

Mexico

9th World Cup

Mexico

1970

THE QUALIFIERS

Publicity Postcard

BELGIUM

BRASIL

BULGARIA

CZECHOSLOVAKIA

EL SALVADOR

ENGLAND

ISRAEL

ITALY

MEXICO

MOROCCO

PERU

ROMANIA

SWEDEN

URUGUAY

U S S R

WEST GERMANY



Group - 1

Belgium

El Salvador

Mexico

U S S R

Group - 2

Israel

Italy

Sweden

Uruguay

Group - 3

Brasil

Czechoslovakia

England

Romania

Group - 4

Bulgaria

Morocco

Peru

West Germany

Mexico

9th World Cup

Mexico

1970

—

TOURNAMENT VENUES

GROUP 1

Mexico City

GROUP 2

Puebla

Toluca

GROUP 3

Guadalajara

GROUP 4

Leon

Mexico City

CAMPEONATO MUNDIAL DE
FUTBOL, COPA JULES RIMET
MEXICO, MAYO 31-JUNIO 21 1970



DIA DE EMISION



Mexico

Guadalajara



Leon



Mexico

Puebla



Toluca



Mexico

9th World Cup
1970

Mexico City

1st Publicity Series
16 - 8 - 69

1st Publicity Series
16 - 8 - 69



Leon

Guadalajara

Puebla

Toluca



Lance Wyman



Mexico

9th World Cup

1970

1st Publicity Series

16 : 8 : 69



(1,000,000)

