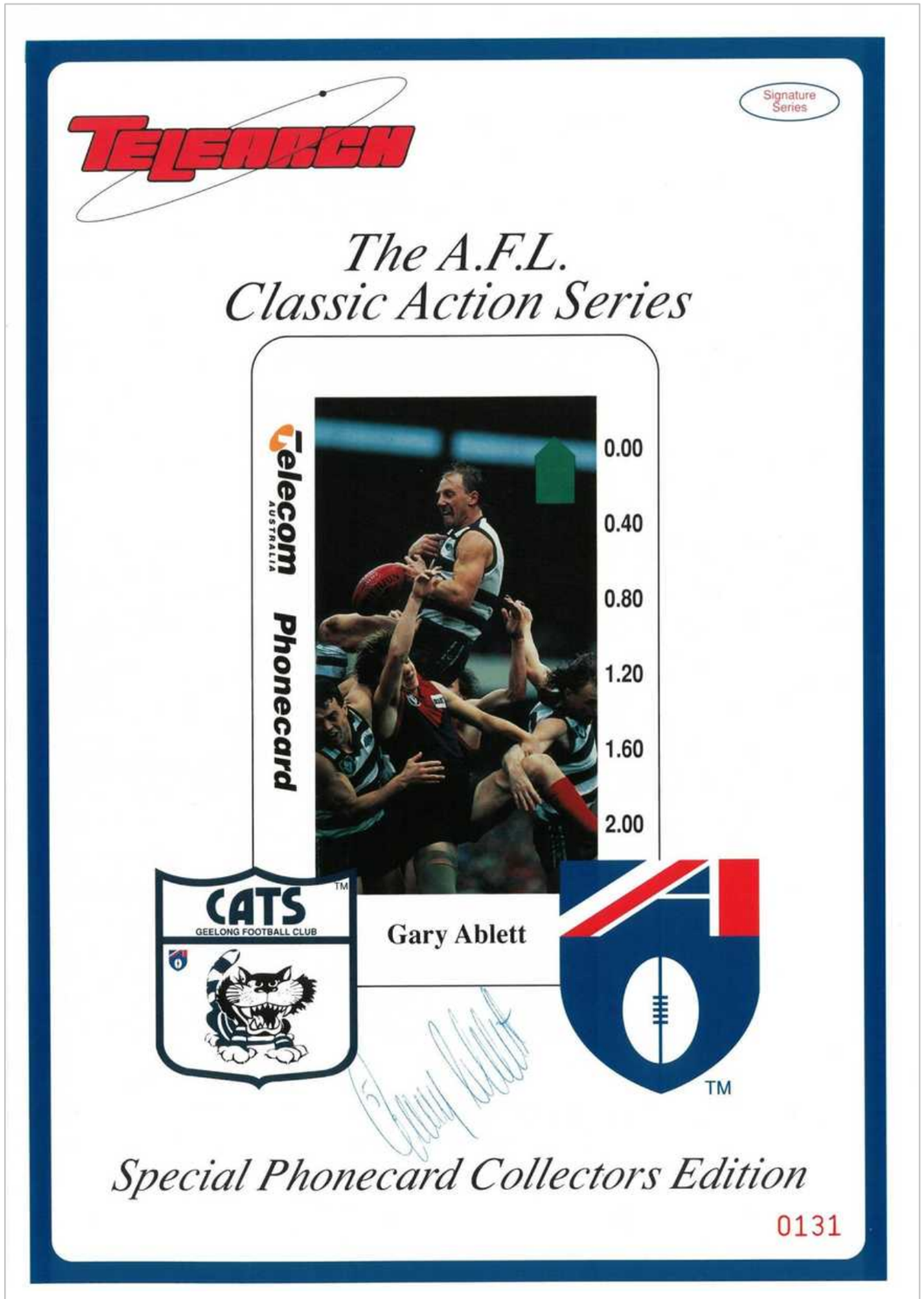
GARY ABLETT



Inside Faces of Open Pack

Comparison of Front Faces of Closed, Consecutive Numbered, AFL Gary Ablett Pack Nos. 0130 and 0131





Gary Ablett signed these Packs either at the bottom, on the right, or on the left, but so far no Pack has been sighted signed at the top.

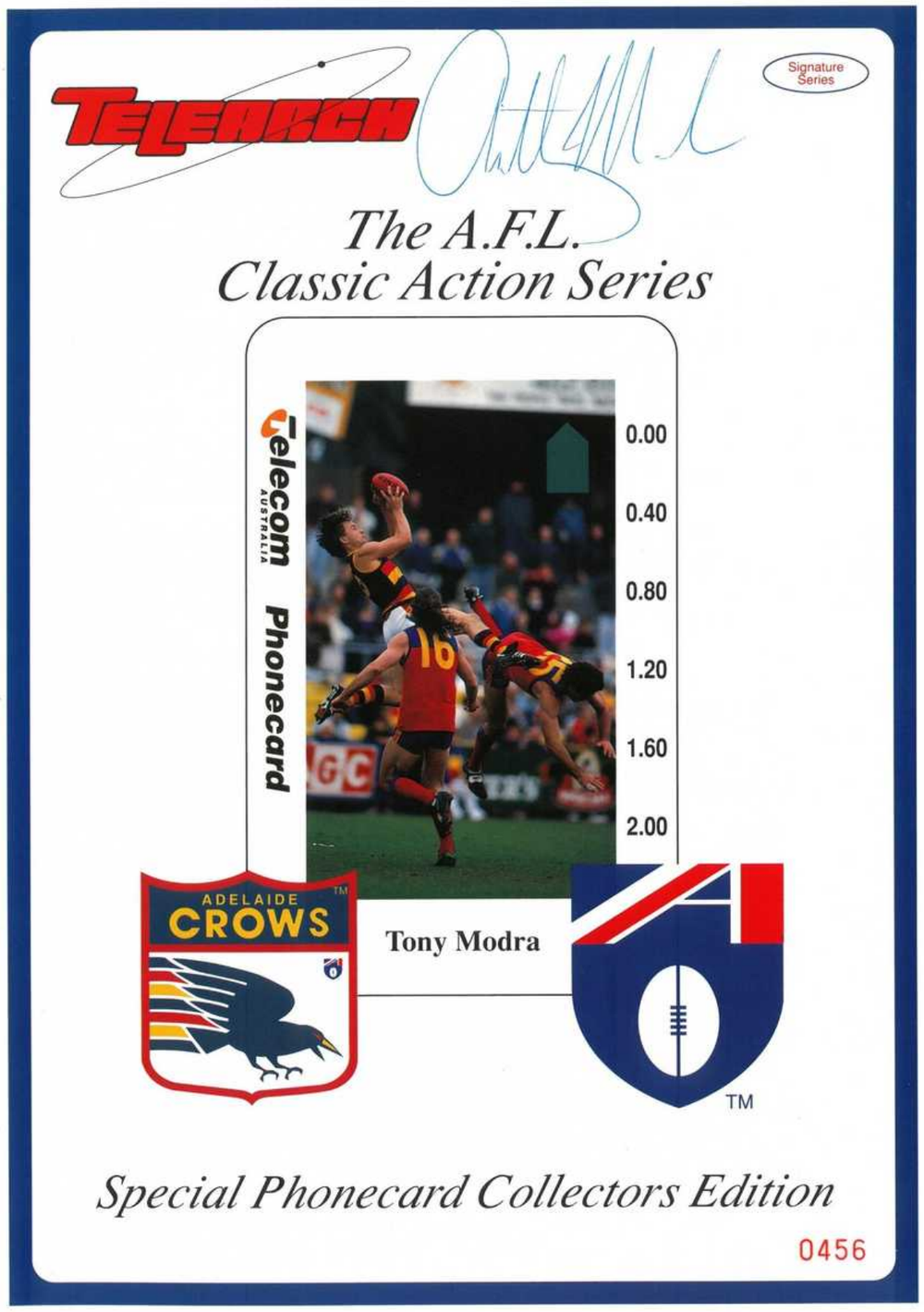
The AFL – Tony Modra Signature Series Pack Details

TELEARCH
A.C.N. 064 086 095



The phonecard contained in this Special Collectors Edition Pack is a genuine Telecom Australia phonecard produced exclusively for Telearch
This pack is an AFL endorsed product each sale of which invests in the development of our great national game. TELEARCH (Aus) Pty Ltd.

Photographer: Tony Feder Liner notes: Andrew Maher



Outside Faces of Open Pack No. **0456** contains Phonecard with S/No. 549 0**0456**

The Adelaide Crows were formed in 1990 and first played in the AFL a year later. By the end of their third season one thing was certain – this club was on the verge of greatness.

After ninth placed finishes in 1991 and 1992, the Crows almost climbed the mountain in 1993. Having led Essendon by seven goals at half-time of the preliminary final at the MCG, the Crows looked to have set-up a date with Carlton in the following week's Grand Final.

The wheels fell off in the second half and Adelaide failed to hold off the barnstorming Bombers, but the football world knew that a powerhouse had emerged.

Injuries hit hard early in 1994 and those assessments were being revised, but any club with the quality of player this club has is destined for great things. In Chris McDermott (the club's captain and best and fairest in 1992) the Crows have a leader of great character. In Tony McGuinness (best and fairest winner in 1993) they have a favourite son who rarely plays a bad game. In Tony Modra they have one of the game's most exciting players.

At Football Park they play in front of packed houses every time they step out for a home game. That fanatical home-town support has translated into wins, you can see the Crows going harder as the crowd's intensity lifts.

While 1994 might have failed to provide the salad days many anticipated, there is no doubt that glory awaits the Adelaide Crows.

From the Riverland town of Loxton, Tony Modra grew up a quiet, knockabout kid in a family of boys. He did what he liked, nudging a soccer ball around with a fair degree of promise and forever competing with his brothers for the next kick or the next mark.

Spotted by talent scouts at West Adelaide, Modra was recruited to the SANFL team to give senior football a go. His life from that day forth, was never going to be the same.

Drafted by the emerging Adelaide Crows in 1991, Modra waited behind the club's leading spearhead Scott Hodges for his chance at the Big Time.

He didn't have to wait long – Hodges failed to establish himself and by the end of 1992 Modra had slipped past him as the club's preferred option.

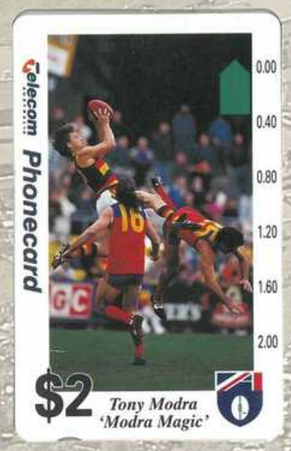
Modra exploded in 1993. Still a little unsure of his place in the AFL, this quiet country kid took the football world by storm. While the headlines had always belonged to Dunstall, Ablett and Lockett, suddenly this springheeled Crow was rushing past them.

Bullet-like leads led him to mark upon mark. The service he received from his midfield was first–class, but what Modra did from there was straight out of the top drawer.

His hands were sure and his kicking was straight and true, but it was when he launched himself into the stratosphere to drag down one of those breathtaking screamers that the Modra legend began to form.

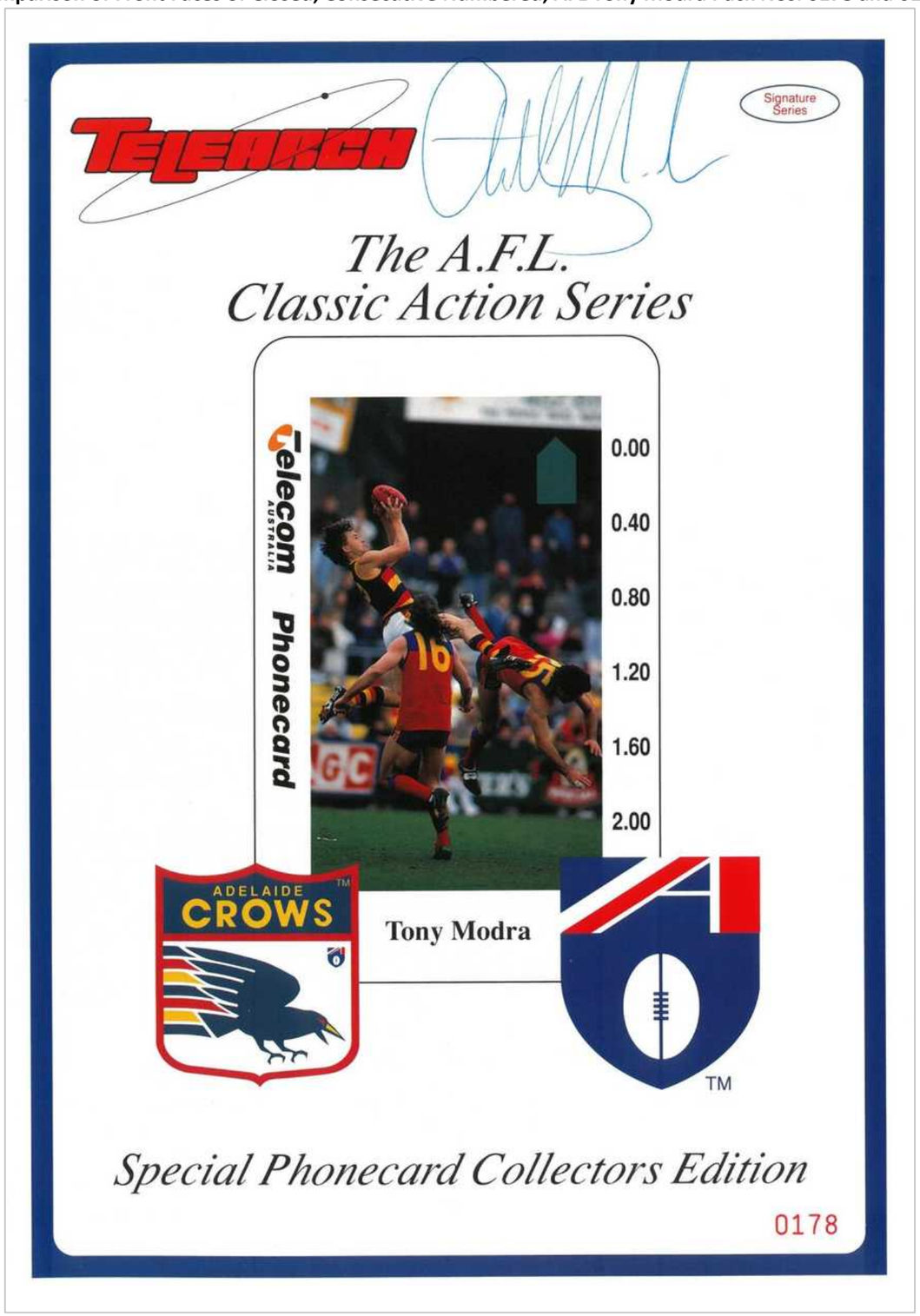
By the end of a 129 goal season and selection in the All-Australian side, Modra's fame was well established. If things fall into place for Tony Modra, one thing is for sure . . . his will be a journey worth watching.

