

FOOTBALLERS OF THE WORLD PLAY FOR A CUP

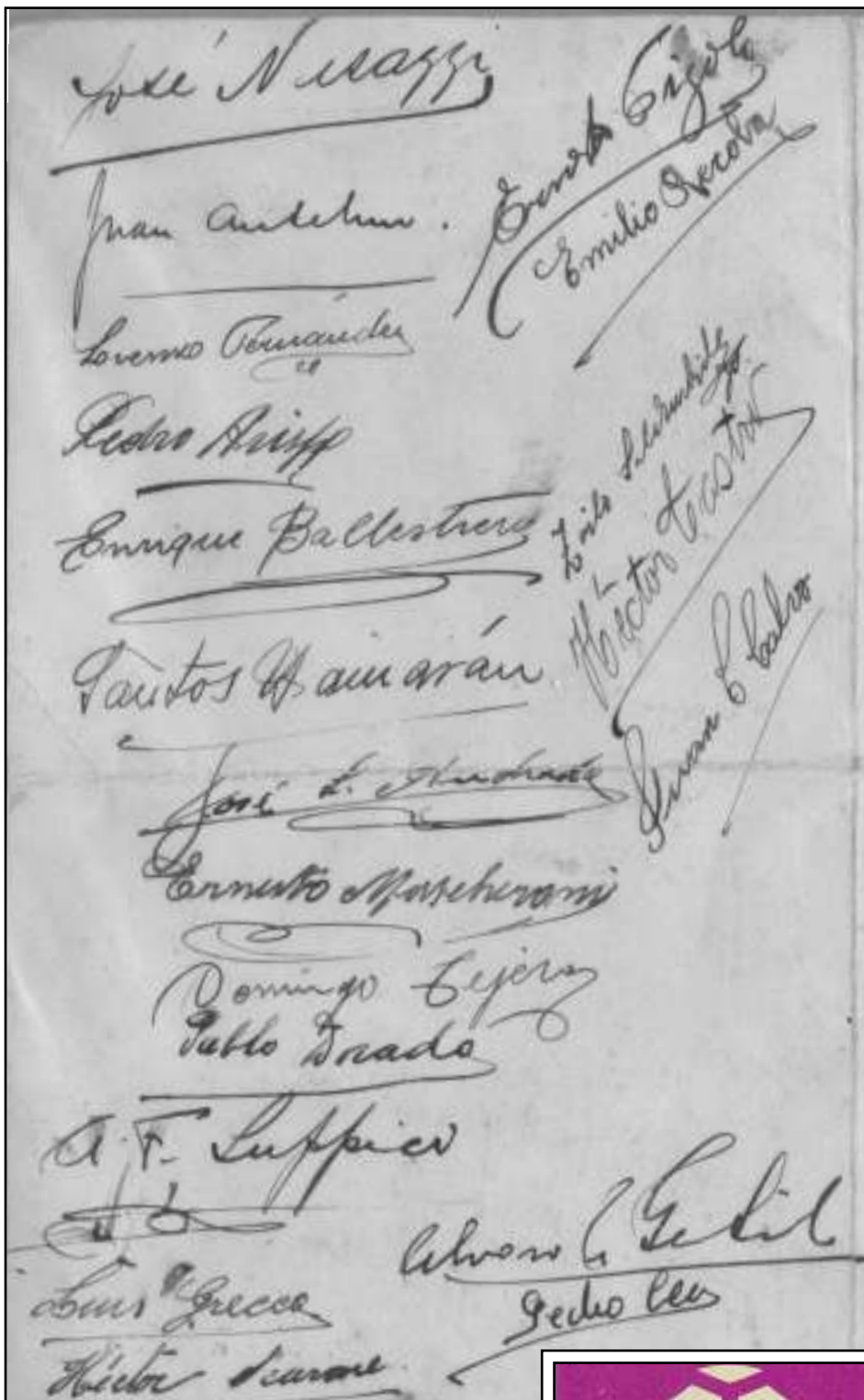
From ball games scattered around the world to an universal sport

Nowadays football is a cultural universal; pretty much every country plays it and the sport offers a common language and a set of familiar reference points that enables easy communication across national boundaries. When the football World Cup is on the whole world watches and listens. (University of Leicester)

This exhibit analyses the itinerary of this sport through the centuries, from spontaneous ball games to the tournaments leading to the awarding of the first World Cup in 1970.

Such development is interlaced with the social, cultural and technological environment, the economic and political situation and, unfortunately, wars and natural catastrophes.

1930 World Championship. Signatures of the Uruguayan team on a gala dinner menu on 30 July, the day of the first World Cup final.



1970 World Championship, Jules Rimet Cup, last act. The ticket of the final match Brazil Italy at Mexico City, on 21 June, the day of the last Jules Rimet World Cup final.



1 FROM LOCAL MATCHES TO A WORLD CUP (THE EARLY DEVELOPMENT OF INTERNATIONAL FOOTBALL)

- 1.1 BALL GAMES ARE PLAYED WORLD WIDE THROUGH THE CENTURIES
(The dawn of the football)
- 1.2 THE SPREAD OF THE GAME LEADS TO ASSOCIATIONS AND COMMON RULES
(The early organization of the game : definitive rules and roles)
- 1.3 FOOTBALL REACHES SOON AN INTERNATIONAL DIMENSION
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- 1.4 INTERNATIONAL FOOTBALL CONQUERS THE OLYMPIC GAMES
(Football Olympic tournaments 1908-1920)
- 1.5 THE OLYMPIC TOURNAMENT BECOMES DE FACTO A WORLD CHAMPIONSHIP
(The 1924 competition brings together teams from all continents)
- 1.6 FURTHER DEVELOPMENT OF INTERNATIONAL FOOTBALL REQUIRES FULL AUTHONOMY
(After the 1928 Olympic Games, the foundations of a new competition are laid)

2 THE FIRST STEPS OF THE WORLD CUP (JULES RIMET INVENTS THE CUP)

- 2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION
(Jules Rimet creates the World Cup)
- 2.2 BECAUSE OF ITS ACHIEVEMENTS, URUGUAY IS THE FIRST HOST OF THE EVENT
(Montevideo 1930: Commitment in organization, supremacy on the ground)
- 2.3 THE CUP IN ITALY, IN SPITE OF POLITICAL ISSUES AND TROUBLED RELATIONS
(Italy 1934: Once in Europe, local teams prevail)
- 2.4 THE SHADOW OF WAR ON THE SUCCESS OF THE CUP
(Paris 1938: Middle-European teams confirm their supremacy)
- 2.5 WWII STOPS THE CUP, NOT THE MATCHES
(1939-1949: a decade without the Cup)

3 A STAR IS BORN: BRAZIL (THE SLOW BUT RELENTLESS PATH TO THE CONQUEST OF THE CUP)

- 3.1 THE CUP RESTARTS FROM SOUTH AMERICA
(Brazil 1950: from a slow recovery to a shocking final)
- 3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE
(Switzerland 1954: The "Miracle of Bern" wipes out the golden team)
- 3.3 A GREAT TEAM STEALS THE SHOW
(Sweden 1958: the Brazilian team come on the scene, thanks to the young Pelé)

4 BRAZIL: O' CANECO E' NOSSO (THE CUP IS OURS) (THE DEFINITIVE CONQUEST OF THE WORLD CUP)

- 4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES
(Chile 1962: the Brazilian "futbol bailado" (dancing football) dominates again)
- 4.2 THE CUP LANDS IN THE CRADLE OF THE FOOTBALL
(England 1966: the English demonstrate they are the best)
- 4.3 THE JULES RIMET CUP FLIES TO RIO
(Mexico 1970: Brazil's third success marks the end of the fabulous story of the Jules Rimet World Cup)

1 FROM LOCAL MATCHES TO A WORLD CUP

1.1 BALL GAMES ARE PLAYED WORLD WIDE THROUGH THE CENTURIES

The first ball games date back to 3,500 years ago in the Mesoamerican region, among the populations of the Olmec.

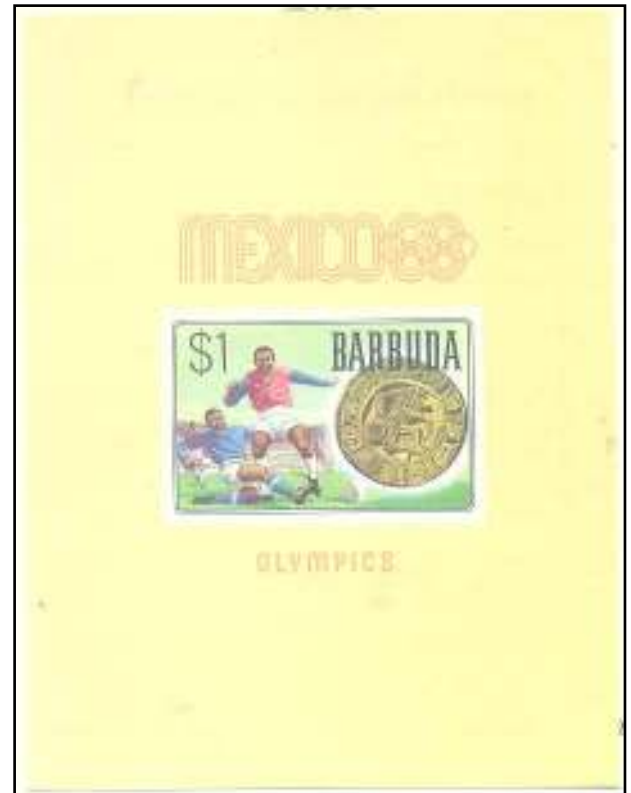


Similar games were practiced in the following centuries by the Maya (pok-ta-pok), in a large ball court like Chichen Itza one...

.....that were delimited by ballcourt markers.....



.....and by the **Aztecs** (**ullamaliztli**), also played in a ball court (**tlachtli**).



In China, Cuju (or **Tsu-Chu**), was practiced during the Han dynasty (300 BC).....

Cuju play in the left part of the 2004 cancellation for the Football Asian Cup.

.....whereas in Japan a similar game, **Kemari**, was played at the Japanese imperial court since about 600 AD.



In the 15th century another type of ball games developed in the South East countries: **sepak takraw**, literally kick-ball, started in Malacca and then spread throughout South East Asia where it is still played in the same ancient way.



1.1 BALL GAMES ARE PLAYED WORLD WIDE THROUGH THE CENTURIES

Homer's Odissey provides the first reference to ball games in Greece, describing Nausicaa and other girls playing. **Episkyros** became very popular with youth.



The poet Homer.



Two marble reliefs, both from the National Museum of Archeology in Athens; the first shows an athlete balancing a ball on his thigh; the second, "Ball-player Relief", depicts youths training with a ball.

The Romans imported the game in the territories of the Empire as **Harpastum**, in spite of the diverging opinions of aristocrats and men of learning. **Cicero** considered the game harmful to youth of the nobility, while **Horace** regarded it as a good exercise.

Marcus Tullius Cicero.



Quintus Horatio Flaccus, outstanding Latin poet (1st c. BC).



Pliny the Younger considered Harpastum "indecent" for women.



Plinius Caecilius Secundus (1st century BC).

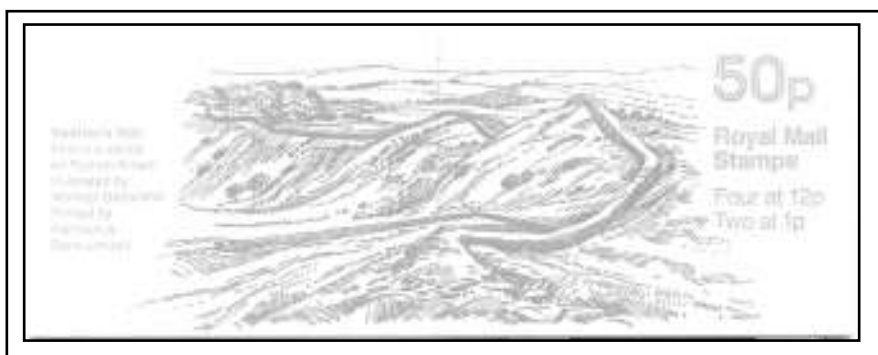


Women playing a kind of Harpastum, after the frescos in Piazza Armerina (Sicily)

Julius Caesar became aware of the game during the conquest of Gaul, but banned it because of the violent approach of the players. However, after the definitive Roman conquest, the game spread till **the borders of the Empire**, particularly in Britain.



Caius Julius Caesar.



Hadrian's Wall, marking the border of the Roman Empire in Britain.

1.1 BALL GAMES ARE PLAYED WORLD WIDE THROUGH THE CENTURIES

In Britain ball games continued to be practiced after the fall of Roman Empire. Layamon, a poet of the 12th century, wrote about the **King Arthur's legend**, presenting him also as a player of "balles wide...". The Norman conquest of Britain on 1066 gave also an impulse to the development of the game from the continent.



King Arthur.



Colour shifted.

The battle of Hastings (1066), starts the Norman conquest.

In Middle Age football involved the whole population of British villages, till it was banned by **King Edward II** at the beginning of the 14th century., because of only the noise "caused by hustling over large balls", but also the game was a distraction from practising archery, which was mandatory for every Englishman because archers were valuable in battle.



King Edward II.



Football in England in 14th century.

Although formally banned, the game gained new attention during the kingdom of **Henry VIII**, who ordered "a pair of leather football boots".



King Henry VIII (1509-1547). Colour shifted.

Queen Mary Stuart of Scotland, is said that "watched the game of football" during her reclusion into the **Carlisle Castle**. The prison guards played in the so called "Castle soceries", one of first football ground described in a book.



Carlisle castle.

Also some works of William Shakespeare, including "**King Lear**" relate about the game.



The King Lear (1606).

1.1 BALL GAMES ARE PLAYED WORLD WIDE THROUGH THE CENTURIES



In the meanwhile ball games spread through continental Europe. In Florence, Florentine football developed during the **Medici dynasty**, till Cosimo III, one of the last Medici to rule the Grand-Duchy, in the 18th century.



Letter signed by grand duke Cosimo III (photocopy)

Back of the letter from Cosimo III to Ferrara (1702), with the Medici waxing seal. Difficult to find the signature of the Granduke.

The game was played by young aristocrats, who transformed it into a highly formalized and considerably less violent pastime, played on bounded **rectangular spaces** in urban squares such as **Santa Croce**.



Santa Croce.

Florentine Football in 15th century.



1.1 BALL GAMES ARE PLAYED WORLD WIDE THROUGH THE CENTURIES

In northern France **Soule**, a rural folk ball game, developed already in the 13th century. It had no specific rules and involved an undefined number of people, like a village against another one, or married against unmarried people. It was played especially at Carnival time, on **Shrovetide** (Mardi Gras).

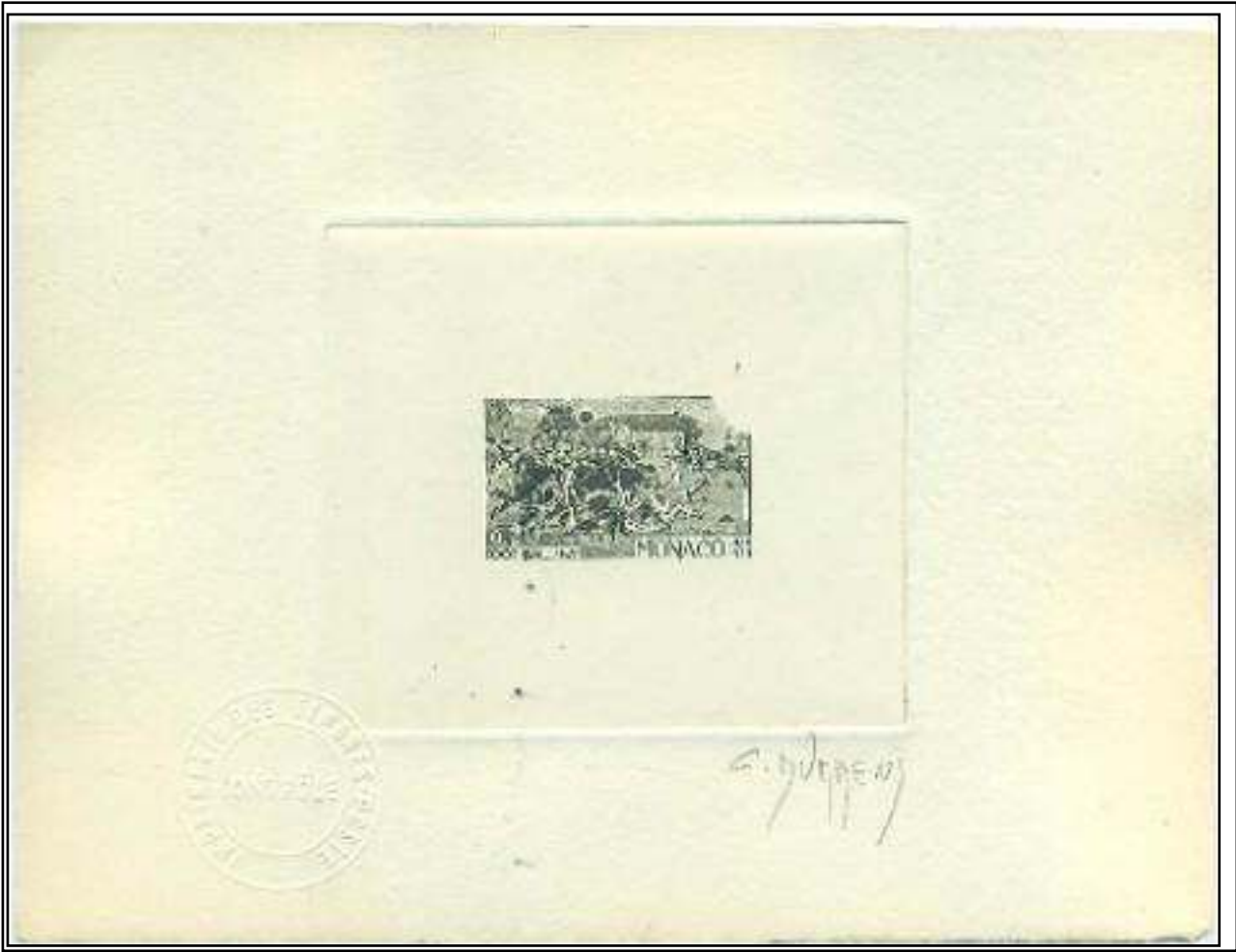


*Soule, France,
19th century*

Perforation shifted.



Shrovetide games spread in the whole Europe over three centuries, losing progressively their rural and violent character.



Football in Britain in 1827 played in a Military School, from a portrait of R. Cruiksank.

Artist proof signed by
the author C.
Dummens

By the 19th century the games conquered rapidly public schools and colleges, including **Eton College**. Lacking specific definitions, it was up to each community to establishe its own rules.



*Eton College, the first
school to write
football rules in the
world.*

Colour proof.



1.1 BALL GAMES ARE PLAYED WORLD WIDE THROUGH THE CENTURIES

In the same period, at the **Rugby School**.....

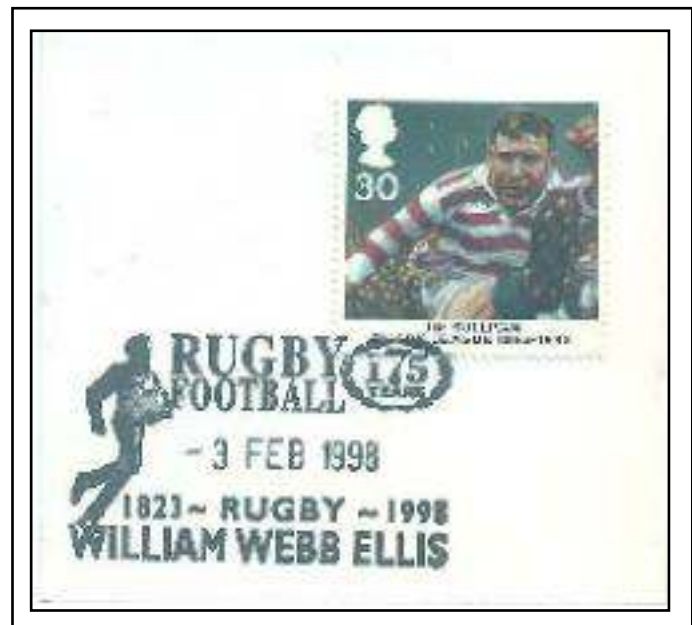


William Webb Ellis.

Strip of five colour essays.



..... **William Webb Ellis**, a pupil, is said to have, during a game, with a fine disregard for the rules of football as played in his time, taken the ball in his arms and run, thus creating the distinctive feature of the rugby game in 1823.



Rugby School football became popular throughout the United Kingdom in the 1850s and 1860s and conflicts with the football played at the other public schools and beloved by the working class. In 1871, 21 clubs founded the **Rugby Football Union**; England and Scotland played the very first official international rugby match.



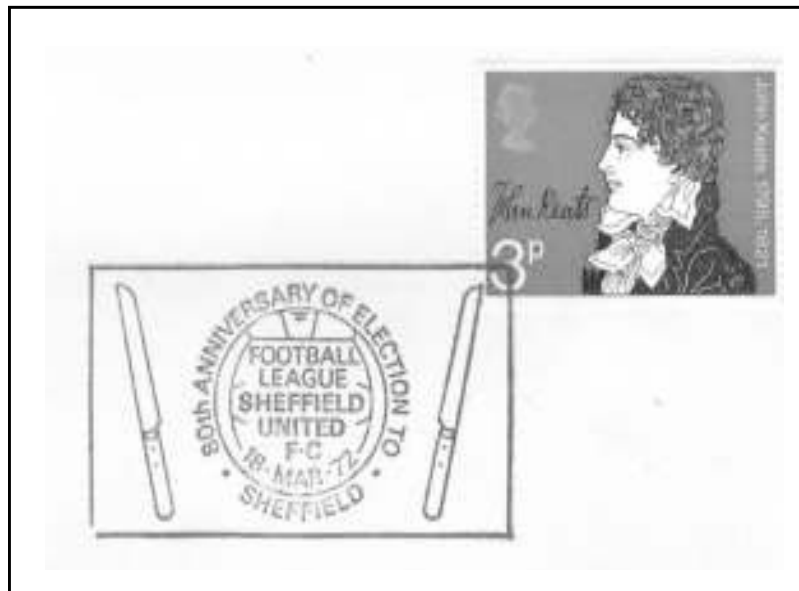
The birth of the Rugby Union in 1871.

Colour shifted.

1 FROM LOCAL MATCHES TO A WORLD CUP

1.2 THE SPREAD OF THE GAME LEADS TO ASSOCIATIONS AND COMMON RULES

The difference in the rules among colleges and universities became soon a major issue. Members of **Cambridge University** published a set of rules in 1848, which was widely adopted. Another set of rules, the Sheffield rules, closer to the Rugby ones, were used by a number of other clubs from the 1850s.



Cambridge's Trinity College.

In 1857 it was founded the **Sheffield FC**, the first football club of the world.

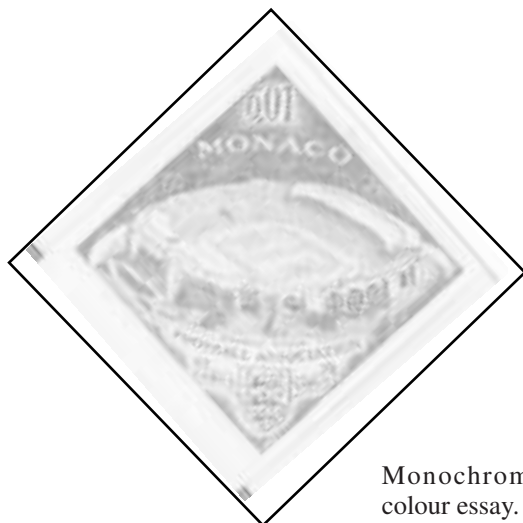


According to the Cambridge rules the ball may be touched only by feet.

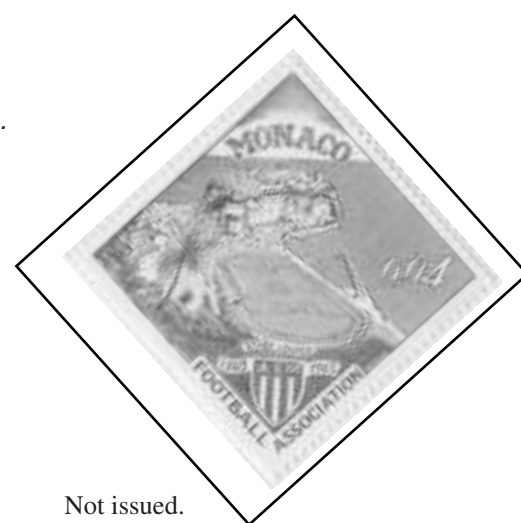
To resolve such issues, eleven London football clubs and schools met on 26 October 1863 and agreed on common rules. They founded the **Football Association**, the first organisation of football in the world. Its logo goes back to Richard the Lionheart (1189-1199), who introduced the three golden lions as a symbol of the English monarchy.



London, 26 October 1863, cover sent to Aden, via Southampton, with arrival postmark on back.



The logo of the Football Association.



1.2 THE SPREAD OF THE GAME LEADS TO ASSOCIATIONS AND COMMON RULES

After the establishment of the Football Association, national associations were founded in Scotland (1873), Wales (1876), and Ireland (1880). All together they create a permanent board in charge of the rules of the game, still slightly different in each nation. As a result, in 1886 the International Football Association Board promulgates the **17 final rules of football**.

The 17 final rules of football establish in England in 1886.



The four British Football Associations (block from the prestige booklet).