First Day Cover



Mexico

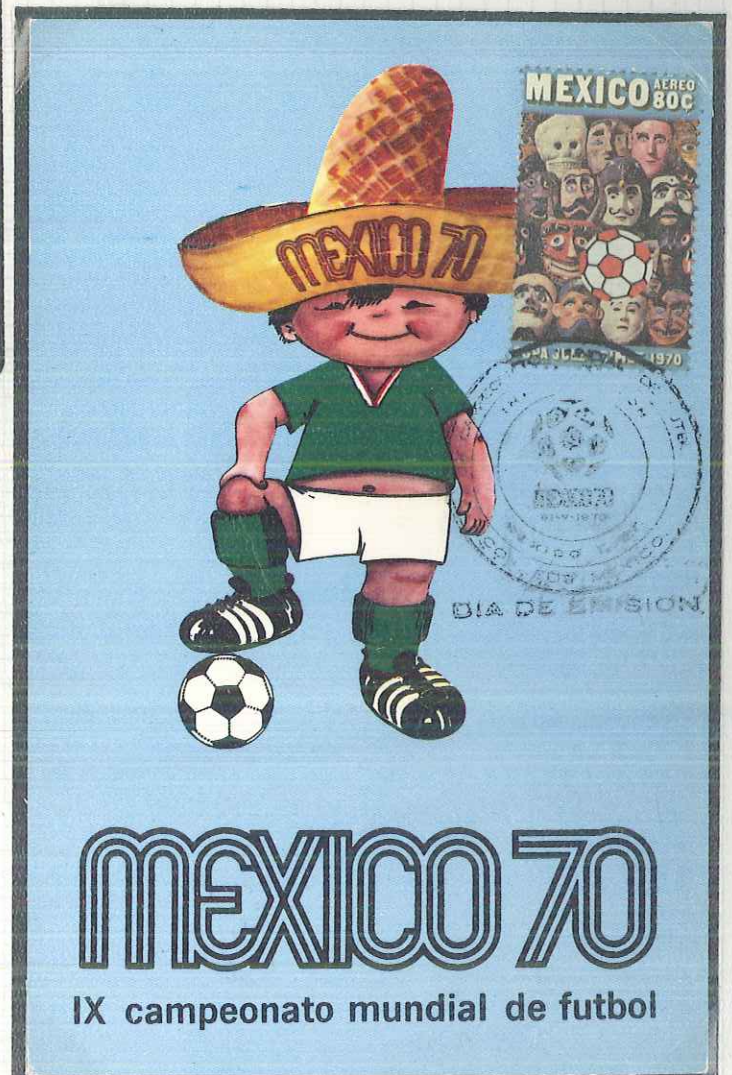
9th World Cup

Mexico

1970



Publicity Postcards



1970



16 - 8 - 69



Mexico

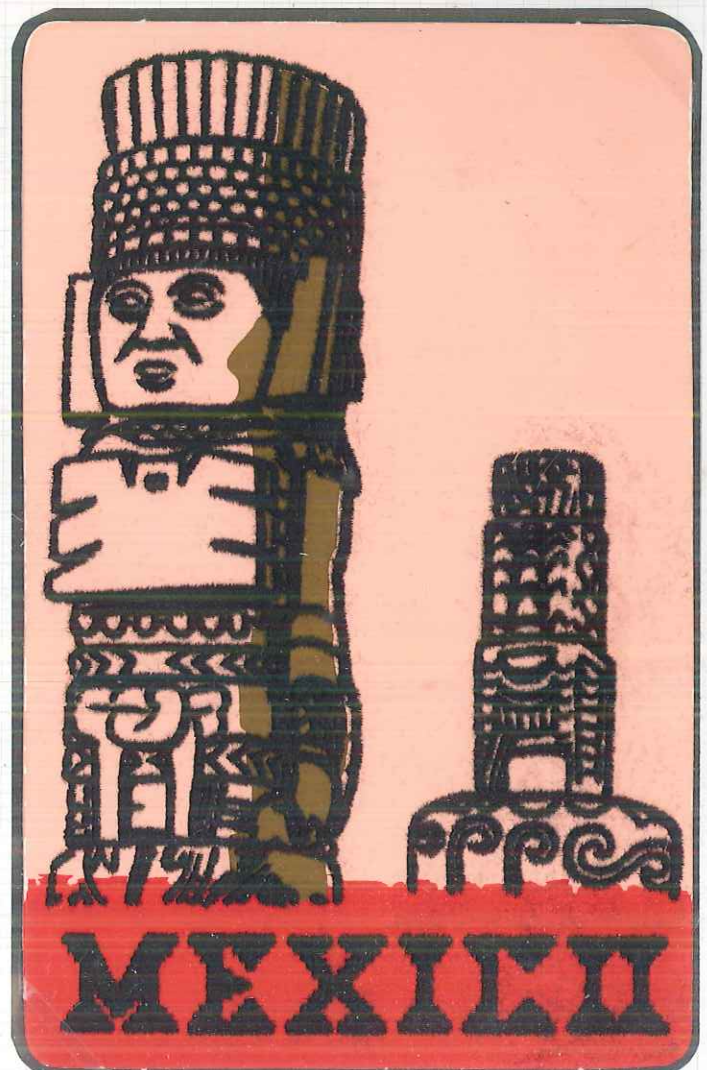
9th World Cup

Mexico

1970

Publicity stamps and postcards

16-8-69

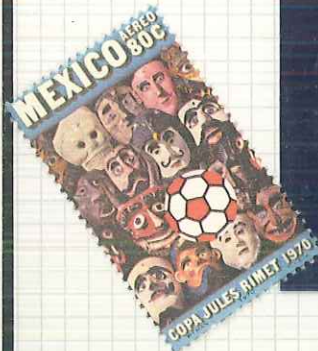
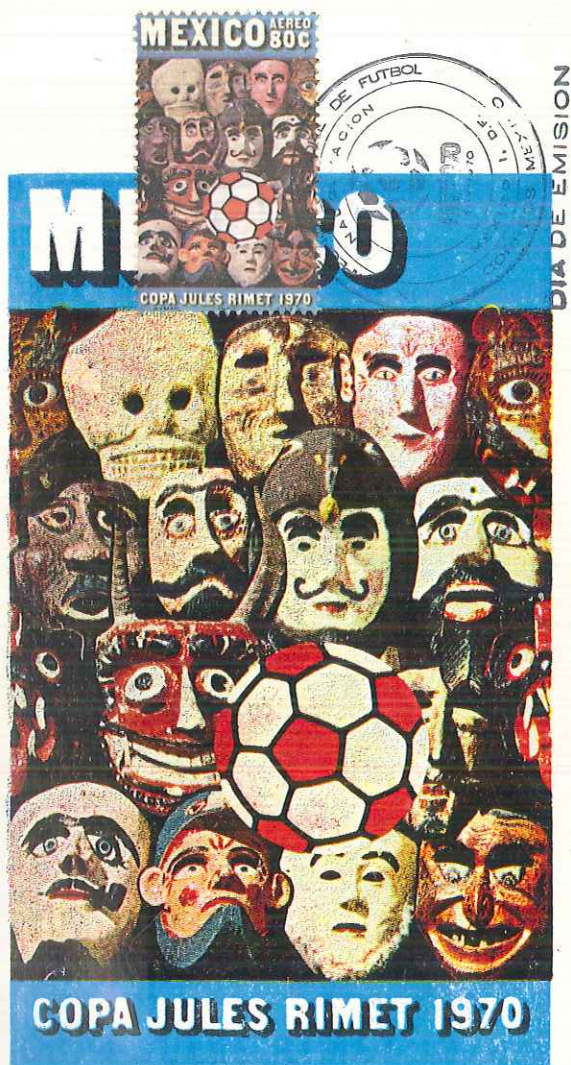