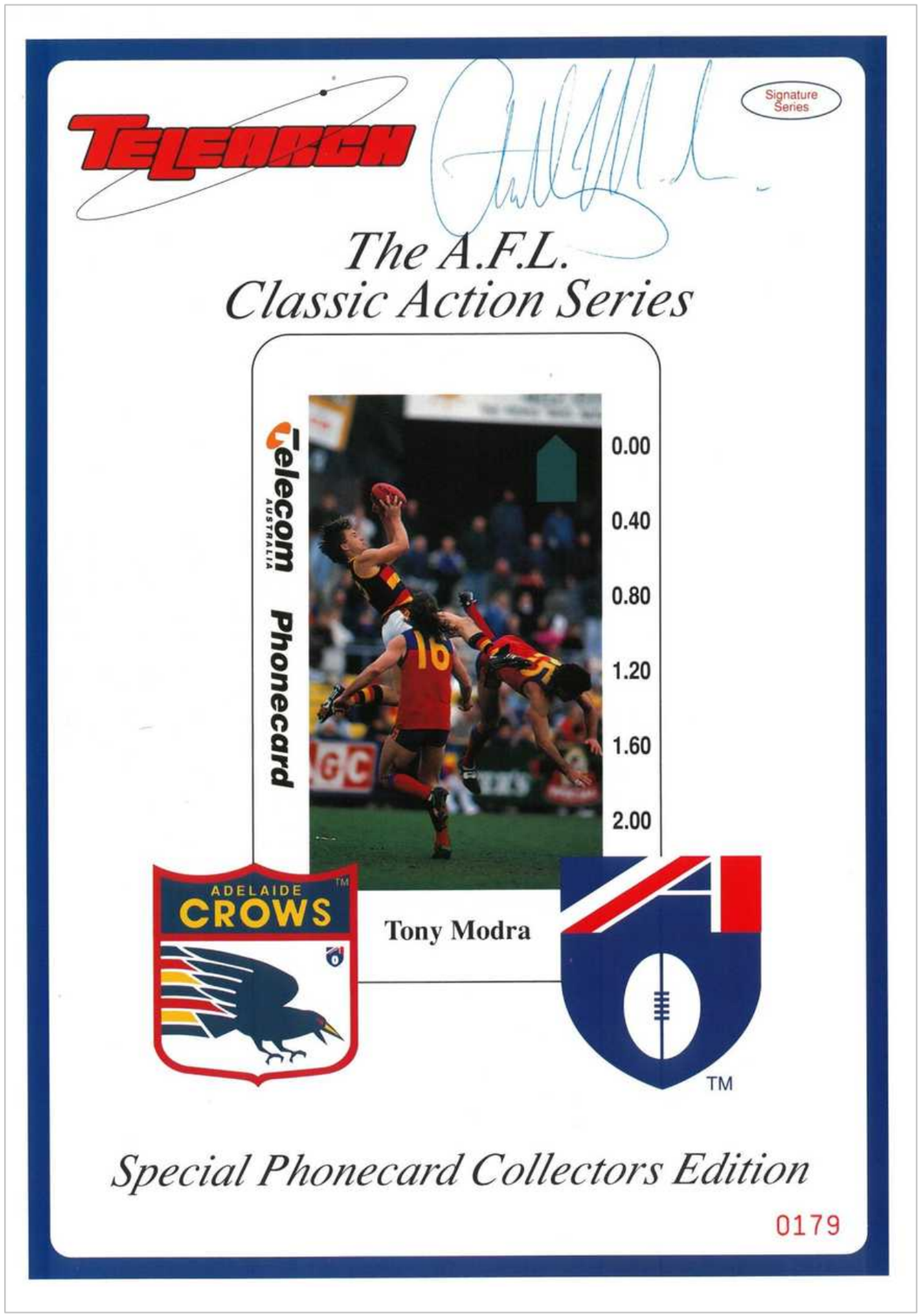
TONY MODRA



Inside Faces of Open Pack

Comparison of Front Faces of Closed, Consecutive Numbered, AFL Tony Modra Pack Nos. 0178 and 0179





All Tony Modra Packs sighted so far have only been signed at the top as shown on the consecutively numbered Packs above

The AFL – Stephen Silvagni Signature Series Pack (Unsigned) Details

TELEARCH



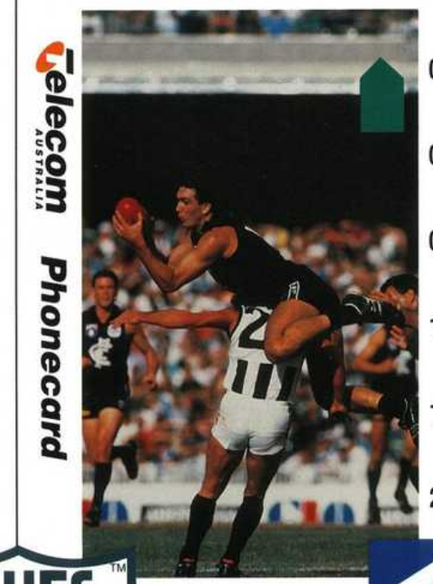
The phonecard contained in this Special Collectors Edition Pack is a genuine Telecom Australia phonecard produced exclusively for Telearch
This pack is an AFL endorsed product each sale of which invests in the development of our great national game. TELEARCH (Aus) Pty Ltd.

Photographer: Tony Feder Liner notes: Andrew Maher

TELEARCH

Signature Series

The A.F.L.
Classic Action Series



BLUES
CARLTON FOOTBALL CLUB

Stephen Silvagni

TM

Special Phonecard Collectors Edition

0006

Outside Faces of Open Pack No. **0006** contains Phonecard with S/No. 550 0**0006**

Carlton was formed in 1864 and was a foundation club of the VFL.

It has always called Princes Park home, although 1994 has seen the ground sponsored by Optus and there has been some controversy over the naming rights of the oval.

It is a club synonymous with wealth, power and success, although its origins are just as working class as Melbourne's other club from the same region.

But ever since the turn of the century the Blues have established themselves as the silvertails of the competition.

Under Jack Worrall's coaching the Blues won their first flag in 1906 and then proceeded to win the next two.

Three on the trot thrust Carlton into VFL prominence and the club has rarely looked back.

It has won 15 premierships which makes it the equal of any club in the land and it has the proud distinction of never having finished on the bottom of the ladder.

For all the teams success the Blues have enjoyed, they have only produced three Brownlow Medallists - Bert Deacon (1947), John James (1961) and Gordon Collis (1964). Despite that however, the roll call of champions at Princes Park stretches longer than anyone's. Greats like Nicholls, Doull, Silvagni, Vallence, Jesaulenko, Clover, Henfry, Barassi, Chitty, Hands . . . the legends of yesteryear have given way to the outstanding players of today and the Blues are again one of the power sides of the competition.

Their character was severely tested after 1993's Grand Final disaster, but the Blues have bounced back in 1994 to be one of the real chances for this year's flag.

It's been said and written many times, but Stephen Silvagni really was born for Carlton.

The son of one of the club's most adored figures (Sergio), Silvagni showed from an early age that football pulsed through his veins.

He could kick the ball 45 metres as an 11 year old and throughout his schoolboy days at Marcellin College he led the school to AGS and Herald-Sun championships.

But it was from the moment he donned the famous No 1 guernsey that this most brilliant career began to skyrocket.

Stepping out in the senior Carlton side for the first time in 1985, Silvagni's career has always been special.

His heart and courage have propelled him into contests where angels really do fear to tread, and while the capacity to attack the ball ferociously has been one of his great assets, it has also led to his darkest moments.

Knee and ankle injuries have tried to dull his sheen, but they have failed.

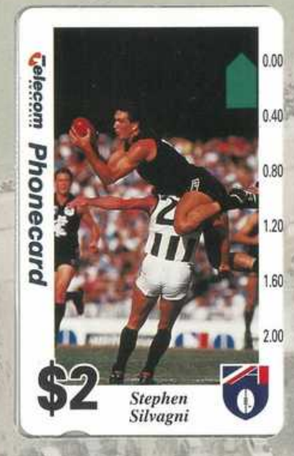
A premiership medallion in 1987 still takes pride of place in his trophy cabinet, but it isn't alone.

He was the club's best and fairest in 1990, he has represented Victoria seven time, he has run third in a Brownlow Medal ('90) and he will go into 1994's count an outside chance of going a couple better.

But the impression Stephen Silvagni has made on football transcends personal achievements.

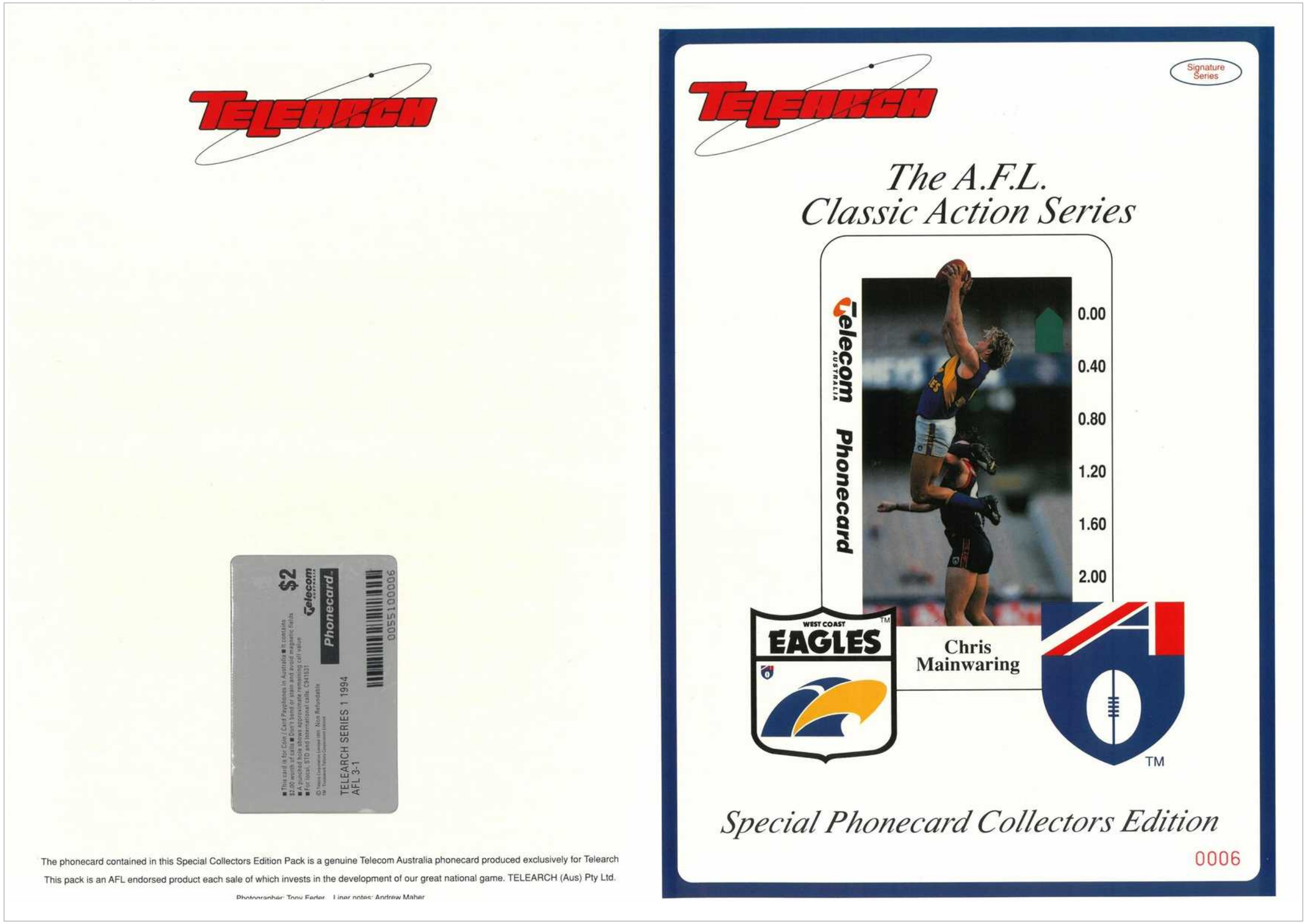
He has become a Carlton icon. He is loved by junior supporters of the club, revered by more mature followers who appreciate his array of talents and he is greatly respected by opponents. And although he's given Carlton fans 10 years of great service already, at 27 years of age there's still plenty to come.

STEPHEN SILVAGNI



Inside Faces of Open Pack

The AFL – Chris Mainwaring Signature Series Pack (Unsigned) Details



Outside Faces of Open Pack No. **0006** contains Phonecard with S/No. 551 0**0006**

formed in 1987, the West Coast Eagles took no time establishing themselves as one of the true power sides of the AFL.

Based at Subiaco Oval, but playing home games at the WACA also, the Eagles were seen by envious easterners as more of a state than a club team, but rather than attempt to lure home truckloads of Sandgropers playing in Victoria, the Eagles decided to blood a majority of 'unknowns'. They have never looked back.

Their first coach - Ron Alexander - took the Eagles to eighth, but he was replaced after one year by WA icon John Todd.

Todd's relationship with his talented side was never a great one and the Eagles slumped to 11th in Todd's second year. That was his last.

In a masterstroke the Eagle board headhunted Footscray coach Michael Malthouse. He signed and the Eagles flourished.

Third, second, first and fourth tell the tale and throughout '94 they have been the team to beat.

The Eagles are a side littered with great footballers, but under the guidance of Malthouse they are one of the hardest, most efficient units in the land.

Talents of the calibre of Guy McKenna, Glen Jakovich, Peter Sumich, Chris Mainwaring, Chris Lewis, Peter Matera, Ashley McIntosh - the list goes on - is of the highest order, but they all play with the consistency and desire required to excel at this elite level.

Excelling is something the Eagles are very good at.

In a side which has become renowned for its persistence, endeavour, professionalism and quality, Chris Mainwaring represents the typical West Coast Eagle.

Having started in West Coast's foundation year of 1987, Mainwaring had played 138 games and kicked 63 goals coming into the 1994 season. During '94 he became one of only a handful of Eagles to reach the 150-game milestone.

Drafted from East Fremantle, the dashing blond wingman made his mark upon the national competition immediately with his non-stop running. He was always capable of the spectacular - for a player of his size he is blessed with some breathtaking aerial skills - but it was his blue-collar work ethic which made him such a dangerous foe.

He reached something of a pinnacle in 1991 when he was named in the All-Australian side. Throughout that season, Mainwaring tormented opponents with his phenomenal stamina, averaging over 20 possessions a game and playing a key role as the Eagles surged into their first Grand Final.

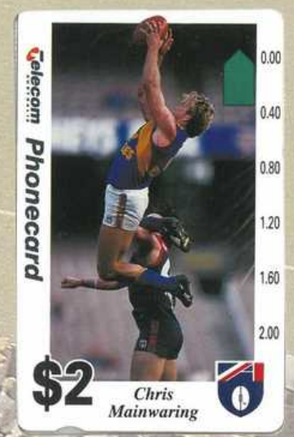
They were humbled that year at the hand of Hawthorn, but Mainwaring was at it again the following season when he was a member of the West Coast outfit which overcame Geelong in the Grand Final. He had played his role in lifting the premiership cup from Victoria for the first time.

He underlined probably his greatest asset - his courage - during that game. Having broken an ankle during the match, Mainwaring played on. He typified his team's desire that particular day.

He has developed into one of the genuine leaders of the Eagles and is a man who plays his football with a zest and enthusiasm which has become his personal trademark, both on and off the field.

Much loved by the WA football public, Chris Mainwaring is truly one of the stars of the game.

CHRIS MAINWARING



Inside Faces of Open Pack

TELEARCH
A.C.N. 064 086 095



4563

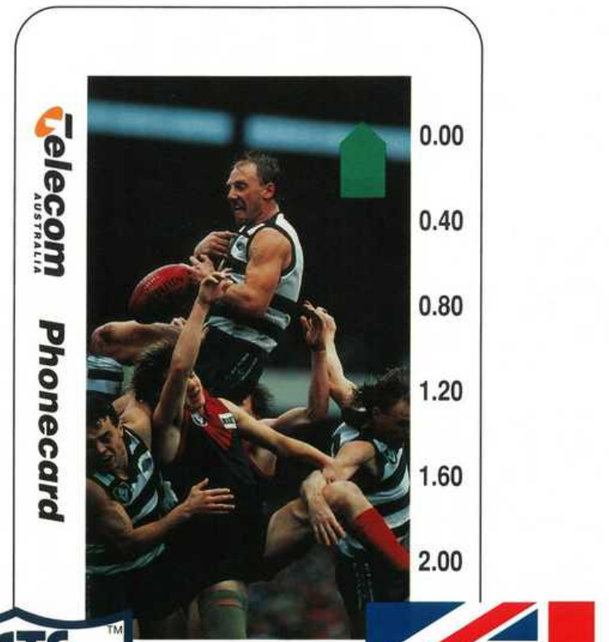
The phonecard contained in this Special Collectors Edition Pack is a genuine Telecom Australia phonecard produced exclusively for Telearch

This pack is an AFL endorsed product each sale of which invests in the development of our great national game. TELEARCH (Aus) Pty Ltd.