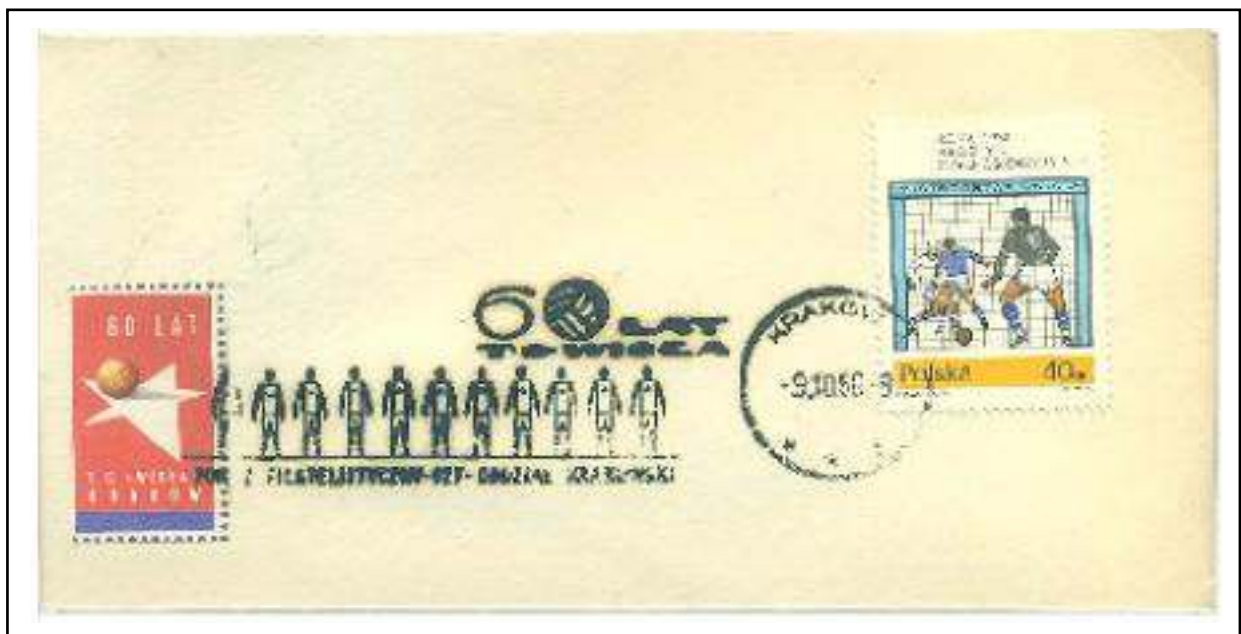


Size of ground, number of players and their equipment, balls, goal nets were defined in the last decades of the 19th century.

The size of football ground is about 100 m. by 60 m.



A football team consists of **11 players**. There is no established reason for such numbers, but it could derive from the 11 beds capacity of each room on Cambridge college.



1.2 THE SPREAD OF THE GAME LEADS TO ASSOCIATIONS AND COMMON RULES

The main components of the game are: the **ball**, a sphere of about seven pounds, which may be touched only with feet, the **shoes with bolts**, and the shirt of an unique colour for each team.



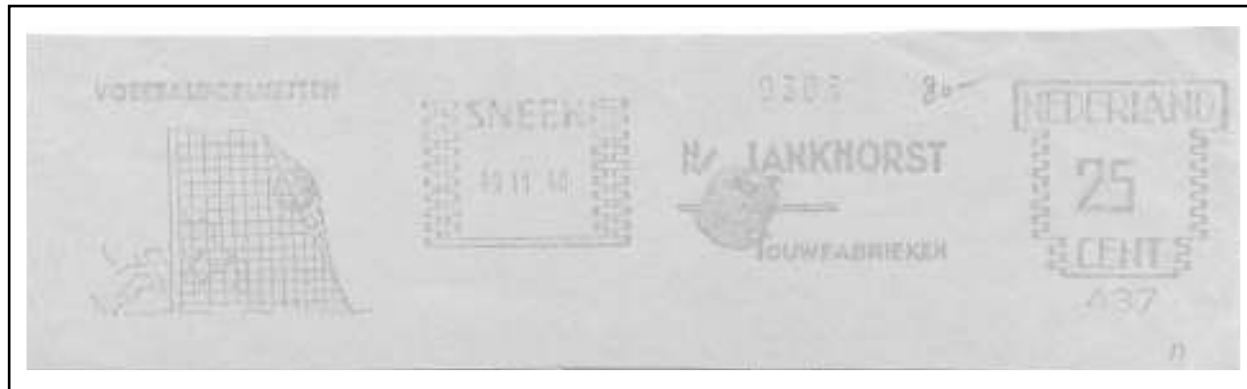
Black print proof



The **referee** was introduced in 1880, whereas the **duration** of the match, established in two times of 45 minutes each, goes back to 1866. The goal posts are then integrated with a net and a bar.



Perforation shifted.



One of the oldest advertising meters with a football subject, for the Jankhorst industries, one of the first manufacturers of net sets for the football goal posts.

In 1890 the definition of the game was close to that in place today.



The game in 1890, from a painting of W. Overrend.

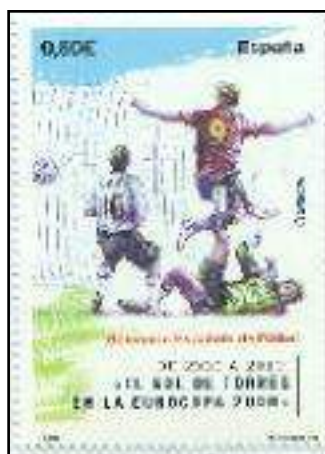
Artist proof signed by the engraver G. Durrens.

1.2 THE SPREAD OF THE GAME LEADS TO ASSOCIATIONS AND COMMON RULES

At the beginning of 1900, team coaches looked for the validity and effectiveness of their formation. The "Pyramidal" system (2-3-5) marked the difference between the goalkeeper, the defence zone with two fullbacks, a midfield with a central halfback, then named "stopper", and the right and left halfback; a forward line with two insides, two wingers and a centre forward.



Winger or outside left (11)



Centre forward (9)



Winger or outside right (7)



Inside left (10)



Inside right (8)



Left halfback (6)



Centre halfback (5)

Imperforate.



Right halfback (4)



Left fullback (3)



Goalkeeper (1)

Perforation shifted.

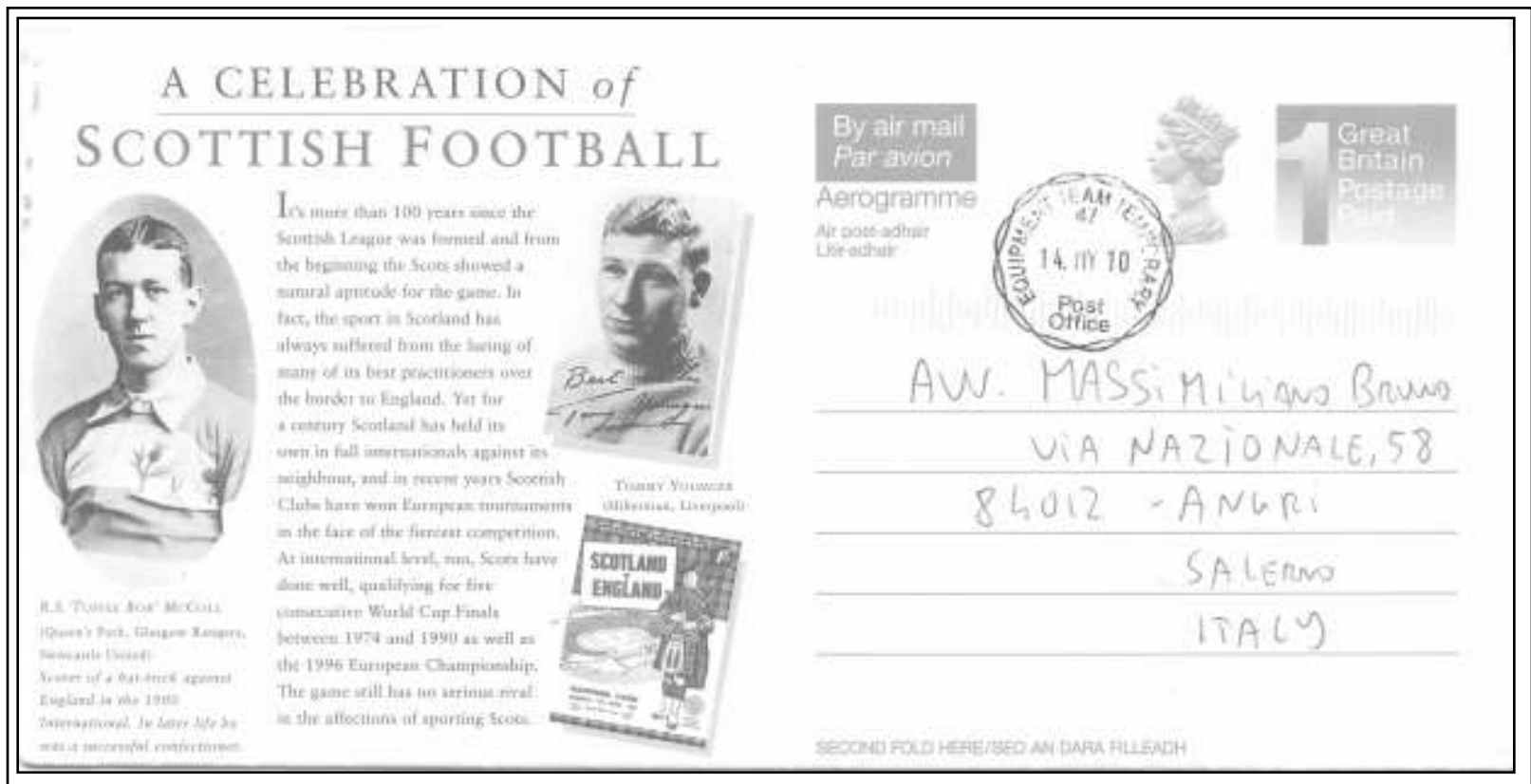


Right fullback (2)

1 FROM LOCAL MATCHES TO A WORLD CUP

1.3 FOOTBALL REACHES SOON AN INTERNATIONAL DIMENSION

The Football Association launched the first **F.A. Cup** in 1872, played by the club teams. British national teams started friendly matches against each other, the first involving England and Scotland at The Oval Stadium, Kennington, London in 1870. The first official international match was played by the same teams in Glasgow, in 1872.



The Scottish Football Association is the second oldest national football association in the world.



The 100th anniversary of first FA Cup Final.



The Oval, in Kennington, London, the first football ground in England.

Since 1914 the King attended the annual final match of FA Cup; George V is the first sovereign to present personally a trophy to the winners.



Imperforate pairs

Aktiebolaget Göteborgs Frimärks-Affär
(The Gothenburg Stamp Co., Ltd.)
Norra Hamngatan 2, Göteborg.

Assorted stock of all kinds of postage stamps at lowest prices.

Sorterad lager af alla sorters frimärken till billigaste priser.

Frimärks-Album ständigt i lager; billigare än (bokhandel). Alla hand till bröchen höjer anskaffas.

Briefmarken in grösster Auswahl including sten Preisen stets am Lager.

Söderbloms Flyttbara Kaminer
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Göteborg. D. F. Bonniers Boktryckeri, 1888.

In the following decades, thanks to British students, business men and workers, football spread throughout Europe, with the birth of teams that then created a national federation in the country, like in Sweden and Netherland (1889).



Verso.

Swedish postal stationery released (1887-8) by the "Göteborg Privata Lokalpost" (Gothenburg Private Local Mail) with rate (3 öre) within the city. One ad refers to a company dealing with football articles.

The complete initials is KNVB (Koninklijke Nederlandse Voetbalbond), but in this franking meter has been chiselled the Crown and it is not presente the K for Koninklijke (Royal).



N. V. B. is Netherland's Football Federation, one of the oldest European Associations (1889)

Football took off in Hungary at the end of 19th century and the national team, formed in 1901, played one of the first International matches in Europe, against Austria that had also a recently established federation.



Match Austria-Hungary 5-0, in 1902.

Hungarian Federation (Magyar Labdarúgó Szövetség), established in 1901.



1.3 FOOTBALL REACHES SOON AN INTERNATIONAL DIMENSION

Football developed rapidly in the Austro Hungarian empire and football items were available at specialized shops.



Austrian Private advertising stationery sent from Graz on 3 June 1908. This item, authorized by the Post, advertises football and other sport equipment thanks to a scene of the game, the first to appear on a stationery item. Very few recorded.

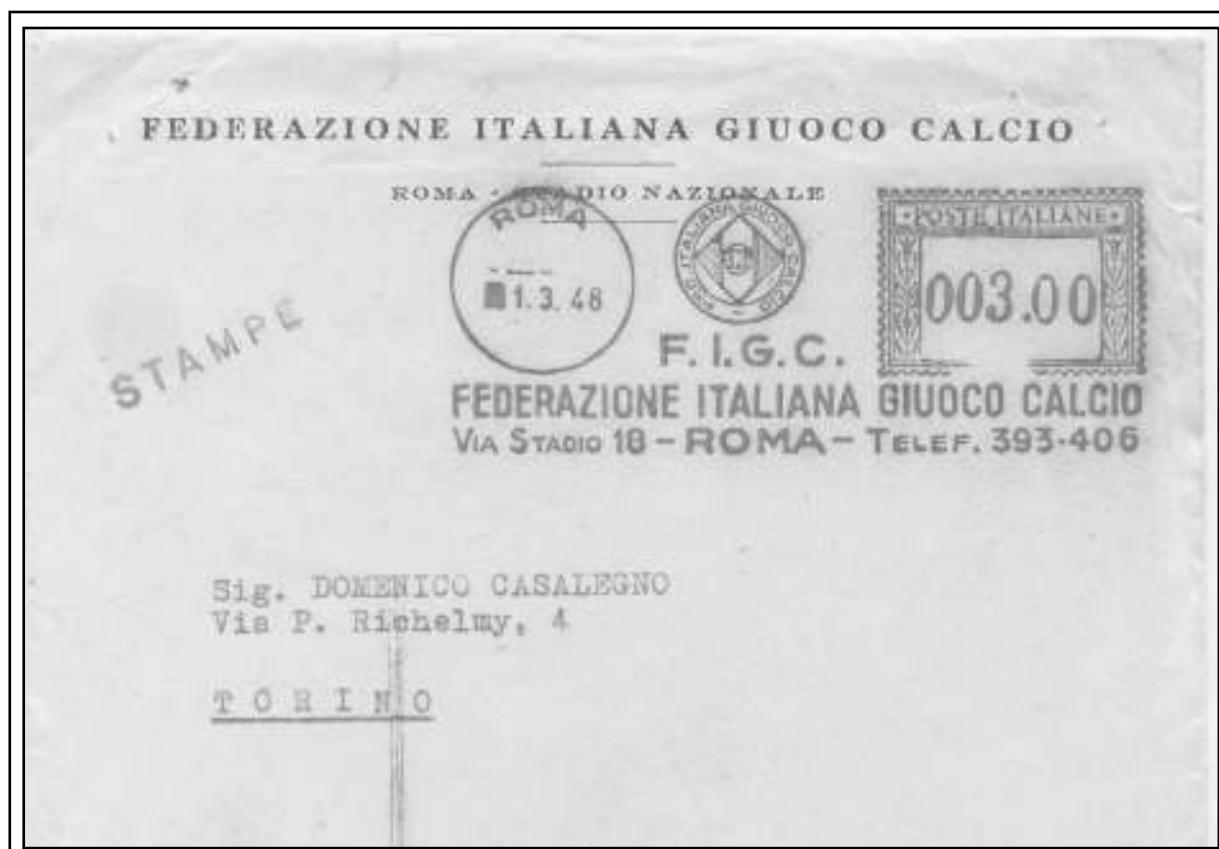


International matches involved other newly established federations: in 1908, Switzerland defeats Germany in Basel (5-3).

Back side.

1.3 FOOTBALL REACHES SOON AN INTERNATIONAL DIMENSION

In Southern Europe, federations were established at the beginning of the 20th century; among them, the Italian Football Federation (FIGC), based in Turin 19898., and recognized by FIFA in 1905



Franking meter of the Italian Football Federation (FIGC).

Football was introduced in South and Central America mainly by managers and workers of British companies, most being engaged in setting up railway networks. They created clubs where they practice their sports, including football.

National federations were established in Argentina (1893) and Uruguay (1900).



Argentinian AFA (1893).



Imperforate stamp.

British GNR Stirling G steam locomotive.



Imperforate block of four in gutter.

The first Argentinian railroad (Ferrocarriil Oeste) inaugurated in 1857, gave its name later to a famous Argentinian football team.



Uruguayan AUF (1900)



The Uruguayan team in the first match versus Argentina in 1903 (3-2)

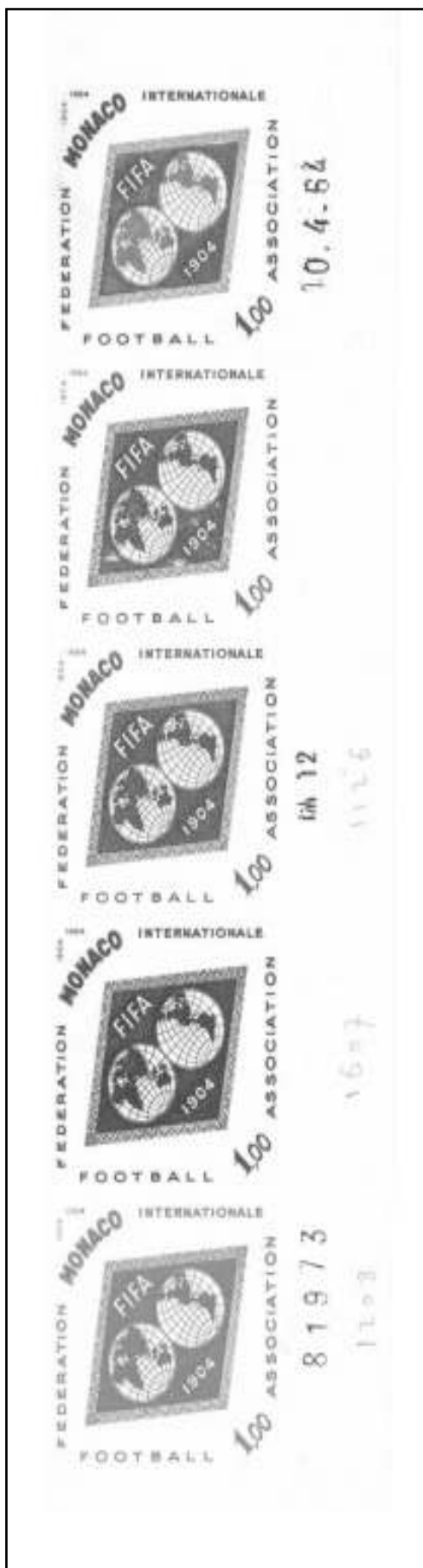
In Guatemala returning students who attended schools in England, imported football and started clubs in 1902.



Carlos Aguirre, father of Guatemala football association.

1.3 FOOTBALL REACHES SOON AN INTERNATIONAL DIMENSION

On 21 May 1904, in Paris, the representatives of Belgium, Denmark, France, Germany, the Netherlands, Sweden and Switzerland founded the Fédération Internationale de Football Association (FIFA). **Robert Guérin** (France) was the first FIFA president (1904-1906), followed by **Daniel Woolfall** (England) in charge till 1918.



Colour proof



Paris 21 May 1904, birthday of FIFA.



Anniversary of the FIFA foundation.



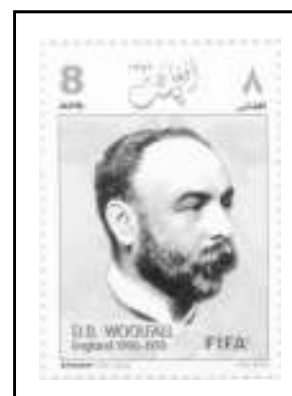
The FIFA founders that approved immediately its first regulations.



The first regulations approved by the founders on 1 September 1904.



Robert Guérin (France, 1904-1906)



Daniel Woolfall (England, 1906-1918)



Since 1932 FIFA has its headquarters in Zurich, Switzerland.

1 FROM LOCAL MATCHES TO A WORLD CUP

1.4 INTERNATIONAL FOOTBALL CONQUERS THE OLYMPIC GAMES

Football supposedly made an unofficial appearance in the frame of the first Olympic Games, held in Athens in 1896 after a decision of the International Olympic Committee, created by Baron **Pierre de Coubertin** in 1894.



Athens stadium Panathinaiki, venue of the main Olympic events.

The series issued by Haiti in 1939 is the first depicting the father of modern Olympic Games.



Commercial letter sent from Port Au Prince to Detroit with the complete set and additional stamp of 0.35 cent, for air mail rate of 2.30 gourde.

1.4 INTERNATIONAL FOOTBALL CONQUERS THE OLYMPIC GAMES

Football was included in the official Olympic program at the 4th edition of the Games in London (1908), held during the Franco-British Exhibition. Only five teams participate; Great Britain became the first Olympic football champion.



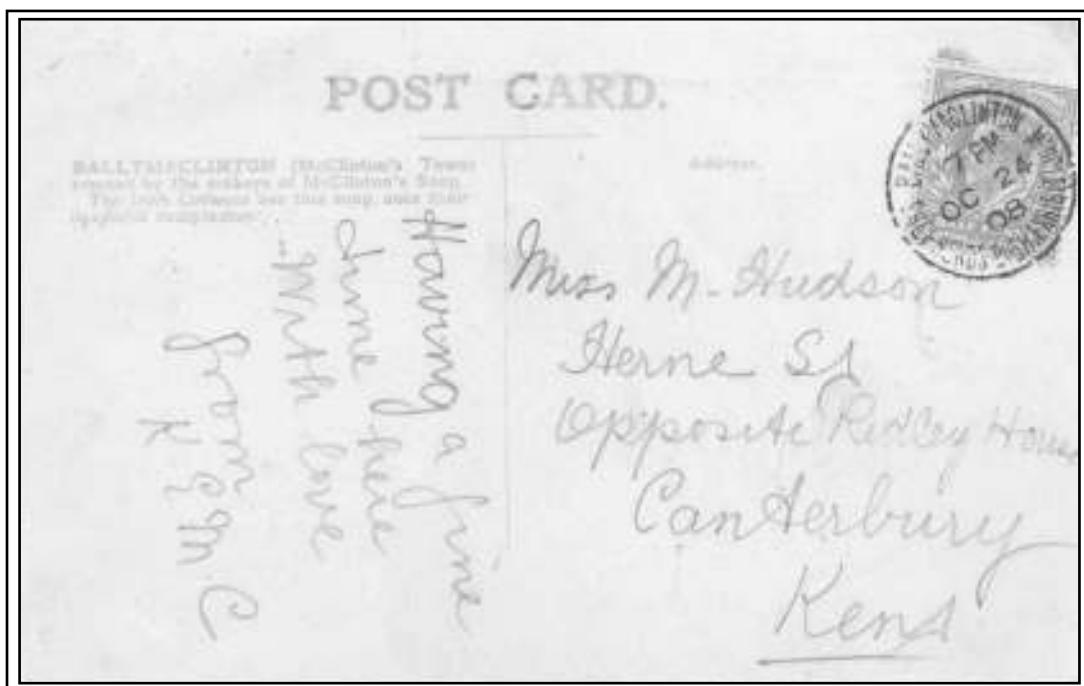
White City stadium, venue of all football matches played.

22 October, semi-finals Great Britain-Netherlands 4-0, and Denmark-France A 17-1.



Postmark of the Post office at the Franco-British Exhibition, on a postcard to Madeira, exact rate of 1 d. for foreign country.

24 October, final Great Britain-Danmark 2-0.



Postmark of the Post office at the BallymacClinton model village, inside the Franco-British Exhibition, with franking of internal rate of 1/2 d..

Eight teams qualify for the 1912 Olympic tournament in Stockholm; most of them, like Austria, Hungary and Italy, take part for the first time.

30 June 1912, Olympic stadium: quarter final match, Great Britain-Hungary 7-0



Mail posted at the letter box inside the Stadium, as shown by the letters LBR (Lad Brev) in the postmark used at the temporary post office outside the Stadium. The post card is in rate for inland mail (5 ore).

1.4 INTERNATIONAL FOOTBALL CONQUERS THE OLYMPIC GAMES

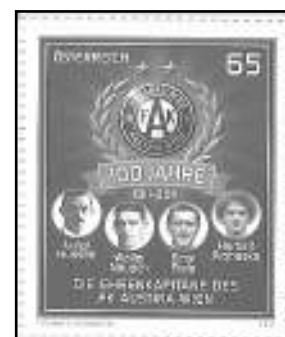
As in London, the final was played by Great Britain and Denmark.

2 July 1912, Olympic stadium: semifinal Denmark-Netherlands 4-1.

Mail posted at the Post Office inside the Stadium, during Olympic games. This postmark is extremely rare because only a small number of mails were posted into this office inside the Stadium, rather than the letter box outside the Stadium.



3 July 1912, Olympic Stadium, consolation rounds among the non finalists Austria-Italy 5-1.



Black print proof.

The forward Luigi Hussak, one of the first top scorer of the Austrian national team.

Postcard mailed for Austria, in correct rate for abroad 10 ore.

Endless propaganda cancellation, roller type, used since the end of April 1912 at the Post office Stockholm 1, in Swedish and English.

Great Britain won the gold medal with a team of amateur players, who never played for the English national team, except for the captain Viv Woodward.



4 July 1912, Olympic stadium: final Great Britain-Denmark 4-2.

1.4 INTERNATIONAL FOOTBALL CONQUERS THE OLYMPIC GAMES

The outbreak of the First World War had a tremendous impact, especially on continental Europe. Sport events were cancelled. Football, however, will be a protagonist of this cruel War, thanks to the Football Battalion, a special unity formed by professional footballers, formed inside the Middlesex regiments and the 8th Division of Royal British Army.

Field Service post card sent from a soldier of the Royal British 8th Division in the Somme Area to a French interpreter with double censorship.



The **ball**, a symbol for the Football Battalion, was kicked ahead by the soldiers-players, at the beginning of the charge, like a match. The **Leyton Orient** footballers were the first professional players to form the Football battalion.



The French Army too, and specially its chief Petain, is convinced to use this tactics to spur the troops.



Imperforated.



During the conflict the Japanese troops capture about 5000 German soldiers in China's Shandong Province and send them to camps in Kurume and other locations in Japan. Prisoners hold a sports week in 1917, to combat the boredom, and are encouraged to practice sports including football.



Copy of the back side.

Postage free Prisoners-of-War mail from a German soldier in Kurume to a colleague in Bando, Japan. Pictures relating camp activities are allowed to be printed on the back. The cards are censored (handstamped with a violet censor mark) before being sent on the Red Cross at Mijo. Uncommon.

1.4 INTERNATIONAL FOOTBALL CONQUERS THE OLYMPIC GAMES

At the War end, developed the contact among all the European football teams, thanks to its influence through the soldiers of almost all the Nations participating. The 1920 Olympics were assigned to Antwerp, to honour the suffering inflicted on the Belgian people during the war.

On 28 August the first matches of the football tournament take place, and in Antwerp the British team Olympic Champions is defeated from Norway 3-1.

Special postmark "Antwerp VIII Olympiade", used the first day of the matches. The post card is over franked with the stamps of the Olympic serie, plus the 10 cent. stamp (rate for abroad shipping).