Mexico

9th World Cup

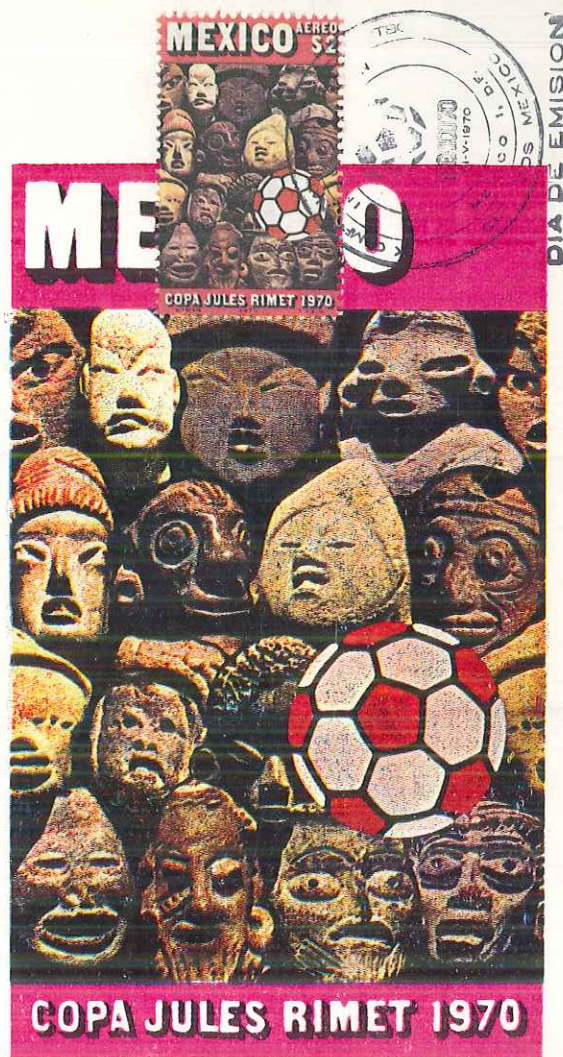
31st May - 21st June

1970



2nd Publicity Series

31 - 5 - 70

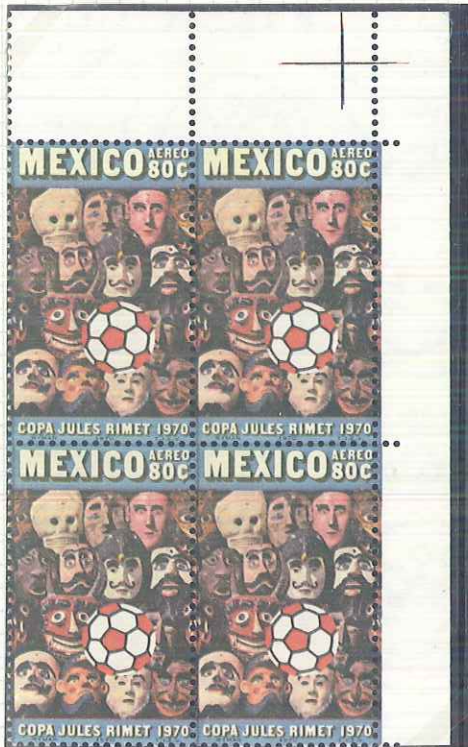


Mexico

9th World Cup

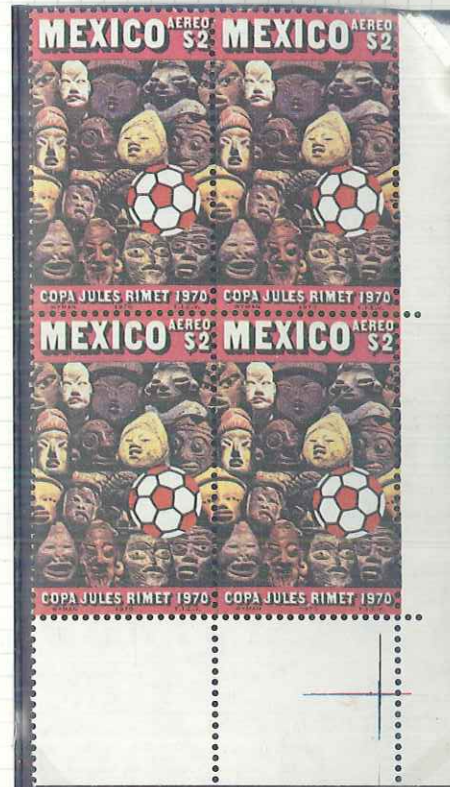
1970

2nd Publicity Series



31 : 5 : 70

[1,000,000]



Mexico

9th World Cup

Mexico

1970

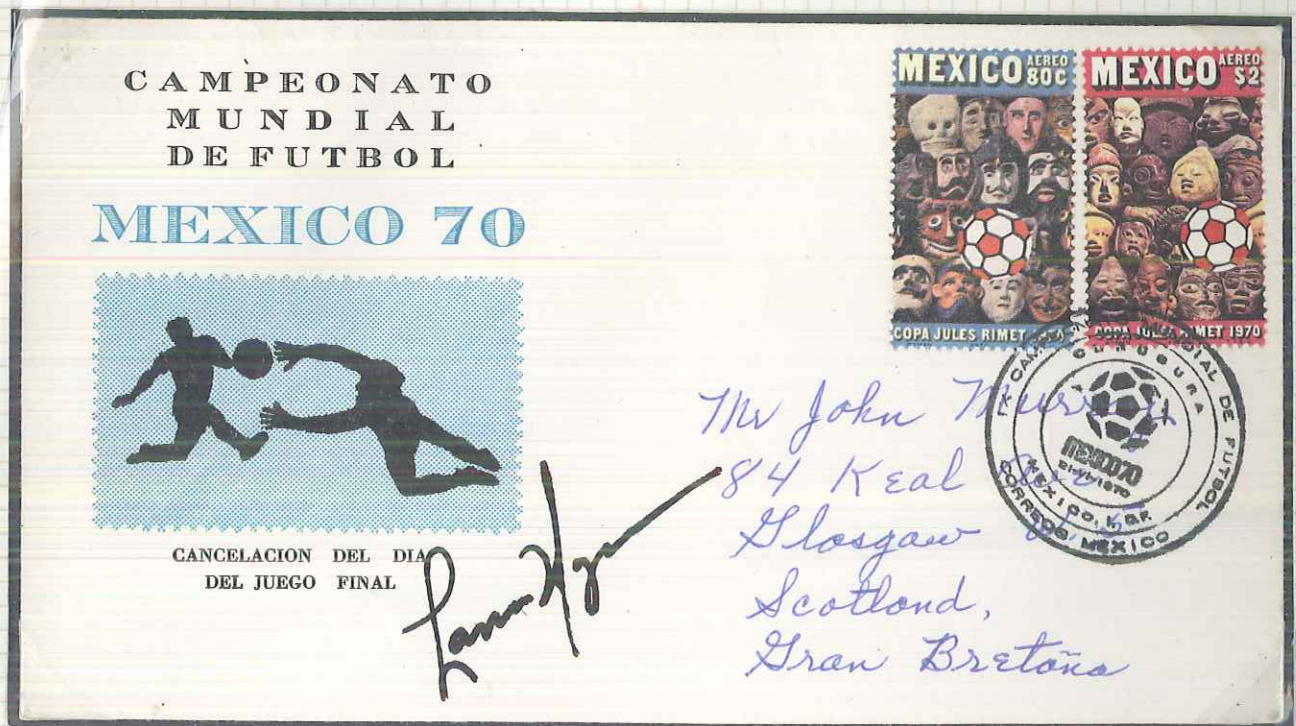
—
"Stamps Designer"

—
LANCE WYMAN

(U. S. A.)