Photographer: John Krutop Liner notes: Jon Anderson

TELEARCH

The A.F.L.
Classic Action Series



CATS
GEELONG FOOTBALL CLUB

Gary Ablett

TM

TM

Special Phonecard Collectors Edition

Outside Faces of Open Pack No. **4563** contains Phonecard with S/No. 525 0**4563**

Geelong Football Club, formed in 1850, was a foundation member of the Victorian Football League in 1897.

Its blue and white colours are said to represent the waters of Corio Bay and in its early years, Geelong F.C. was called the Pivotonians, believed to be due to the city being the centre of trade in the Western District.

The club became known as the Cats in the mid 1920's after the superstitious sighting of a black cat is said to have turned a game around in their favour.

Up until 1941, Geelong always played their home games at Corio Park in East Geelong but military officials required the park during the war for training.

The club went into recess between 1942-43 before moving to new headquarters at Kardinia Park in 1944.

Geelong has won six premierships, in 1925, 1931, 1937, 1952,1953 and 1963.

Some of the greats of the game have played with the Cats, including Brownlow medallists Cargi Greeves (1924), Bernie Smith (1951), Alistair Lord (1962) and Paul Couch (1989), Reg Hickey, Bob Davis, Billy Goggin, Polly Farmer, Doug Wade and the incomparable Gary Ablett.

The club is honoured in having had two of the most respected administrators in the game. The first of these was Charles Brownlow, after whom the famous Brownlow Medal was named and the other being the legendary Jack Jennings who served the club as President from 1945-70.

Only Ian Nankervis (326) and John Newman (303) have played more than 300 games with Geelong and Doug Wade holds the goalkicking record, kicking 834 goals in 208 games between 1961-1972.

Doug Wade (127 in 1969), Larry Donahue (105 in 1976), George Maloney (109 in 1932) and Gary Ablett (124 in 1993) are the only players to have kicked one hundred goals or more in a season for the club.

Born in Drouin on the 1st October, 1961, Gary Ablett is the youngest of five brothers, three of whom, Geoff, Kevin and Gary played in the Victorian Football League.

Ablett first appeared on the VFL scene in 1982 with Hawthorn, but unable to adapt to city life he decided to leave the club after just six games of that season.

He then went to live in Myrtleford where he treated Ovens and Murray fans to a 1983 season the will never forget before the promise of country living, and senior football at VFL level, tempted him to Geelong in 1984.

By the State game of that year against Western Australia, Ablett had stamped himself as a very special talent when he booted eight goals in Perth.

He also won his only best and fairest with the club in 1984 but has since topped the club's goal kicking record six times, including kicking 14 goals in a single match on three occasions (against Richmond in 1989, Essendon in 1993 and Sydney in 1994).

In 1989, Ablett kicked a finals series record of 27 goals, including another record of nine in Geelong's losing grand final side to Hawthorn.

He joined Maurice Rioli as the only player from a losing side to win a Norm Smith Medal for best afield in a grand final.

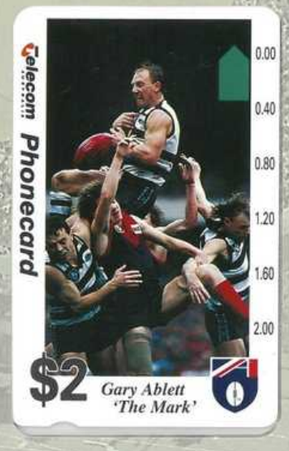
In 1993, after kicking 124 goals from just 17 games to win the John Coleman Medal for leading goalkicker after the home and away season, Ablett was spoken of by some of the greats as the finest to ever pull on a boot.

Away from football he remains very private. In 1986 he became a "born again" Christian (John 3:3). Working with the Baptist church he belongs to in Geelong, along with fishing, are among Ablett's favourite pleasures when not thrilling the crowds around Australia.

Maybe his mother, Colleen, summed up the phenomenon that is Gary Ablett when interviewed by The Sun newspaper in 1989; "Geoff and Kevin had pace, Len and Graham were good marks and Gary . . . had everything"

Such is his appeal that a video commemorating his 1993 season – Gary Ablett "One Special Season" – sold over 24,000 copies in just three months.

GARY ABLETT



Inside Faces of Open Pack

TELEARCH
A.C.N. 064 086 095



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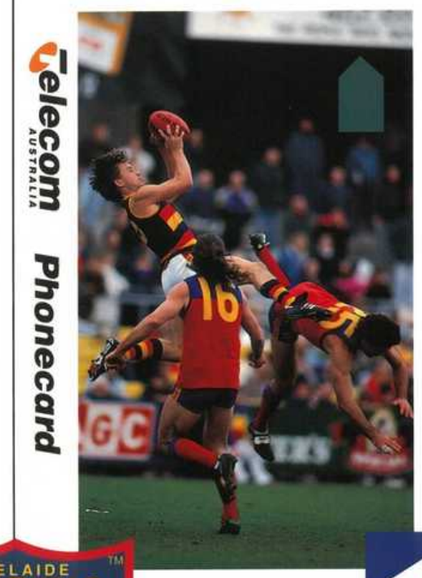
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Photographer: Tony Feder Liner notes: Andrew Maher

TELEARCH

The A.F.L.
Classic Action Series



ADELAIDE CROWS ™

Tony Modra

TM

Special Phonecard Collectors Edition

Outside Faces of Open Pack No. **4563** contains Phonecard with S/No. 549 0**4563**

The Adelaide Crows were formed in 1990 and first played in the AFL a year later. By the end of their third season one thing was certain – this club was on the verge of greatness.

After ninth placed finishes in 1991 and 1992, the Crows almost climbed the mountain in 1993. Having led Essendon by seven goals at half-time of the preliminary final at the MCG, the Crows looked to have set-up a date with Carlton in the following week's Grand Final.

The wheels fell off in the second half and Adelaide failed to hold off the barnstorming Bombers, but the football world knew that a powerhouse had emerged.

Injuries hit hard early in 1994 and those assessments were being revised, but any club with the quality of player this club has is destined for great things. In Chris McDermott (the club's captain and best and fairest in 1992) the Crows have a leader of great character. In Tony McGuinness (best and fairest winner in 1993) they have a favourite son who rarely plays a bad game. In Tony Modra they have one of the game's most exciting players.

At Football Park they play in front of packed houses every time they step out for a home game. That fanatical home-town support has translated into wins, you can see the Crows going harder as the crowd's intensity lifts.

While 1994 might have failed to provide the salad days many anticipated, there is no doubt that glory awaits the Adelaide Crows.

From the Riverland town of Loxton, Tony Modra grew up a quiet, knockabout kid in a family of boys. He did what he liked, nudging a soccer ball around with a fair degree of promise and forever competing with his brothers for the next kick or the next mark.

Spotted by talent scouts at West Adelaide, Modra was recruited to the SANFL team to give senior football a go. His life from that day forth, was never going to be the same.

Drafted by the emerging Adelaide Crows in 1991, Modra waited behind the club's leading spearhead Scott Hodges for his chance at the Big Time.

He didn't have to wait long – Hodges failed to establish himself and by the end of 1992 Modra had slipped past him as the club's preferred option.

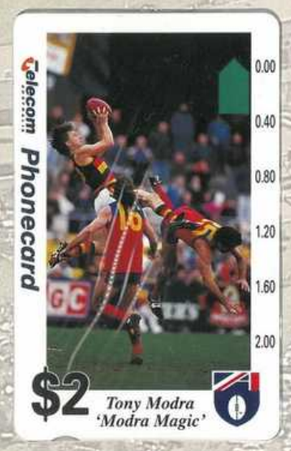
Modra exploded in 1993. Still a little unsure of his place in the AFL, this quiet country kid took the football world by storm. While the headlines had always belonged to Dunstall, Ablett and Lockett, suddenly this springheeled Crow was rushing past them.

Bullet-like leads led him to mark upon mark. The service he received from his midfield was first–class, but what Modra did from there was straight out of the top drawer.

His hands were sure and his kicking was straight and true, but it was when he launched himself into the stratosphere to drag down one of those breathtaking screamers that the Modra legend began to form.

By the end of a 129 goal season and selection in the All-Australian side, Modra's fame was well established. If things fall into place for Tony Modra, one thing is for sure . . . his will be a journey worth watching.

TONY MODRA



Inside Faces of Open Pack

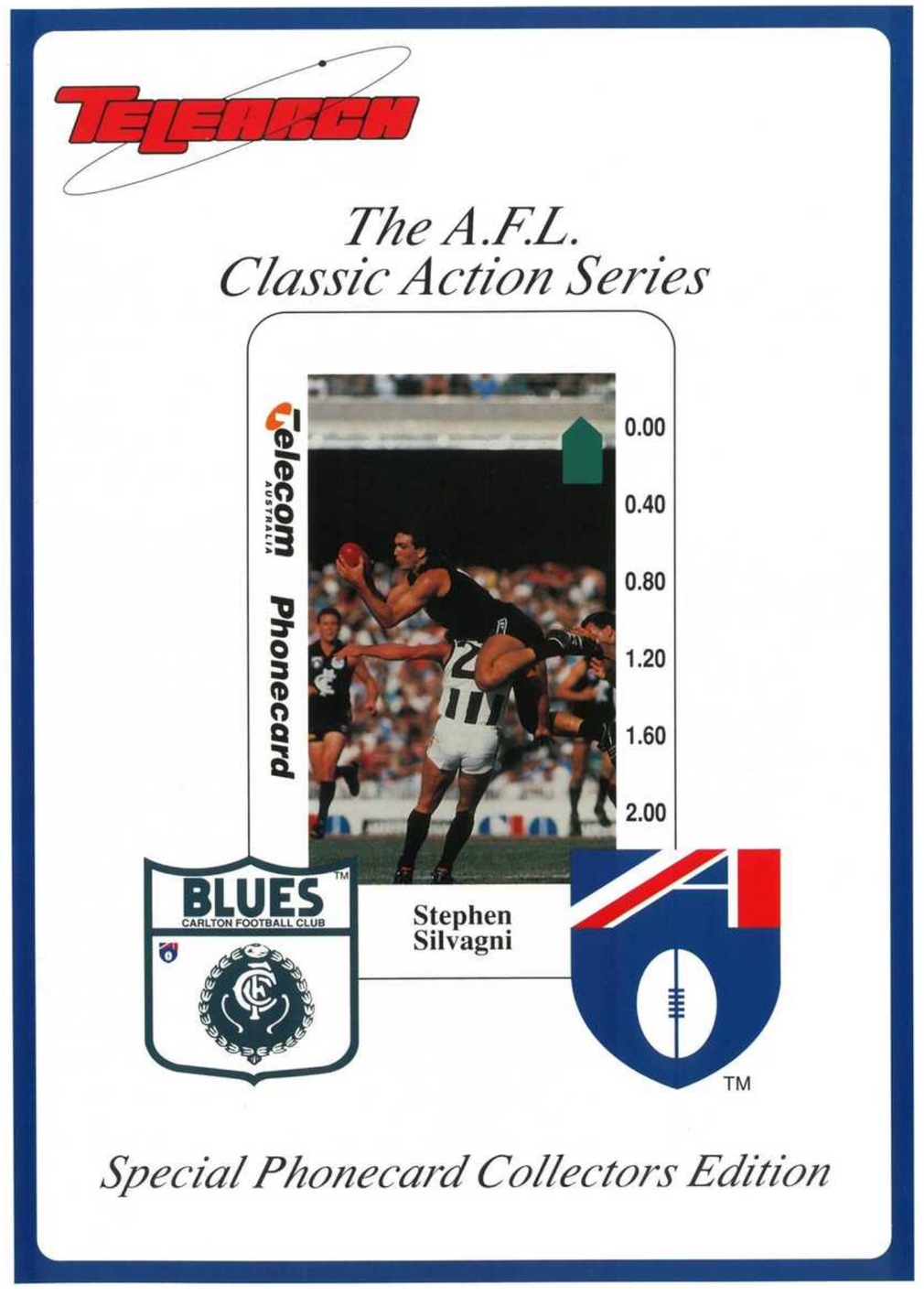


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Photographer: Tony Feder Liner notes: Andrew Maher



Outside Faces of Open Pack No. **4563** contains Phonecard with S/No. 550 0**4563**

Carlton was formed in 1864 and was a foundation club of the VFL.

It has always called Princes Park home, although 1994 has seen the ground sponsored by Optus and there has been some controversy over the naming rights of the oval.

It is a club synonymous with wealth, power and success, although its origins are just as working class as Melbourne's other club from the same region.

But ever since the turn of the century the Blues have established themselves as the silvertails of the competition.

Under Jack Worrall's coaching the Blues won their first flag in 1906 and then proceeded to win the next two.

Three on the trot thrust Carlton into VFL prominence and the club has rarely looked back.

It has won 15 premierships which makes it the equal of any club in the land and it has the proud distinction of never having finished on the bottom of the ladder.

For all the teams success the Blues have enjoyed, they have only produced three Brownlow Medallists - Bert Deacon (1947), John James (1961) and Gordon Collis (1964). Despite that however, the roll call of champions at Princes Park stretches longer than anyone's. Greats like Nicholls, Doull, Silvagni, Vallence, Jesaulenko, Clover, Henfry, Barassi, Chitty, Hands . . . the legends of yesteryear have given way to the outstanding players of today and the Blues are again one of the power sides of the competition.

Their character was severely tested after 1993's Grand Final disaster, but the Blues have bounced back in 1994 to be one of the real chances for this year's flag.

It's been said and written many times, but Stephen Silvagni really was born for Carlton.

The son of one of the club's most adored figures (Sergio), Silvagni showed from an early age that football pulsed through his veins.

He could kick the ball 45 metres as an 11 year old and throughout his schoolboy days at Marcellin College he led the school to AGS and Herald-Sun championships.

But it was from the moment he donned the famous No 1 guernsey that this most brilliant career began to skyrocket.

Stepping out in the senior Carlton side for the first time in 1985, Silvagni's career has always been special.

His heart and courage have propelled him into contests where angels really do fear to tread, and while the capacity to attack the ball ferociously has been one of his great assets, it has also led to his darkest moments.

Knee and ankle injuries have tried to dull his sheen, but they have failed.

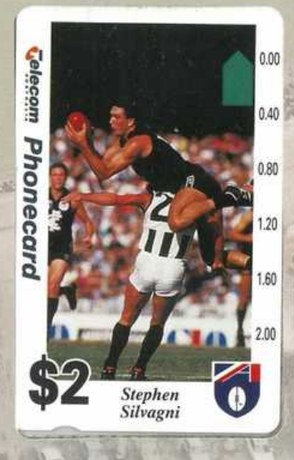
A premiership medallion in 1987 still takes pride of place in his trophy cabinet, but it isn't alone.

He was the club's best and fairest in 1990, he has represented Victoria seven time, he has run third in a Brownlow Medal ('90) and he will go into 1994's count an outside chance of going a couple better.

