

COLLECT

NO 34 JUNE / JULY 1999

Australian Smart Phonecard

Bulletin



Inside:

Limited Edition –
History of the Telephone in Australia

PCS Issue – Bicycles

Take 5

Telstra

LIMITED EDITION FOLDER

Can you remember all the telephones which Australia has seen over the past century?

The Limited Edition Folder this month highlights just a few popular telephones used throughout Australia in the 1890's and 1900's.

The first standard wall telephone, known as the Commonwealth Ericsson, was built in Sweden to Australian specifications. The Commonwealth Ericsson was introduced c.1895 and continued to be in use at the time of the Second World War. A few continued in service until 1980.

The Manual Common battery telephones were introduced around the 1900's in order to reduce costs associated with local battery phones, particularly in larger communities. This telephone was a benefit to communities as the central battery board allowed a larger number of subscribers to be handled by the telephonists.



Limited Edition – History of the Telephone in Australia
CE0061

Quantity produced 1,500

Quantity available 1,500

Price \$59.50

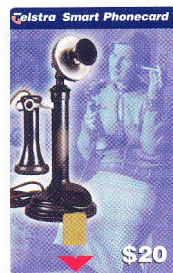
2 x \$5.00, 1 x \$10.00, 1 x \$20.00

(99005006L); (99005005L); (99010007L); (99020008L)

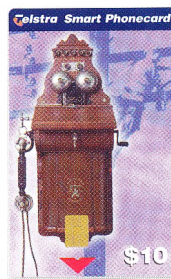
The pedestal telephone, more commonly known as the Candlestick was widely seen in rural and city regions before automatic exchanges were established. Later the Bell boxes recovered from the redundant Candlestick were used to develop variations of another of our featured telephones – the 37AW Wooden wall telephone. This was especially so during World War II when materials were extremely scarce.



Common Battery Manual
Telephone c1900



36mMT/136MT
Pedestal Telephone



Commonwealth
Ericsson



37AW Wooden Wall
Telephone c1912

JUNE / JULY SMART PHONECARD – COLLECTOR SERVICE ISSUE

The PCS Issue this month illustrates a number of vintage bicycles which have been used over the past century for leisure, work and sport.

Of the bicycles shown the Penny Farthing would be one of the most familiar to have been used in Australia, particularly during the 1880's.



Penny Farthing
99005041P
Quantity produced 800
Quantity available 800
Price \$5.00



Velocipede ('Boneshaker')
99005039P
Quantity produced 800
Quantity available 800
Price \$5.00



Tandem Tricycle
99005040P
Quantity produced 800
Quantity available 800
Price \$5.00

NATIONAL SMART PHONECARD RELEASES

Have you noticed the thematic concept beginning to show in our national release Smart Phonecard designs? Feast your eyes on the latest release of the national range of Smart Phonecards.

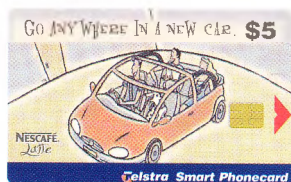
We have now released two Stephen Case designs and we propose to complete the series with two additional cards.

The \$50.00 Frog has been illustrated by the same artist as the previous release – Coral Cod, and the Diving design, released this month, will be the first of five releases which can be placed together to make a complete scene.



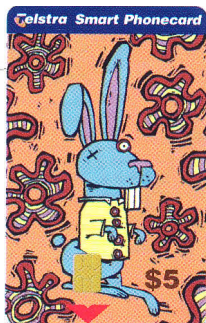
Hanging with Billy – Friends
99005009N

Quantity produced 50,000
Quantity available 800
Price \$5.00



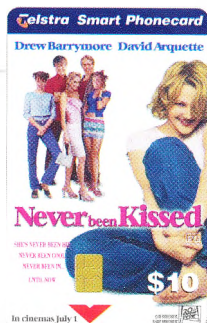
Hanging with Billy – Car
99005010N

Quantity produced 200,000
Quantity available 800
Price \$5.00



Stephen Case – Rabbit
99005011N

Quantity produced 200,000
Quantity available 800
Price \$5.00



Never been Kissed – Poster
99010016N
Quantity produced 120,000
Quantity available 800
Price \$10.00