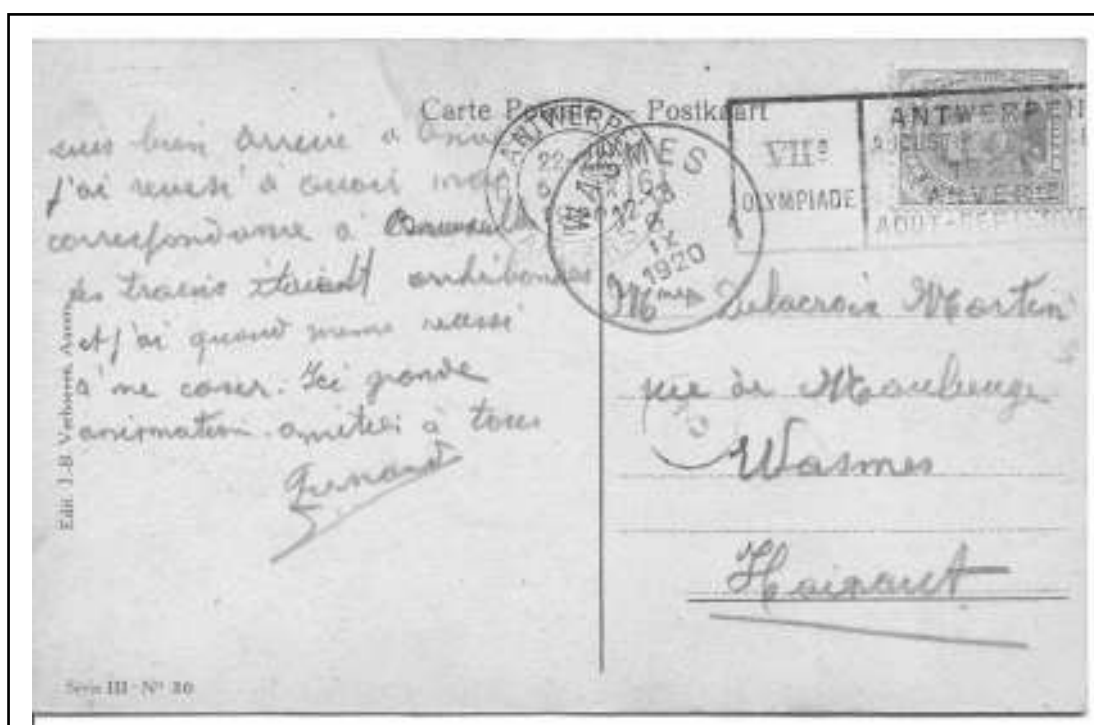


Belgium and Czechoslovakia competed in the final in Antwerp. The local team wins 2-0, but in the second half, the Czech team refused to play, for alleged referee mistakes, and loose the match and silver medal, won by Spain, winner of the consolation tournament.

2 September 1920, Antwerp, day of the final not finished.

Slogan cancellations used both at the Post office Antwerpen/Anvers 6.

5 September second place final Spain-Netherlands 3-1; Rafael Moreno Aranzadi, aka **Pichichi** (Little Duck), Spanish top scorer and man of the match.



Post office Antwerpen/Anvers 6, exact rate for post card sent inland (10 cent., the same rate for abroad).

1 FROM LOCAL MATCHES TO A WORLD CUP

1.5 THE OLYMPIC TOURNAMENT BECOMES DE FACTO A WORLD CHAMPIONSHIP

At the 1924 Olympic Games in Paris, the football tournament acquired a worldwide relevance as 22 national teams from around the globe compete for the gold medal.



Unissued stamp of the VIII Olympiad depicting the Coliseum of Nimes.



The Stade Olimpique de Colombes is the main stadium of the olympic tournament.

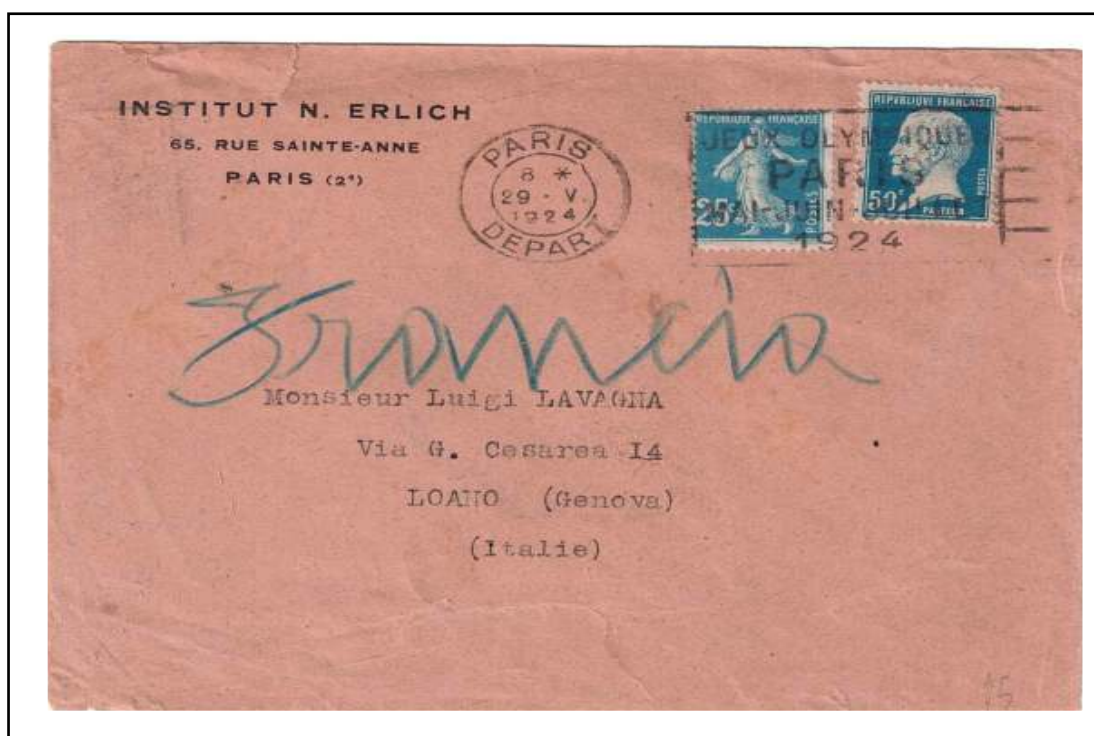
Hand stamp of the Olympic Stadium Post office used on the opening day of the games.

Surprisingly Uruguay reached the final, after a triumphal path become in Paris with the first match won 3-0 over USA.

Colombes Stadiu, venue of the main matches.



Imperforate stamp of 10 cent.. A very rare variety for this stamp



Mechanical cancellation – Paris depart-; letter sent to Italy in correct rate of 75 c. for international mail.

29 May 1924: Paris, first round match Uruguay–USA.

1.5 THE OLYMPIC TOURNAMENT BECOMES DE FACTO A WORLD CHAMPIONSHIP

The Colombes stadium hosted the final between Uruguay and Switzerland. The “Celestes” won 3-0 and the gold medal goes to Montevideo.



9 June 1924,
Paris, Stade
Olympique
Colombes:
final Uruguay-
Switzerland.

Special cancel of the Olympic stadium in Colombes, and complementary linear handstamp. The time on the stamp indicates 18.15 hrs., just after the end of the final! This is one of the few pieces known that presents all these elements together. Letter for inland overfranked with 1,15 Fr., while the correct rate is 25 cent..



Uruguay won thanks to the technical resources of each player; among them the scorer **Pedro Petrone**.....



.....and midfielder **Andrade**, first coloured football player to win a gold medal.

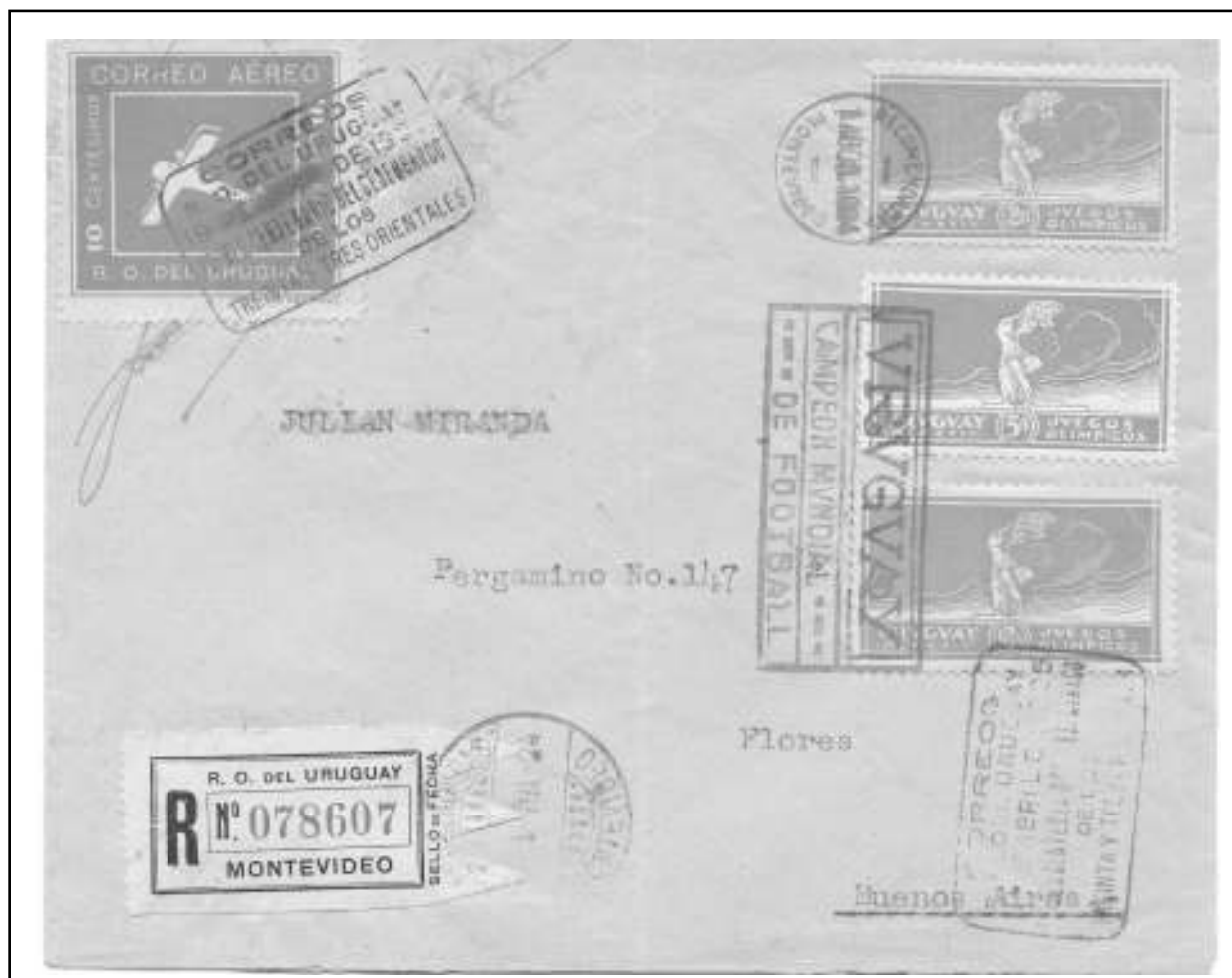
The **Uruguayan national team**, Olympic champion in 1924.



Uruguayan newspapers acclaim the victory of the national team.

1.5 THE OLYMPIC TOURNAMENT BECOMES DE FACTO A WORLD CHAMPIONSHIP

The Olympic victory created a great sensation at home, and the Uruguayan Post joins in with a stamp issue and a cancellation celebrating "Uruguay Campeón Mundial de Fútbol" (World Football Champion).



Registered letter with the celebrative series and the special cancellation. Not easy to find on an air mail letter. Overfranked with 29 cent.; the correct rate is 16 cent. for an air mail registered letter to Argentina.

In Uruguay, the enthusiasm for the achievement was overwhelming, as the Olympic triumph confirms follows the recent victory in the South-American championship.

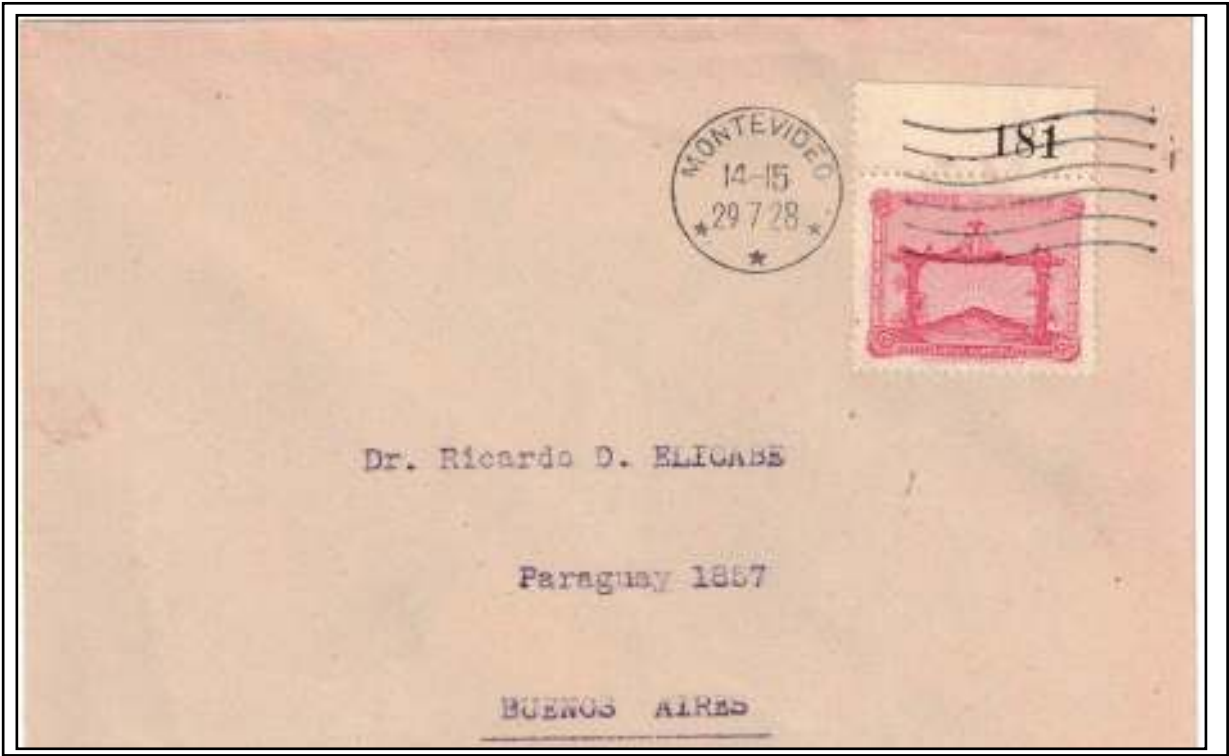


29 July 1924, first day of issue. Celebrative cancellation used for registered letters ("Recomendadas"). Also here the letter is overfranked with 12 cent. commemorative Olympic stamp, while the rate is 10 cent., both for inland and Argentina.

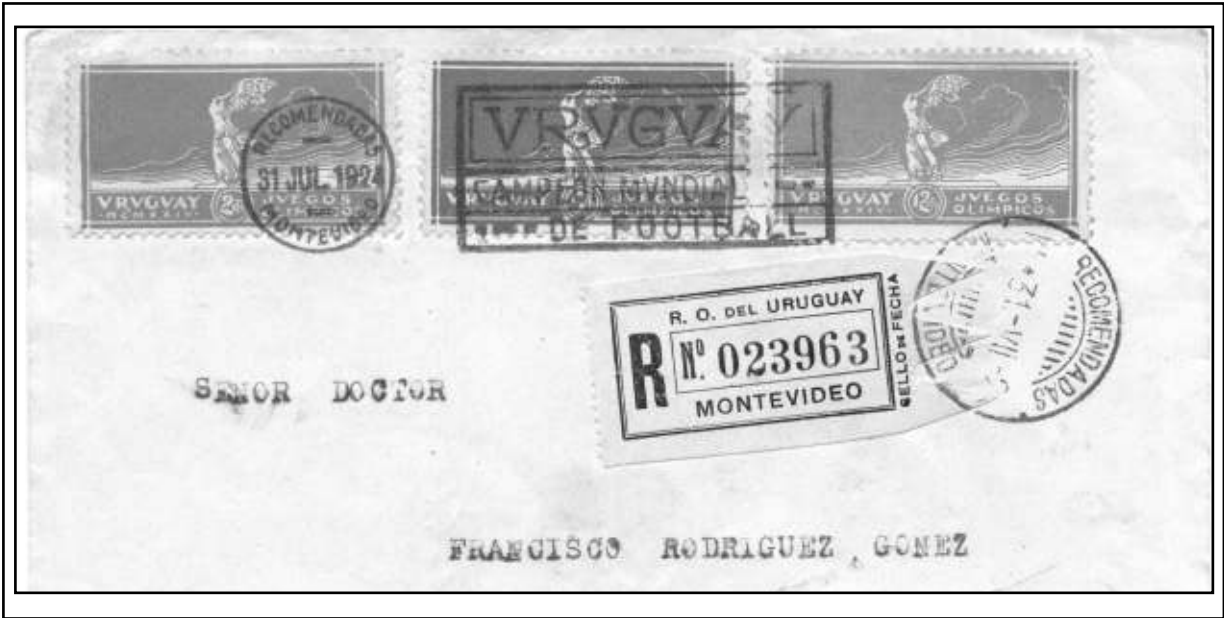
1.5 THE OLYMPIC TOURNAMENT BECOMES DE FACTO A WORLD CHAMPIONSHIP

All this enthusiasm was reflected on anything that involved the football in Uruguay, including on the successful sale of the philatelic issue.

Montevideo machine cancel, reverse with postman's numeral on a letter in rate for Argentina with the Olympic stamp of 5 cent.. This is one of the first example of machine cancel, introduced in Uruguay right in 1928.



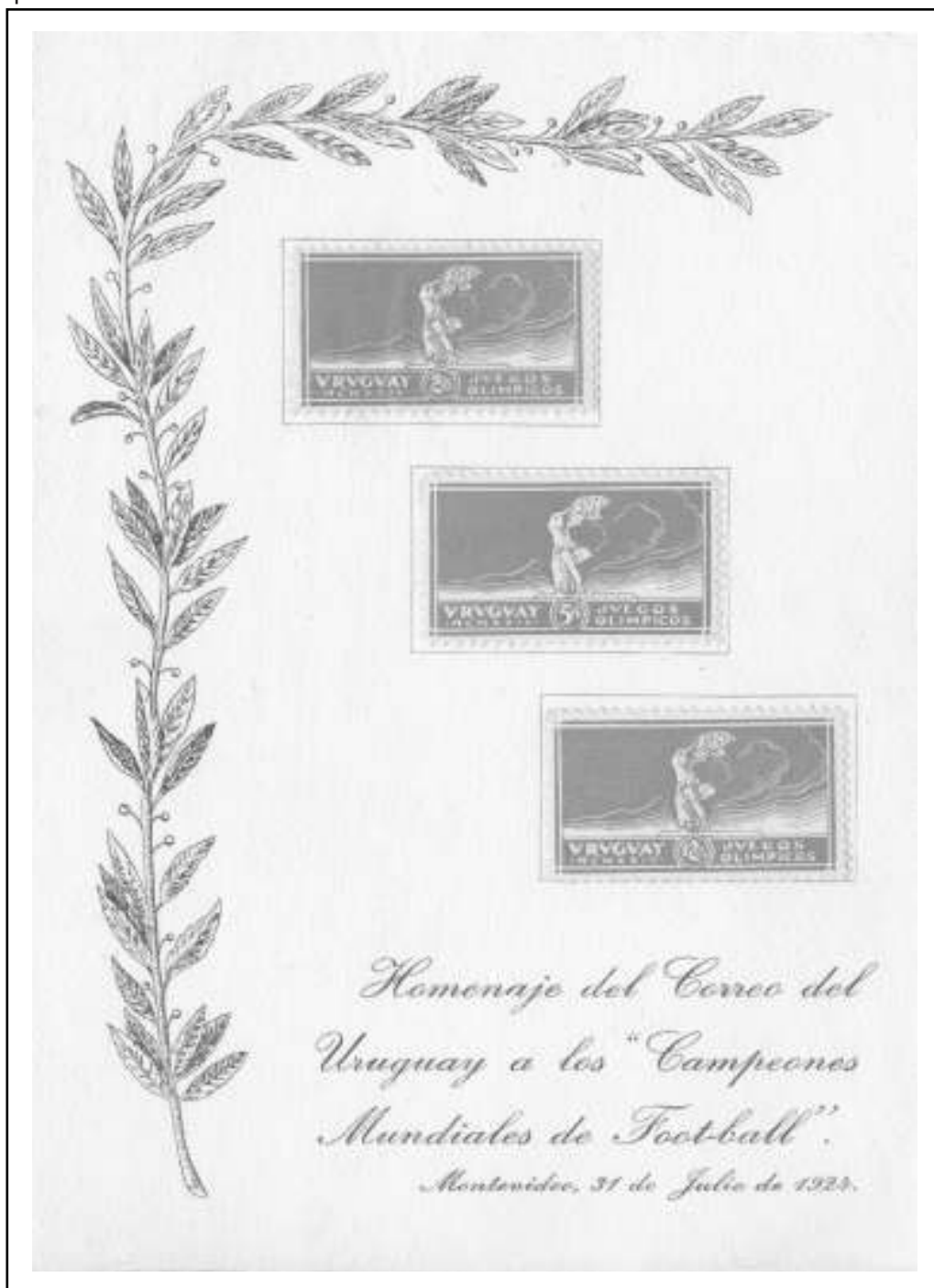
After a first printing of 15.000 sets, further 20.000 series are released on 31 July, printed in slightly different colours.



Variety "broken clouds".

Montevideo, 2 August 1924, last day of usage of the cancellation.

At their return home, for the gold medallists began a long period of celebrations. The "Heroes of Paris" were presented honours, decorations, medals and a folder with the commemorative stamps of the victory printed in a limited edition on a different (yellow) paper.



Out of the 500 set of the limited edition, only a very few remain loose.



Block of four, 5 cent. stamp printed on yellow paper missing vertical perforation. According to "Post, Philately and Olympic", published by the IOC, there is **only one known**.

1 FROM LOCAL MATCHES TO A WORLD CUP

1.6 FURTHER DEVELOPMENT OF INTERNATIONAL FOOTBALL REQUIRES FULL AUTHONOMY

The Football Association, who represented the four British teams, boycotted the Paris tournament because of the conflict with FIFA concerning the professional status of players, who paid for their performances and also their transfer from team to team is subject to payment. The London Corinthians FC is the champion the ideals of and its principles inspires the more famous Brazilian team of the same name.



The top scorer Dixie Dean, moved from Tranmere to Everton for £ 3.000 in 1925.



Corinthians, the oldest Brazilian football team.



The professional status spread in all the countries, but was not accepted by the IOC, The IOC Prague Congress in 1925 confirms that the amateur status is mandatory for all participants to the Olympic Games.

Postal Stationery uprated with IOC Olympic Congress issue, and the special postmark of the Congress.

In view of the 1928 Olympic Games FIFA reaches a compromise with IOC and it was harged with the organisation of the Olympic football tournament, which iwa considered a real world championship, with 17 teams from Europe, South and North America and Africa.



Postal Card of the Huygens Bookstore of The Hague, authorized to use existing postal cards for the benefit of the Olympic Fund.

1.6 FURTHER DEVELOPMENT OF INTERNATIONAL FOOTBALL REQUIRES FULL AUTHONOMY

The economic situation did not allow some teams to participate to as many events as they would. The Portuguese Olympic team, about two thirds of which being footballers, was financed also through the issue of a stamp used compulsory, in addition to the regular franking, from 22 to 24 May 1928. This stamp is the first one to show the 5 rings of the Olympic emblem. An additional surcharge due stamp was issued for charging those letters that do not present such compulsory stamp.



30 cent. stamp use as stamp tax for mail without the supplementary 15 cent.

Lisbonne, 23 may 1928, first day of the only three days use of the stamp issued to finance Olympic Portugal Committee. Only a few pieces known.

The semi-finalists were Argentina, Uruguay, Italy, and Egypt, the first non-American or European team to be among the best four ones of the world. The two South American Teams win the games and they will end up another time into the decisive match.

7 June 1928,
Amsterdam: semifinal
Uruguay-Italy 3-2.



Mechanical cancellation used at the Amsterdam Central Station Post office on Service mail of the Dutch Department of War.

On 10 June 1928, Uruguay and Argentina played for the Olympic title. 90 minutes were not sufficient to award the gold medal (1-1); a replay was necessary.



10 June 1928, Amsterdam Olympic stadium, day of the first final.

Official letter of the Dutch Olympic Committee with the Olympic stamps and the special pentagonal postmark used at the Olympic stadium. The headed paper is designed by Jan Wils, the architect of the Olympic stadium. Handwritten registration label. Very few recorded.

This registered letter is overfranked with 74 cent.; the correct rate is 22 1/2 cent, (7 and 1/2 for letter plus 15 cent. for registered).

1.6 FURTHER DEVELOPMENT OF INTERNATIONAL FOOTBALL REQUIRES FULL AUTHONOMY

In the replay match, Uruguay triumphs for the second time, defeating Argentina (2-1), with a goal of Scarone in the final minutes of the match.



Handwritten registration label.

13 June 1928, day of the final. Registered letter franked with the 8 values of the Olympic issue.



The Olympic stadium of Amsterdam, venue of the final match.

Protagonists of the Olympic triumph.