Designer autographed cover

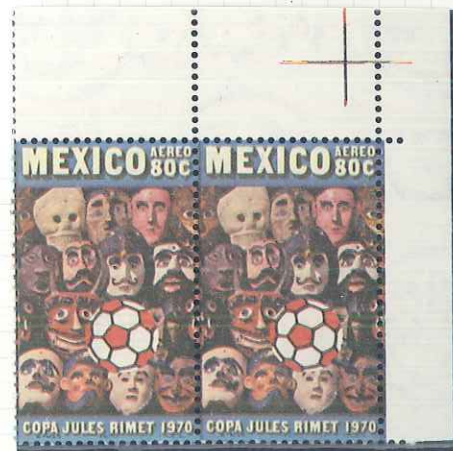


Mexico

9th World Cup

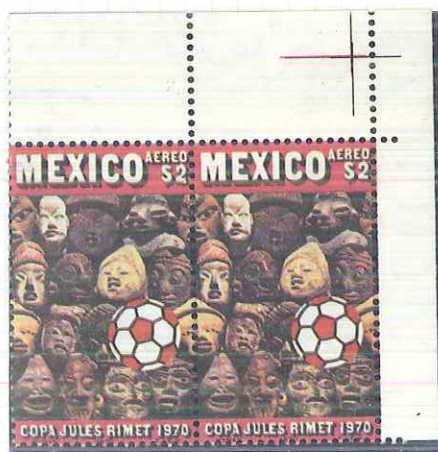
Mexico

1970



Publicity stamps and postcards issue

31-5-70



Mexico

9th World Cup

Mexico

1970



Publicity postcards



Mexico

9th World Cup

Mexico

1970

SPORTMEX 70



9th World Cup

Mexico

1970

SPORTMEX 70

to rip down the goal posts. At the Rimet Cup conclusion some fans swarmed on the field, not to rip out the soccer goals but rather to try to get a piece of clothing worn by the victorious Brazilian team. Brazil's fabulous Pele lost his shirt and shorts seconds after the referee blew the closing whistle.

As we started to leave the stadium, we saw both goals still intact, but some mighty scantily attired Brazilian soccer players trying to work their way to the dressing room. Attendants had to bring some extra clothing onto the field so several players could retire.

The writer was the guest of Mexican stamp designer Lance Wyman and his charming wife. Nella, at the soccer final. They had purchased tickets days in advance to assure us entry to the game. We had to leave Lance's studio apartment four hours before game time to get a seat, even with a ticket! But it was worth the three-hour wait after we reached the stadium for the tens of thousands of partisan fans whooped it up in bongo drum style.

Days afterward the chant "BRASIL, MA-HE-KO" still sounded in our ears. But it was a delightful experience, and we now know why soccer is such a terrifically popular sport in Latin America and abroad. When played by masters of the game it is truly a spectator sport without parallel.

A number of visiting soccer



First day cover with 2 peso SPORTMEX 70 souvenir sheet affixed. Bottom cancel is official first-day pictorial marking with "flying 70" insignia. Top cancel also was applied on first day to mark visit of delegation from Italy's soccer team, which met Brazil in Cup finals. Notice Italian flag beneath SPORTMEX emblem.

players and their team officials were in attendance at SPORTMEX during the 10-day showing, which attracted an estimated 5,000 viewers.

Probably the most coveted philatelic souvenir of SPORTMEX was the three-fold poster card prepared by the organizing committee to help defray show expenses. The outside front fold has a large full-color reproduction of the design used for Mexico's 80-centavo airmail stamp in the Rimet Cup series. The center front fold has the two Mexico Cup stamps affixed and cancelled with the special pictorial cancellation, dated 2-VI-1970. Then on the inside left fold is a large replica of the SPORTMEX seal with the 2-peso "souvenir sheet" affixed and cancelled

on the opening day of the show. 19-VI-1970. To the right of the seal are spaces for the autographs of the players of each national team that reached the Mexico City finals.

Sets of sixteen cards (one for each team) were printed. However, the SPORTMEX committee could only obtain the cooperation of twelve teams to autograph their respective philatelic cards. Oddly enough, Mexico was one of the four teams that refused to autograph the cards. However, the teams that did autograph the SPORTMEX souvenir cards included Brazil, Italy, Belgium, Morocco, Israel, El Salvador, West Germany, Bulgaria, Soviet Union (Russia), Czechoslovakia, England, and Romania. So the complete set of these Rimet Cup-SPORTMEX 70 souvenir cards consists of 12 — not 16 items. And the most sought-after single card is the one signed by Brazil's team, including super-star Pele, who informed the press that he plans no further Cup play. He probably will be retired by the time the World Championships are held in Munich, Germany, in 1974.

The Wyman designs for the Rimet Cup stamps depict dance masks and pre-Hispanic sculptured heads arranged to resemble spectators jammed into a soccer stadium and "cheering" for their favorite teams. The masks and



An official cover for Jules Rimet cup matches at Mexico City. It is autographed by Lance Wyman, who designed two Mexico airmail stamps honoring world soccer champion. The 2 peso stamp affixed is cancelled on first day of cup play.

Mexico

9th World Cup

Mexico

1970

"SPORTMEX 70"

19 - 6 - 70

EXHIBITION SHEET

&

BOOKLET

SPORTMEX' 70



OFICINA FILATÉLICA MEXICANA
Secretaría de Hacienda y Crédito Público
Edificio de Correos 1a. de Tacuba No.1
MÉXICO 1, D. F.