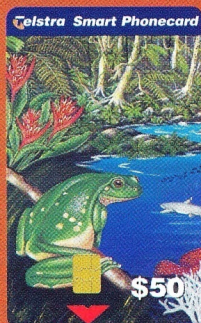
NATIONAL SMART PHONECARD RELEASES



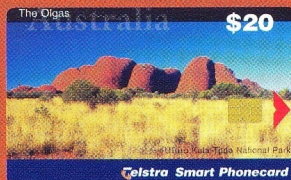
Bridge
99010015N
Quantity produced 90,000
Quantity available 800
Price \$10.00



Diving
99010014N
Quantity produced 90,000
Quantity available 800
Price \$10.00



Frog
99050012N
Quantity produced 6,600
Quantity available 800
Price \$50.00



The Olgas
99020013N
Quantity produced 150,000
Quantity available 800
Price \$20.00

INDIVIDUAL SMART PHONECARD RELEASES

Additional Smart Phonecards have also been produced for various events and Smart card campaigns. Below is a list of Smart Phonecards which have been produced and are available through the Collector Service.

Adcard

99005002A

Quantity produced 9,500

Quantity available 800

Price \$5.00



Shinju Matsuri Festival

99020027P

Quantity produced 2,800

Quantity available 800

Price \$20.00



Your everyday buying card

99005017P

Quantity produced 47,000

Quantity available 800

Price \$5.00



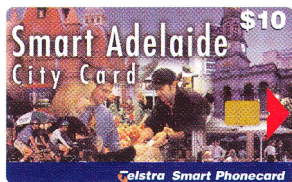
Arafura Games

99020033P

Quantity produced 2,000

Quantity available 800

Price \$20.00



Smart Adelaide City

98010188P

Quantity produced 4,000

Quantity available 800

Price \$10.00

INDIVIDUAL SMART PHONECARD RELEASES

Due to the low quantities produced, only a limited number of cards will be available to you through the Collector Service. As a result, Standing Order ADCARD customers will have first option to purchase the Munchie 'A' cards. Standing order 'P' customers will have first option on Cards Asia, (one card per customer).



Cards Asia
99005035P
Quantity produced 1,000
Quantity available 250
Price \$5.00

Munchie card
99020004A
Quantity produced 20,300
Quantity available 300
Price \$20.00



Munchie Card
99050005A
Quantity produced 3,300
Quantity available 300
Price \$50.00

SPECIAL SMART PHONECARD RELEASE

The second ANDA Coin, Note and Stamp Fair for 1999 was held in Brisbane from 4 – 6 June 1999.

The Smart Phonecard depicts the limited edition coin produced by Perth Mint for the show and forms the second of the Smart Phonecard series to be produced by the Collector Service.

This Smart Phonecard is only available from the Brisbane Fair and afterwards from your Smart Phonecard dealer.



ANDA Brisbane Fair

99005037P

Quantity produced 800

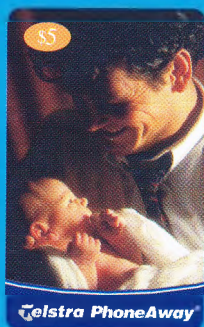
Quantity available 800

Price \$5.00

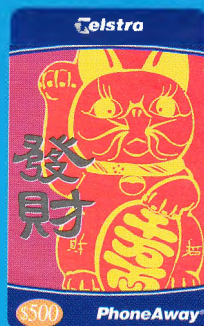
PHONEAWAY® RELEASES

This month we have a special limited release PhoneAway® card for sale. Only 100 of these PhoneAway® cards were produced to celebrate the Year of the Cat. These PhoneAway® cards are unique as they have been finished with gold embossing and have a denomination value of \$500.

Due to the limited numbers, we will sell these PhoneAway® cards as orders come in and until stocks last.



Mothers To Be
9900525PA
Quantity produced 10,700
Quantity available 150
Price \$5.00



Year of the Cat
MU500AS
Quantity produced 100
Quantity available 10
\$500.00

NOTICEBOARD

Do you know where to find these cards?