Gestido, the midfielder brain



Scarone, the leader



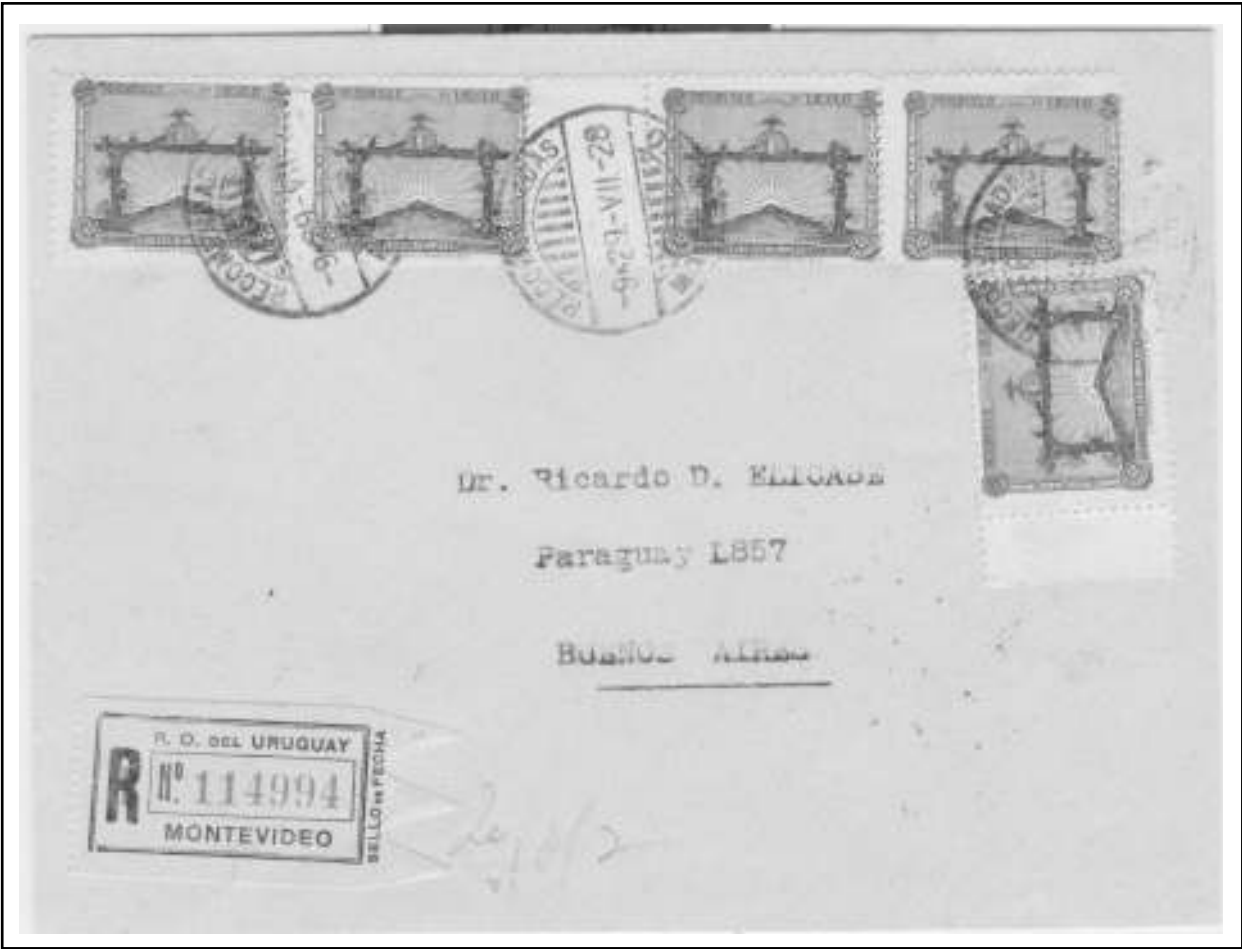
Mazali, the twice winner goalkeeper.

1.6 FURTHER DEVELOPMENT OF INTERNATIONAL FOOTBALL REQUIRES FULL AUTHONOMY

As in 1924, the result motivated the Uruguayan Post to celebrate the achievement with a stamps issue.



Registered letter outbound, from Montevideo to Canada, delivered twice because a wrong address. The franking of 15 cent. is less than 1 cent. compared to the regular rate of 16 cent. required.



29 July 1928, the first day of issue of the serie; here the 2 centesimos stamp combined for an abroad registered letter, in perfect rate of 10 cent. for registered letter for Argentina (that is the same rate for inland letter).

1.6 FURTHER DEVELOPMENT OF INTERNATIONAL FOOTBALL REQUIRES FULL AUTHONOMY

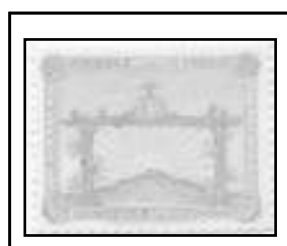
This success of the Uruguayan players was celebrated even with more enthusiasm than in 1924: they received honours reserved to the greatest men of the country.



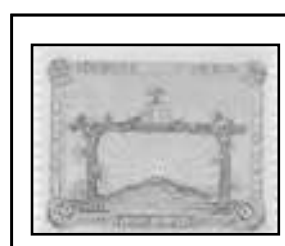
Commemorative folder of the success in Amsterdam, presented to the Olympic team members, the Authorities, and the Officers of the Football Association.



Plate shift.



Colour errors.



Perforation 11 1/2, (instead of 11).

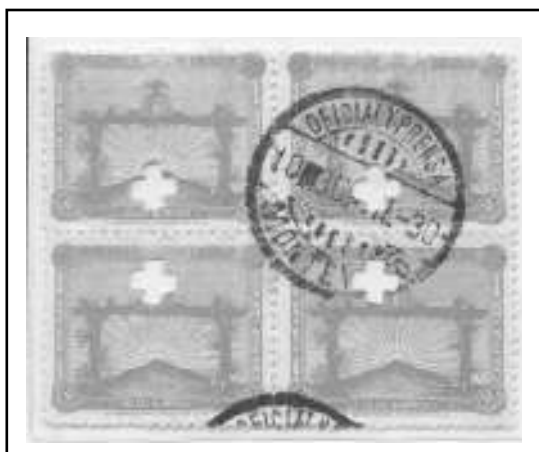
1.6 FURTHER DEVELOPMENT OF INTERNATIONAL FOOTBALL REQUIRES FULL AUTHONOMY

Once again, the Olympic title was associated to the World Champions one. FIFA became aware that times are ripe for a dedicated event.

Shifted
perforation on
first stamp.

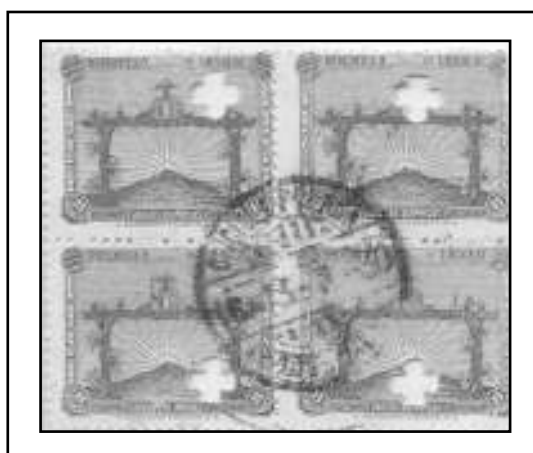
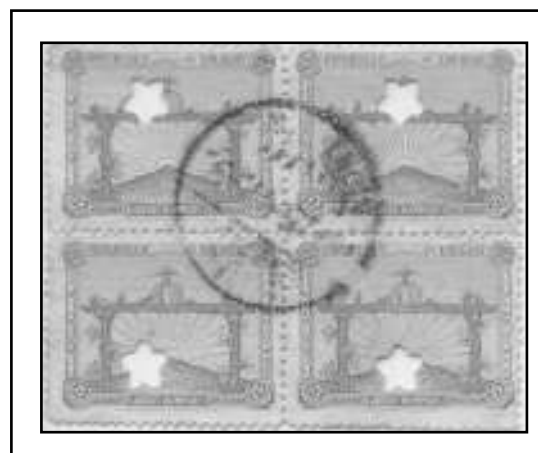


The celebrative issue, printed in a by far larger quantity (100,000 series), does not have the success of other one of 1924. Many unsold stamps are used by government departments for their official mail.



To differentiate such stamps, they are
punched with either a cross.....

..... or a star.



2 THE FIRST STEPS OF THE WORLD CUP

2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION

The success of football at the Olympic Games showed the wide acceptance of the game, especially in Europe. In parallel, the number of international events involving national and club teams grows significantly.



Endless cancellation for the match Hungary-Belgium, on a cover franked with the 1925 Hungarian issue presenting for the very first time a stamp devoted to football.

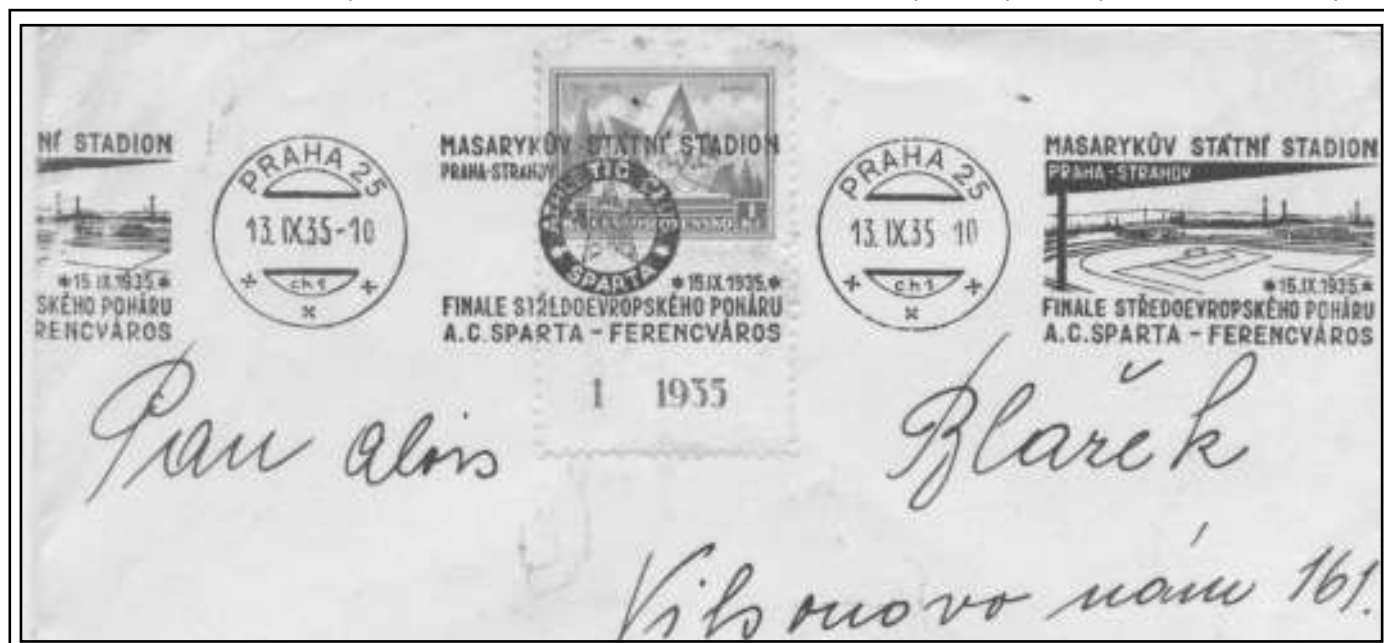


The back of the stamps has the wording "100 % surcharge for sports associations".



Variety: imperforation.

In Central Europe, since 1927 winners of the national championships competed for the Mitropa Cup.



Continuous cancellation Prague 25, used before the 1935 final A.C. Sparta - Ferencvaros and depicting the ground of the Masaryk stadium.

2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION

The International Cup was a competition established in 1927 for national teams of Central Europe. The first edition (1927-1930) was won by Italy, and received the Cup offered by Czech Prime Minister Anton Svehla, from which the cup takes its name.

Czech postal card (1927) depicting T.G. Masaryk, President of the Republic, and Prime Minister Antonin Svehla.

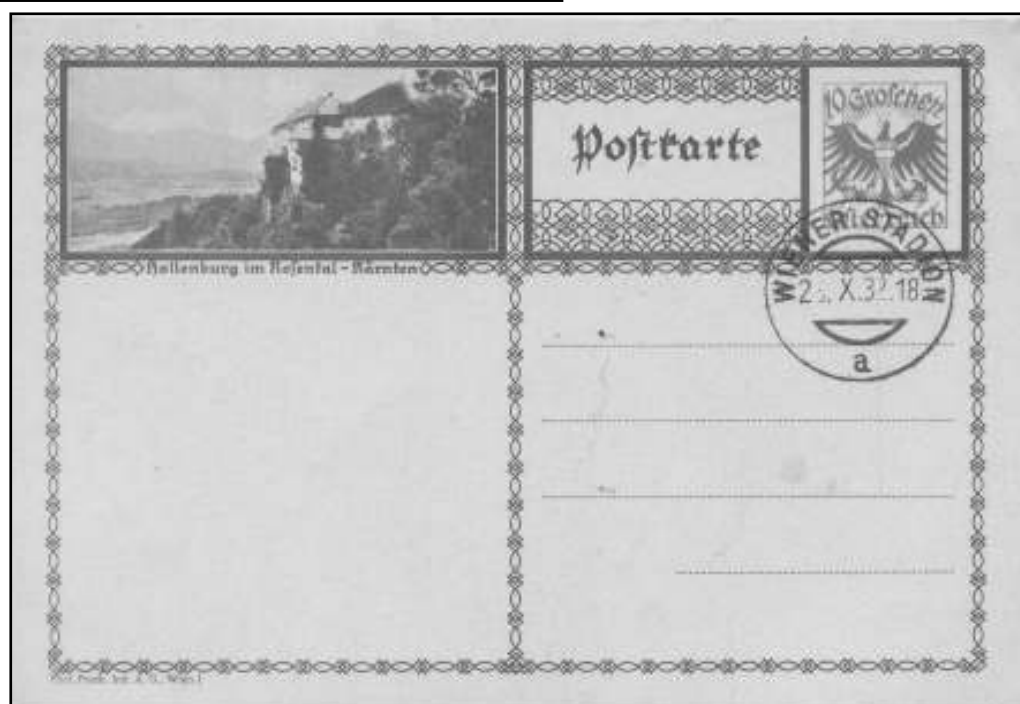


Air mail letter to Berlin dated 13 September 1931, inauguration day of Wiener Stadion, home of the Austrian national team that defeats Germany 5-0. In rate or abroad (20 Gr). Very uncommon item.



Raffaele Costantino, the Italian forward who scored one of the five goals in the decisive match for winning the Cup (Hungary-Italy 0-5).

On 26 October 1932, in Wiener Stadium, Austria won the second edition of the Cup, defeating Switzerland 3-1.

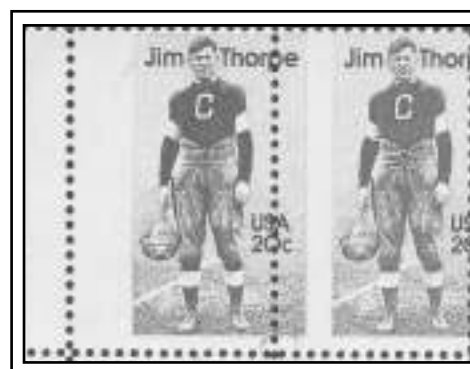


2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION

The increased activities required greater engagement of the players and in some countries they were compensated for the 'broken time' they have to devote to their teams. The International Olympic Committee continued to promote amateurism, as shown by the demotion of Jim Thorpe after it was found out that he played semi-professional baseball before competing in the 1912 Games.



Jim Thorpe, Olympic champion in both Pentathlon and Decathlon in 1912, then a professional American football player.



The four national **Football Associations** and the Italian **Lega Nazionale Professionisti**, formed in 1926, introduced professionalism, modifying the original amateur status of players.



Monochromatic colour essay.



The 1928 Olympic football tournament takes place two months before the Opening ceremony of the Games. The FIFA Congress met in Amsterdam and on 26 May 1928 decided to have a dedicated FIFA tournament in 1930, open to all its members. Italy, Sweden, the Netherlands, Spain and Uruguay were the candidates for hosting the event.



Amsterdam, 26 May 1928, main day of the FIFA Congress.

2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION

At the following FIFA Congress, held in Barcelona during the World Fair, FIFA President **Jules Rimet**, and French federation secretary **Henry Delaunay** presented a project for a world tournament for nations, with a cup as prize for the winner. Uruguay became the first host country of the Cup, as the other candidates withdraw their offer.



1929 World Fair in Barcelona Imperforated block of four.



The City hall of Barcelona venue of the FIFA Congress. Imperforate block of four with shifted print.



Henry Delaunay, first promoter of the European Cup.

The golden cup, made in France by sculptor Abel Lafleur, depicted a winged victory. Hence, it is first called "Victory", but later became simply as the "World Cup" or "Coupe du Monde".



Jules Rimet in his last years, and his Cup.

2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION

The importance of the World Cup increased after that FIFA fails to reach a compromise with the International Olympic Committee on the amateur status of footballers. The latter decided, at its **Congress in Berlin (1930)** not to include football in the program of the 1932 Olympic Games.



“Association football” is not popular in the United States; hence the organizers set up a demonstration of **American football** involving players from leading East Coast and West Coast university teams.



Los Angeles 13 August 1932, last day of games.

Cover sent from Los Angeles, in town, franked with the set issued for the 10th Olympiad. Special cachet of the Olympic Village. Overfranking of 8 cent., instead of the correct rate of 3 cents, for inland letter.

The American Football, the most loved sport in USA.



2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION



Several European countries did not accept the invitation of Uruguay. Germany was still suffering the consequences of the inflation. But the main reasons of the economic crisis was mostly due to the Great Depression following Wall Street's crash in October 1929.



The Wall Street Crash.

Postal card used during the Second inflation period (1928), sent to Munchen, franked with rate of 400 marks.

At the same time, in the Soviet Union competitive sports were renounced as signs of the capitalism. In 1920, the 2nd World Congress of the Comintern gathers delegated from all the world. **Nikolai Podvoisky** proposed to coordinate the physical training of youth. As a result, the Red Sport International (RSI) is established in July 1921. It represented a potential ideological counterweight to the "bourgeois" International Olympic Committee.



"Celebrations in the Urizkij-Square in honor of the Comintern in July 1920", painting by Boris Kustodijew.



N. Podvoisky, father of Spartakiads.



Red Star International Athletes



In 1928, the first Summer Spartakiad was held in Moscow: this multi-sports event for "labourers" intends to be an alternative to the simultaneous Olympic Games in Amsterdam. The football tournament involved Russian and foreign national teams: the winner was the Moscow team. Football is not included in the following two Spartakiads, in 1931 and 1937.

This USSR stamp is known normally loose, either mint or cancelled. Few are known on cover, probably because the event did not take place (hence no souvenir covers were created) and the printed quantity was just 200.000 items.

2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION



Most national Balkan teams preferred to play the Balkan Cup, a yearly regional tournament, started in 1929.

Registered letter via air mail sent to Germany with the complete series of Balkan Games 1931. The air mail postal service was introduced in Bulgaria from 1927 with CIDNA airline service (now Air France).

Sofia, 2 October 1931, match Turkey-Yugoslavia 2-0.

Bulgaria hosted the edition of 1931 and 1935; the first, won by them, and the second won by Yugoslavia.



Yugoslavia participated to the 1930 World Cup as United Kingdom of Serbia, Croatia and Slovenia, but the best Croatian players, refused to play caused the relocation of headquarters of the Yugoslavian Football Association, from Zagreb to Belgrade.



Sofia, 20 June 1935, special postmark of the Balkan Cup and matching day Bulgaria-Romania 4-0.

The last stamp devoted to the Yugoslavian football issued in 1992, before the end of the Republic of Yugoslavia.

2.1 THE GLOBAL ECONOMIC AND POLITICAL CRISIS DOES NOT STOP THE IMPLEMENTATION

Only Yugoslavia and Romania decided to travel to Uruguay. King Carol II of Romania sustained personally the participation and deals with the players' employers to ensure they the will have their jobs when returning home.



Carol II supports Romanian sports, under the Union of Romanian Sports Federations, that in 1937 celebrates its 25th anniversary.

So, in spite of the great efforts of Rimet, only four European teams - France, Belgium and Romania joined him on the Conte Verde liner bound for Buenos Aires; Yugoslavia will arrive later with another ship.



The Conte Verde ocean liner was property of the LLOYD Sabaudo shipping Company.

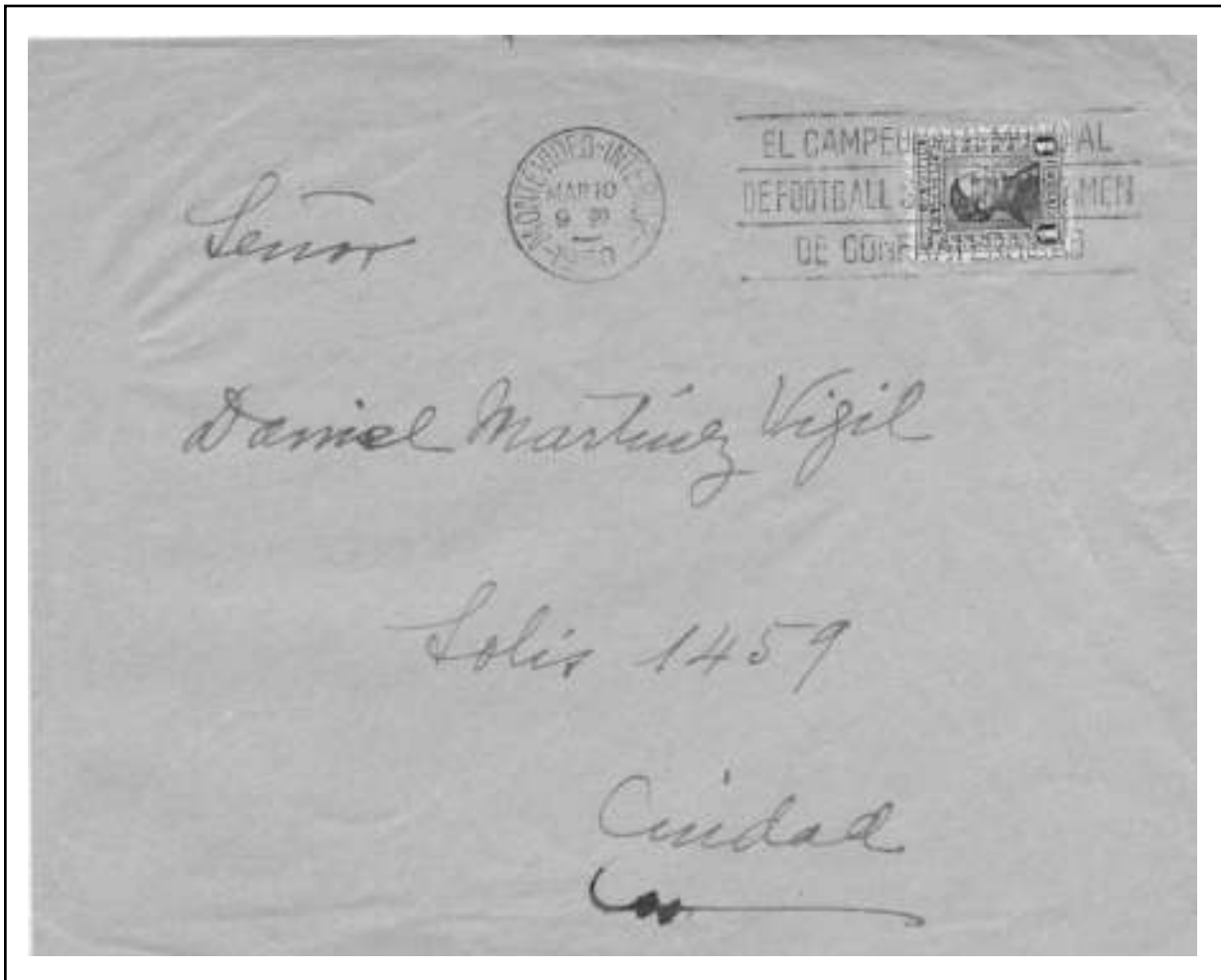


Italian maritime postmark of the SS Conte Verde on Brazilian stamp, on a postcard mailed during its stopover in Rio de Janeiro.

2 THE FIRST STEPS OF THE WORLD CUP

2.2 BECAUSE OF ITS ACHIEVEMENTS, URUGUAY IS THE FIRST HOST OF THE EVENT

The Uruguayans launched the new World tournament emphasizing its importance as an opportunity for a friendly competition involving all football powers of the new and the old continent. Their slogan cancellations advertised these feelings.



"The World Cup will be a competition of brotherhood", was the first kind of cancellation produced for the event, used only for the interior, (as described in the general catalogue of Uruguay 1930 memorabilia of Almeida, chapter of the postal elements) Here on a printed matter letter addressed in town, franked with a rate of 1 cent., valid for an additional weight plus 50 gr..



"In 1930, Europe and South America will contend the supremacy in football". The second type of mechanical cancellation was utilized exclusively for foreign mail ("E" for exterior); here wrongly used on a postcard from Punta del Este to Montevideo (interior), also for the rate of 5 cent., on a postcard sent abroad.

2.2 BECAUSE OF ITS ACHIEVEMENTS, URUGUAY IS THE FIRST HOST OF THE EVENT

The Uruguayans considered this event also as an occasion to reiterate their supremacy towards the strongest European football teams, as Italy, Austria, Hungary, etc, after the two Olympic gold medals won.



Second type of mechanical cancellation used on a letter in transit from Cristobal (Canal Zone) to Paraguay, cancelled in Montevideo. A very uncommon use of this cancellation on a letter in transit via Canal Zone, unclassified in the Uruguay 1930 memorabilia catalogue. The total rate of 55 cent. is for normal domestic rate letter of 5 cent., plus the air mail double weigh additional rate for South America (50 cent.).

Front of the letter.

The normal use of this cancellation (probably the most utilized than all other), was from Montevideo Post office for the exterior, in a period from December 1929 up to December 1930.



2.2 BECAUSE OF ITS ACHIEVEMENTS, URUGUAY IS THE FIRST HOST OF THE EVENT

Uruguayans expressed also their welcome to all participating nations, hoping for a large participations of the nations.

"Uruguay will bring together all players of the world", the third kind of mechanical cancellation, is utilized in various postal usages (a, b, c).



a) on mail in transit, from Cristobal (Canal Zone) to USA, cancelled in Montevideo....

b).....on arriving mail, from USA to Montevideo, via Canal Zone, returned to sender. The rate of 50 cent. is for double weigh air mail rate, plus cent. 2 for surface additional letter rate for Canal Zone...

c)on departing mail, from Montevideo to Stockholm. Rate of 8 cent. for surface mail applied for letter up to 20 gr., rate adequate also for air mail service to Europe.



2.2 BECAUSE OF ITS ACHIEVEMENTS, URUGUAY IS THE FIRST HOST OF THE EVENT



"Uruguay organizes the first world football championship", the last and rarest cancellation, utilized only for internal use ("C" for "carteros", mailmen) on a letter returned to sender because of incorrect address.