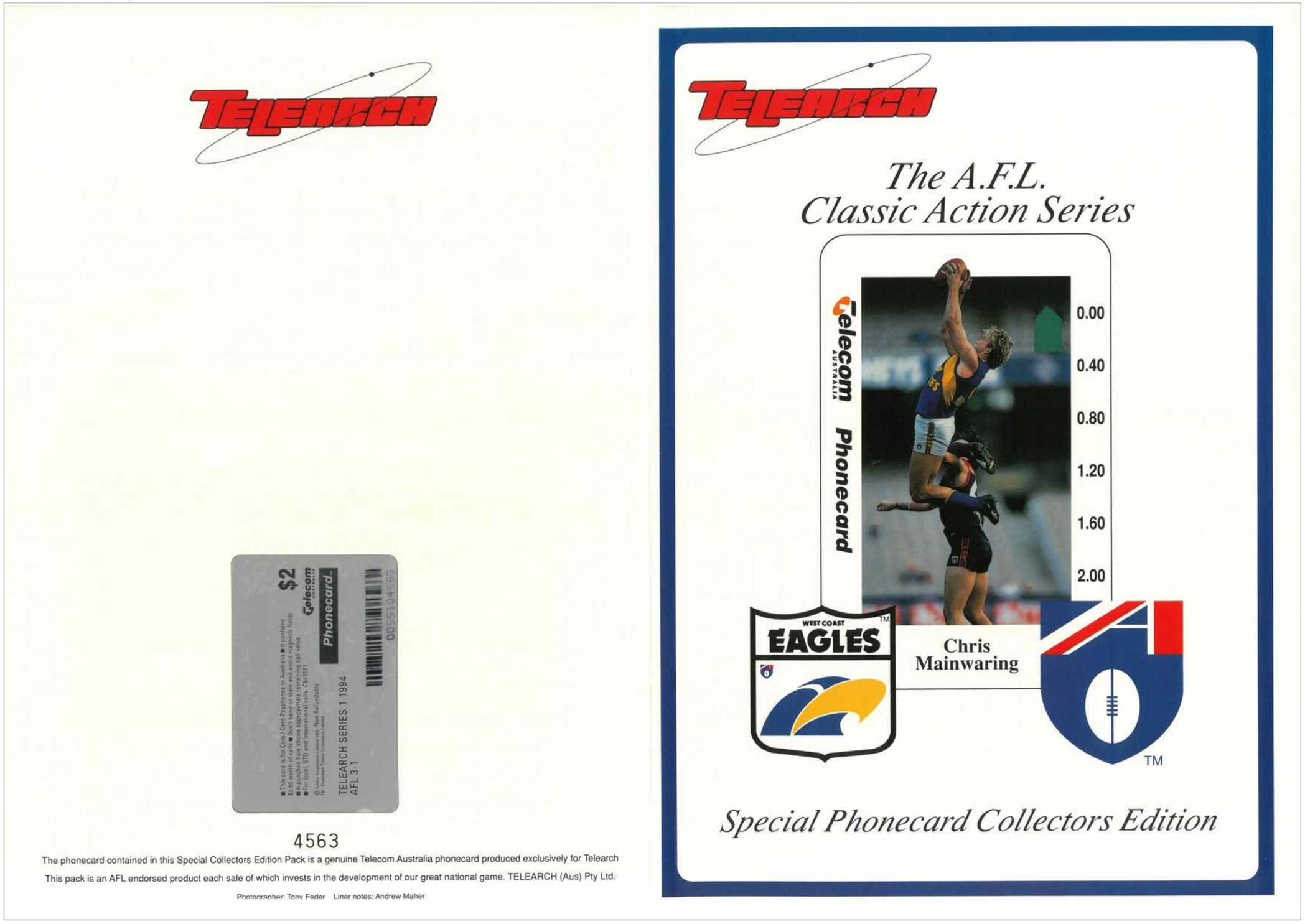
But the impression Stephen Silvagni has made on football transcends personal achievements.

He has become a Carlton icon. He is loved by junior supporters of the club, revered by more mature followers who appreciate his array of talents and he is greatly respected by opponents. And although he's given Carlton fans 10 years of great service already, at 27 years of age there's still plenty to come.

STEPHEN SILVAGNI



Inside Faces of Open Pack



Outside Faces of Open Pack No. **4563** contains Phonecard with S/No. 551 0**4563**

formed in 1987, the West Coast Eagles took no time establishing themselves as one of the true power sides of the AFL.

Based at Subiaco Oval, but playing home games at the WACA also, the Eagles were seen by envious easterners as more of a state than a club team, but rather than attempt to lure home truckloads of Sandgropers playing in Victoria, the Eagles decided to blood a majority of 'unknowns'. They have never looked back.

Their first coach - Ron Alexander - took the Eagles to eighth, but he was replaced after one year by WA icon John Todd.

Todd's relationship with his talented side was never a great one and the Eagles slumped to 11th in Todd's second year. That was his last.

In a masterstroke the Eagle board headhunted Footscray coach Michael Malthouse. He signed and the Eagles flourished.

Third, second, first and fourth tell the tale and throughout '94 they have been the team to beat.

The Eagles are a side littered with great footballers, but under the guidance of Malthouse they are one of the hardest, most efficient units in the land.

Talents of the calibre of Guy McKenna, Glen Jakovich, Peter Sumich, Chris Mainwaring, Chris Lewis, Peter Matera, Ashley McIntosh - the list goes on - is of the highest order, but they all play with the consistency and desire required to excel at this elite level.

Excelling is something the Eagles are very good at.

In a side which has become renowned for its persistence, endeavour, professionalism and quality, Chris Mainwaring represents the typical West Coast Eagle.

Having started in West Coast's foundation year of 1987, Mainwaring had played 138 games and kicked 63 goals coming into the 1994 season. During '94 he became one of only a handful of Eagles to reach the 150-game milestone.

Drafted from East Fremantle, the dashing blond wingman made his mark upon the national competition immediately with his non-stop running. He was always capable of the spectacular - for a player of his size he is blessed with some breathtaking aerial skills - but it was his blue-collar work ethic which made him such a dangerous foe.

He reached something of a pinnacle in 1991 when he was named in the All-Australian side. Throughout that season, Mainwaring tormented opponents with his phenomenal stamina, averaging over 20 possessions a game and playing a key role as the Eagles surged into their first Grand Final.

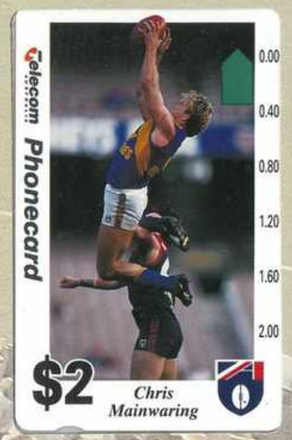
They were humbled that year at the hand of Hawthorn, but Mainwaring was at it again the following season when he was a member of the West Coast outfit which overcame Geelong in the Grand Final. He had played his role in lifting the premiership cup from Victoria for the first time.

He underlined probably his greatest asset - his courage - during that game. Having broken an ankle during the match, Mainwaring played on. He typified his team's desire that particular day.

He has developed into one of the genuine leaders of the Eagles and is a man who plays his football with a zest and enthusiasm which has become his personal trademark, both on and off the field.

Much loved by the WA football public, Chris Mainwaring is truly one of the stars of the game.

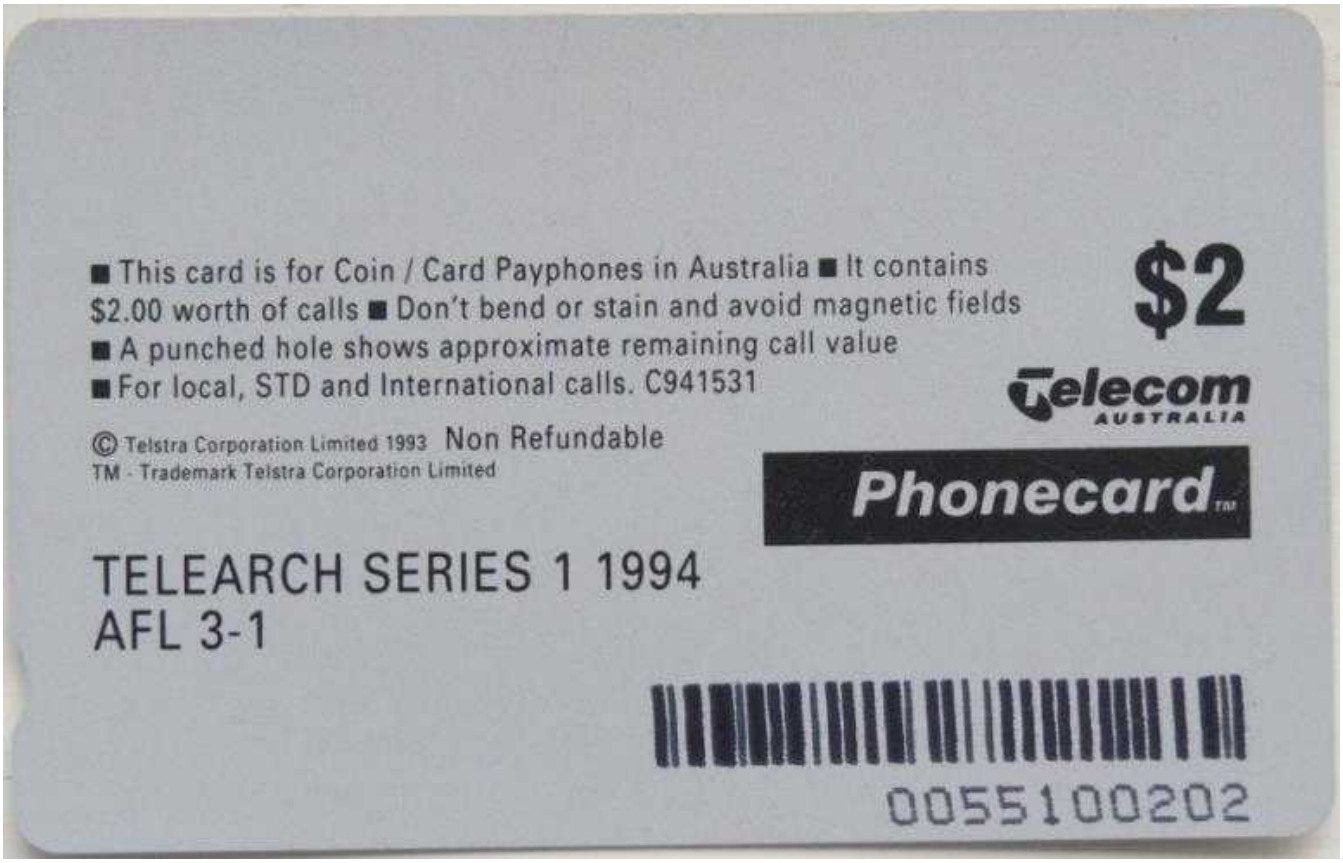
CHRIS MAINWARING



Inside Faces of Open Pack

Attachment 1 – A Chris Mainwaring Phonecard from Signature Series Pack No. 0202

The Chris Mainwaring Phonecard shown below was found in the same lot of phonecards and packs that the Unsigned AFL Signature Series Stephen Silvagni and Chris Mainwaring Packs, both with Pack No. 0006, were found in.



Extract 2 – Phonecard Collector, Issue No. 26, (June / July 1994), pages 6 to 8. This can also be seen at www.sergent.com.au/phonecards/aust/pc-26.html by scrolling down to pages 6 to 8.

TOPIC: SPORTS

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.

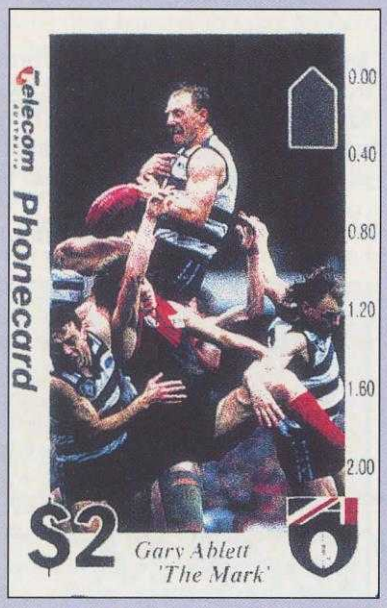
"We have a license from the AFL to produce cards relating to AFL players and clubs," Wilden told **Phonecard Collector**. "The AFL endorsement of our product helps us to put money back into football and to promote the game to others.

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

TELEARCH

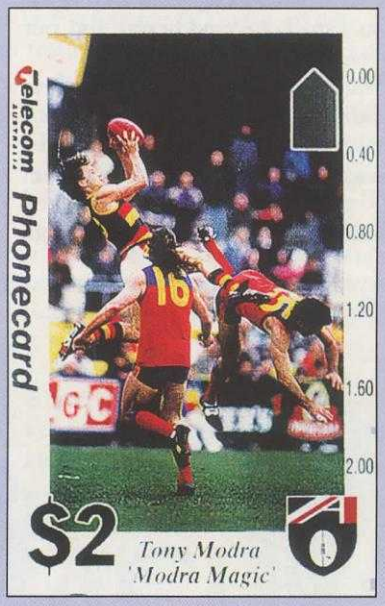
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New South Wales

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

South Australia

Rundle Coins incorporating Adelalaide 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 vigourous 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).

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. □

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**.

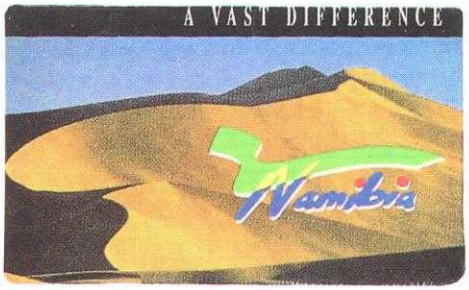
Contributors should be in a position to loan either good colour photocopies or actual samples of all cards listed, however, *any* contributions will be carefully considered for publication.

Brian Moore, Publisher
Phonecard Collector
GPO Box 3780, Sydney, NSW 2001, Australia
☎ (02) 264 7060 Fax (02) 264 7138

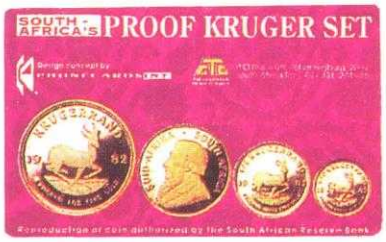
Extract 3 – Australasian Phonecard Monthly, Vol. 2, No. 6, (June 1994), page 5. This can also be seen at sergent.com.au/phonecards/aust/apm02-06.html by scrolling down to page 5.

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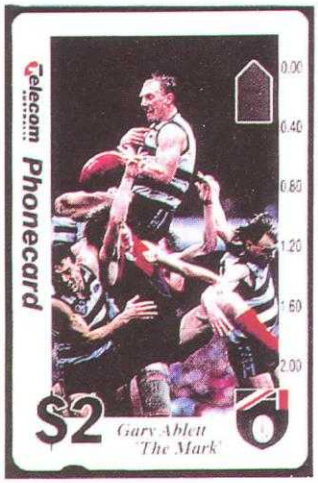
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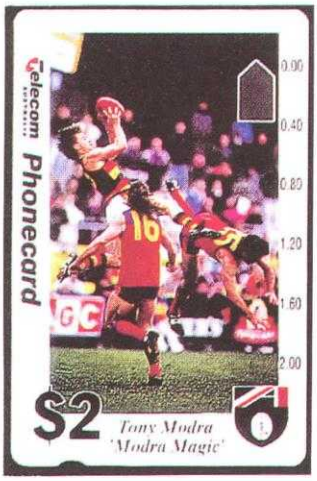
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Exp. Date: ...../..... Phone ..... Cardholder's Signature: .....

Extract 4 – Australasian Phonecard Monthly, Vol. 2, No. 6, (June 1994), page 7. This can also be seen at sergent.com.au/phonecards/aust/apm02-06.html by scrolling down to page 7.

The **Australian Wildlife Fund** are producing two cards for fund raising purposes. The cards will feature postal stamps illustrating a duck and a koala. The stamps will be released in conjunction with the cards in a packaged set. This set is due to be released in late June.
See cover and separate article in this issue for more details - Ed.