A number of Smart Phonecards have been produced over the past few months which have not been available as National Release or Collector issues. To assist you with your quest, here are the product codes and additional information.

Your every day card
99050026P

Quantity produced 90
Price \$50.00

\$50.00 Replacement card
99050021P

Quantity produced 5,000
Available through exchange program

\$20.00 Replacement card
99020020P

Quantity produced 15,000
Available through exchange program

\$5.00 Replacement card
99005018P

Quantity produced 30,000
Available through exchange program

Adcard
99005003A

Quantity produced 1,000
Price \$5.00

P&CS Rewards and Recognition
99002025P

Quantity produced 780
Price \$2.00

Replacement Card
99005022P

Quantity produced – as needed
Nil Value
Available through exchange program

\$10.00 Replacement card
99010019P

Quantity produced 25,000
Available through exchange program

Arafura Games
99002038P

Quantity produced 300
Price \$2.00

noticeboard

NOTICEBOARD

PhoneAway® Cards

\$50.00 Coastal Flowers
9905003PA

Quantity produced 3,000

\$20.00 Coastal Flowers
9902002PA

Quantity produced 3,000

\$10.00 Coastal Flowers
9901001PA

Quantity produced 3,000

Since the release of the past two issues of Collect, a number of Smart Phonecards and PhoneAway® designs have been reprinted.

Those Smart Phonecards and PhoneAway® cards which have been reprinted are:

DESIGN	CODE	ADVERTISED PRINT RUN	ADDITIONAL PRINT
1999 Year of the Rabbit	98005067N	100,000	-889
1999 Year of the Rabbit	98010068N	50,000	-25
1999 Year of the Rabbit	98020069N	20,000	9,967
Jerry	98005065N	127,000	172,536
Tom & Jerry	98010066N	140,000	60,404
Here, there & everywhere	98005077N	105,000	44,659
Susie O'Neill	98010079N	150,000	-110
Gumnut	98020071N	150,000	-191
Flora	98010070N	130,000	-257
Coral Cod	98050073N	13,200	2,992

The quantities provided in each issue of Collect are reflective of the total to be produced. In particular, quantities given for National release cards are indicative as the total quantity may vary according to demand of the product. Generally, the printed quantity in Collect reflects two months stock, and will be adjusted upward according to demand for the third month.

noticeboard

SMART PHONECARD DEALER NETWORK

NEW SOUTH WALES

Gabriele's Philatelic Service 7th Floor, 44 Bridge Street, Circular Quay 2000	02 9247 8332
Haxby Collectables PO Box 139, Merrylands 2160 www.haxby.com.au	02 9637 4806
International Numismatics GPO Box 4413, Sydney 2001	02 9262 4366
Prospect Stamps & Coins Shop 18 24 Main Street, Blacktown 2148	02 9622 1355
RL Campbell 277 Chatsworth Road, Chatsworth Island 2469	02 6646 4386
Stampfinder Shop 1-4 Railway Concourse, Milsons Point 2061	02 9957 5053
Strathfield Stamps & Coins Shop 53 Strathfield Plaza, Strathfield 2135	02 9764 3034
Sydney Phonecards 11 Fairlop Road, Medlow Bath 2780	02 4788 1217
Sydney Stamp Centre Shop 1A Hunter Arcade, 5 Hunter Street, Sydney 2000	02 9231 4583
Collector's Edge Shop 1/154 Church Street, Parramatta 2150	02 9893 8088

AUSTRALIAN CAPITAL TERRITORY

Edlins of Canberra Shop 12 Garema Arcade, Bunda Street, Canberra City 2601	02 6248 7859
--	--------------

VICTORIA

John Thomas Phonecards PO Box 428, Rosebud 3939 www.cdi.com.au/~jthomas	03 5986 2261
Melbourne Phonecard Centre 24 Centre Place (off Flinders Lane), Melbourne 3000	03 9650 7871
Rainbow Stamps 42 Lothair Street, Pascoe Vale South 3044	03 9386 1686
RMC Stamps PO Box 108, West Brunswick 3055	03 9326 1746
Sherwood Commemoratives 1737 Malvern Road, Glen Iris 3146	03 9886 0011