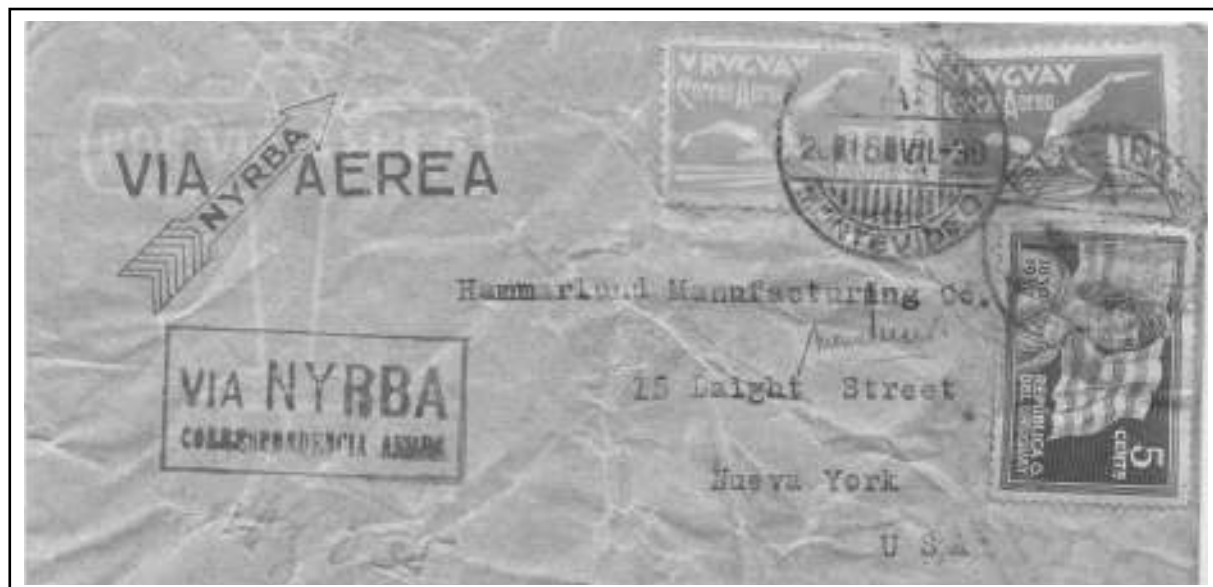
Verso.



The tournament began on 13 July 1930 and the first two matches were played at the same time in Montevideo, at the **Gran Parque Central stadium**, the USA defeats Belgium 3-0; meantime, at the Estadio Pocitos, Frenchman **Lucien Laurent** became the first scorer of the competition, with his goal against Mexico after 19' of play (4-1).



The first round proposed once again the ancient rivalry between the Uruguayan Olympic Champions, and Argentina.



15 July 1930, Montevideo
Argentina - France 1-0.

Airmail letter to New York via NYRBA, whose seaplanes link New York to South America. Uruguay was connected on 21 August 1929. NYRBA's operations are taken over by Pan American few weeks after the Cup's end. The total rate of 35 cent. was for air mail surcharge 30 Cts (for a weight of 40 gr., 15 cent. each 20 gr.), plus 5 Cts for surface rate.

2.2 BECAUSE OF ITS ACHIEVEMENTS, URUGUAY IS THE FIRST HOST OF THE EVENT

The new Centenary stadium was inaugurated on 18 July 1930, day of celebration of the centenary of the independence, with the debut of the home team against Peru.

18 July 1930, Montevideo
Uruguay-Peru 1-0.

18 July 1930: Registered airmail letter to Leipzig, Germany, via Aeropostale, which started its activity in Uruguay on 31 October 1927. Also here the rate of 46 cent. is for the air mail surcharge of 30 cent. + 16 cent. for surface rate (additional rate for double weigh).

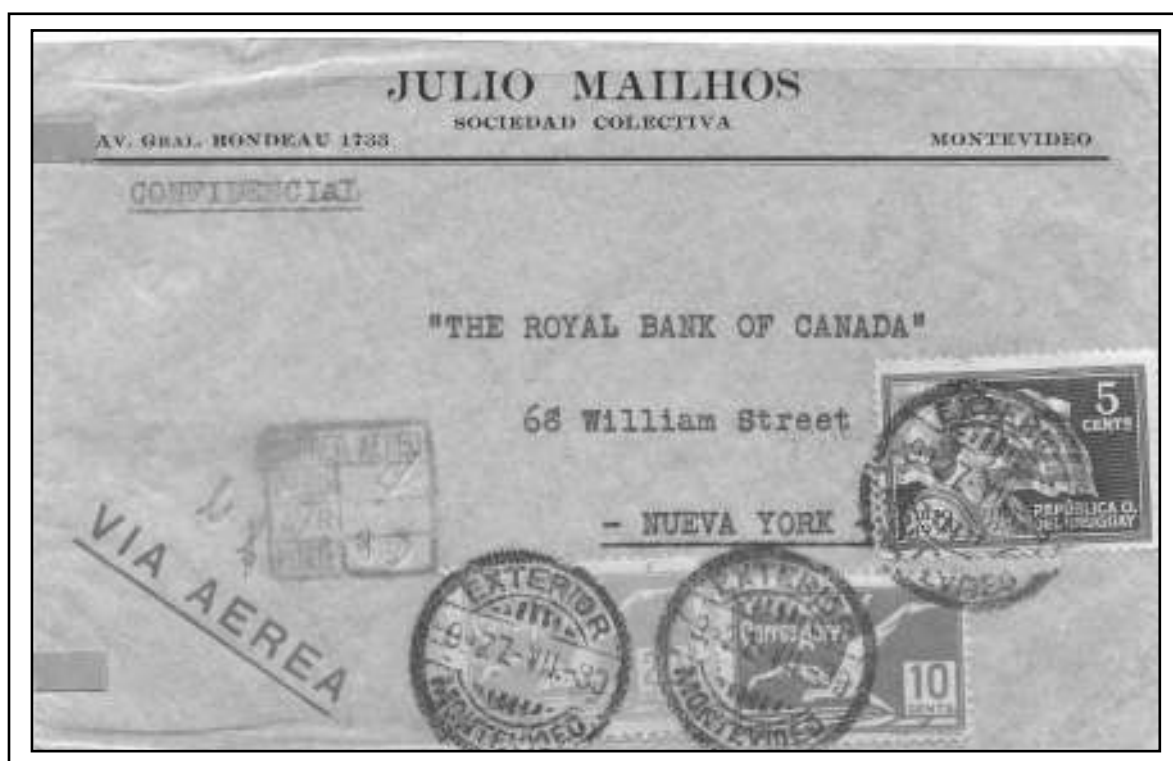


Centenary stadium.



Hector Castro (so called "El Manco" for its right hand amputate), scored the first goal in the new Centenary stadium.

The Uruguayan Olympic champions, qualified for the final beating USA team in the semifinal: Uruguay-Argentina....otra vez!



Airmail letter from Montevideo to New York via Aerea.



Enrique Ballestreros, goalkeeper, replaced at the last minute the twice gold medallist Claudio Mazali, who was banned by the coach due to misbehavior.

27 July 1930, Montevideo
Uruguay-USA 6-1.

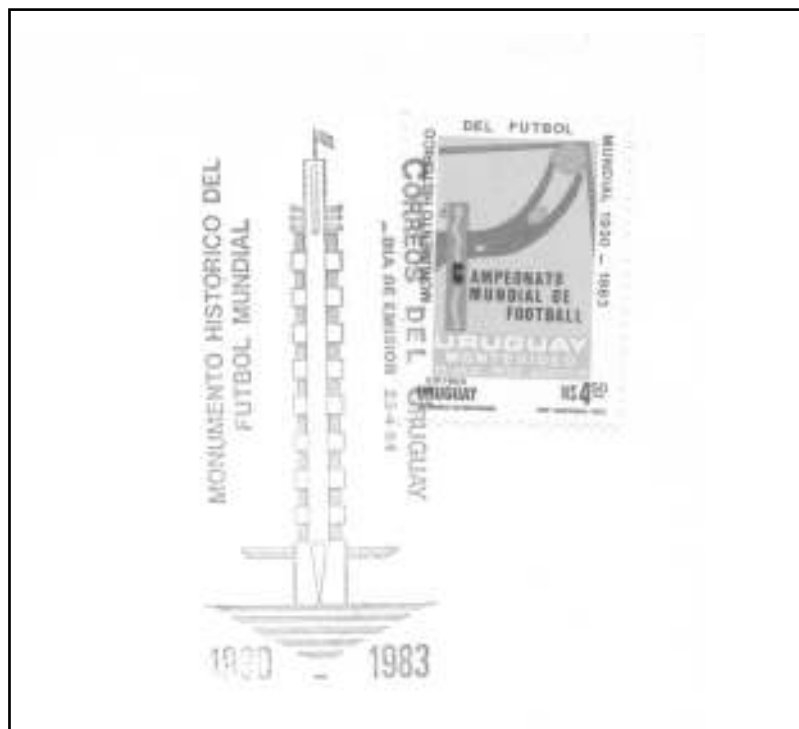
2.2 BECAUSE OF ITS ACHIEVEMENTS, URUGUAY IS THE FIRST HOST OF THE EVENT

Montevideo, 30 July 1930, last act of the first episode of the long way to the Rimet Cup. The traditional rivals Uruguay and Argentina in 90 minutes fought a real battle in the Centenary stadium, sold out for the occasion.



Montevideo, Sunday 30 July 1930, airmail letter from Montevideo's Grand Hotel to New York, via Panagra. This Pan American participated company begins its service to South America on 1929. This ordinary cancellation is quite uncommon because on Sunday very few items were cancelled, mainly mail posted at large Hotels. The high rate of 65 cent., is for the quadruple weight rate of 80 Gr (15 Cts each 20 gr.), plus + 5 cent. up to 20 gr. for surface rate.

The two teams entered into the stadium, and the "Torre de Homenajes" has erected behind the tribune, remembers to all the spectators the Olympic successes of the Celeste. The two team captains shook hands in presence of Belgian referee Langenus.



The Centenary tower and the Championship poster (on the postmark).



The players enter onto the field.



Team captains Nasazzi and Ferreira.

2.2 BECAUSE OF ITS ACHIEVEMENTS, URUGUAY IS THE FIRST HOST OF THE EVENT

3,30 pm, the match begins with the kick off for Argentina.

The two team agreed to use a different ball each half of time.

In the first half, the Argentinian ball allowed this team playing rapidly and so their speedy forwards cause problems for the home team.



Imperforated.

The Uruguayan defenders did not succeed to stop the Argentinian fast forward Stabile, that marks the first goal.



The ball enters, Argentina 2 Uruguay 1 at first half end.

*Second half, captain **Nasazzi** enters with its ball, and the tune changed.*



The forward Pedro Cea score the tie : 2-2 at 60°; its' the beninning of debacle for Argentina.



The match arrived at the decisive moment; first Iriarte and finally Castro scored for the final 4-2. Game over at Centenario stadium. The Cup fled away toward Montevideo.



Iriarte shoots, the ball is in the goal!.

Postal Stationery sent from Russia publicizing the next edition of FIFA World Cup in 2018.



The Centenario Stadium, venue of the final.



Jules Rimet consigned the Cup to Alberto Suppici, Uruguayan coach.

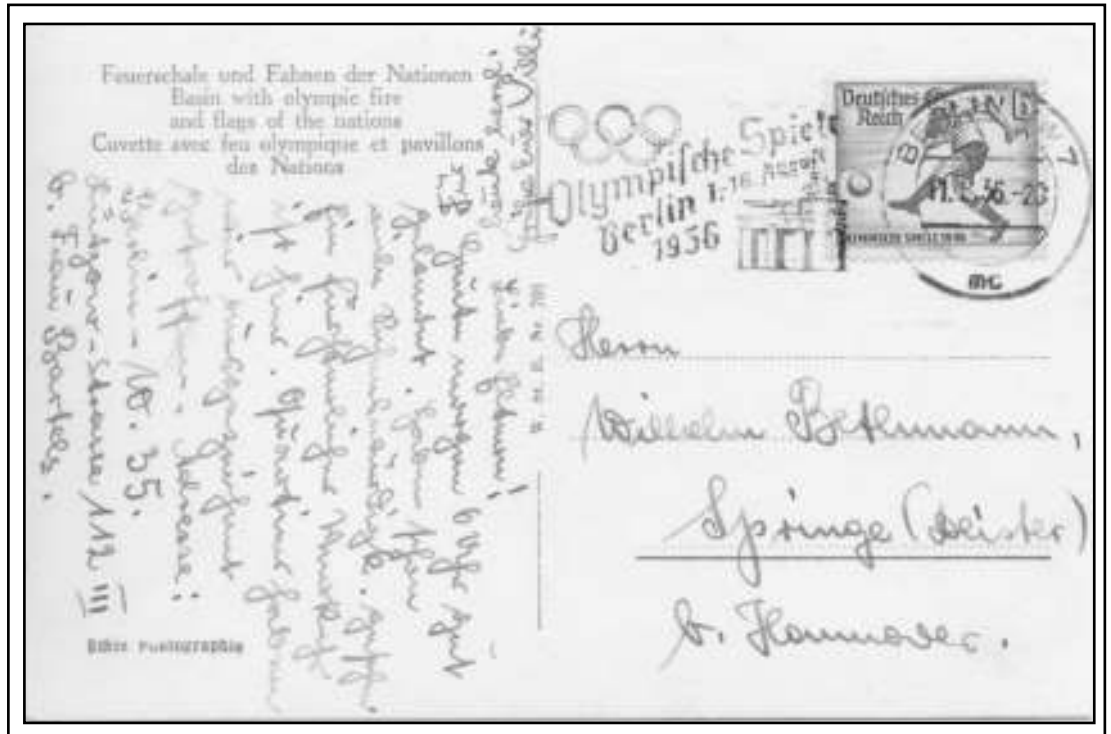
2.3 THE CUP IN ITALY, IN SPITE OF POLITICAL ISSUES AND FRACTIONOUS RELATIONS



Not issued stamp about the Axis Alliance Hitler-Mussolini in 1941.



World Cup in Italy from 24 May to 10 June 1934.



Berlin hosts the XII Olympic Games in 1936.

Mussolini party took the Roman emblem of “fascio littorio” as symbol of its power. In particular it was a reference for motivating the youth movement to focus on the values of fascism. As made evident by the names of stadiums and sport events. In 1937 the movement itself assumed the name of “Gioventù Italiana del Littorio”.



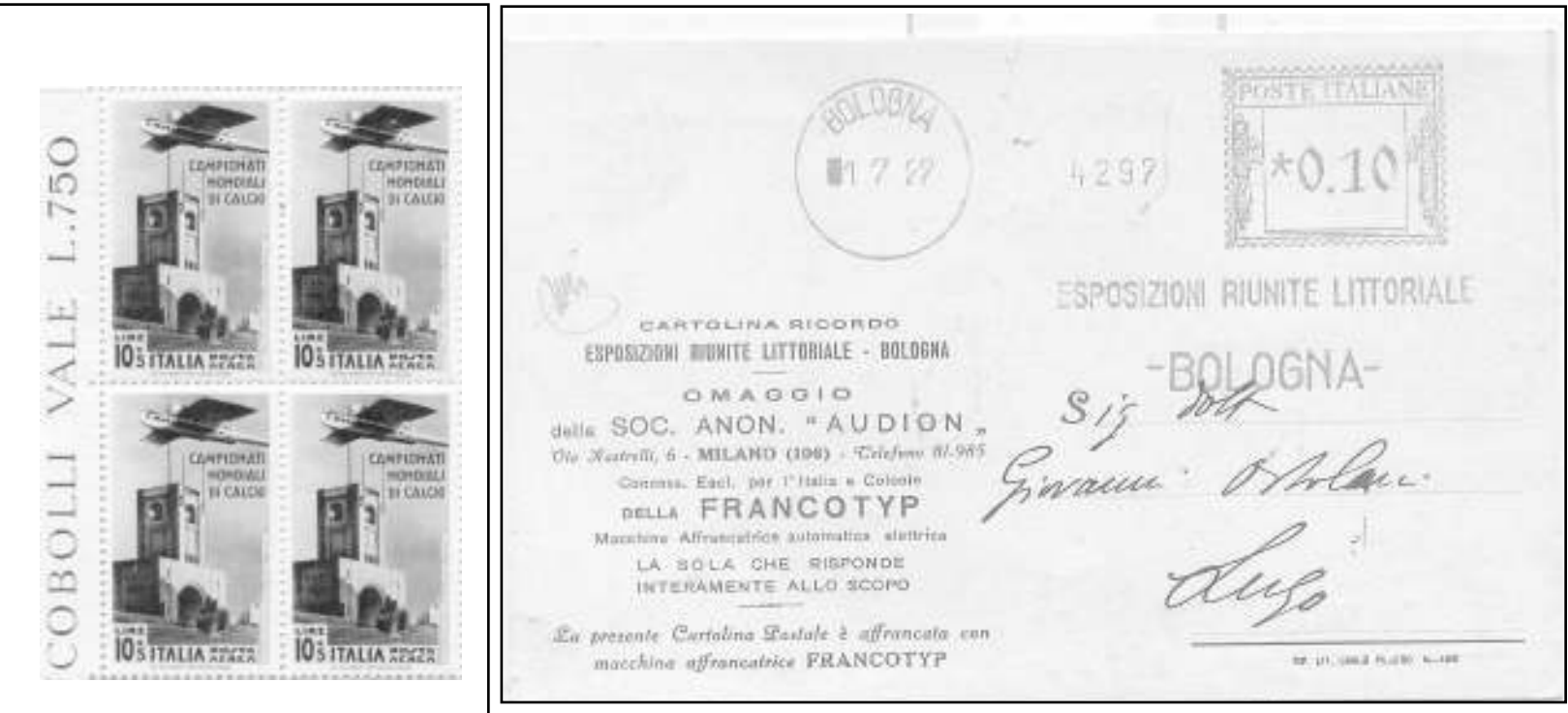
"The Italian flag on all the stadiums".



Meter cancellation of the General Headquarters
of the Gioventù del Littorio in Rome.

2.3 THE CUP IN ITALY, IN SPITE OF POLITICAL ISSUES AND FRACTIONAL RELATIONS

Mussolini wanted to impress the several thousands foreign visitors attracted by the competition. Most stadiums had been built or renovated in the last years so that they provided the best image of the country.



The Littoriale stadium in Bologna is opened in May 1927 with the match Italy-Spain (2-0).

Franking meter of the "Esposizioni Riunite" held at the "Littoriale" stadium in June 1927.

The **"Benito Mussolini" stadium** in Turin was opened for the International University Games in 1933, while the stadium of Florence had been built in 1931 at Campo di Marte district.



Both the Stadium of Florence and Turin has their "tower of Marathon".



Specimens.



The Stadium in Florence is designed by the famous architect Pier Luigi Nervi and dedicated to Giovanni Berta, a Fascist martyr.



2.3 THE CUP IN ITALY, IN SPITE OF POLITICAL ISSUES AND FRACTIOUS RELATIONS

The Stadium of the National Fascist Party (PNF) in Rome, built in 1911 and renewed in 1928, was one of the most impressive examples of the so called "Works of the Regimen".



Franking meter of National Fascist Party stadium, seat of the Italian Olympic Committee (CONI).



Postal card of the set "Works of the Regimen", used as "printed matter", since on its reverse it has a printed price-list. Furthermore this Italian Kingdom's item should not have been used in a possession (Rhodes).



Reply-paid postal card with the PNF Stadium sent to Haifa (Palestine), 1940, with cachet of Palestine military censure. Both Postal stationery are very uncommon.

2.3 THE CUP IN ITALY, IN SPITE OF POLITICAL ISSUES AND FRACTIOUS RELATIONS

The Italian stamp issuing policy was mainly based on long sets, highlighting the merits of the regimen and the power of Italy under the Fascism. This approach involved also the celebrative issues for the World Cup. Some stamps were sold with a surcharge for financing the championship, the premium being allocated to the Organizing Committee.



Group gutter.

Registered letter to Italy, with the ordinary mail stamps.



Perforation shifted.

Registered air mail letter to Finland with transit postmark in Berlin, franked with the complete air mail series and the highest value of the ordinary one. The surcharge of some stamps of the series, specially the high values, was devoted to finance the Organizing Committee of the World Cup.



2.3 THE CUP IN ITALY IN SPITE OF POLITICAL ISSUES AND TROUBLED RELATIONS

Mussolini was pursuing the project of a Colonial Empire, and this explains the celebrative issues for Libya and the Dodecanese Islands, under Italian administration after the Treaty of Lausanne (1923). They consisted of long pictorial series with the top denominations next or well above the highest postal rates, and high



Two registered letters from Tripoli to Rome with the stamps of the Italian Colonial Post: the air mail complete set on a registered air mail letter (above), and the ordinary set on a express registered letter (below).



2.3 THE CUP IN ITALY IN SPITE OF POLITICAL ISSUES AND TROUBLED RELATIONS

The Colonial Postal office issued at last an high denomination stamp of 50 lire (exactly 100 times the rate of a letter for the interior), equivalent to 10 days of salary of an ordinary worker.

Stamps overprinted
"SAGGIO" (specimen).



The issue for the Aegean Islands exploited the same designs of the Kingdom of Italy, with different colours and the overprint "Isole Italiane dell'Egeo".

This set of stamps too is overprinted "SAGGIO".



2.3 THE CUP IN ITALY IN SPITE OF POLITICAL ISSUES AND TROUBLED RELATIONS

The majority of the 16 teams were making their first World Cup appearance. Uruguay declines to participate, as a consequence of the pull-out of several European countries in 1930. The British teams, in a period of self-imposed exile from FIFA, also refused to participate. All teams reached the final round through qualification matches.

On 24 May 1934, opening day of the FIFA Congress, USA and Mexico played a preliminary match to enter the first round.



24 May 1934, Rome: USA-Mexico 4-2.

First day of issue of Italian stamps on an Airmail registered letter sent from Rome to Paris, via Torino. A few pieces know in this way.

The Italian Radio Broadcasting Co. (**EIAR**) bring the matches to its listners thanks to the reporter **Nicolò Carosio**.



Misplaced perforation.



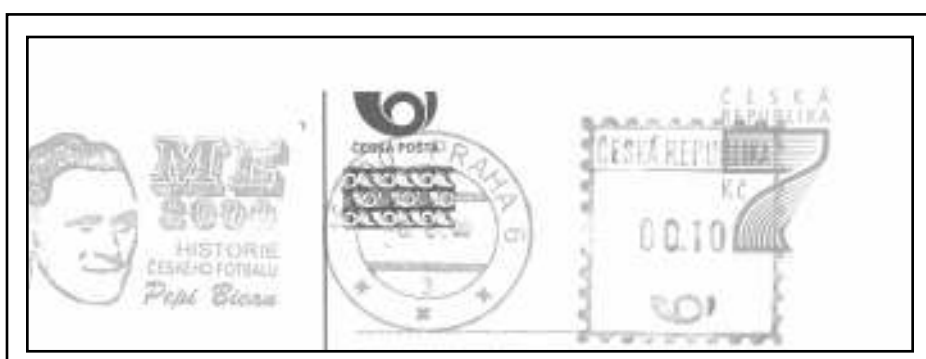
A popular receiver was the 2634, the first Philips radio with an integrated loudspeaker, launched in 1931.

2.3 THE CUP IN ITALY, IN SPITE OF POLITICAL ISSUES AND TROUBLED RELATIONS

All the favourite teams qualified in the first round; Spain defeated surprisingly Brazil in Genoa (3-1), with a double score of Langara, while Austria defeated France in Turin, with a goal of **Bican** in the extra time.



Isidro Langara top scorer of Spain.



Josef "Bepi" Bican, forward of Austria. Due to the political changes, he later played (and scores) in two other national teams, namely Czechoslovakia in 1938-1949, and Bohemia-Moravia in 1939.

The performances of Spain (and of its goalkeeper **Ricardo Zamora**), ended at the quarter finals against Italy in two emotioning match (1-1, 1-0 in the replay).



Florence, special cancellation "Fiera dell'agricoltura" on the official post card of the World Cup, and the label with the logo of the tournament, sent on 31 May 1934, day of the first match Italy-Spain. Rate of 25 Cent. for inland postcard, up to five words.



The replay match between Italy and Spain was decided thanks to a score of **Giuseppe Meazza**, the best Italian player.



2.3 THE CUP IN ITALY IN SPITE OF POLITICAL ISSUES AND TROUBLED RELATIONS



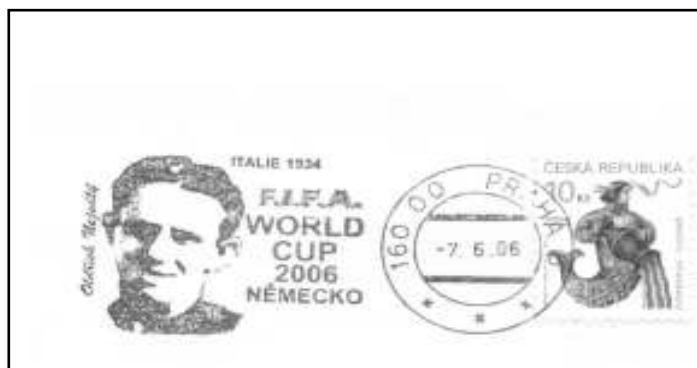
Hugo Meisl, coach of the Austrian 'Wunderteam'.

The big mitteleuropean teams Austria and Czechoslovakia showed the best football of tournament. The Austrian of the most famous coach **Hugo Meisl** stopped at semifinal against Italy, while the Czechs reach the final, defeating Switzerland and Germany, thanks to their defenders and the goalkeeper **Planicka**.

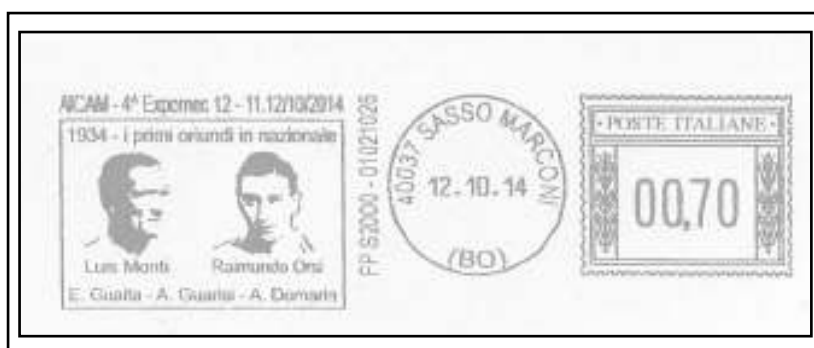


Frantisek Planicka (goalkeeper) and Stefan C a m b a l (defender) of Czechoslovakia.

In the PNF Stadium in Roma, three scores of the Czech forward Oldrich Nejedly, prevent the expected final match between the two allied totalitarian regimens. Italy lived up to the predictions with many thanks to the "Oriundi", players naturalized Italian for their relatives; among them the Argentinians **Luis Monti** (for him the second final after Montevideo) and **Raimundo Orsi** (3 scores for him).



Oldrich Nejedly, Czechoslovakian best player and top scorer of the World Cup.



The Italians "oriundi".



10 June 1934, Rome: final match. Rate of 50 cent. for post card with more of five words.

The final is between the favourite Italy and the surprising Czechoslovakia. In the PNF Stadium crowded by more than 50.000 spectators, Schiavio scores the decisive goal in the extra time, after the advantage of Puc for the Czechs and tie of Orsi.

The stamp shows a wrong result: 4-2 instead of 2-1.



Angelo Schiavio.