The **Beagle Bros**, a private company, are producing a $5 card (in a packaged folder) for the Australian Railway Historical Society (ACT Division). This card features a photograph of the steam locomotive 1210, which the Society is currently in the process of restoring. The Society is expecting to receive these cards in late June and they are expected to be available for release in early July, at $20 for card and folder (inc. postage). **For further details call the "Order Line" on (06) 239 1972.**

The **Phonecard Collector** magazine is producing a promotional $2 card which will be given to subscribers of the magazine. For further details contact **Brian Moore on (02) 264 7060.**

Telearch Phonecard Advertising and Promotions is to release a series of seventeen cards featuring Australian Football League stars (one for each club - 15) plus one featuring the Brownlow Medalist and one featuring the Grand Finalist. The images of Gary Ablett (Geelond) and Tony Modra (Adelaide) are the first two cards to be released (see advert inside front cover). A **binder** will be produced to house the full set.
The Telearch philosophy in producing collectable phonecards is to take traditionally collectable themes (such as football memorabillia) and to marry them with the desirability of phonecard collecting to create a "super" collectable. Telearch considers that the **A.F.L Classic Action Series** for phonecard collectors represents a true high value added product and provides an exciting theme for Australian phonecard collectors to follow.
Telearch Australia have secured print space with Telecom to release up to three cards per month over the next six months.
Amongst these cards will be the exciting **Victoria Racing Club** series featuring racing legends, particularly Melbourne Cup winners, as well as a special **Melbourne Cup Spring Carnival** pack to include the winners of the Oaks, the Derby and of course, the Melbourne Cup.
Telearch hope to bring to collectors the very best in sporting themes to create the most highly desirable phonecards for collectors.

Thanks to Frank Wilden, Telearch (Aust) Pty Ltd, for the information on the forthcoming Telearch designed, Telecom Australia Phonecards. - Ed.

Rentlo, an electrical appliance company is producing **two promotional cards** as a give-away to the company's valued clients. There will be **two x $2 cards**, featuring the products available for hire from the company. These cards, of which there are 50,000 of each, will be given free to clients who have rented electrical equipment through the company for six months or more.
The intention is that the presentation of a Rentlo phonecard will enable the bearer to receive a discount on item/s to be hired. These cards are due for issue in the second week of June via Rentlo's Accounts Section.
The cards are not available for sale to the public.

Note: The Custom Cards as indicated will not be available through Telecom Australia's Phonecard Collector Service.

Latest Prefix Numbers

427	$5 Opera House	100,000
428	$5 Opera House	100,000
429	$5 Bilby	100,000
430	$5 Bilby	50,000
433	$2 Rentlo	50,000
434	$2 Rentlo	50,000
435	$10 Christmas Island Fish Cove	6,000
436	$20 Christmas Island Red Crab	4,000
437	$5 Chinese Dog with Vase	31,500
438	$5 Chinese Dog with Ribbon	31,500
439	$5 Chinese Dog blowing Trumpet	31,500
440	$5 Chinese Dog on Ball	31,500
441	$5 Landscape Limited Edition	8,000
442	$5 Landscape Limited Edition	8,000
443	$5 Landscape Limited Edition	8,000
444	$5 Landscape Limited Edition	8,000
445	$5 Landscape Limited Edition	8,000
446	$10 Landscape Limited Edition	8,000
447	$20 Landscape Limited Edition	8,000
448	$5 Landscape	100,000
449	$5 Landscape	100,000
450	$5 Landscape	100,000
451	$5 Landscape	100,000
452	$5 Landscape	100,000
453	$10 Australian Wildlife Fund	10,000
454	$5 Beagle Brothers Train	10,000
455	$2 Phonecard Collectorr Magazine	10,000
456	$20 Ballet Card	100,000
457	$20 Ballet Card	45,000
460	$10 Mt Hotham Landscape	100,000
461	$10 Mt Hotham Landscape	70,000
462	$20 Crescent Head Landscape	100,000
463	$20 Crescent Head Landscape	20,000
464 - 471	$5 Ballet & $5 Dance Cards	800,000
472	$10 Dance Company	100,000
473	$10 Dance Company	100,000
474	$10 Dance Company	100,000
475	$10 Dance Company	100,000

Thanks to Emma Rogers, Telecom's Phonecard Collector Service, Parramatta NSW, for an update of information on Telecom's forthcoming phonecard releases, etc. -Ed.

Extract 5 – Australasian Phonecard Monthly, Vol. 2, No. 9, (September 1994), page 29. This can also be seen at sergent.com.au/phonecards/aust/apm02-09.html by scrolling down to page 29.

TELEARCH

is pleased to announce the next two releases of the AFL Classic Action Series



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 Phonecards	(059) 68 5576
Downies	(03) 670 0500
Howe Cards	(03) 773 3166
Max Stern and Company	(03) 654 6751
Victorian Stamp Traders	(03) 509 8255

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

Rundles Coins incorporating Adelaide Phonecard Centre	(08) 232 0660

TeleArch Policy

"The Phonecard contained in these special Phonecard Collector 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."

LICENCED PRODUCT

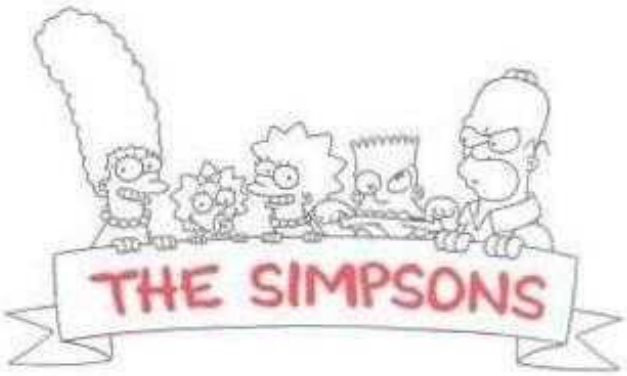
Type & Image Services 326 6226

Extract 6 – Australasian Phonecard Monthly, Vol. 2, No. 11, (November 1994), page 18. This can also be seen at sergent.com.au/phonecards/aust/apm02-11.html by scrolling down to page 18.

Phonecards

Coming Soon!

Fantastic new Officially Licensed Australian Simpsons and Flintstones Phonecards! Phone toll-free 008 81 6677 for further information and to reserve your cards! Dealer enquiries welcome.



selection from our rapidly expanding stock. Our illustrated Phonecard Bulletin is published monthly and is available FREE. It contains news of forthcoming issues and special offers for all Phonecard Collectors.





Telecom Collector Packs

Geelong	$ 450.00
South Australia	$1250.00
$5 Generic	$ 325.00
Grand Prix	$ 135.00
Victoria	$ 565.00
Queensland	$ 475.00
New South Wales	$ 650.00
Western Australia	$ 135.00
ACT	$ 395.00
Northern Territory	$ 110.00
Tasmania	$ 99.00
Australia Day 1992	$ 195.00
Red Cross	$ 495.00
Olympic Games	$ 625.00
Christmas 1992	$ 275.00
Australia Day 1993	$ 60.00
Endangered Species 1993	$ 180.00
Indigenous People	$ 65.00
Landscape 1993	$ 65.00
Microscopy	$ 145.00
Environment	$ 150.00
Australia Day 1994	$ 115.00
Dinosaurs	$ 250.00
Endangered Species 1994	$ 140.00
Landscape 1994	$ 140.00
Commonwealth Games	$ 120.00
Full Set of 26 Packs	**$6500.00**

Other Australian Packs

Disney 2 Card Pack	$ 25.00
Coca Cola Polar Bear	$ 19.50
Coca Cola Santa	$ 19.50
Opera House 3 Card Pack	$ 79.00
Mus. Contemp Art 2 Cards	$ 75.00
Spies Hecker Cars 3 Cards	$ 79.00
Year of the Dog Autograph Pack 4 Cards	$ 75.00
Courage under Fire Full Pack 4 Cards	$ 65.50
Courage under Fire Custom Pack 2 Cards	$ 39.50
Black Opal $10 Card Pack	$ 34.00
Apollo 11 5 Cards	$ 295.00
Zoo Series Set of 4 packs	$ 139.80
Gary Ablett AFL Card	$ 29.50
Gary Ablett Signature Series AFL Card	$ 145.00
Tony Modra AFL Card	$ 19.50
Tony Modra Signature Series AFL Card	$ 135.00
Stephen Silvagni AFL Card	$ 19.50
Chris Mainwaring AFL Card	$ 19.50
Adcard Volume 1 from Pacs 6 Cards	$ 185.00

Due early November: Melbourne Cup Phonecards - please enquire



INTERNATIONAL NUMISMATICS

PO Box 477, Kew, Victoria, Australia 3101

Telephone: (03) 882 5910 Facsimile: (03) 882 5931

Extract 7 – Addendum to Australasian Phonecard Monthly, Vol. 2, No. 11, (November 1994), page 58. This can also be seen at sergent.com.au/phonecards/aust/apm02-11.html by scrolling down to page 58 in the Addendum.

HOWE CARDS

PHONECARD TRADER & BROKER

TELECOM COLLECTOR PACKS

GEELONG	350
SOUTH AUSTRALIA	1100
QUEENSLAND	400
WESTERN AUSTRALIA	110
NEW SOUTH WALES	580
$5.00 GENERIC	250
NORTHERN TERRITORY	110
AUSTRALIA DAY'92	170
AUSTRALIA DAY'93	55
AUSTRALIA DAY'94	90
AUSTRALIAN CAPITAL TERRITORY	300
TASMANIA	90
RED CROSS 2	470
ENDANGERED 93	120
INDIGENOUS	60
LANDSCAPE 93	65
MICROSCOPIC	100
DINOSAUR	230
ENDANGERED 94	120
LANDSCAPE 94	130
COMMONWEALTH GAMES 94	110

CUSTOM CARDS

	CARD	PACK
AFL-ABLETT	18.00	26.50
AFL-ABLETT SIGNED		120.00
AFL-MODRA	12.00	19.50
AFL-MODRA SIGNED		110.00
AFL-SILVANGI	12.00	19.50
AFL-MAINWARRING	12.00	19.50
TAMWORTH STD	55.00	60.00
TAMWORTH NON-FOLD		70.00
SWISSH		45.00
BEALE BROS.TRAIN		30.00
BUSHFIRE BRIGADE	28.00	39.50
ZOO-MELBOURNE		35.00
ZOO-TORONGA		35.00
ZOO-ADELAIDE		35.00
ZOO-PERTH		35.00
ZOO-SET		130.00
ZOO-2X$2.00+POSTER	25.00	
UV Phonecard	10.00	16.00
DISNEY-MICKEY&DONALD		28.00
BLACK OPAL		34.00
W.A.INVERTED SWAN		65.00
AFL-ABLETT PRINT ERROR	25.00	

SINGLE CARDS & SETS

	MINT	ONE-HOLE	MULTI
$1.50 GO TOGETHER		111.00	
$3.00 FLOAT & WAVE	20.00		
$6.00 REACH TO RESCUE	20.00		
$1.50 SURF BOAT	60.00	45.00	
$3.00 ZODIAC	20.00		
$6.00 SURF CREW	140.00		
$2.00 VINEYARD	55.00		12.00
$2.00 RIVER MURRAY	60.00		
$5.00 ADELAIDE G/P	80.00		
$5.00 FLINDERS RANGERS	50.00	25.00	
$20.00 ADELAIDE	250.00		10.00
$2.00 GENERIC	10.00	3.00	1.00
$20.00 GENERIC	95.00		
$50.00 GENERIC	75.00		
$5.00 MELBOURNE	25.00	14.00	5.00
$10.00 GRAMPIANS	95.00	20.00	7.00
$2.00 HEALTH	25.00	10.00	
RED CROSS SET OF SIX	200.00		

CARD PHONE AUSTRALIA

FIRST ISSUE:

Spring Racing Carnival
Pack - 2000 print 43.00
$20.00 Vintage Crop
$10.00 Sub Zero
$5.00 Arborea
Spring Carnival Loose Cards
$20.00 Let's Elope (2500) $23
$10.00 Sub Zero (2500) $12
$5.00 Phar Lap (6000) $7
$3.00 Generic (8000) $5

PAYTEL
TT 1st Issue $150
TT 2nd Issue $90

I wish to pay by ☐Cheque ☐Money Order ☐Bankcard ☐MasterCard ☐Visa

☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

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

Plastic Sheets & Sleeves Available. I Also Have a Wide Range of Mint, Single Hole & Multi Hole Phonecards. All Inquiries Welcome.

POSTAL LOOSE CARDS $3.00, PACKS UP TO FIVE - $5

HOWE CARDS
PO BOX 812, GLENWAYS, VICTORIA 3170
Ph/Fax: (03) 773 3166

Extract 8 – Australasian Phonecard Monthly, Vol. 4, No. 3, (March 1996), page 5. This can also be seen at sergent.com.au/phonecards/aust/apm04-03.html by scrolling down to page 5.

Gabriele's Phonecard Service

A Division of Gabriele's Philatelic Service Pty Ltd

Suite C2, Mirvac Building, 160 Castlereagh Street, Sydney, NSW, 2000
PO Box A2, Sydney South, NSW, 2000, Australia. Phone or Fax (02) 283 1311

bankcard MasterCard VISA

Have you received our Latest Price List for Phonecards?

IF YOU HAVE NOT, THEN WE ARE SORRY. PLEASE PHONE/FAX/WRITE TODAY AS YOU ARE NOT REGISTERED ON OUR CURRENT MAILING LIST FOR PHONECARDS AND IF YOU COLLECT STAMPS AS WELL, PLEASE LET US KNOW, AS WE WILL BE PLEASED TO LIST YOU UNDER BOTH DIRECTORIES....



YES, WE HANDLE ALL TYPES OF PHONECARDS, JUST LIKE THE UNUSUAL ITEM ILLUSTRATED, WHICH IS A CARD WE RECENTLY PURCHASED AND SOLD. PLEASE CONTACT US IF YOU HAVE ANYTHING OUT OF THE ORDINARY WHICH YOU WISH TO SELL AS WE WILL BE DELIGHTED TO QUOTE AND HOPEFULLY PURCHASE THE ITEM FROM YOU. WE ALSO PURCHASE EVERYDAY MATERIAL FROM AUSTRALIA AND OVERSEAS. DO YOU HAVE SOMETHING TO SELL?