DIBUJO E IMPRESION DE LITO-GRAFICAS HACIENDA

EXPOSICION
FILATELICO
DEPORTIVA



MEXICO



FIAP



G. GUTIERREZ

Nº



42124

No. 118

DIA DE EMISION

SOBRE AUTORIZADO POR SPORTMEX 70

**EXPOSICION
FILATELICO
DEPORTIVA
OTORGA
DIPLOMA**

CON

AGRADECIMIENTO

A LA PARTICIPACION

"COPA DEL MUNDO 1966"

de JOHN B.R. MURRAY

MEXICO, D. F. A 28 DE JUNIO DE 1970



Barbara J. Williams
POR EL JURADO CALIFICADOR

John B. R. Murray
POR EL COMITE ORGANIZADOR

C

Brasil

9th World Cup

Mexico

1970

24 : 6 : 70



Group IV

Brasil

Czechoslovakia

England

Roumania

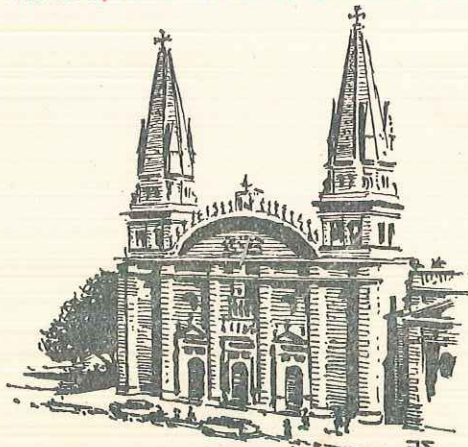
9th World Cup

Mexico

1970

24-6-70 - Publicity Issue - 24-6-70

IX Campeonato Mundial de Futebol
COPA JULES RIMET
MEXICO, 30 de Maio a 21 de Junho de 1970



GUADALAJARA, JALISCO - CATEDRAL
SÃO PAULO, 24 de Junho de 1970
Primeiro Dia de Circulação

F. D. C.

FIL 65



1970 - WORLD CHAMPIONS - 1970



Brasil

EMPRESA BRASILEIRA DE CORREIOS E TELEGRAFOS
DEPARTAMENTO DE SERVIÇOS POSTAIS
SEÇÃO FILATÉLICA



CARACTERÍSTICAS

Edital	89/69 - ECT
Valor	10 centavos
Côres	amarelo, vermelho, azul e preto
Formato	retangular vertical
Desenho	gouache a côres (baseada a figura de Pelé em atitude característica, num flagrante fotográfico de Joaquim Pinto Ribeiro)
Desenhista	Edson de Araujo Jorge
Gravador	Ary da Costa e Hermogenes Mendes
Papel	couche
Impressão	off-set
Fôlha	25
Tiragem	2.000.000
Dimensões	33,5 x 53 mm
Picotagem	38 x 57 mm
Impressora	Casa da Moeda
Data da emissão.....	28 de novembro de 1969



Brasil

Maximum Card

24 : 6 : 70



Group III

Brasil 6 Pts

England 4 Pts

Roumania 2 Pts

Czechoslovakia 0 Pts



Quarter Final

Brasil 4 v Peru 2

Semi Final

Brasil 3 v Uruguay 1

Final

Brasil 4 v Italy 1

Pelé

TRIPLE WORLD CHAMPION

1958



SWEDEN



1970



MEXICO

1962



CHILE

VICTORIOUS



POSTMARKS

Brasil

1970 — Mexico — 9th World Cup — Mexico — 1970
 Guadalajara — 7-6-70 — BRASIL (1) v ENGLAND (0) — 7-6-70 — Guadalajara



WORLD CUP
MEXICO 70



ENGLAND-WINNERS JULES RIMET CUP 1966.

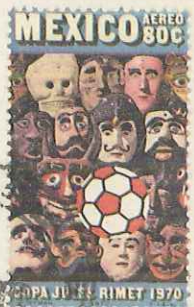
OFFICIAL

Football Association
 Commemorative Cover

Risellino

Leizinho
Costa
Pinto

Roll



Logallo

W. Hou

Brasil

9th World Cup

Mexico

1970

Brasil v England

Guadalajara

7-6-70



BRASIL - I

Felix	Banks
Carlos Alberto	Wright
Brito	Cooper
Piazza	Moore
Everaldo	Labone
Paulo Cesar	Mullery
Clodoaldo	Ball
Rivelino	Charlton - R
Jairzinho	Peters
Tostao	Hurst
Pelé	Lee

ENGLAND - O



MEXICO



COPA JULES RIMET 1970

MINISTERIO DE BRASIL

Legado

Felix

Donna

Roberto

Carla

St. Napa

John

Robert

Robert

John

John

Mexico

21:6:70

9th World Cup

21:6:70

Brazil 4

—
Felix
Carlos Alberto
Brito
Piazza
Everaldo
Clodoaldo
Gerson
Jairzinho
Tostao
Pele
Rivellino
—



Italy 1

—
Albertosi
Cera
Burgnich
Bertini
(Juliano)
Rosato
Facchetti
Domenghini
Mazzola
De Sisti
Boninsegna
(Rivera)
Riva
—



Mexico

9th World Cup

Mexico

1970

—

Final

Brasil v Italy

Azteca Stadium

21 6 70

Felix
Carlos Alberto
Everaldo
Clodoaldo
Brito
Piazza
Jairzinho
Gerson
Tostao
Pele
Rivelino

BRASIL
(4)

ITALY
(1)

Albertosi
Burgnich
Facchetti
Bertini
Rosato
Cera
Domenghini
Mazzola
Boninsegna
De Sisti
Riva