2 THE FIRST STEPS OF THE WORLD CUP

2.4 THE SHADOW OF THE WAR ON THE SUCCESS OF THE CUP

FIFA made a compromise with the IOC on the tough subject of amateurism: participation to the 1936 Olympic Games was allowed only to those amateur footballers who never played in official national teams.



Germany 1936. 6+4 pf. Olympic stamp devoted to football, end part of a coil, with four blank gummed spaces, and plate number (on the back). Not common item.

The new Olympic Stadium in Berlin was the venue of the much part of the matches played for the football tournament.



Official postal stationery or the Games flown with the Hindenburg special Olympic flight, from Frankfurt Airport to Berlin Airport, with the special rate "Olympic flight" of 50 Pf.. The plane flew over the Berlin Olympic Stadium on 1 June 1936, for the opening ceremony of the Games.



Special Cancellation of the post office at Berlin Olympic Stadium, "Reichtssportfeld". Rate of 6 Pf. for inland postal service.

On 8 August 1936, in Berlin, goes on the air a very strange episode: during the match Peru-Austria, with the South American lead 4-2, the game was suspended because of an invasion of some happy Peruvian fans. Peru refused to replay the match, and Austria won by forfeit.



The Peruvian football national team jersey.

2.4 THE SHADOW OF THE WAR ON THE SUCCESS OF THE CUP

The Italian team, composed of university student, won the gold medal in the final against Austria (2-1).



Annibale Frossi, Italian top scorer and man of the match in the final (two scores).

15 August 1936, day of the final, Olympic franking meter of the Administrative District “Centre” of the City of Berlin.rate of 8 Pf. for correspondence with documents.



15 August 1936, special date postmark used at the Olympic Stadium in Berlin. The rate of 70 Pf. was for the registered air mail letter sent abroad to Switzerland (40 Pf. for registered and 30 Pf. for air mail).

2.4 THE SHADOW OF THE WAR ON THE SUCCESS OF THE CUP

Football politics impacted the 1938 edition. FIFA met in Berlin on the final's day and chooses France to host the Cup. Uruguay did not enter the competition still upset for the European boycotted in 1930; Argentina feels insulted as the Cup is played for the second consecutive time in Europe. However a by far greater impact came from the political situation in Europe.



The Reichstag in Berlin hosted the FIFA Congress that selects France for the organization of the 1938 edition of World Cup.

Black artist proof of the celebrative World Cup stamp, unsigned by the engraver Georges-Leo Degorce, on a design of Joel Bridge. Very few recorded.



Austria has to withdraw from the tournament, after its annexation to Germany (Anschluss), announced by Adolf Hitler on 12 March 1938. Its players, forth in 1934 and second in 1936, ordered to join the all-German team, to attest this new political unity.



Specimen.

Matthias Sindelar, one of the best Austrian players, scored in the "Anschlusspiel", a match between Austria and Germany in Vienna, on 3 April 1938, but refused to play for the German unified team.

Postal card (Germany 1938, 6 pf. internal rate) celebrating Hitler's Anschluss, issued for the plebiscite following the annexation.



2.4 THE SHADOW OF THE WAR ON THE SUCCESS OF THE CUP

Thirteen European teams, two Americans, and an Asian one took part in the competition. France, as host country, and Italy, as Cup holder, qualified automatically. Uruguay and Argentina were absent, probably because of problems with their best players. Also Spain could not participate, due to the **Civil War** between the Nationalists of Francisco and the Republicans.



Military Post Card taxed on arrival in Italy, sent to the Italian military division who supported the Nationalists of General Franco.

Matches were staged in ten towns, the main stadium being Paris Colombes.



Paris Colombes, 1 June 1938, first day of issue of the stamp.



The city of Reims hosted qualifying matches at Stadium Velodrome.

2.4 THE SHADOW OF THE WAR ON THE SUCCESS OF THE CUP

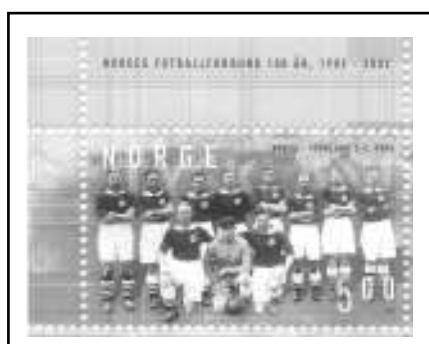
The German team played Switzerland in the first match at the Colombes stadium on 4 June 1938 (1-1).



Paris, 4 June, day of first World Cup match.

Postcard from Paris to Leningrad, in rate of 1,95 Fr. for abroad (0,55 post card domestic rate plus 1 Fr. for abroad and 0,40 for additional words (more than five).

All remaining matches of the first round are played in the afternoon of 5 June 1938.



The **Norwegian team**, at its first participation to the World Cup, after losing the Olympic semifinal to Italy in 1936, was defeated again by the "Azzurri" in the first round.....

.....the **Dutch team**, which took part to the World Cup for the first time, was eliminated by Czechoslovakia.



5 June 1938, Paris: France-Belgium 3-1.



Letter franked with 3,5 Fr., additional rate weigh plus that 20 gr. for abroad.

2.4 THE SHADOW OF THE WAR ON THE SUCCESS OF THE CUP



9 June 1938. Switzerland and Cuba were admitted to the quarter finals by winning the respective replays.

9 June 1938, Paris: Switzerland-Germany 3-2.

Paris, Rue Grange Aux Belles Post Office.

In the quarter finals, all on 12 June 1938, the Italians eliminated the French hosts (3-1) in front of an hostile crowd, egged on by exiled Italian opponents of the regimen, very angry because of the Roman salute of the Italian players.

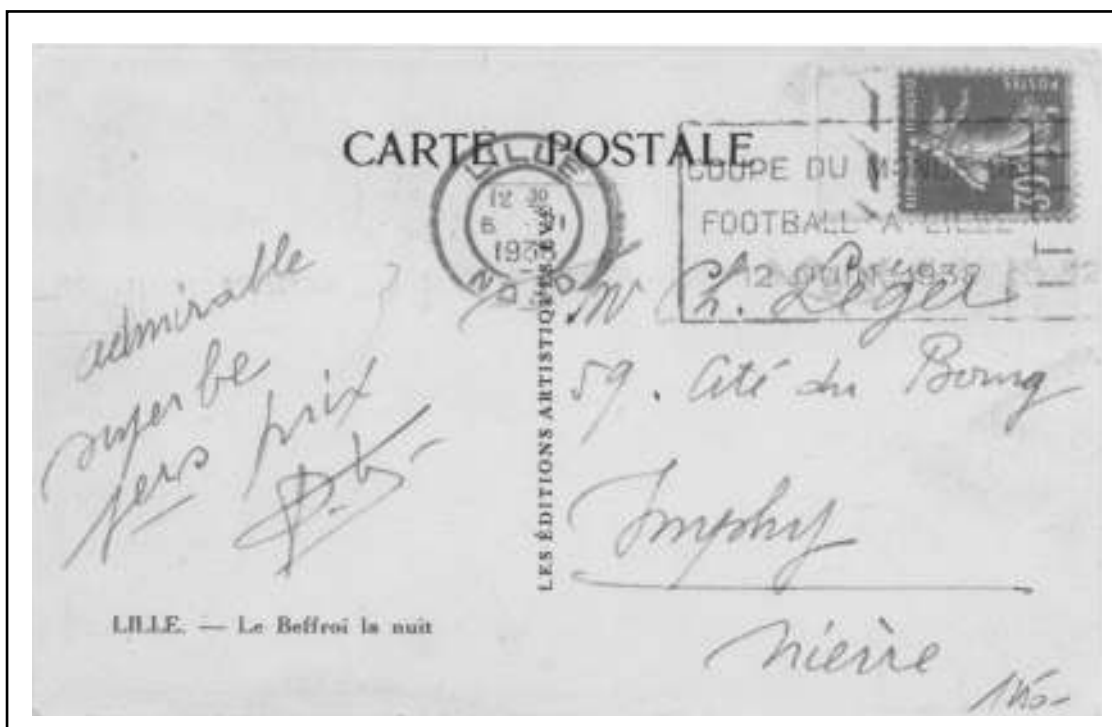


The Roman salute, typical act of the fascist period.

12 June 1938, Paris: Italy-France 3-1.



Paris, Gare St. Lazare Post Office. The rate of 1,75 was the correct franking for mail sent abroad.



The Hungarian team won easily in Lille against Switzerland 2-0, repeating in the semifinal against Sweden.

Leonidas Da Silva is generally recognize the inventhor of the "bicycleta", the touch of the ball rolling behind the body.



This slogan cancellation for the World Cup is used only in Lille Post office.

2.4 THE SHADOW OF THE WAR ON THE SUCCESS OF THE CUP

At the final arrived the Italian holders, and the Hungarians, which played an innovative football; the "Azzurri " win 4-2.



19 June 1938, Paris Colombes: Italy-Hungary 4-2.



Italy's second victory highlighted the merits of its coach, **Vittorio Pozzo**, winner of two World Cups and of the 1936 Olympic gold medal; Hungary presented outstanding players, like its captain **Giorgio Sarosi**, who later moved to Italy as coach of Serie A teams.

An head shot of Giorgio Sarosi during the match.



The stamp shows a wrong result: 1-0 instead of 4-2.



19 June 1938, Paris. Post card sent from the Hungarian players to their country. Overfranked with 1,75 Fr., instead of the correct rate of 1 Fr. for abroad.

2 THE FIRST STEPS OF THE WORLD CUP

2.5 WWII STOPS THE CUP, NOT THE MATCHES

The 1934 and 1938 tournament highlighted the progress of the Central European football. The Mitropa Cup continued to represent the main stage for the club players.



4 September 1938, continuous cancellation and red handstamp Prague 1 used for the Mitropa Cup final Slavia Prague-Ferencvárosi 2-0.

2.5 WWII STOPS THE CUP, NOT THE MATCHES

The FIFA Congress on 1 June 1938 in Paris, charged Brazil for the organization of the 1942 World Cup. However, the outbreak of World War II, voids plans and tournament did not take place.



Paris, 173 Bis Faubourg San Denis Post Office.

This European enthusiasm for international football was strongly impacted by Hitler's initiatives. His policy materialized in the **Deutsches Reichsbund für Leibesübungen**, in charge of all sport activities. The German football Federation (DFB) became a "Fachamt" (specialized Department) of the DRL and in 1940 is wound up. National teams and events were organized within the occupied countries according to the new definition of the same.



Berlin Reichssportsfeld, seat of the DFB, registered letter sent to the Slovakian Football Association. Rate of 0,55 cent. was for registered abroad letter included the customs fees.

2.5 WWII STOPS THE CUP, NOT THE MATCHES



The Third Reich has just begun; the Nazi invasion of the Sudetenland in October 1938, and then in Poland in 1939, opened the hostilities of the Second World War, stopping the whole sports activity, specially in Europe.

Postcard sent from Plan, in the Sudetenland, in the days of the invasion (October 1938), with cancellation hailing the liberation of the region by the Germans; it was been chiselled from the cancellation the word "Czechoslovak Republic."

1 September 1939, Hitler invaded Danzig and started the Second World War.



The political situation in Central Europe resulted in the establishment of new national teams.

27 august 1938, Bratislava, football match between the Slovak and the German teams. The former derived from the division of Czechoslovakia into Bohemia and Moravia, and Slovakia.

2.5 WWII STOPS THE CUP, NOT THE MATCHES

World War II did not prevent from holding international events in the other continents. **Hector Rivadavia**, president of Uruguayan football Association, was responsible for first proposing the idea of a South American football confederation (**CONMEBOL**) and the organization of the first South American Championship (Copa America) for national teams, which reached its top in the 40's.



Hector Rivadavia, the ideator of Copa America in 1916.



Argentina won the South American Championship in Ecuador 1947. Its top scorer is Alfredo Di Stefano, who later emigrated in Spain.



Special cancellation advertising the South American Championship, played in Ecuador in 1947.



In Central America new facilities were built to support the growing interest for football.



1948, the new stadium "Nacional" was inaugurated in Nicaragua.

In 1940, a new stadium was built in Port Au Prince, Haiti.

In 1938, Panama organized the first Centro-American Games that included the football tournament, won by Mexico.



Registered letter to Germany sent on 16 February 1938. The labels attested that the Hamburg Custom office checked if it contained any currency.

On this day two matches were played: Costa Rica-Panama (11-0) and El Salvador-Venezuela (3-2).

2.5 WWII STOPS THE CUP, NOT THE MATCHES

In 1941 Costa Rica hosted and won the first football championship of Central America and the Caribbean. It won again the 1946, hosting the event, and in 1948 in Guatemala.



Manual cachet advertising the 1941 Centro-American and Caraibic championship, on a censored letter to England.



Centro-American championship 1941.

Error missing flag.
A very uncommon variety.



Centro-American championship 1946.

Specimen.



Costarican Post reprinted the stamp serie of 1946 with a surcharge of 15 Cent..



Julio Camposeco, top scorer of Guatemala in 1946 edition.



Guatemala organized the 1948 edition of Centro-American games and the 1950 edition of the Caribbean Game.

3 A STAR IS BORN: BRAZIL

3.1 THE CUP RESTART FROM SOUTH AMERICA

In 1943, the landing of Allied Forces in Italy was the first step towards the fall of the Nazi-Fascist alliance. The peace process took two years, but eventually the armistice was signed.

Registered letter sent from the CONI headquarters based at the PNF Stadium in Rome, on 8 September 1943, day of landing of Allied in Sicily; the word "PNF" has been chiselled from the cancellation, after the recent fall of Fascism. Due to the war situation, the letter could not be delivered. As a consequence, the letter was sent back to the sender as "undeliverable", as specified in the label covering the stamp. Very rare item.



From 10 May 1945 the ceasefire extended to the whole Europe.



Airgraph sent by a British soldier to Birmingham, highlightings the new freedom in Europe.

The peace was the only one word that spreads from all countries of the earth.



3.1 THE CUP RESTART FROM SOUTH AMERICA

The political situation at the end of the war had a strong impact on sports competitions. Germany and Japan, both under Allied military occupations, were banned up from every sport event.



The Potsdam Conference, on 2 August 1945, defines the borders of Germany and its occupation zones.

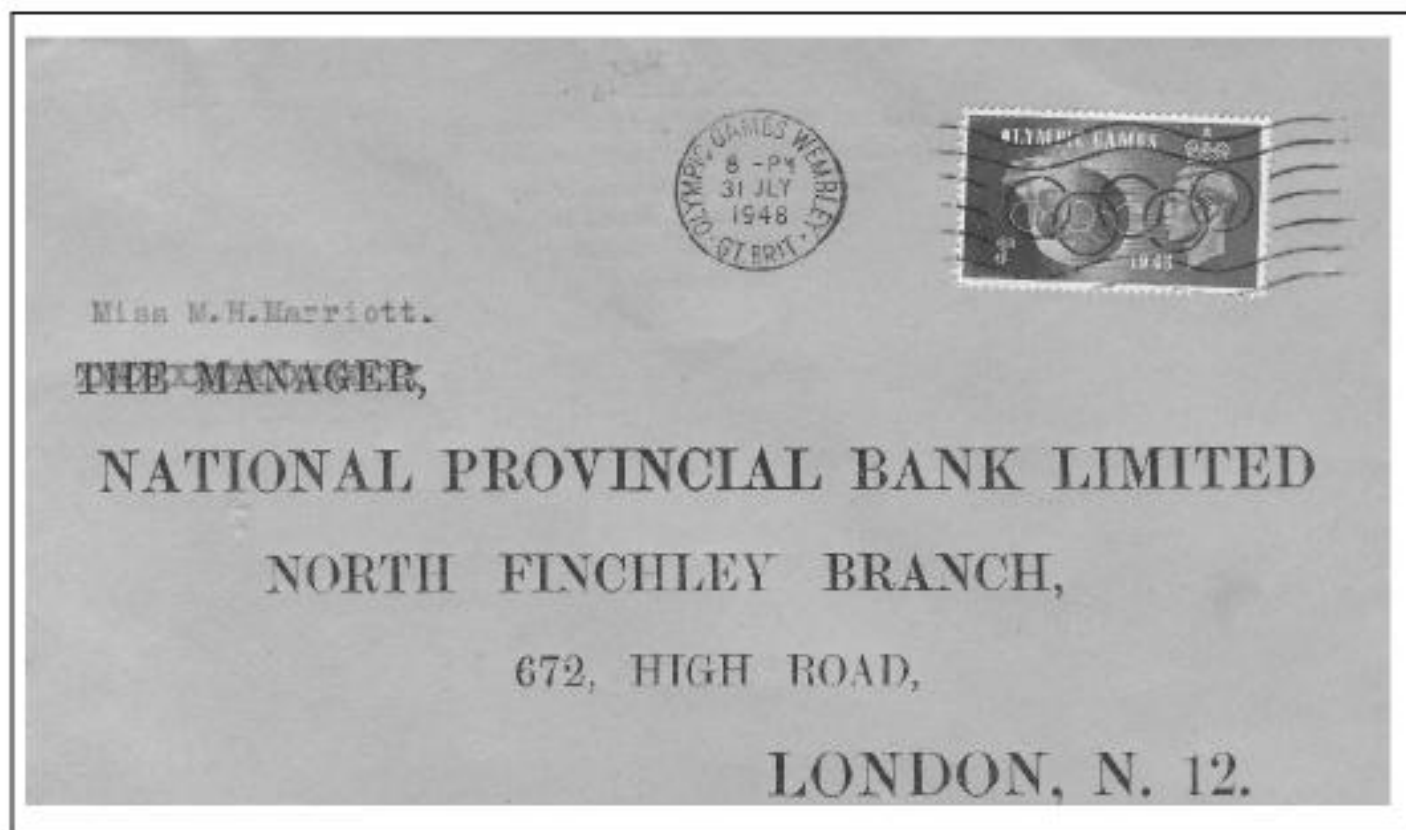


Hans Stayer, German footballer, was a victim of the conflict. To his memory was dedicated the stadium in Dresden.



The new Austrian team played its first match in 6 December 1945 against France (4-1). Its goalkeeper is Walter Zeman.

The 1948 Olympic Games were the first multi-national sport event after the war. The number of football teams was not very large but all continents were present.



31 July, first round matches, with large scores of Italy against USA (9-0), and Yugoslavia against Luxembourg (6-1).

Special Olympic cancellation of the Wembley Stadium. Rate for inland letter of 3d. for weight of 4 oz.

3.1 THE CUP RESTART FROM SOUTH AMERICA

At Wembley stadium, the young Swedish football team won surprisingly the tournament, defeating Denmark in the semi-final (4-2), and Yugoslavia in the final (3-1).



Forwards Gunnar Nordahl, top scorer at the 1948 Olympic Games.



The other two players of the famous trio GRE-NO-LI, Gunnar Gren and Nils Liedholm, destined to become very famous some years after.



Wembley, 10 August 1948, semifinal Sweden-Denmark.

Cancellation of the Wembley Post office on 10 August, day of the semifinal.

The first international tournament after the war showed a new enthusiasm, with a new generation of big young players, which testified the willingness of restart.



Bernard Vukas, forward of the Yugoslavian team, of Croatian origin, and silver medal in London 1948, considered one of the greatest player of its country.



Special cancellation of the Olympic Games in Wembley, on 13 August, day of the final of the football tournament, on official cover of Organizing Committee with the complete celebrative issue for the Games.

3.1 THE CUP RESTART FROM SOUTH AMERICA

During the war the trophy is hidden and protected by **Ottorino Barassi**, executive of the Italian Football Federation. At the 1946 FIFA Congress the World Cup was renamed "**Jules Rimet Cup**" to honour Rimet's twenty-fifth anniversary as FIFA president. At the same congress, FIFA accepted the offer of Brazil to host the 1950 championship, thanks to the political help of the Brazilian President-dictator **Getulio Vargas**.



Cancellation of the Football Trophy in honour of Mr. Barassi.



Jules Rimet Cup.

The national teams participant were 13, the minimum by 1930. Among them, **India** withdraws at the last moment, formally because of budget constraints, but mainly because its athletes did not want to play with shoes, as requested by FIFA. **Hungary** has to face a dramatic economical and political situation, so the runners up of 1938 did not participate.

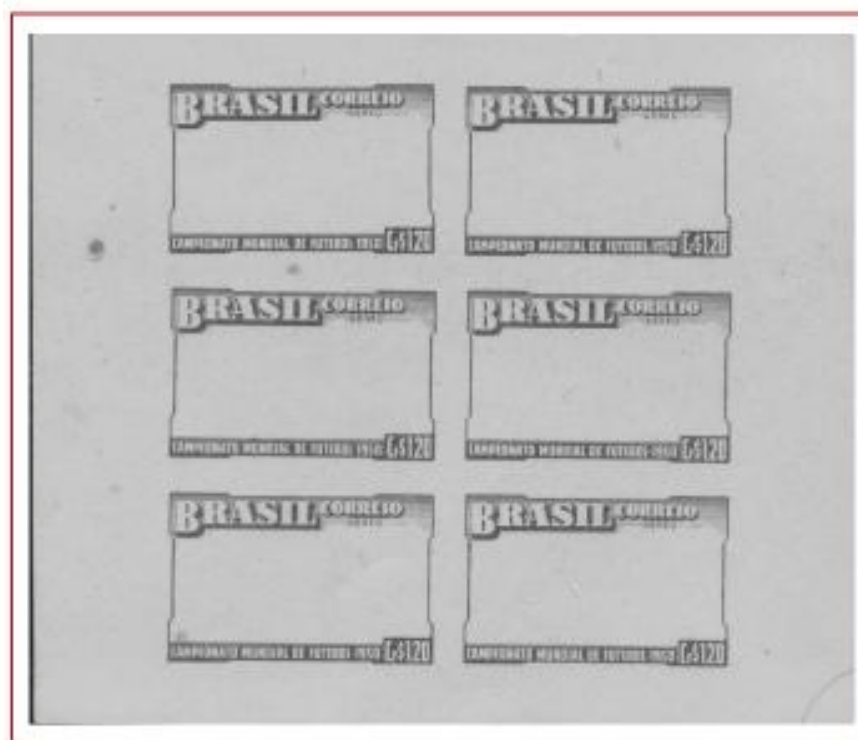


The Indian team at the time didn't want to use the shoes for playing.



In spite of the difficulties, new Hungarian stamps advertise sports.

The celebrative issue was characterized by a number of varieties, due to the poor quality of the paper and some sloppy production processes.



1.20 Cr.: Main image (brown colour) missing in a block of six imperforated. A very few pieces known.



Misplaced perforation.



Normal stamp.

3.1 THE CUP RESTART FROM SOUTH AMERICA

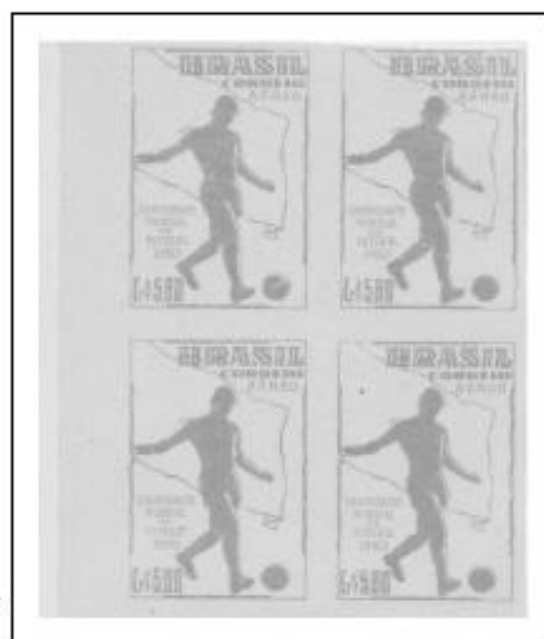


Brazil did its best to organize the event, in spite of the difficulties arising from the post-war economic situation. Even the printing of the commemorative stamps devoted to the Cup presented a number of faulty items, also among those items sold at the postal counters, which supposedly should have been checked by quality inspectors.



Normal stamp.

Colour proof 5,80 Cr.



Imperforate block of four. Not easy to find in this multiple.

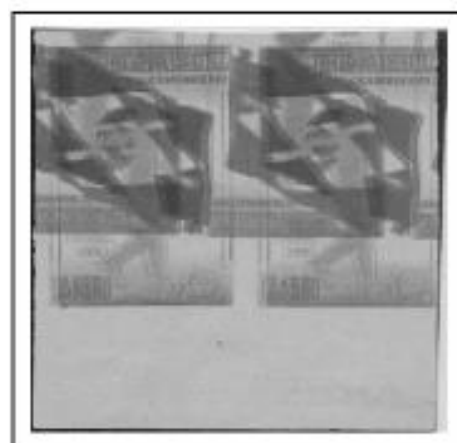


Image shifted.

Artist proof of the 5,80 cruzeiros without the word "aereo". Extremely rare.



Normal stamp.

Printing flaws of 5,60 Cr. on a postcard to Vienna.

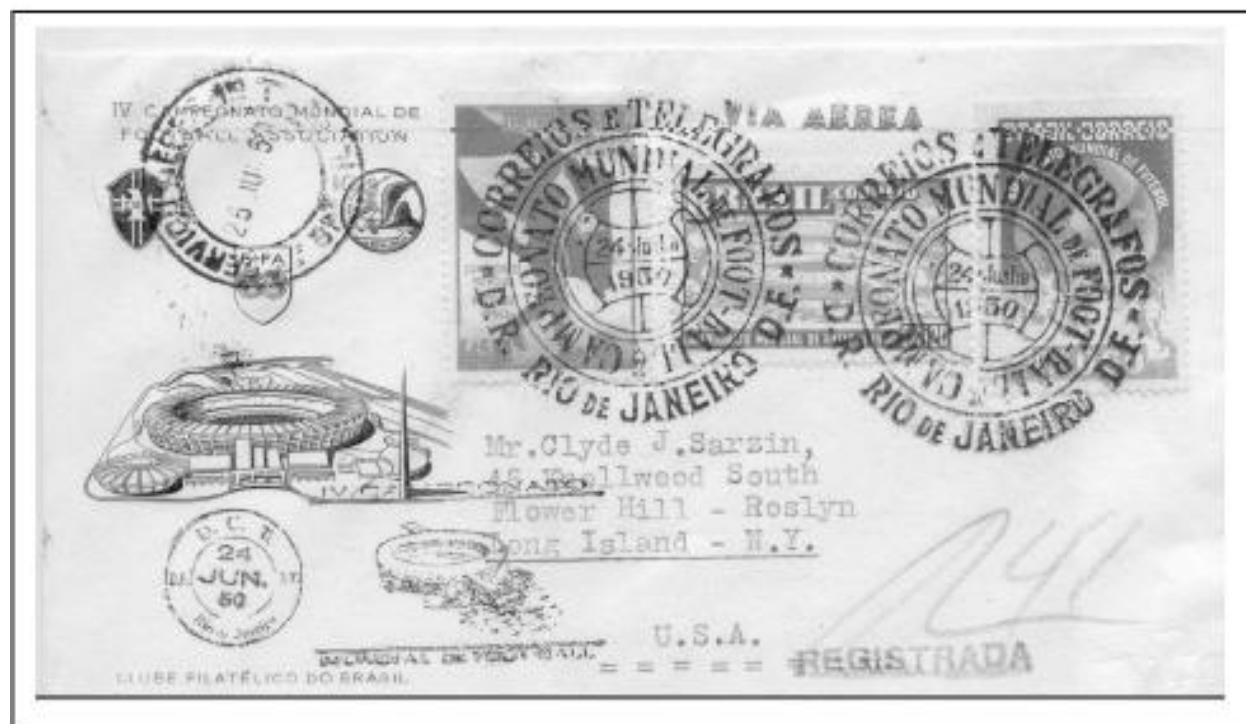


3.1 THE CUP RESTART FROM SOUTH AMERICA

Brazil build new stadiums, including the futuristic Estadio Municipal in Rio, named Maracanã from the name of the district where it is located, with a capacity of more than 100,000 spectators. Brazil played the qualifying round in this stadium.