	GPS Cat No.		CARD	PACK	MINT
☐	272	Apollo II: First Moon Landing	Collectors Pack	$130	-
☐	281	The Phonecard Collector $2.00	Complimentary Card	-	$19
☐	282	Australian Phonecard Monthly $2.00	Complimentary Card	-	$12
☐	283	Year of the Pig $5.00	1995 Year of the Pig	-	$19
☐	284	Year of the Pig	Collectors Pack	$25	$19
☐	285	Bookmuncher $5.00	No Bar-Code	-	$19
☐	286	Laughing Kookaburra $5.00	Kookaburra	-	$12
☐	287	Laughing Kookaburra	Collectors Pack	$19	$12
☐	304	Australian Conservation	Black Cockatoo and World View	-	$34
☐	307	HMS Prison Card $10.00	HMS Police Logo	-	$12
☐	308	Red Dog Beer Card $2.00	Red Bull Dog	-	$25
☐	314	Jakarta Phonecard Fair 95 $5.00	Borobudur Temple	$49	-
☐	315	Baileys Card $2.00	Baileys Irish Cream Card	$24	$22
☐	316	Ken Done Cards $2.00	Paintings (3)	-	$33
☐	317	Singapore Cockatoo $5.00	Cockatoo Design	-	$7
☐	318	Singapore Cockatoo	Collectors Pack	$30	$7
☐	335	Red Centre $10.00	Kangaroo and Uluru	-	$13
☐	340	Christmas 1995 Gift Cards	Set of 3	$55	-
☐	800	Telearch	ALF-Ablett Pack	$10	$8
☐	801	Telearch	ALF-Modra Pack	$10	$8
☐	949	PAY-TEL			
☐	950	Pay-Tel Australia	Abel Tasman Collectors Pack	$45	$40
☐	951	Pay-Tel Australia	Abel Tasman Mint Set (3)	-	$40
☐	952	Pay-Tel Australia	Spirit of Tasmania Colls Pack	$50	-
☐	953	Pay-Tel Australia	Spirit of Tasmania Mint Set (3)	-	$45
☐	954	Pay-Tel Australia	Crew Card Mint Only	-	$10
☐	955	Pay-Tel Australia	Tasmania Map Colls Pack	$10	-
☐	956	Pay-Tel Australia	Tasmania Map Mint (1)	-	$5
☐	957	Pay-Tel Australia	Wilderness Rivers Colls Pack	$40	-
☐	958	Pay-Tel Australia	Wilderness Rivers Mint Set (3)	-	$40
☐	959	Pay-Tel Australia	Trams Heritage Coll Pack	$35	-
☐	960	Pay-Tel Australia	Trams Heritage Mint Set (3)	-	$35
☐	961	Pay-Tel Australia	Trains Collectors Pack	$20	-
☐	962	Pay-Tel Australia	Trains Mint Set (3)	-	$15
		POLICE CARDS			
☐	1001	Telecom Aust Police Cards	Leo Funnel	-	$95
☐	1002	Telecom Aust Police Cards	Leanne Elliot	-	$90
☐	1003	Telecom Aust Police Cards	David Kinchen	-	$95
☐	1004	Telecom Aust Police Cards	Ross Dolbel	-	$95
☐	1005	Telecom Aust Police Cards	Mari Suzuki	-	$550
☐	1006	Telecom Aust Police Cards	Set of 5 names	-	$900
		SPECIMENS			
☐	1020	Specimens	Willy the Koala	-	$380
☐	1021	Specimens	BP Set (3)	-	$65

☐ Please put me on your mailing list
☐ Please send me your FREE Colour Catalogue

Please tick the items you wish to order and send this page to Gabriele's Phonecard Service at the above address

PAYMENT DETAILS

Please tick method of payment

☐ Cheque/Money Order ☐ Bankcard ☐ Mastercard ☐ Visacard ☐ Amex

☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Expiry Date: ...../..... Signature: ..... Customer Name: .....

Address: ..... Postcode: ..... Phone No: (.....) .....

FREEBEES THIS MONTH

All purchases over $100 can have one of the following phonecards FREEEE!

- ☐ Tony Modra Card
- ☐ Batman $5
- ☐ Swissh Chocolate
- ☐ Opera House Card (PACS)
- ☐ R.S.P.C.A. Wombat
- ☐ R.S.P.C.A. All Creatures
- ☐ Spies Hecker Ferrari
- ☐ Spies Hecker Alfa Romeo
- ☐ Flintstones
- ☐ Simpsons
- ☐ Gary Ablett Card
- ☐ MC Circular Quay Card
- ☐ Inverted Swan
- ☐ Kidney Card
- ☐ Opera House with Fireworks (PACS)
- ☐ Telecom Buzz Card
- ☐ Zoo (APC) Left Design
- ☐ Zoo (APC) Right Design
- ☐ MCA with the Sydney Harbour Bridge
- ☐ White Tiger Card

All purchases over $200 can have one of the following phonecards FREEEE!

- ☐ A signed by "Gary Ablett" Special Edition Pack signature series
- ☐ A signed by "Tony Modra" Special Edition Pack signature series
- ☐ An Opera House Collectors Edition - PACS contains the 3 Card Set
- ☐ A Lloyd Rees Collectors Pack - PACS contains the matching $20 card mint
- ☐ A mint set of the Conservation set with both cards Cockatoo/World

If you spend say $300 from our catalogue, you can choose three $100 FREEBEES OR one $200 FREEBEE AND one $100 FREEBEE.

☐	1022	Specimens		Mobile Brown PTG	- $40
☐	1023	Specimens		Mobile Red PTG	- $50
☐	1024	Specimens		Geneva - Koala	- $8
☐	1300	New Zealand Adcards	$5.00	Avondale Spider (in folder)	- $40
☐	1301	New Zealand Adcards	$5.00	Air Expo	- $10
☐	1302	New Zealand Adcards	$5.00	Thirteenth Scout Jamboree	- $13
☐	1303	New Zealand Adcards	$5.00	Young Guns	- $10
☐	1304	New Zealand Adcards	$5.00	Fluffy the Cat	- $29
☐	1312	New Zealand Adcards	$5.00	Phantom of the Opera	- $29
☐	1313	New Zealand Adcards	$5.00	Shell Set (5)	- $45
☐	1325	New Zealand Adcards	$5.00	Elephant Seals	- $10
☐	1348	New Zealand Adcards	$5.00	Red Nose Set (2) in folder	- $22
☐	1351	New Zealand Adcards	$5.00	Jurassic Park (4)	- $38
☐	1352	New Zealand Adcards		Jurassic Park (4) - in folder	$45 -
☐	1356	New Zealand Adcards	$5.00	Ranfurty Shield - Shell (8)	- $50
☐	1357	New Zealand Adcards	$5.00	Anne Geddes (4)	- $35
☐	1363	New Zealand Adcards	$5.00	Jet Boat Ride	- $8
☐	1364	New Zealand Adcards	$5.00	Snow White & 7 Dwarfs (3)	- $25
☐	1365	New Zealand Adcards	$5.00	Bush Scene	- $8
☐	1366	New Zealand Adcards	$5.00	Painters/Canterbury (6)	- $45
☐	1367	New Zealand Adcards	$5.00	Rocky Horror Picture Show	- $9
☐	1368	New Zealand Adcards	$5.00	Harley Davidson	- $12
☐	1369	New Zealand Adcards	$5.00	Rugby '95	- $10
☐	1370	New Zealand Adcards	$5.00	Steinlager/America's Cup (8)	- $75
☐	1371	New Zealand Adcards	$5.00	Tram	- $10
☐	1372	New Zealand Adcards		Four Seasons (4)	- $50
☐	1373	New Zealand Adcards		Plumbers Association (4)	- $35
☐	1374	New Zealand Adcards		Classic Cars (10)	- $75
		UNITED STATES OF AMERICA - NYNEX			
☐	1800	Nynex New York	$5.25	New York Skyline (Ferry)	- $140
☐	1801	Nynex New York	$1.00	Comp Yellow Telephone	- $55
☐	1802	Nynex New York	$5.25	Democratic Convention	- $370
☐	1803	Nynex New York	$1.00	Democratic Complimentary	- $1,200
☐	1804	Nynex New York	$5.25	New York at Night No.1	- $30
☐	1805	Nynex New York	$5.25	New York at Night No.2	- $15
☐	1806	Nynex New York		Ellis Island Set 4	- $80
☐	1807	Nynex New York	$5.25	World Uni Games	- $18
☐	1808	Nynex New York	$5.25	Summer in New York	- $15
☐	1809	Nynex New York	$5.25	New York Tennis	- $15
☐	1810	Nynex New York		Wish You Were Here Set 5	- $125
☐	1811	Nynex New York	$5.25	Spirit of Service	- $18
☐	1812	Nynex New York	$5.25	Luge Lillehammer '94	- $45
☐	1820	New York		King Kong	- $40
☐	1821	New York		First Pack Contains 4 Cards	- $90

☐ 1111 NZ Telecom Colls Pack - Year of the Rooster $1,600
(one of only 500 printed) - RARE

Extract 9 – Australasian Phonecard Monthly, Issue 37, (July 1997), page 3. This can also be seen at sergent.com.au/phonecards/aust/apm-37.html by scrolling down to page 3.

EDLINS OF CANBERRA

SHOP 12, GAREMA ARCADE, BUNDA STREET, CANBERRA, ACT 2600
(PO Box 7, Civic Square, Canberra, ACT 2608)
EMAIL: Edlins@tpgi.com.au Phone: (06) 248 7859 Fax: (06) 248 7553
Member of the *AUSTRALIAN PHONECARD DEALERS ASSOCIATION*

AUSTRALASIA

STOCKTAKE CLEARANCE OF MINT PHONECARDS AND COLLECTOR PACKS

Item No.	Description	Mint	Used
1.	AFL set of 4 cards	$15	$14
2.	AFL set of 4 Packs	$20	-
3.	$2 Rentlo Type 1	$40	$25
4.	$2 Rentlo Type 2	$50	$35
5.	$2 Phonecard Collector	$ 5	$ 4
6.	$2 Phonecard Monthly	$ 5	$ 4
7.	$2 VST (Black)	$ 4	$ 3
8.	$2 VST (White)	$ 5	$ 4
9.	$5 Telecom 'Thank You'	$45	$35
10.	$2 Stamp News (Tiger)	$ 9	$ 8
11.	$4 Department of Social Security	$ 4	$ 1
12.	$2 Taubmans Type 1	$ 9	$ 8
13.	$5 Rally set of 3 cards	$29	$25
14.	$5 ASDA Swan	$ 5	$ 4
15.	ASDA Collector Pack	$ 9	-
16.	Apollo 11 set of 5 ($2, $5, $10, $20, $50)	$98	$85
17.	Apollo 11 Collector Pack	$110	-
18	Apollo 11 Specimen Pack	$50	-
19.	$2 Apollo 15	$ 5	$ 4
20.	$5 Sydney Opera House set of 3 cards	$25	$19
21.	Sydney Opera House Pack (3 cards)	$30	-
22.	$5 Tamworth set of 2 cards	$15	$12
23.	Tamworth Pack (2 cards)	$25	-
24.	Tamworth Pack (Autographed)	$35	-
25.	Ken Done set of 3 cards	$14	$12
26.	$2 Baileys Irish Cream	$ 9	$ 7
27.	$5 Ettamogah Pub	$ 9	$ 7
28.	Ettamogah Pub Collector Pack	$10	-
29.	$2 Museum of Contemporary Art	$ 4	$ 3
30.	$2 Summertime Type 1 & 2 (2 cards)	$ 8	$ 6
31.	$1.50 Telstra Membership card	$25	$25
32.	$2 Zoo (2 types)	$ 8	$ 6
33.	$2 Butterfly	$ 5	$ 4
34.	$5 Flintstones	$ 7	$ 6
35.	$5 Simpsons	$ 7	$ 6
36.	$5 Batman	$ 7	$ 6
37.	$5 AusCard '96	$ 8	$ 7
38.	$5 Kookaburra	$ 7	$ 6
39.	$5 Perth Mint Gold Nuggett	$15	$14
40.	$5 Perth Mint Paladium	$15	$14
41.	$5 Perth Mint Luna Series	$15	$14
42.	**New** $5 Perth Mint Koala	$15	$14
43.	$5 Victorian Prisons	$ 9	$ 7
44.	$5 Cyclone Tracy set of 2 cards	$15	$14
45.	Cyclone Tracy Collector Pack	$25	-
46.	$2 Coke Dynamic Ribbon	$ 9	$ 8
47.	$2 Polar Bear (Coke 1)	$ 5	$ 4
48.	$2 Santa (Coke 2)	$ 5	$ 4
49.	$5 Santa (Coke 7)	$ 9	$ 8
50.	$5 Polar Bears (Coke 8)	$ 9	$ 8
51.	$2 Donald Duck (Ayers Rock)	$ 5	$ 4
52.	$2 Mickey (Surf Board)	$ 5	$ 4
53.	$5 Mickey & Minnie on Piano	$ 9	$ 7
54.	$5 Darwin Orchestra	$ 9	$ 7
55.	World War II set of 5 cards	$120	-
56.	World War II Collector Pack	$125	-
57.	Luna Park	$ 9	$ 8
58.	Luna Park Collector Pack	$15	-
59.	$2 Michael Lynagh	$19	-
60.	$20 Michael Doohan	$200	-
61.	$20 Michael Doohan Collector Pack	$220	-
62.	Reflections of China set of 5 cards	$40	$35
63.	$10 Black Opal	$15	$ 9
64.	$2 Fingal Post Office	$ 9	$ 8
65.	$5 Bottle (Coke)	$ 9	$ 8
66.	$5 Sun (Coke)	$ 9	$ 8
67.	1996 Coke issue of 20 x $2 cards	$225	-
68.	As above but in 2 Collector Packs	$240	-
69.	$2 Thirlmere Railway 1	$15	-
70.	$2 Thirlmere Railway 2	$15	-
71.	$2 Dial-a-box	$15	-
72.	$2 P & J Seiders	$ 7	$ 6
73.	$20 Lloyd Rees	$40	-
74.	Lloyd Rees in Collector Pack	$45	-
75.	$2 National Parks & Wildlife Service (10)	$45	$30
76.	As above but 3 different	$10	$ 9
77.	$5 Phantom	$25	$22
78.	Phantom Collector Pack	$27	-
79.	$5 Courage Under Fire set of 2 cards	$15	$14
80.	Courage Under Fire Collector Pack	$17	-
81.	**New** $2 Telstra Dr Vladas Leonas	$25	-
82.	**New** $2 Telstra Andrew M. Day	$25	-
83.	$2 Chinese New Year	$200	
84.	**Scarce** $1.50 Bird Choir	$19	$18
85.	**New ANDA Show $5 card**	**$15**	
	OTHER ISSUES		
86.	PayTel TT Line set of 3 cards	$45	-
87.	Spirit of Tasmania set of 3 cards	$35	-
88.	Complete set of all PayTel issues from 1st TT Line set until Xmas '95 (face value $471)	$350	-
89.	Phonecard Pages x 10	$12	
90.	Phonecard Pockets x 100	$ 2	

WANTED !!!!!

WE WILL PAY CASH FOR ALL MINT & USED PHONECARDS OR WILL ACCEPT FOR AUCTION AT 10% COMMISSION

WE KNOW YOU WANT MORE!!!!
ALL ORDERS OVER $100 RECEIVE A FREE SET OF 8 STATES NCCS COLLECTOR CARDS VALUE $40.00

NATIONAL COIN STAMP & PHONECARD SHOWS

FREE ADMISSION - FREE PRIZES, value $500+

GERALDTON - Thursday 14 August, 10am to 5pm, Entertainment Centre, 32 Urch St.
PERTH - Sat/Sun 16 & 17 August, 10am to 5pm both days,
Exhib. Hall, Advanced Manufacturing Tech. Centre, 140 Royal St., East Perth
KALGOORLIE - Tuesday 19 August, 10am to 5pm, Mercure Inn, Lower Hannan St.

DEALERS TABLES AVAILABLE - Phone: (06) 248 7859

The Inverted Swan Packs and Phonecard

The Inverted Swan Packs

There were three (3) different types of Inverted Swan Packs produced, and they are:

- the Inverted Swan ASDA Pack,
- the Inverted Swan ASDA Mini Pack, and
- the Inverted Swan Standard Pack.

The 1,500 Inverted Swan ASDA Packs plus the 4,000 Inverted Swan Standard Packs make up the total of the "Limited Edition Print Run 5,500" Packs as printed on the rear of the ASDA and Standard Packs.

The Inverted Swan ASDA Pack

There were 1,500 Inverted Swan ASDA Packs produced, each of which contained an ASDA Guarantee Certificate with a Serial No. within the range of 0001 to 1500. The Packs were not Serially Numbered, but were unique because they were embossed with a Silver ASDA Logo at the bottom left corner of the front face of the Pack. The Serial Numbers of the phonecards in these Packs ranged from 589 00001 to 589 01500, and the Serial Number of the ASDA Guarantee Certificate in a Pack was meant to matched the Card Number of the Phonecard in that Pack. For example, the Inverted Swan ASDA Pack that contains ASDA Guarantee Certificate with Serial No. **0182** contains the Phonecard with Serial No. 589 0**0182**.