Mexico

CLUBE CALCIO INTERNAZIONALE

Mondiali 1970

Finalissima

ITALIA v BRASILE

Città del Messico

21-6-70



CLUBE CALCIO
A Scott-Landry Cover
PHILATELICAL

CLUBE CALCIO INTERNAZIONALE

Mondiali 1970

Finalissima

ITALIA v BRASILE

Città del Messico

21-6-70



FIAT



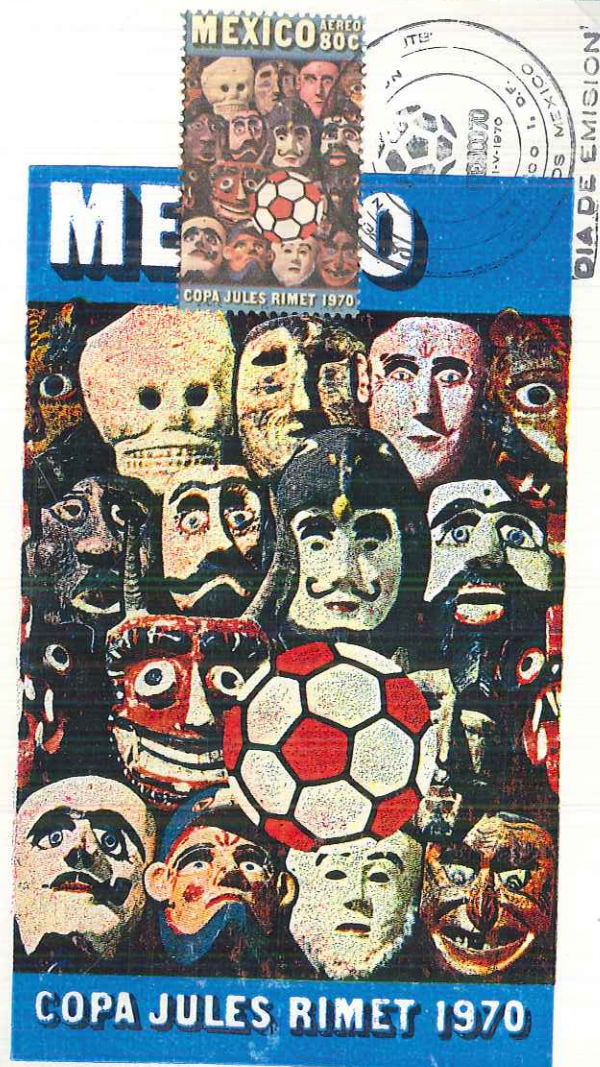
G. GUTIERREZ



Nº 49768



CLUBE CALCIO
A Scott-Landry Cover
PHILATELICAL



9th World Cup
Mexico
1970

Maximum Cards
Day of Issue
31-5-70

BRASIL (4)

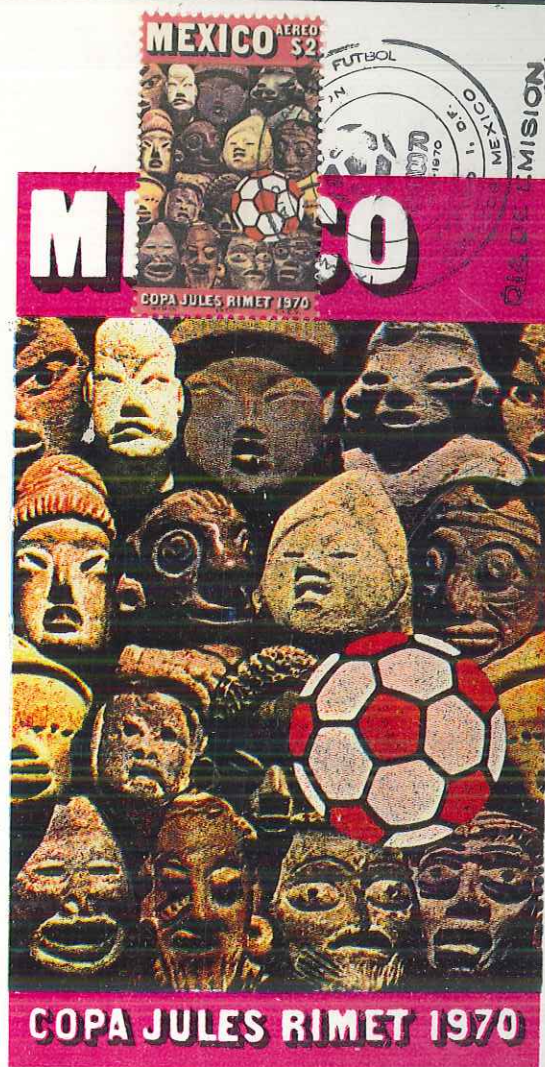
Final
21-6-70

ITALY (1)

Felix
Carlos Alberto
Brito
Piazza
Everaldo
Gerson
Clodoaldo
Jairzinho
Pele
Tostao
Rivelino



Albertosi
Burgnich
Cera
Rosato
Facchetti
Bertini
Riva
Domenghini
Mazzola
De Sisti
Boninsegna



Mexico

9th World Cup

Mexico

1970



21-6-70 — ROLL OF HONOUR — 21-6-70

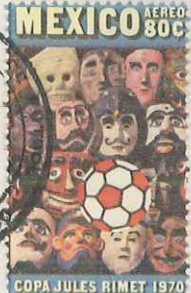
CAMPEONATO
MUNDIAL
DE FUTBOL

MEXICO 70



CANCELACION DEL DIA
DEL JUEGO FINAL

BRASIL, 4 - ITALIA, 1
ALEMANIA 1 URUGUAY, 0



BRASIL

CAMPEON MUNDIAL 1970 Y GANADOR
DEFINITIVO DE LA COPA "JULES RIMET"

ITALIA: SUBCAMPEON MUNDIAL 1970

ALEMANIA: TERCER LUGAR

URUGUAY: CUARTO LUGAR

Confederacao Brasileira de Desportos

C. B. D.



19



58

19



62



19



70



Triple
Champions



Jules Rimet
Cup

Brasil

9th World Cup
Mexico
1970

4 : 8 : 70

Brazil's World Cup triumph in Mexico City

Having previously won the coveted 'Jules Rimet Cup' in 1958 (Sweden) then 1962 (Chile) and finally in 1970 (Mexico) the honour of being the first Nation to win the cup 3 times Brazil permanently retained the trophy as decreed by the donor Jules Rimet.