24 June 1950, Estadio Municipal (Maracanã): opening match Brazil-Mexico 4-0.

Handily round cancellation of the C.B.D. (Confederação Brasileira de Desportos) postal agency. Postmark error: the external wording circle is inverted.



The English team, at its debut in the World Cup, started with a success.

25 June 1950, Rio de Janeiro: England-Chile 2-0.

Special mechanical cancellation of the city stadium of Rio, Maracanã, "IV Campeonato mundial...", issued the first day of matches (24 June), on a registered air mail letter sent to USA the day after.

On 2 July 1950, England was surprisingly eliminated by Spain, with a goal of its best scorer at the time, Thelmo Zarra (1-0).



Billy Wright, captain of England.



After 47 years, Spain still celebrates the success...

3.1 THE CUP RESTART FROM SOUTH AMERICA

The Pacaembu stadium in Sao Paulo, inaugurated in 1940, hosted the matches of the Italian Cup holders, soon eliminated by Sweden, the Olympic champions. Italy must present new players, as its formation, composed mainly of players from AC Torino, perish in the **Superga** air crash (May 1949). The new members of the team eventually decided to participate, but they travel by ship rather than by plane.

27 April 1940,
inauguration of the
Stadium of Sao
Paulo.



Sao Paulo, 27 April 1940,
air mail cancellation of
the VASP airline, that
made service of air mail
for the San Paulo state
up to 1930. The special
rate for this fast air mail
service was like an
express registered rate
(1.900 Reis).



Back side.

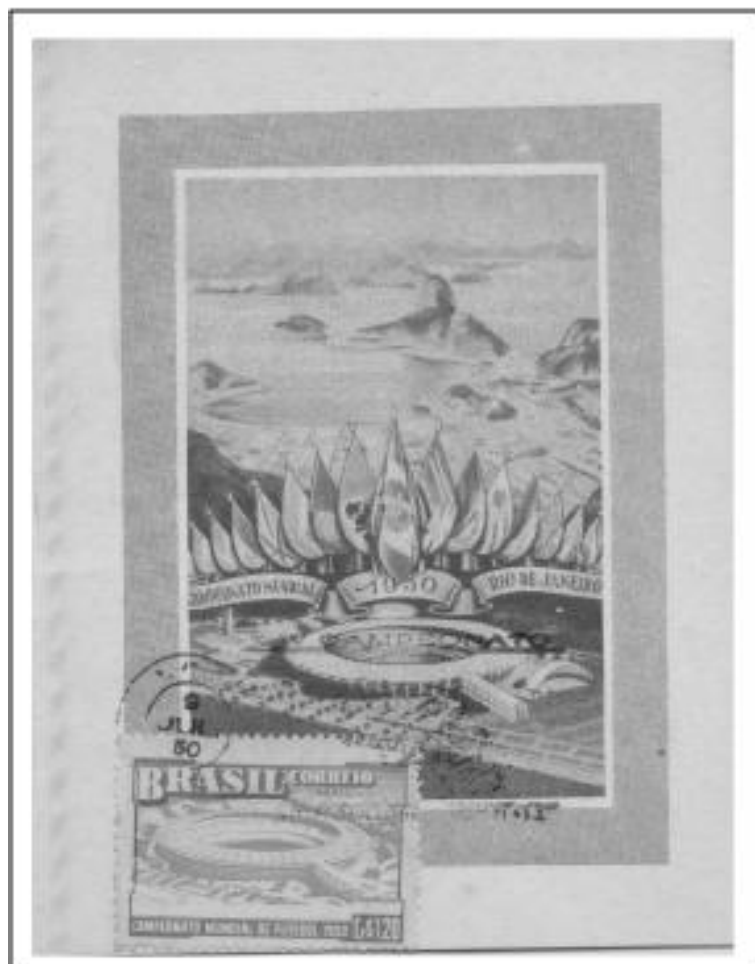
04 May 1949, at 3 pm, the tragedy of Superga
stripped Italian team of its best players.



The starts of the World Cup was celebrated in Sao Paulo
too, on 24 June 1950.



3.1 THE CUP RESTART FROM SOUTH AMERICA



9 July 1950, Rio de Janeiro, mechanical cancellation of the "TV Campeonato Mundial."

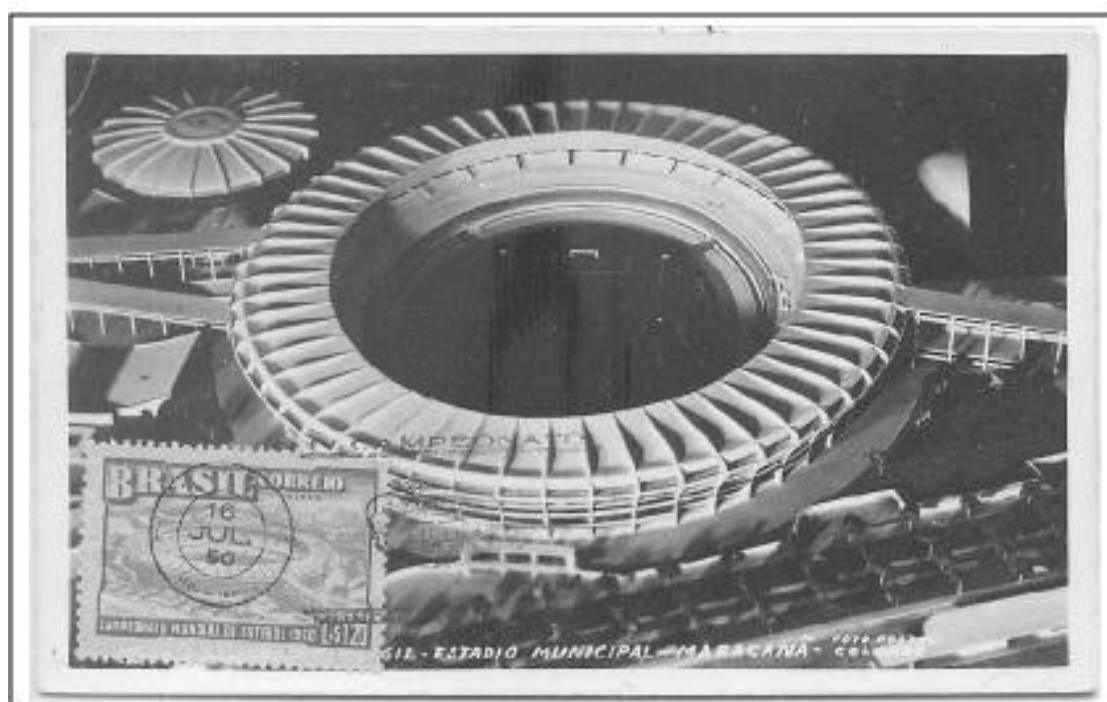
The other group winners were Brazil and Uruguay. They competed in the final round where the hosts are considered favourite, after having scored seven goals to Sweden. Sweden defeated the Spanish "La Furia Roja" that gains the fourth place, its best achievement in the Rimet Cup.

9 July 1950, Rio de Janeiro : Brazil-Sweden 7-1.



Piru Gainza, the Spanish captain.

Brazil and Uruguay played the final match in front of over 100,000 fans. For Brazil, a draw means the Cup. Brazil scored, then Uruguay equalised with Schiaffino and, with just over 11 minutes left to play, goes ahead 2-1 thanks to Ghiggia. Uruguay was crowned World Cup winner for the second time.



16 July 1950, Rio de Janeiro, mechanical cancellation of the "TV Campeonato Mundial.", for the final match on a maximum card.



16 July 1950, Rio de Janeiro, Estadio Municipal: Uruguay-Brazil 2-1.

3.1 THE CUP RESTART FROM SOUTH AMERICA

Protagonists of the so called Maracanazo (the big surprise of the Brazilian defeat): **Juan Lopez**, Uruguayan coach, **Juan Alberto "Pepe" Schiaffino**, inside forward who marked the tie 1-1.....



.....**Alcides Ghiggia**, scored of the decisive goal,
Carlos Sole, Uruguayan newscaster,.....



.....and also **Ari Barroso**, pianist and songwriter, the Brazilian famous newscaster who abandoned football after this sportive tragedy.



In Uruguay, the incredible victory was greeted even more enthusiastically than twenty years before, so the heroes of the "Celeste" become legendary. The official poster for the 1950 World Cup was chosen for the stamps celebrating the victory.



Registered letter to Italy with the series issued in 1951 for the Uruguayan victory with complementary stamp for the abroad rate.



3 cent. imperforate.

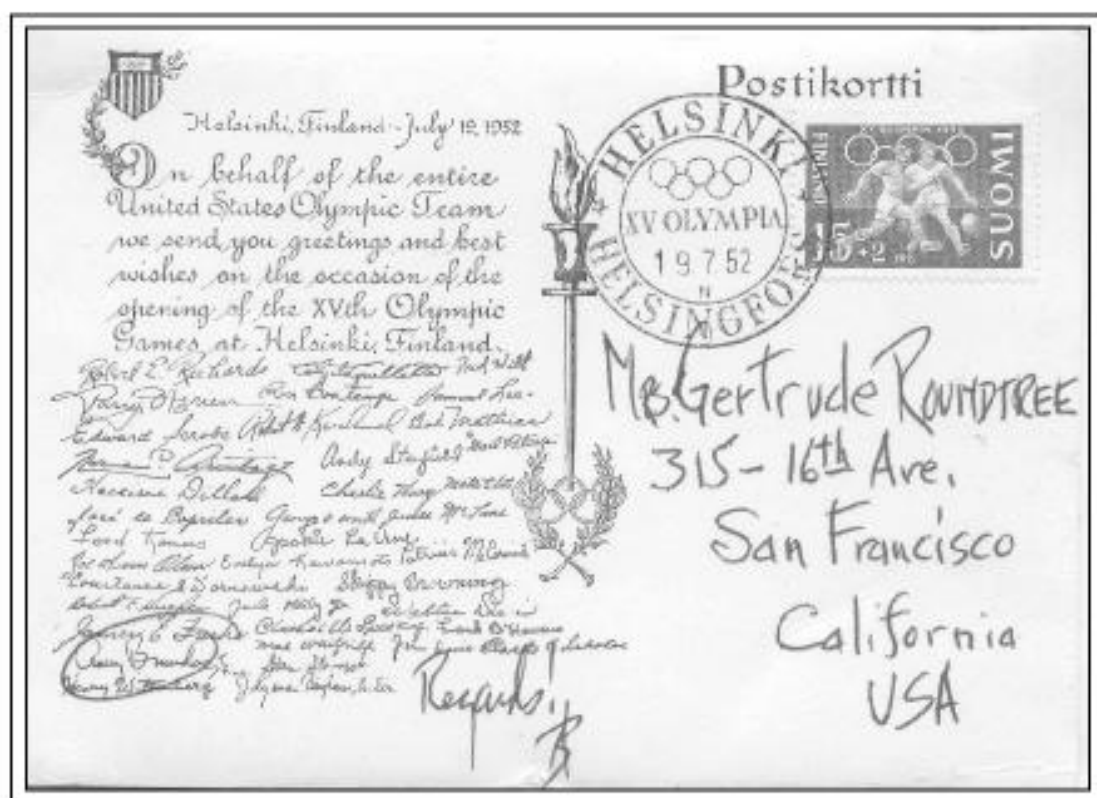


Specimens



3.1 THE CUP RESTART FROM SOUTH AMERICA

The advancing of professionalism and international competitions affected the Olympic football tournament that continues losing interest against the World Cup. However, at the 1952 Games in Helsinki, the gold medal went to a team that will become a legend in the history of football, the Hungarian team of Puskás, Hidegkuti, etc.



Olympic special postmark with the letter "N" post office inside the Olympic stadium

The first round begins on 19 July with the return of Austrian team, winning on the Finnish team for 4-3

The final match had a predictable ending: the stronger Hungarian players win the gold medal against Yugoslavia.



The Yugoslavian team run for the final, and repeated the silver Olympic medal of London 1948.



2 August 1952 Helsinki:
final Hungary- Yugoslavia
2-0.

Olympic special postmark, without any letter, on a registered sent by Central post office in Helsinki.

3.1 THE CUP RESTART FROM SOUTH AMERICA

In the following international matches before the World Cup, the Hungarian team had more and more of these victories not only at home, in the new Nepstadion in Budapest, inaugurated in 1952, but also outside; they defeated easily Italy (3-0), at the match inaugurating the new Olympic stadium in Rome, built for the 1960 Olympic Games.



Budapest, the
Nepstadion.

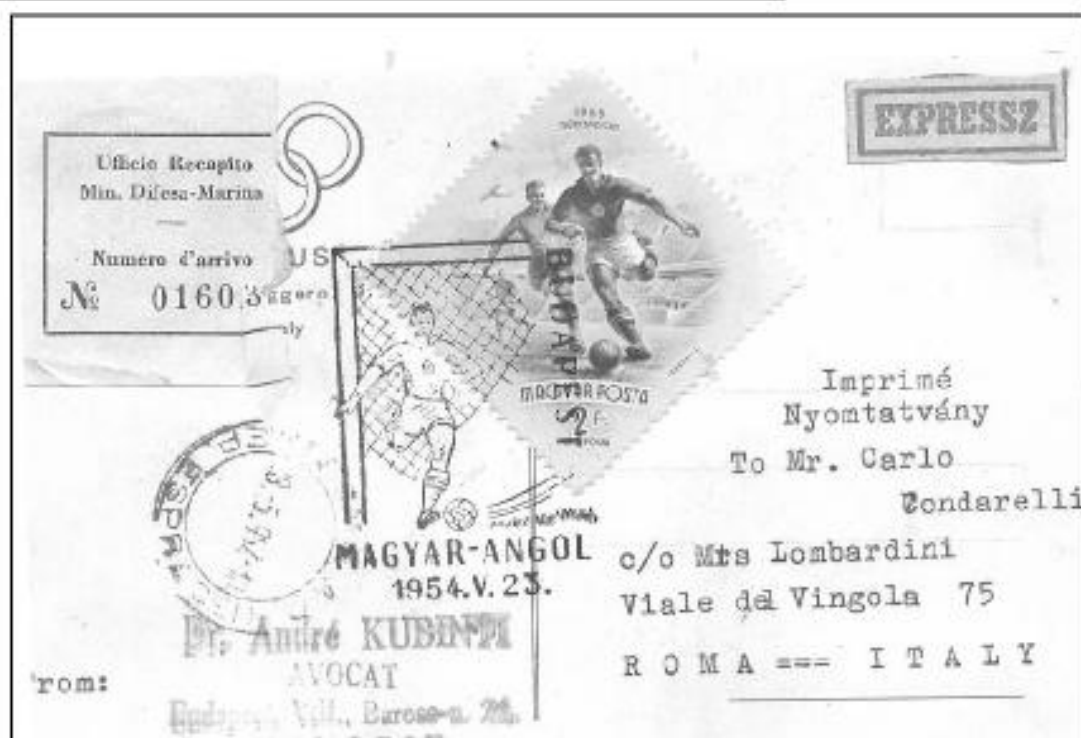
Rome, 17 May
1953, Italy-
Hungary 0-3.



The Hungarian team destroyed the myth of England football, defeated at home for the first time (6-3); then humiliated at the Nepstadion in Budapest (7-1).

25 November 1953,
Wembley Stadium,
England-Hungary 3-6.

23 May 1954, Budapest: Hungary-
England 7-1.



Post card sent from Hungary to Italy with
express postal rate.

Imprimé
Nyomtatvány
To Mr. Carlo
Condarelli
c/o Mrs Lombardini
Viale del Vingola 75
ROMA --- ITALY

3 A STAR IS BORN: BRAZIL

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

In the last years, regular national television services were launched in several countries and Eurovision has started enabling the exchange of programs among the mayor TV companies. The 1954 Rimet Cup was hosted in Switzerland, and for the first time Cup matches could be seen live in houses and public places around Europe.



European Television weeks, held in Switzerland at the same time of the World Cup.



Photo essay for Germany FR 1954 Television, stamp not accepted.



Imperforated.



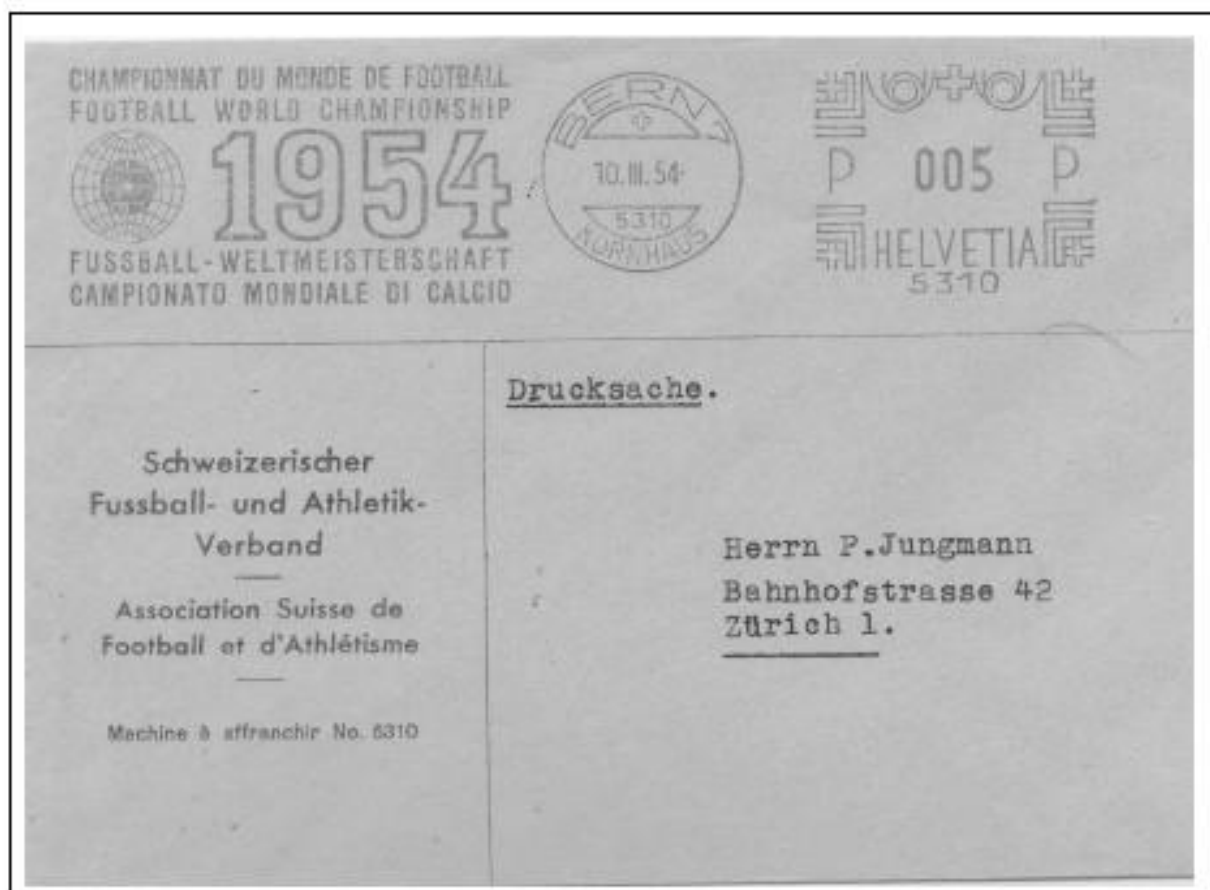
TV Camera takes images of the World Cup.



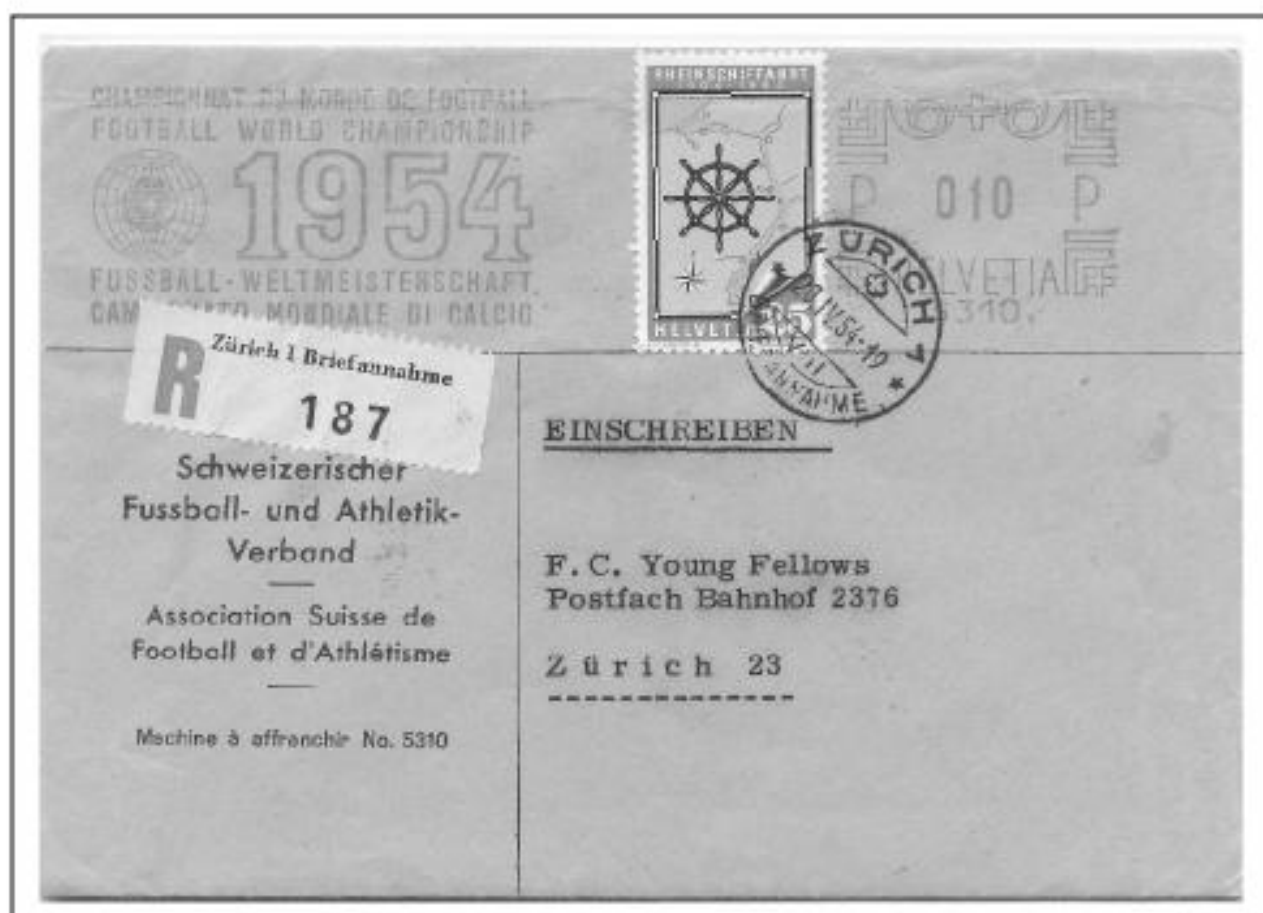
Football popularity stimulated the growth of pools based on the results of some matches. Italy's Totocalcio was one of the first European systems in place (1946). Its profits were devoted to support sports activities.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

The organizer was the Swiss Football Federation, which advertises this important even, thanks to the great support of the FIFA too, that had its headquarters just in Zurich.



Advertising franking meter of the Swiss Federation, with date stamp (printed matter rate of 0.05 cent. up to 50 gr.)...



.....and without, with additional stamp for rate of registered inland (20 cent. for registered fees, plus 15 cent. for printed matter up to 500 gr.). Not common.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

The only celebrative stamp for the event presented two main varieties:



a) "clouds over Cuba"



b) "Atlantis".

The sixteen qualified teams were allocated in to four groups of four teams each. The tournament started in Lausanne on 16 June, with the match Yugoslavia-France (1-0). The European favourite Germany FR, Switzerland, and the great Hungary began successfully the first round.



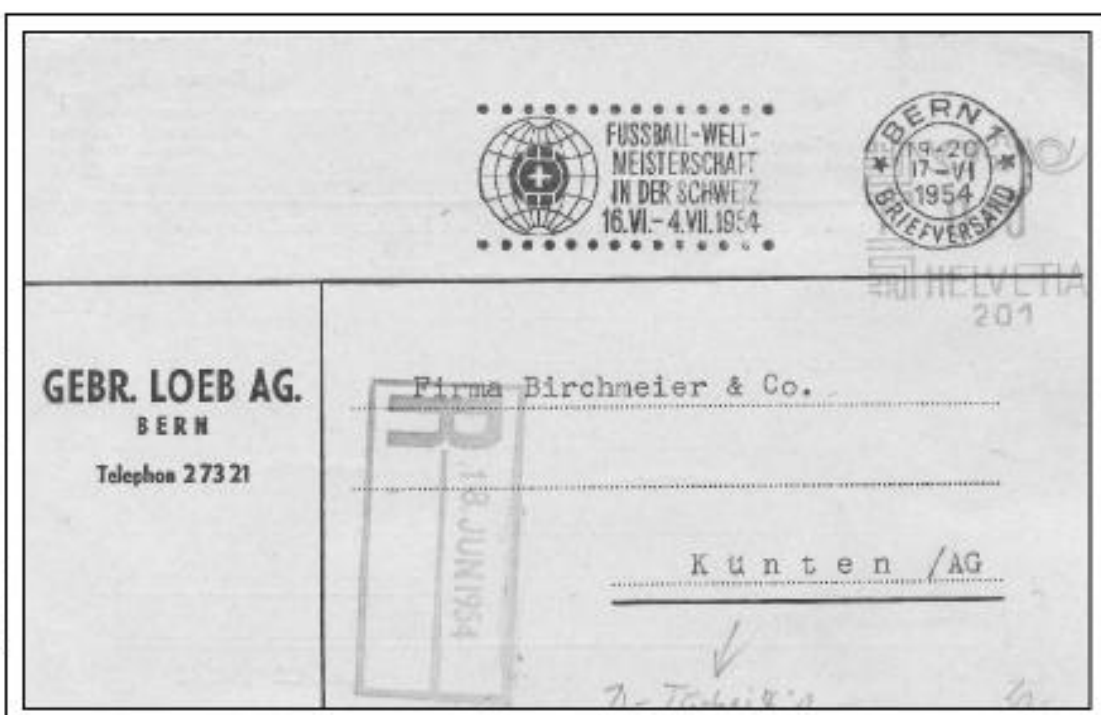
Special cancellation for the opening match in Lausanne.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

For the matches of first round was being used a postmark and a cachet that includes the name of the venue. The cachet had the same design of the mechanical cancellation used in every town hosting the matches, with different language for the different cantons, respectively French, German or Italian.