NOTE: From sighted Inverted Swan ASDA Packs it appears that the majority of them did not have their Phonecards matched to their ASDA Guarantee Certificates. (See Example on page 48)

The Inverted Swan ASDA Mini Pack

There were 1,500 Inverted Swan ASDA Mini Packs that were not Serially Numbered, but were unique because they were simply a plastic phonecard sleeve with an adhesive ASDA Logo sticker attached. The Serial Numbers of the phonecards in these Packs ranged from 589 01501 to 589 03000. These Mini Packs are the 1,500 cards that the ASDA Guarantee Certificate, of the Inverted Swan ASDA Pack, refers to as "…ASDA …. loose cards …" (Refer to Extract 10 and 11 on pages 52 and 53).

Warning: Inverted Swan Phonecards are known to exist where the sticker from the plastic phonecard sleeve of an Inverted Swan ASDA Mini Pack has been peeled off it, and adhered directly to the face of the phonecard. (See Examples on page 50)

The Inverted Swan Standard Pack.

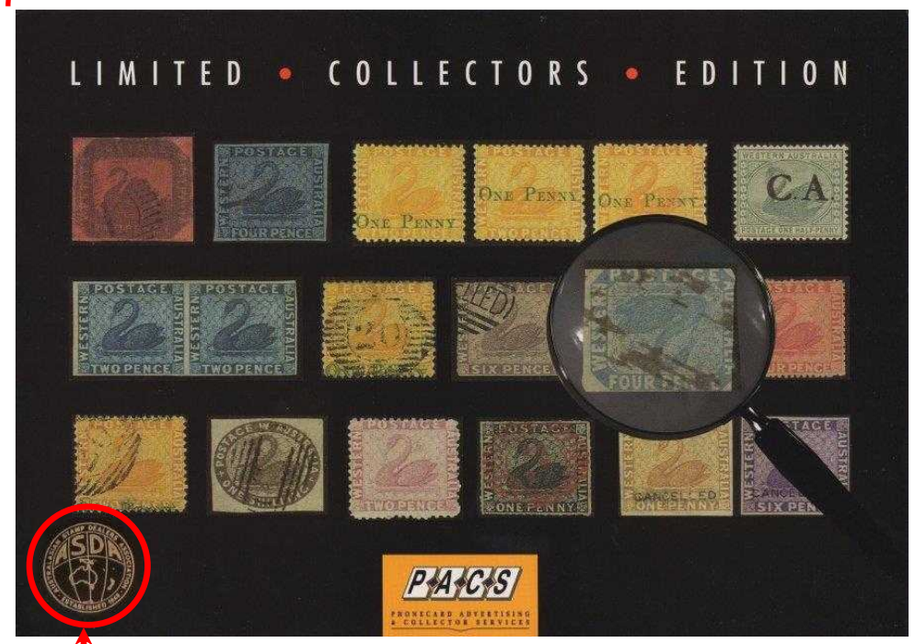
There were 4,000 Inverted Swan Standard Packs, and they did not contain a Guarantee Certificate. The Packs were not Serially Numbered, nor embossed with the Silver ASDA Logo at the bottom left corner of the face of the Pack. The Serial Numbers of the phonecards in these Packs ranged from 589 03001 to 589 07000.

Warning: Inverted Swan Standard Packs are known to exist where the sticker from the plastic phonecard sleeve of an Inverted Swan ASDA Mini Pack has been peeled off it, and adhered directly to the face of an Inverted Swan Standard Pack. (See Example on page 51)

NOTE: 1,500 Prefix 589 Inverted Swan Phonecards were also used in the Custom Cards Series Two Packs. The total of Prefix 589 phonecards used in the Inverted Swan ASDA Packs (1,500), Inverted Swan ASDA Mini Packs (1,500), Inverted Swan Standard Packs (4,000) and the Custom Cards Series Two Packs (1,500) was 8,500 out of a nominal production run of 10,000 phonecards. The Serial Nos. of the cards sighted in the Custom Card Series Two Packs, so far, lie within the range of 589 07261 to 589 08732 (i.e. 1,472 phonecards).

The Differences between the Inverted Swan ASDA Pack, ASDA Mini Pack and the Standard Pack

ASDA Pack

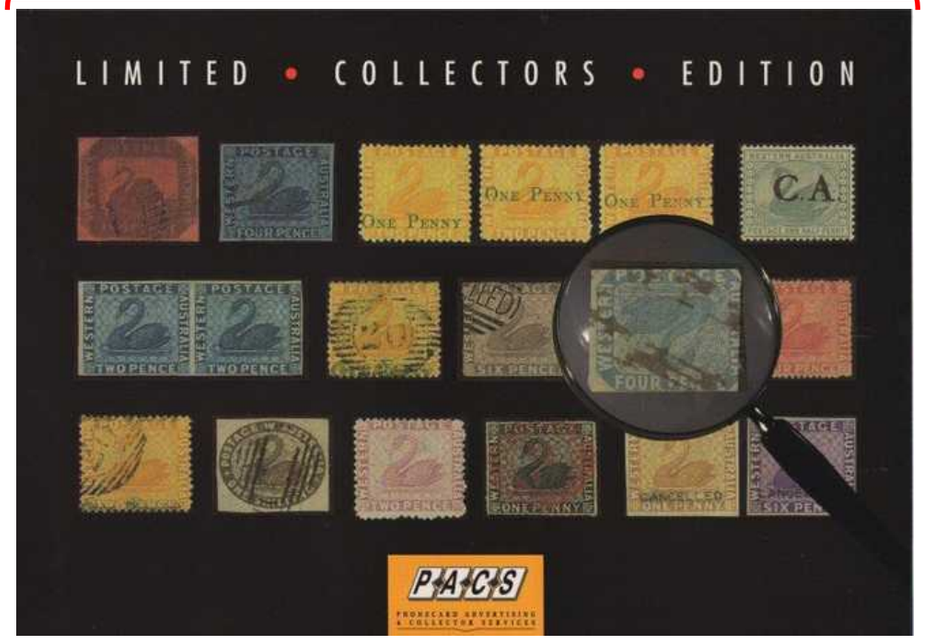


Silver ASDA Logo on Pack

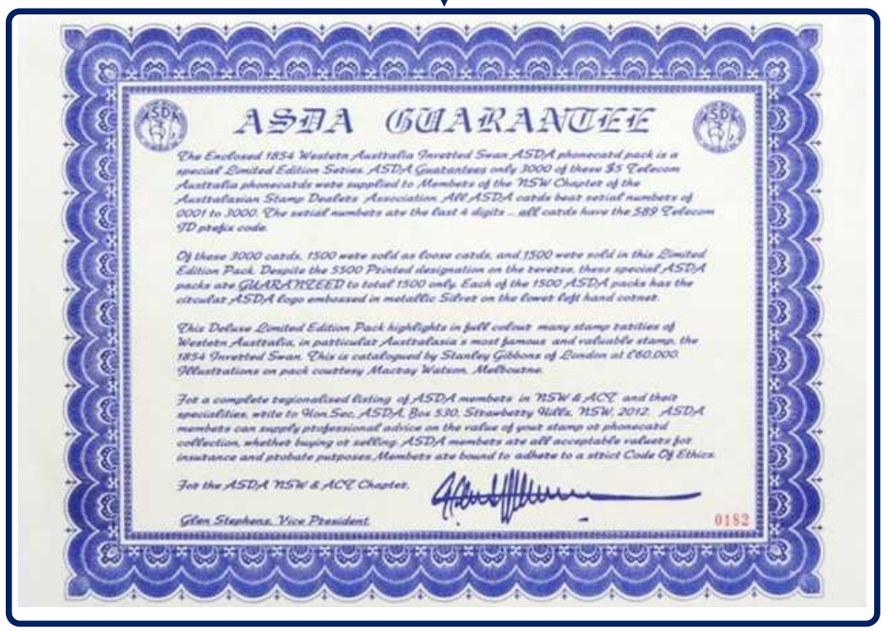
ASDA Mini Pack



Standard Pack



ASDA GUARANTEE Certificate



ASDA GUARANTEE

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Of these 3000 cards, 1500 were sold as loose cards, and 1500 were sold in this Limited Edition Pack. Despite the 5300 Printed designation on the reverse, these special ASDA packs are GUARANTEED to total 1500 only. Each of the 1500 ASDA packs has the circular ASDA logo embossed in metallic Silver on the lower left hand corner.

This Deluxe Limited Edition Pack highlights in full colour many stamp rarities of Western Australia, in particular Australasia's most famous and valuable stamp, the 1854 Inverted Swan. This is catalogued by Stanley Gibbons of London at £60,000. Illustrations on pack courtesy Macray Watson, Melbourne.

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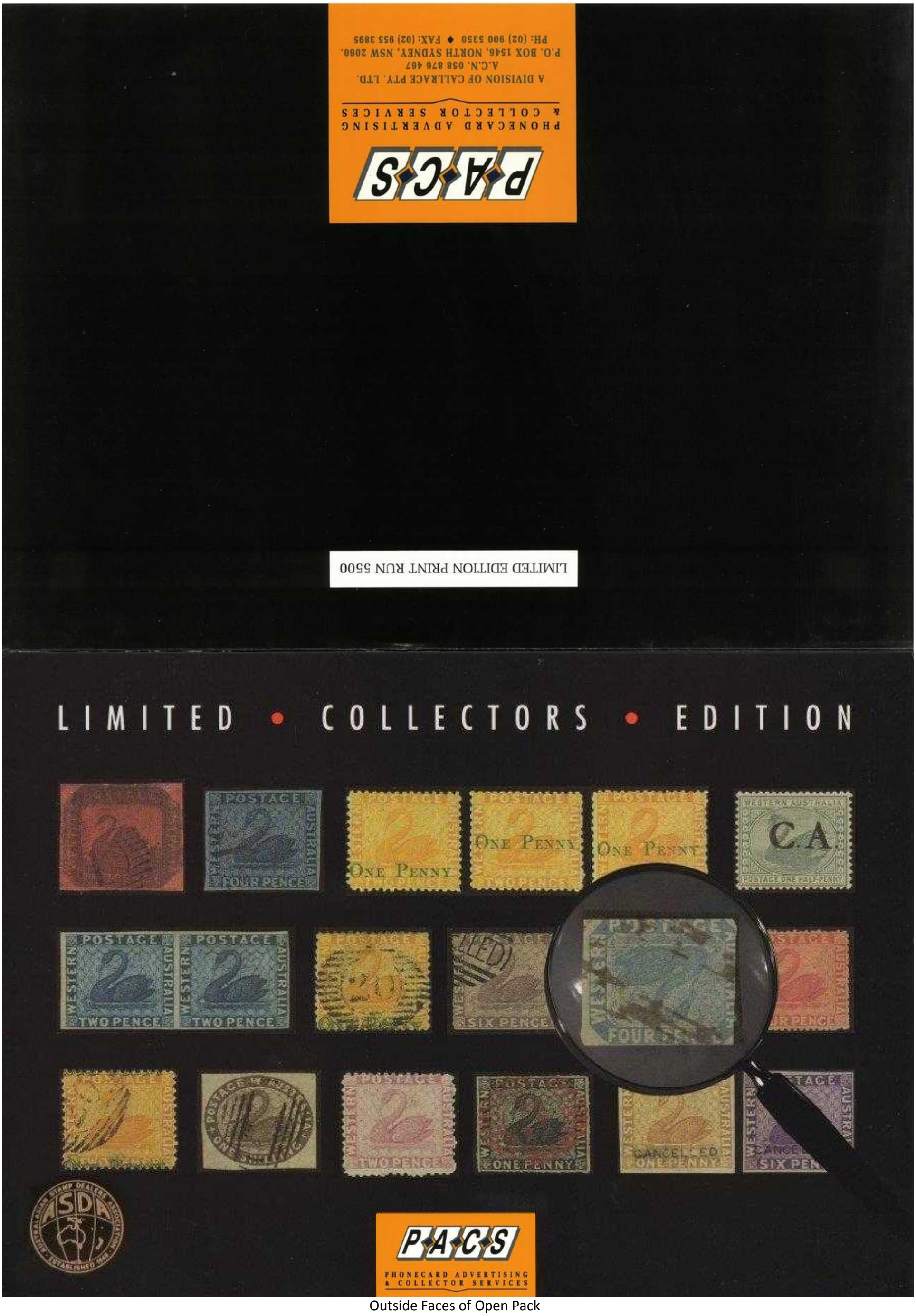
For the ASDA NSW & ACT Chapter.

Glen Stephens, Vice President.

0182

No ASDA GUARANTEE Certificate was issued with the Standard Packs

The Inverted Swan ASDA Pack Details.



Outside Faces of Open Pack

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• ISSUE NO.1 •

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This Telecom Australia Phonecard features the most recent of the five remaining 'cut-square' copies to be offered on the world market.



ORIGINAL W.A. 4d BLUE SWAN ISSUE

THE AUSTRALASIAN STAMP DEALERS
• ASSOCIATION •

This Telecom Australia $5 Phonecard issue was initiated by the NSW Chapter of the Australasian Stamp Dealers Association. Most large phonecard dealers are ASDA members and are required to adhere to a strict code of ethics when advising collectors.

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Inside Faces of Open Pack

ASDA GUARANTEE

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For the ASDA NSW & ACT Chapter,

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Phonecards in the Inverted Swan Standard Packs were within the Serial Number Range of 589 00001 to 589 01500, and the Phonecard Serial No. 589 0**0182** matches the ASDA Guarantee Certificate No. **0182**.

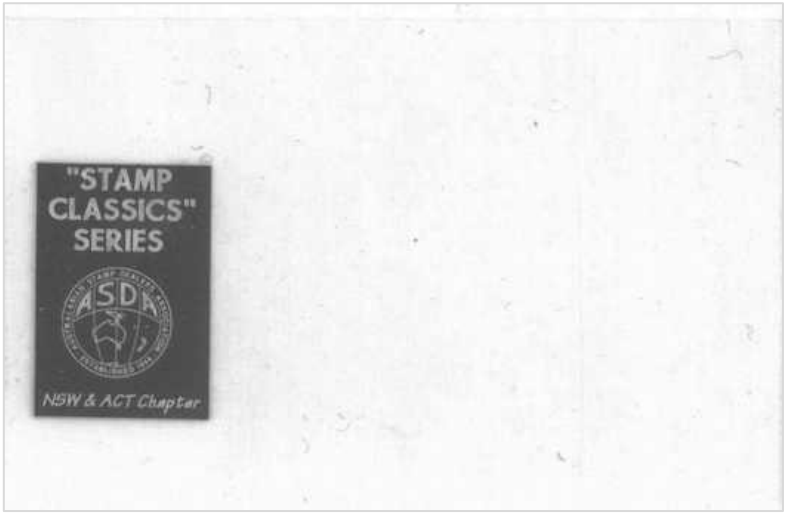
The Inverted Swan ASDA Mini Pack Details.