Dr. Fleitor Genicio
C. Postal 9798
São Paulo

MINISTÉRIO DAS COMUNICAÇÕES
EMPRESA BRASILEIRA DE CORREIOS E TELÉGRAFOS

Group III

Brazil	6pts
England	4pts
Rumania	2pts
Czechoslovakia	0pts

Quarter Final

Brazil 4 v Peru 2

Semi Final

Brazil 3 v Uruguay 1

Final

Brazil 4 v Italy 1



BRASIL
TRI *Campeão*
MUNDIAL

de
Football
Taça Jules
★ 1970



BRASIL
TRI *Campeão*
MUNDIAL
de
Football
Taça Jules Rimet
★ 1970 ★



BRASIL
TRI *Campeão*
MUNDIAL
de
Football
Taça Jules Rimet
★ 1970 ★

4-8-70

Publicity Maximum Cards

Brasil's Third Championship

Brasil

9th World Cup

Mexico

1970



BRASIL • DETENTOR DEFINITIVO DA TACA JULES RIMET • 1970

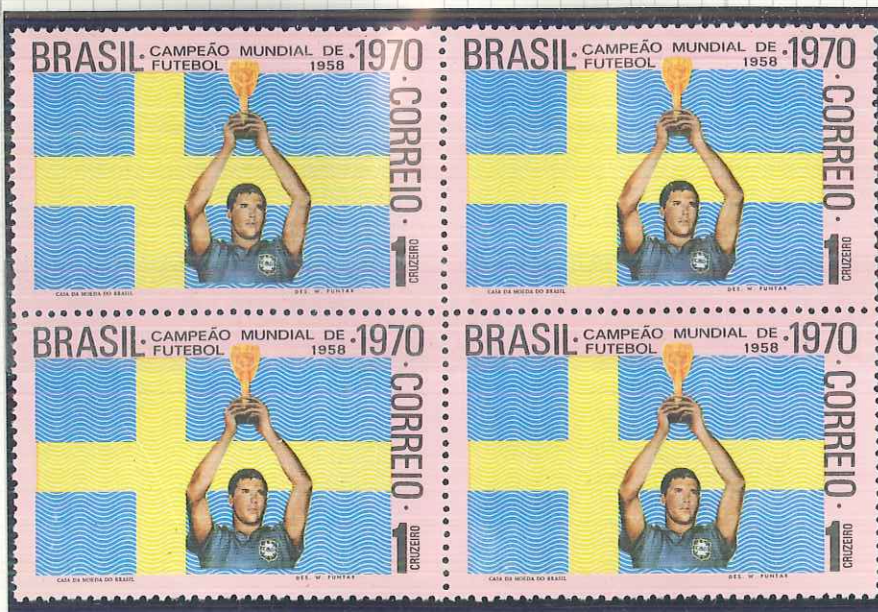


Brasil

9th World Cup
Mexico
1970

'Brazil' Tri-Champions

1958 — 1962 — 1970



4 : 8 : 70



4 : 8 : 70

Sweden — 1958
Brazil 5 v Sweden 2

Chile — 1962
Brazil 3 v Czechoslovakia 1

Mexico — 1970
Brazil 4 v Italy 1



Brasil

9th World Cup
Mexico
1970

4 : 8 : 70

4 : 8 : 70



Dr. João Havelange



President - C. B. D.





Pelé
FC Santos

Pelé

“Born to be King”

Sweden 1958

Chile 1962

Mexico 1970



Brasil



"Pele"



Brasil

9th World Cup

Mexico

1970

Brasil's "Third" triumph



Victory cancellations



4-8-70

1. Cr. - Sweden 1958

2.Crs.- Chile 1962

3.Crs.- Mexico 1970



9th World Cup

Mexico

1970

1930 - All previous winners had qualified - 1966



1970 - CHAMPIONS BRASIL - 1970



1970 - Mexico - 9th World Cup - Mexico - 1970
 7-6-70 - Guadalajara - Brasil v England - Guadalajara - 7-6-70
 JAIRZINHO SCORED THE MATCH WINNING GOAL *

BRASIL

- 1 -

FELIX

RLOS ALBERTO

EVERALDO

CLODOALDO

BRITO

PIAZZA

JAIRZINHO

RIVELINO

TOSTAO

PELE

PAULO CESAR



ENGLAND

- 0 -

BANKS

WRIGHT

COOPER

MULLERY

LABONE

MOORE

LEE

BALL

CHARLTON

HURST

PETERS



WORLD CUP
 MEXICO 70

Art by...

© Football Association 1963 - 1969



ENGLAND-WINNERS JULES RIMET CUP 1966.

OFFICIAL

Football



Association

Commemorative Cover



*

Brasil

9th World Cup

Mexico

1970

Brasil's Third Championship

 $4 : 8 : 70$ 

Combination Cover

1958

Brasil

9th World Cup

Mexico

1970

Brasil's Third Championship

4 : 8 : 70



Combination Cover

1962

Brasil

9th World Cup

Mexico

1970

-

Brasil's Third Championship

4 : 8 : 70

-



"Victory Slogan" — 1970



**VAMOS
BUSCAR
O
CANECO**

Brasil

9th World Cup

Mexico

1970

—

Brasil's Third Championship

4 : 8 : 70

—



Combination Cover

1970

Brasil

9th World Cup

Mexico

4 : 8 : 70

4 : 8 : 70

Brasil's Third Triumph

1958 - 1962 - 1970



Sweden

1958

The stamp depicts Brasil's 1958 Captain "Luis Bellini"



Brasil

9th World Cup

Mexico

4 : 8 : 70

4 : 8 : 70

Brasil's Third Triumph

1958

-

1962

-

1970



Chile

1962

The stamp depicts Brasil's "Garrincha"



Brasil

9th World Cup

Mexico

4 : 8 : 70

4 : 8 : 70

Brasil's Third Triumph

1958 - 1962 - 1970



Mexico

1970

The stamp depicts Brasil's Pelé; Tostao and Jairzinho





9th World Cup

Mexico

1970

Group 3

Brasil v England

Guadalajara

7-6-70

BRASIL (1)

ENGLAND (0)

FELIX

BANKS

CARLOS ALBERTO

WRIGHT

EVERALDO

COOPER

CLODOALDO

MULLERY

BRITO

LABONE

PIAZZA

MOORE

JAIRZINHO

LEE

RIVELINO

BALL

TOSTAO

CHARLTON R.