TASMANIA

The Stamp Place Shop 3 Trafalgar Shopping Centre, 110 Little Collins Street, Hobart 7000	03 6224 3536
--	--------------

SOUTH AUSTRALIA

Rundle Coins 214 Rundle Street, Adelaide 5000	08 8232 06
---	------------

WESTERN AUSTRALIA

Faldor Stamps PO Box 240, West Perth 6605	08 9381 1278
Westland Phonecards PO Box 94, Kelmescott 6111	08 9496 1413

NORTHERN TERRITORY

The Happy Hawkers PO Box 2204, Alice Springs 0871	08 8952 1575
---	--------------

QUEENSLAND

A W Boyd Stamps Coin Phonecards 6/222 Moggill Road, Taringa 4068 (please call first)	07 3870 9916
Cut Price Coins 14 Queens Road, Brighton 4017	07 3269 1158
Eli Jay Stamps & Coins PO Box 722, Beenleigh 4207	07 5546 6778
Maroochy Stamps Shop 6 Centrepoint Arcade, 9 Ocean Street, Maroochydore 4558	07 5443 4194
Wishart Phonecards PO Box 845, Mount Gravatt 4122	07 3849 2682

SMART PHONECARD clubs

NSW

Global Phonecards

Co-ordinator PO Box 108, Rooty Hill 2766

VICTORIA

Victorian Telephone and Smart Card Collector's Club Inc.

PO Box 211, Rosebud 3939

Melbourne Phonecard Club Inc.

PO Box 177, Northcote 3070

SOUTH AUSTRALIA

Australian Phonecard Collector's Club

64 Concord Drive, Reynella 5161

Peninsula Phonecard Club

PO Box 227, Dry Creek 5094

WESTERN AUSTRALIA

Phonecard Collector Group of WA

PO Box 58, Nedlands 6009

QUEENSLAND

Kangaroo Phonecard Club Inc.

PO Box 481, Bulimba QLD 4171

Gold Coast Collectors

C/- 48 Dandar Drive, Southport 4215

Gladstone & District Philatelic Society

PO Box 1089, Gladstone 4680

Paradise Phonecard Club

PO Box 361, Ashmore City 4214

If you would like your Club
listed here, please send
information to:

Collect Magazine,
Locked Bag 6815,
Sydney NSW 1100

Post's special issue Telstra PhoneAway® Cards *Collector Pack*



Second in the series of collector packs, the Coastal Flowers issue follows the Wetland Birds pack released in December 1998.

This beautifully presented pack illustrates the plant life along Australia's rugged coastline and can be yours for just \$82.00, which includes a protective plastic sleeve. With a face value of \$81.80, this represents great value. You can ensure your collection is complete by filling in the mail order form below and sending it to the reply paid address or visiting your nearest Collector's Corner outlet.

© PhoneAway is a registered trade mark of Telstra Corporation Limited. Any unused value of the card past the expiry date is non-refundable.



To order your Collector Pack either:

• phone 1800 331 794 (Free call) • fax order form to (03) 9887 0236
or • complete and return this form to the reply paid address

Please send _____ Collector Pack(s) at \$82.00 each. Total value\$ _____

Mr/Mrs/Miss/Ms _____

Address _____

City _____

State _____ Postcode _____ Telephone _____

Reply Paid 4000

Coastal Flowers Phoneaway® Cards Collector Pack

PO Box 4000

Ferntree Gully Vic 3156

Method of payment:

Money order or cheque (Payable to Australian Philatelic Bureau)

☐ Postal Money Order ☐ Personal Cheque ☐ Bank Cheque

Credit Card

☐ Bankcard ☐ Mastercard ☐ Visa

☐ Diners Club ☐ American Express

Card No:

Expiry Date: ____ / ____ / ____

Cardholder's name _____

Cardholder's signature _____

Telstra Phonecard Collector Service

Locked Bag 6815

Sydney NSW 1100

Telephone: 02 9243 5676

Facsimile: 02 9264 3909

® Registered Trademark of Telstra Corporation Limited

ACN 051 775 556

Print Post Approved PP255003/02214.