Front of ASDA Mini Pack with Phonecard in it

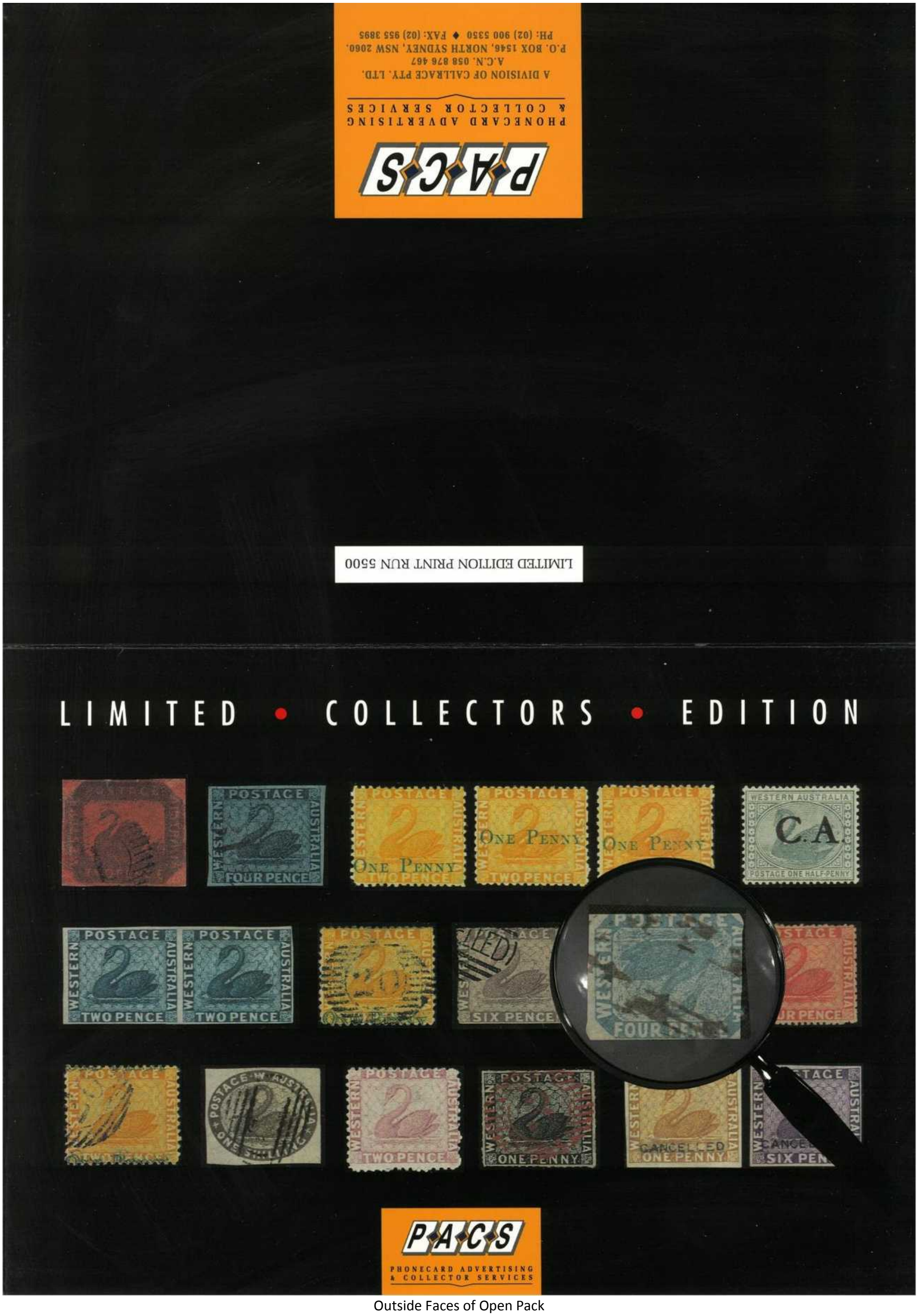


Back of ASDA Mini Pack with Phonecard in it. The Phonecards in these Mini Packs had their Serial Nos. within the Range of 589 01501 to 589 03000.



Face of ASDA Mini Pack with its Phonecard removed

The Inverted Swan Standard Pack Details.



Outside Faces of Open Pack

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Example of an ASDA Pack sold by an ASDA Dealer containing ASDA Phonecards which did not have their Serial Numbers matched to the ASDA Guarantee Certificate Number provided in the Pack.

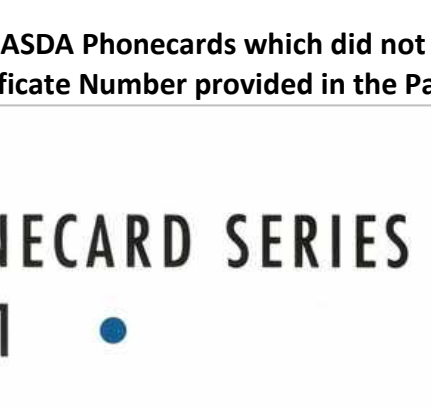
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An ASDA Pack incorrectly fitted with two mini ASDA Packs

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1318

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1982: Auctioned at the New York 'Prestige 82' sale.

1984: Again changed hands at a Hamburg, Germany auction.

1992: Sold by Melbourne dealer Simon Dunkerley to Mr Mogens Juhl of Sydney.

1993: Upon Mr Juhl's death, auctioned by Macray-Watson in Victoria to a Hong Kong collector of "Birds on Stamps" where this 'Inverted Swan' currently resides.

1994: The 1854 W.A. 'Inverted Swan' is currently valued by the Stanley Gibbons catalogue at £60,000 STG.

The two (2) Mini ASDA Packs contain the correct Serially Numbered Phonecards for the Mini Packs, but neither one has a Serial No. that matches the Pack's ASDA Guarantee Certificate No. 1318.

Example of Inverted Swan Phonecards which have had stickers peeled from the plastic phonecard sleeves of Inverted Swan ASDA Mini Packs adhered to their faces.



These Phonecards were not issued by ASDA with these sticker applied to them. Someone has peeled these stickers from Inverted Swan ASDA Mini Packs and applied them to the faces of these phonecards.



An example of an Inverted Swan Standard Pack with the sticker, peeled from the plastic phonecard sleeve of an Inverted Swan ASDA Mini Pack, adhered directly to its face.



This Inverted Swan Standard Pack was not issued by ASDA with this sticker applied to it. Someone has peeled this sticker from an Inverted Swan ASDA Mini Pack and applied it to the face of this pack.



Extract 10 – Australasian Phonecard Monthly, Vol. 2, No. 10, (October 1994), page 15. This can also be seen at sergent.com.au/phonecards/aust/apm02-10.html by scrolling down to page 15.

AUSTRALIA'S FIRST "STAMP" PHONECARD ISSUE !

NSW & ACT Chapter



NSW & ACT Chapter

The Western Australia 1854 "Inverted Swan" Error ("Stamp Classic Series" Card No. 1)

The Australasian Stamp Dealers' Association (NSW and ACT Chapter) has just released the first ever Phonecard in the Australasian region to depict a postage stamp. This $5 Telecom Australia Phonecard was commissioned via Phonecard Advertising & Collector Services.

The card illustrated above is available in **very limited numbers**. The ASDA contracted to buy only 3000 of these $5 cards in total, and only about half of these were issued in a Lmited Edition collector pack. Both are distinguished by packaging bearing the hot foil Silver "Stamp Classics Series" wording, along with the ASDA logo.(As shown above.) **PLEASE NOTE:** These are custom cards, and are ***NOT*** available to collectors or dealers via Telecom Phonecard Collector Service.

The example of the "Inverted Swan" featured on the card is courtesy of Macray Watson, who auctioned the stamp in 1993. The "Inverted Swan" is the most valuable single stamp ever to have been issued by Australia or the Australian Colonies. Only seven copies exist in private hands worldwide, and most of these are damaged or defective.

This issue is expected to prove very popular - many stamp collectors who have hitherto not purchased phonecards may decide to buy this issue, because of its philatelic theme and the tiny issue number. Early ordering is advised.

The ASDA Chapter plans to issue "Stamp Classic Series" Card No. 2 in early 1995. This card will feature the very pretty NSW 1897 2/6d Charity issue - the world's first multicoloured stamp issue. Similar numbers of this issue will be released. You may pre-order the second issue from the ASDA Chapter members.

Many ASDA NSW Chapter members have stock (subject unsold) of the "Inverted Swan" issue, including the following dealers:

A-One Stamps and Coins	PO Box 35 Woollahra, 2025 Ph (02) 362 3636 Fax (02) 363 2303
Bexley Stamps and Davo Philatelics.	415 Forest Rd, Bexley 2207 Ph (02) 567 5242 Fax (02) 597 4307
Glen Stephens Stamps	4 The Tor Walk, Castlecrag 2068 Ph (02) 958 1333 Fax (02) 958 1444
Lighthouse Philatelics	10 Bartley St, Chippendale 2008 Ph (02) 698 5388 Fax (02) 698 5042
Prospect Stamps and Coins	18/24 Main St, Blacktown 2148 Ph (02) 622 1399 Fax (02) 622 6634
Sapphire Coast Philatelic Supplies	PO Box 285 Pambula 2549 Ph/Fax (064) 95 7382
Star Stamps	PO Box 61 Rosebery 2018 Ph/Fax (02) 669 3963
Sydney Philatelics Pty Ltd	PO..Box 382 Moore Park 2012 Ph (02) 319 1533 Fax (02) 319 1531

**** ONE Mint Card, plus ONE Limited Edition Pack $60***

**** FIVE Mint Cards, plus FIVE Limited Edition Packs. $250***

Postage & Certified Extra. All Credit Cards Accepted. Allpacks are numbered. Wholesale Enquiries Welcome!

(NB: The ASDA Chapter retained a very substantial sum from the sale of these phonecards to its Members. These monies will be utilised to directly support and promote the growth of stamp and phonecard collecting within NSW.)

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Extract 11 – – Stamp News, October, 1994, page 66.

Australia's First "Stamp" Phonecard

The 1854 WA "Inverted Frame" Swan Error is now a Telecom Phonecard!

The 1854 Western Australia 4d blue "Inverted Swan" is easily the most famous, and is certainly the most valuable single stamp issued in the past 140 years from the former Colonies, or from Australia.



This famous stamp error came about when the outer frame was transferred "Upside Down" in error onto the printing stone by the local printer in Perth. As many as 388 "Inverted Frame" errors were printed, but only 14 genuine copies have survived. Despite the outer frame (ie not the central swan) being inverted, most collectors refer to this error as the "Inverted SWAN" and this term has continued to be used.

Seven of the 14 known copies are housed in "permanent" collections, such as the Royal Collection of Queen Elizabeth II. The Vickery Collection in the Australian Museum, Sydney, boasts two examples, and the Mitchell Library owns a copy. Other copies are in the National Museum of Ireland, and The British Museum. The seventh "institutional" copy was arranged by avid stamp collector, Mr Brian Burke, when Premier of Western Australia. In April 1986, Mr Burke arranged for the Western Australia Museum to purchase an example of this rarity for $135,000, using taxpayer monies.

There are thus only seven examples of this "Inverted Swan" error in private hands, worldwide. Two of these (and two "institution" copies) are sadly cut-to-shape, meaning someone has stripped off all four corners diagonally. In 1854, stamps were issued without perforation holes - clerks literally cut each stamp needed from the sheet using scissors, and often snipped off the corners as well to fill in time! This dramatically lessens their value and collectability, carving perhaps $50,000 off the price. Of the five "Cut-Square" copies existing in private hands, the most recent example to be offered on the world market is illustrated on this unique new Telecom Australia $5 phonecard.

This Stamp's History

The history of this very example illustrated can be traced right back to the 19th Century, when it was owned by a schoolboy, who apparently did not realise the rarity of what he owned. The schoolboy's collection was purchased by a stamp dealer in a Rome, Italy "bric-a-brac" market in 1896 and sold to a collector. Soon after, it was sold to another collector, Mr Pio Fabri, who exhibited it at the 1897 London Philatelic Exhibition.

In 1904, famous London stamp dealing firm Stanley Gibbons purchased Mr Fabri's collection for £3,000, a vast sum 90 years ago, that would have purchased a number of houses for instance. The stamp changed hands two more times, and was next auctioned publicly in 1927 in the UK where it sold to a Mr Lee for £680. The same year, it was sold to one of the most legendary stamp collectors of all time ... Mr Arthur Hind. (Mr Hind, an American, also had in his extensive collection the world's most valuable stamp, the 1856 1c British Guiana, which is unique, and is today valued at around $A3,000,000!)

When Mr Hind died in 1934, famous auctioneers HR Harmer, sold the Hind collection in London, and this "Inverted Swan" stamp was purchased by leading dealer Mr T Allen, who handled many copies of the error. It was then sold to King Carol II Roumania, who like many of the European royalty, was a keen stamp collector. With the political turmoil that engulfed Roumania from 1945 on, the fate of this "Inverted Swan" is not documented.

The stamp stayed off the market for nearly half a Century, until it surfaced in October 1980 at the Harmers of Sydney auction of the fabulous "Hamilton" collection, where it realised $A58,000. In 1982 it was auctioned in the New York "Prestige 82" sale and again changed hands at a Hamburg, Germany auction in April 1984, where it sold for nearly 100,000 Dm. Bear in mind this example is damaged - being "cut into" at left, and having a creased corner and a small tear at the top, so these prices were remarkable.

Melbourne dealer Simon Dunkerley sold it for an undisclosed sum in 1992 to leading Western Australian specialist, Mr Mogens Juhl of Sydney. With the sad passing of Mr Juhl in 1993, the stamp once again was auctioned off, this time by Macray-Watson in Victoria, who kindly supplied this illustration. The rarity was keenly sought - being eventually purchased by a Hong Kong collector of "Birds on Stamps" who flew to Melbourne, especially for the auction. Thus ends the amazing "Life Story" spanning a century of ownership, all over the globe, of this very stamp. If "Stamps Could Talk", this tiny piece of paper would provide a screenplay for a first-rate detective thriller! The 1854 WA "Inverted Swan" is catalogued by Stanley Gibbons London, showing a current value of £60,000 Stg.

ASDA Initiative

This Telecom Australia $5 phonecard issue was initiated by the NSW & ACT Chapter of the Australasian Stamp Dealers' Association.

This Telecom Australia "Inverted Swan" phonecard is the first to be issued anywhere in the Pacific region depicting a postage stamp, and is expected to prove very popular with stamp collectors as well as phonecard collectors. This card boasts another "First", being the first card issued by Telecom Australia with the new-style denomination grid along the top. For the past five years, all phonecards have had the denomination show "0.00" when card life has expired ... this card has the new style, where the word "USED" shows no calls remain on the card.

"Stamp Classics", showing the 1854 Western Australia "Inverted Swan" was issued by Phonecard and Collector Services (PACS) late September 1994 in a total print run of 10,000 copies. Four thousand loose cards were sent to overseas agents. Three thousand cards were sold by Australian agents in a Limited Edition Pack. The remaining three thousand cards are facially different, having affixed a circular ASDA logo, and sold to ASDA NSW & ACT Chapter dealers in NSW. A list of these dealers can be obtained from *Stamp News*. Of this 3,000, half were supplied as loose cards, and 1,500 in Limited Edition Packs. These low figures mean this phonecard is both the lowest ever issue of a $5 Telecom Australia single card, and the lowest ever Limited Edition phonecard pack issued in Australia to date.

PHONECARD CLUB NEWS

AUSTRALIAN PHONECARD & COLLECTORS CLUB

(AUSTRALIA'S FIRST PHONECARD CLUB)

The APCC Club is located in Adelaide, South Australia, and has Members located in other States of Australia

Meetings are held the 2nd Tuesday of each month except for January, at a time and venue provided to Members of the Club

SERVICES PROVIDED TO MEMBERS AT MEETINGS
"Matters of Interest" are presented and discussed.
A Raffle at each meeting with the proceeds used to host our Christmas get together with partners.

Contact the APCC President on (08) 82970388

THE MELBOURNE PHONECARD COLLECTORS CLUB INC

Established in 1992 and still going strong.

PO Box 166, Beaufort, Victoria, 3373 Australia

The Melbourne Phonecard Club's Website is at http://www.melbournephonecardclub.org.au

The club holds five meetings per year at the SPAN Community Centre 64 Clyde Street, Thornbury, Victoria.

The next meeting is set for 12:00 Noon Saturday 7th November 2026 and Visitors are welcome to attend.

The Club has many interstate and overseas members.

Please email postmaster@melbournephonecardclub.org.au for membership and other enquiries.

SERVICES PROVIDED TO MEMBERS

12 Newsletters per year.

6 postal bid auctions per year with a minimum of 180 lots each.
To see a recent listing of a postal bid auction go to melbournephonecardclub.org.au and click on the recently completed auction link.

Material submitted by members is auctioned at our meetings as well as the opportunity to discuss aspects of collecting with other participants.