PELE

HURST

PAULO CESAR

PETERS



WORLD CUP
MEXICO 70

© Football Association 1963 - 1969



ENGLAND-WINNERS JULES RIMET CUP 1966.

OFFICIAL

Football Association
Commemorative Cover



Miss Hazel Taylor,
School House,
Cobden Avenue,
Peterborough

Mexico

9th World Cup

Mexico

1970

Group III

Guadalajara

7 6 70



BRAZIL - I

ENGLAND - O



Mexico

9th World Cup

Mexico

1970

"SPORTMEX 1970"

Presentation Folder from exhibition

autographed

by

"ITALY"



NAL DE ITALIA

Donis

Borghese

f. Volanoff

Furino

Rivero

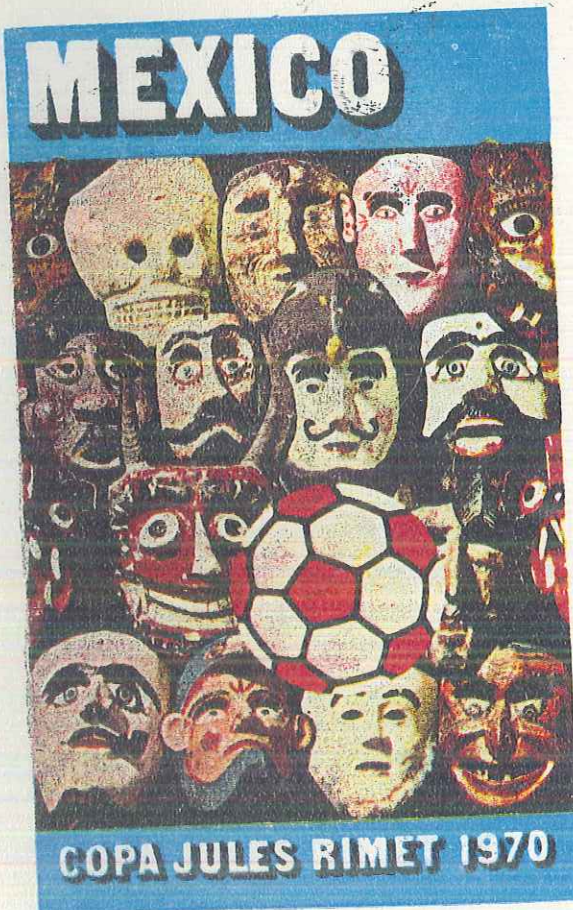
C. Se. Suty

Cardinal

Massolo

921

Polito





Italy

9th World Cup

Mexico

1970

"ITALY"

ITALY (1) v SWEDEN (0)

ITALY (0) v URUGUAY (0)

ITALY (0) v ISRAEL (0)

Quatr Final

ITALY (4) v MEXICO (1)

Sem-Final

ITALY (4) v WEST GERMANY (3)

Final

ITALY (1) v BRASIL (4)



Facis ha le misure di tutti: anche degli Azzurri

1983 — BRASILIANA — 1983

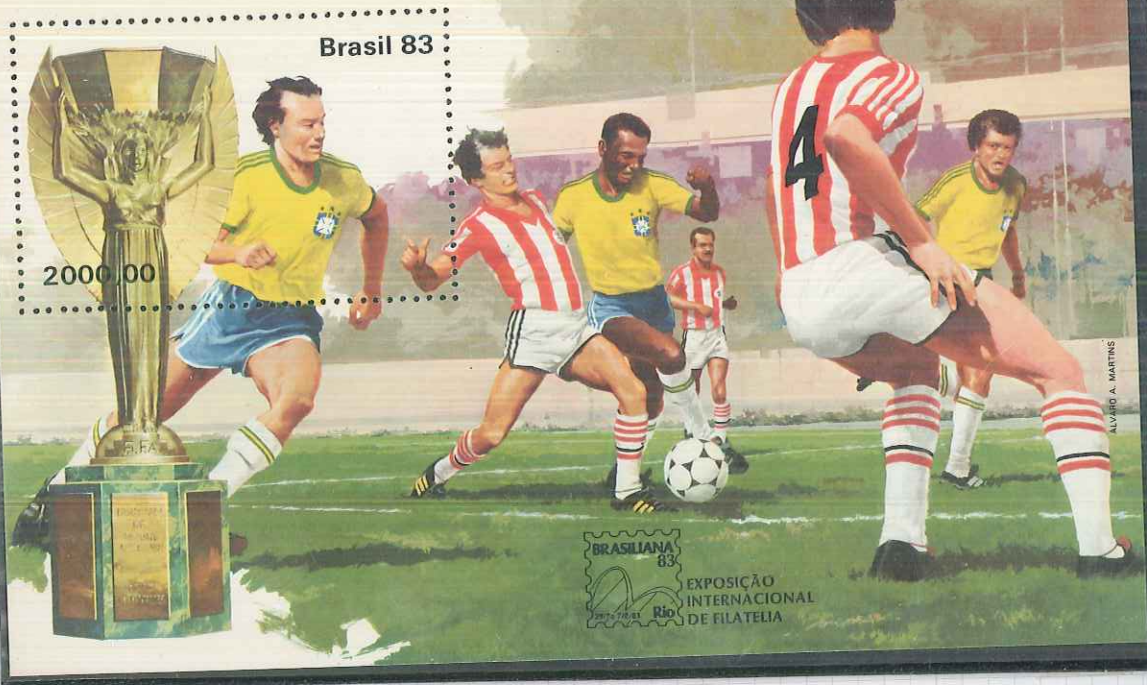
To Honouring Brasil's 3 World Cup Championships

1958

1962

1970

BRASIL — Tricampeão Mundial de Futebol 1958
1962
1970



1970

1970