Registered parcel post from Bern, with enlargement of the back side.

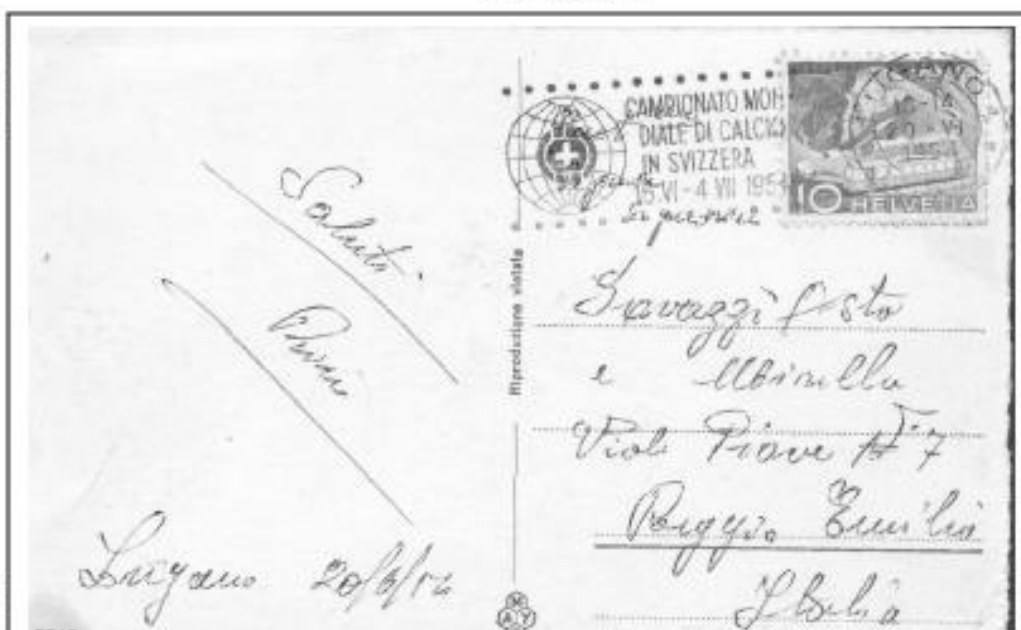


17 June 1954, Bern: Germany FR-Turkey 4-1.

Mechanical cancellation in German utilized in the Bern Post Office n. 1.

The only match played in Lugano is between Italy and Belgium (4-1); as Italy finished at the same points of Switzerland and loose the play off match.

20 June 1954, Lugano: Italy-Belgium.



The only one mechanical cancellation in Italian was used in Lugano. Incorrect rate of 10 cent., instead of 15 cent. for abroad border mail.



Also from the first round, and for the entire tournament, each match was supported by an automobile post offices (about 2 for each city), using a postmark and a cachet that includes the name of the venue. The cachet was the same utilized in the normal Post Office in French and German, for their cantons.

17 June 1954, Lausanne, Switzerland-Italy 2-1.

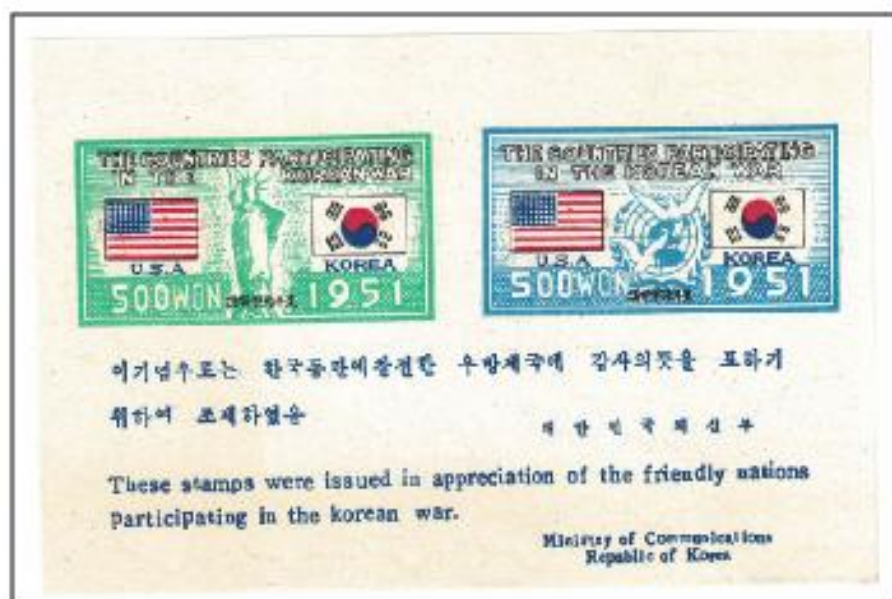
Mobile post office n. 2 in Lausanne. Correct rate of 40 cent. for abroad registered fees.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

After the qualification of the Swiss hosts, the Hungarian went ahead, defeating South Korea and Turkey, both at their first experience; the Korean in particular participate in spite of the recent war ended with the division into North Korea and South Korea, with the military intervention of both the Communist block and the NATO forces.

17 June 1954, Zurich,
Hungary- South Korea 9-0.

Mobile Post Office n. 3 in Zurich.
Not are known other post mobile
office in this city. Correct rate of
40 cent. for domestic registered
fees double weigh.



Souvenir sheet issued by Korean Post for all the nations participating to the Korean War.
The most important helping hand is made by USA Army.

The USA Army helped the South Korean forces
together with their NATO and UN allied.



This is the only time South Korea
takes part to the Rimet World Cup.
Its following participation will be
at the FIFA World Cup in 1986.



The participation of the
French team stopped at
first round against
Yugoslavia and Brazil.

19 June 1954, Geneve,
France-Mexico 3-2.

Mobile Post Office n. 1 in
Geneve.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

In Bern, the English team finally qualified for the quarter finals, for the first time, winning against Switzerland.



20 June 1954, Bern, England-Switzerland 2-0. Mobile post office n. 1 in Bern. This block of four of the commemorative stamp is in a perfect rate for a registered express letter to inland (1.20 Fr).

Starting with the quarter finals, all matches were based on knockout. After twenty years, Austria returned among the four best teams, eliminating Switzerland after a thrilling match with a total of 12 goals.



26 June 1954,
Lausanne.
Austria -
Switzerland 7-5.

Mobile post office n. 2 in Lausanne. The date stamp was erroneously showing 1953 instead of 1954. Registered rate for abroad of 40 cent. plus double weigh rate of 65 cent.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE



In the quarter finals Hungary defeated Brazil in Bern, after a real battle, ended with a final fight among players, while Germany had no problems against Yugoslavia (2-0).

27 June 1954, Bern:
Hungary-Brazil 4-2.

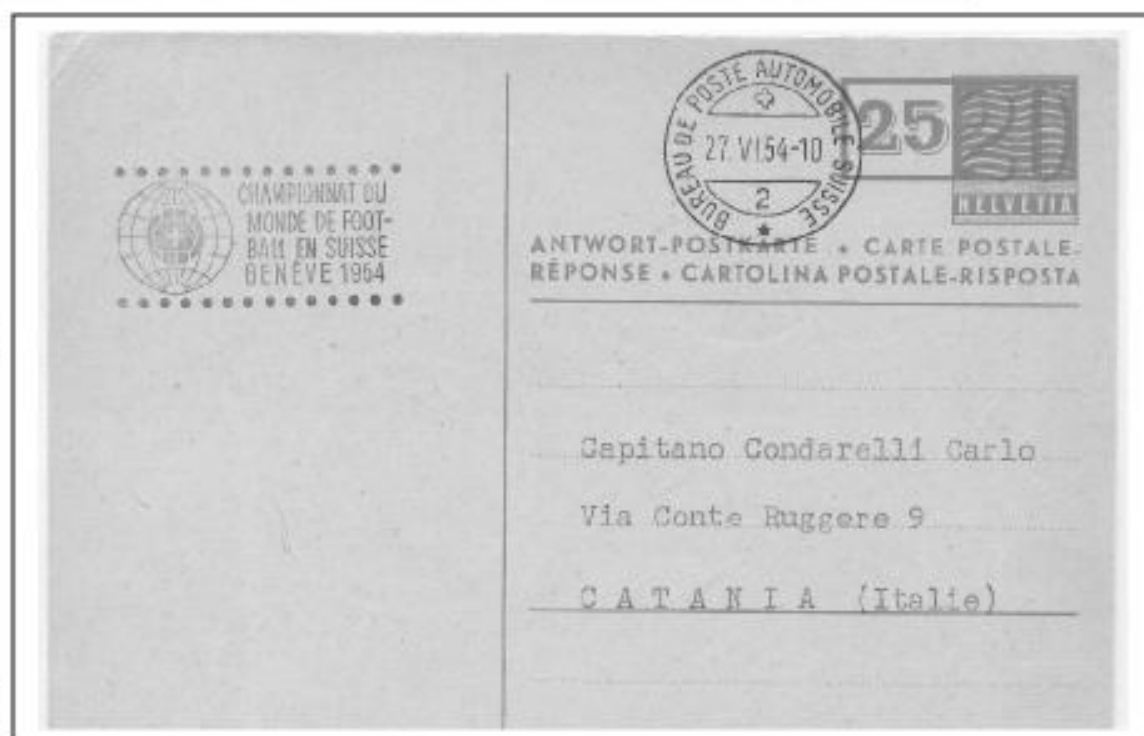
Mobile post office n. 3 in Bern. Air mail Letter sent with Swiss Air publicity label.



Fritz Walter, the German captain and match winner against Yugoslavia.

27 June 1954, Geneva:
Germany FR-Yugoslavia 2-0.

Mobile post office n. 2 in Geneva.
Postal stationery rate of 25 cent.
for abroad.



3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

On the semifinal day, Germany FR defeated Austria; clear and undisputable the superiority of the "white" from Germany....



Ernst Ocwik, captain of Austria repeated the third place of 1934. Specimen

Exact rate for express registered letter for abroad (1.60 Fr.).

Postmarks of the Automobile post offices active respectively at the stadiums of Basel (up) and Lausanne (below).

Obdulio Varela, captain of the Uruguayan team, misses the semifinal because of an injury.



.....while Hungary knocked Uruguay out, after another real battle of football, won at extra time. The Uruguayan holders lost their first match in a World Cup, after two victories in two participations.

30 June 1954,
Basel: Germany
FR-Austria 6-1.



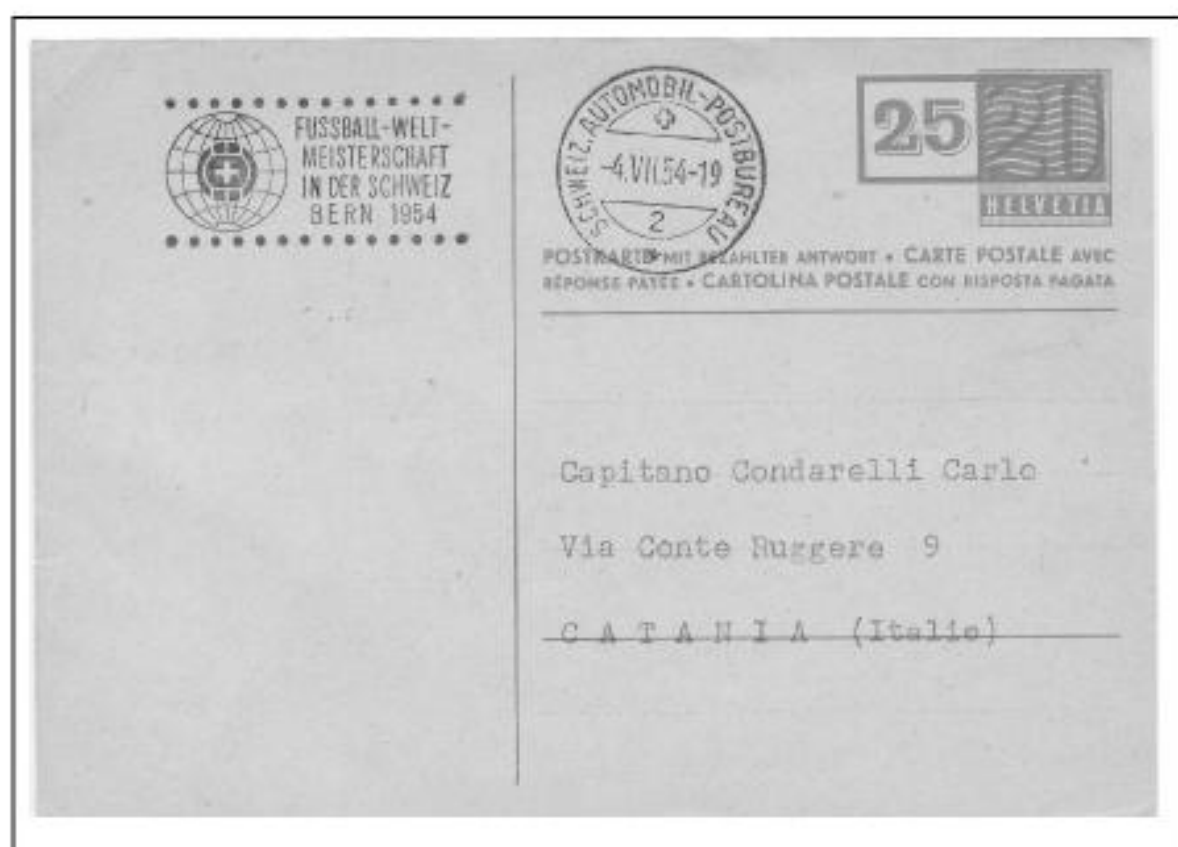
Mobile post office n.
2 in Lausanne.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

The Hungarians, unbeaten for 32 consecutive matches, were the favourites for the Cup. They lead 2-0 after eight minutes, but Germany FR equalised in the next ten, thanks to Morlock and Rahn. Six minutes before the end, the second goal from Rahn gave Germany FR a 3-2 lead and the Cup. In West Germany, the success was known as "The Miracle of Bern".



4 July 1954, special postmark for the final (Endspiel) in Bern. Registered express letter sent to city.



Postmark and cachet of the mobile post office n. 2 at the Bern stadium in the Final match day. Bern is the only city hosts who has 3 mobile post offices during the tournament.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

Some protagonists of the so called "match of the century": **Sepp Herberger**, national coach of Germany since 1936 to 1964.....



Perforation misplaced.



.....**Helmut Rahn** (postmark) and **Marx Morlock** (stamp), the German scores of the final.

This incredible result, hits its best players as **Puskas**, and a nation already in a very difficult political situation, due to the influence of Soviet Regime, which had taken the success in the Cup for granted, as a point of printing a celebrative issue.



Ferenc Puskás, captain and leader of the Hungarian Golden Team, Olympic Champion in 1952 and runner up two years later.

Specimen (pre-obiterated).



Budapest 26.09.1955, friendly match Hungary-USSR 1-1



Unissued celebrative stamp for the victory of Hungary in the 1954 World Cup. There were retired from printing after the unexpected lost, so only a sheet of 20 stamps remain, respectively perforated and not. A very few pieces of this sheet were preserved now, very difficult to find of both sets.



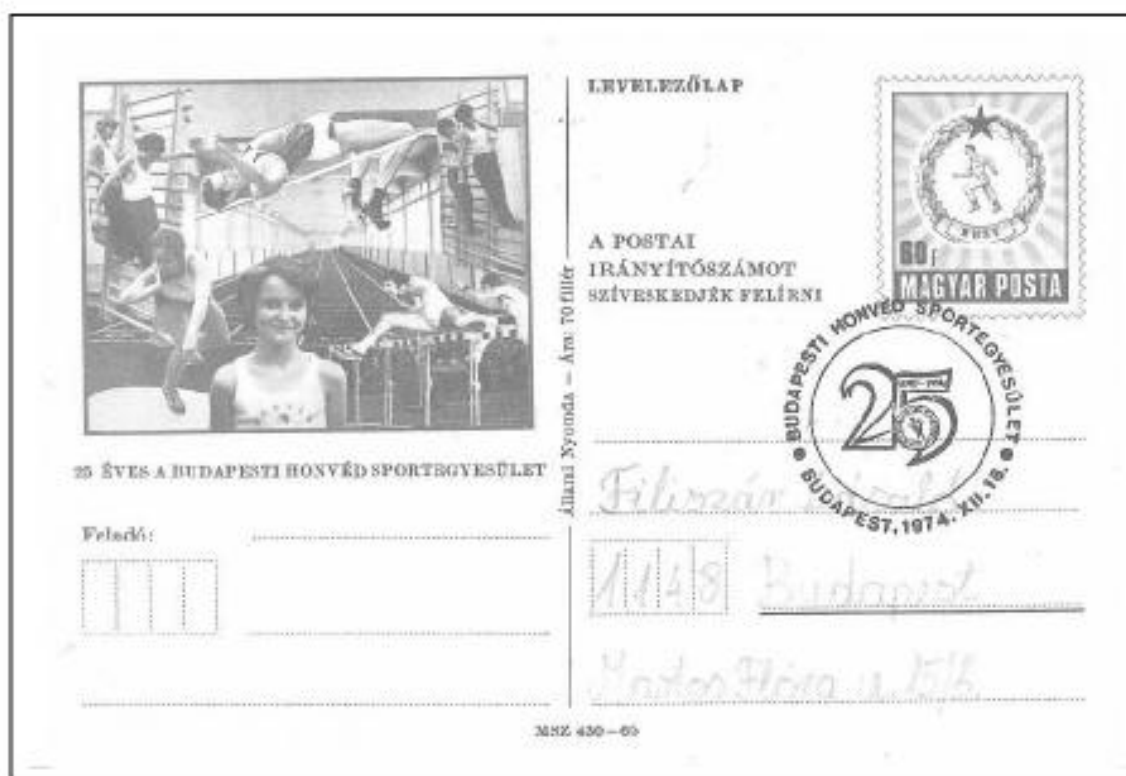
Imperforate.

3.2 TELEVISION GIVES THE WORLD CUP AN INTERNATIONAL AUDIENCE

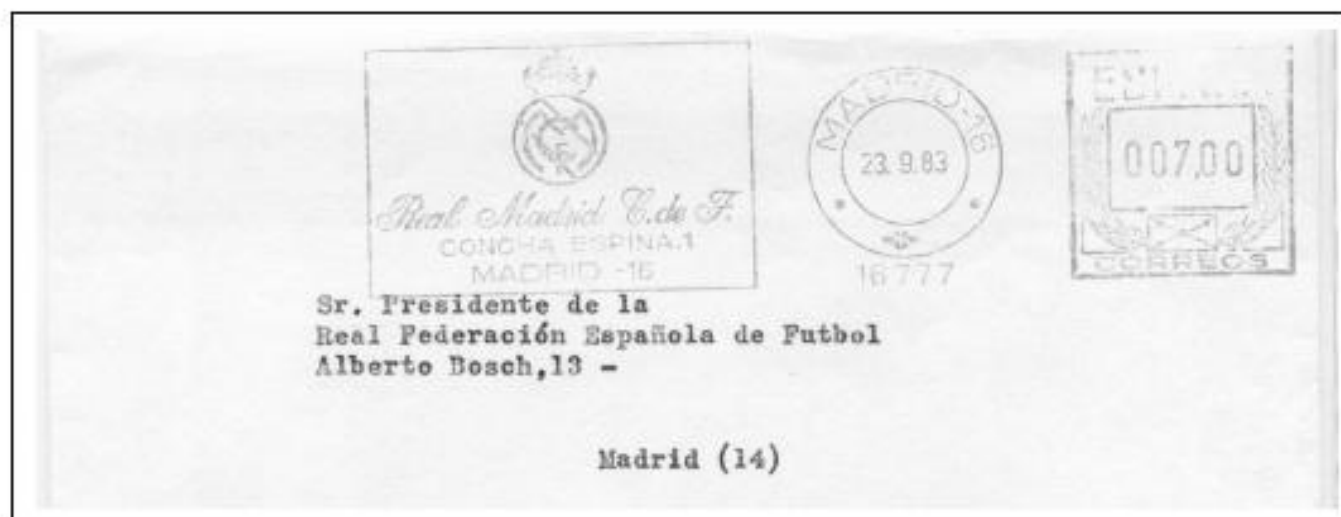
Hungary continued to dominate international football; but on 22 October 1956, the revolution erupted in Budapest. Most of the players were abroad with the Honved, time the most important club team, and part ways. Some of them remain in Western countries: Ferenc Puskás emigrated to Spain to play for Real Madrid.



Overprinted stamps issued at the University of Sopron at the time of the revolt with words of encouragement to the anti-Soviet rebellion



Honved Budapest at the time the team of the Hungarian Army, gave the Hungarian national team most of its players.



Franking meter of the Real Madrid Club de Fútbol.

3 A STAR IS BORN: BRAZIL

3.3 A GREAT TEAM STEALS THE SHOW IN STOCKHOLM

On 24 June 1950, first day of the World Cup in Rio, the FIFA Congress assigned the organization of the 1958 edition to Sweden, the only candidate.



Rio, Palace Hotel Quitandinha, venue of the FIFA Congress.

Rio, 24 June 1950, beginning of the FIFA Congress and World Cup.



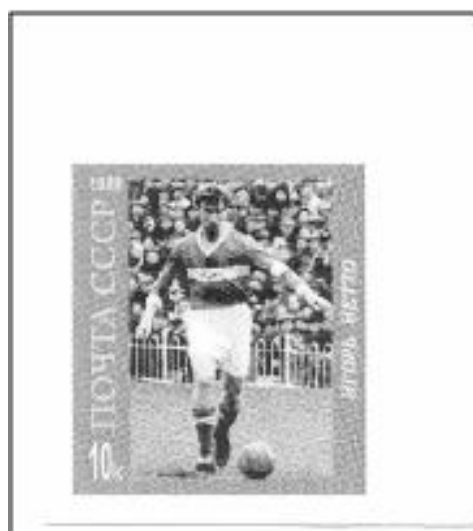
The qualification matches attested the development of football in Eastern Europe. German Democratic Republic takes part for the first time; the USSR, Olympic champion in Melbourne 1956, qualified for the final round for the first time, thanks to a new generation of great players as **Eduard Streltsov** and **Igor Netto**, leader of this team.



Two progressive proofs issued by DDR Post.



Melbourne, 8 December 1956, final Olympic match USSR-Yugoslavia 1-0.



Eduard Streltsov, great top scorer, loved by the fans but unloved by the Communist Regime; at the top of its career, was interned in a Siberian gulag as an opposite, and could not participate to his first World Cup.



Eduard Streltsov

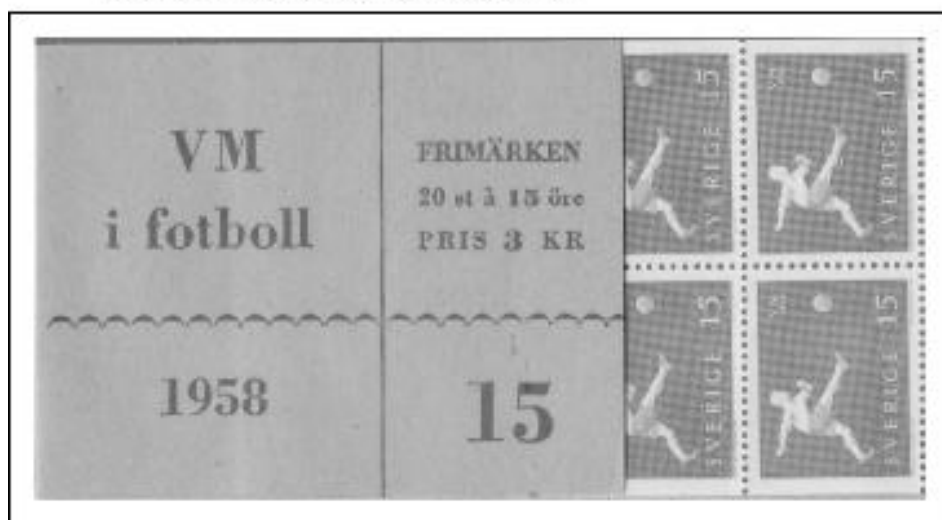
Igor Netto.

3.3 A GREAT TEAM STEALS THE SHOW IN STOCKHOLM

The 1958 World Cup final round was held in Sweden. In addition to the host and the Cup holder team, nine places were allocated to Europe, three to South America, one to North/Central America, and one to Asia/Africa.

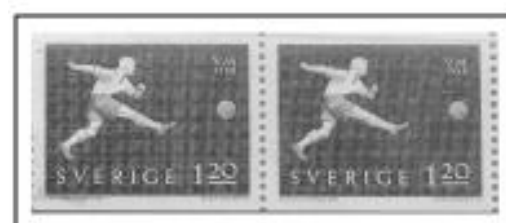


FDC registered letter to Rome showing the different types of perforation used for the two distribution methods of the stamps issued for the tournament: booklets and coils.



Two booklets of 20 stamps each included the 15 and 20 Öre respectively...

...whereas the 1,20 Kroner was available only in coils.



3.3 A GREAT TEAM STEALS THE SHOW IN STOCKHOLM

The Swedish Football Federation advertised the event, and renovated the sports facilities of the twelve cities hosting the matches, a record compared with the previous editions.



Franking meter of the Swedish Football Federation.

For this occasion, new stadiums were built and the existing one are renewed in the 12 city hosts the matches. Among them the Råsunda stadium, the biggest of Sweden, built in 1937 and situated in Solna, a suburb of Stockholm, also seat of the Sweden Federation.



This stadium hosted the headquarters of the Organizing Committee and of the Swedish Football Association.

3.3 A GREAT TEAM STEALS THE SHOW IN STOCKHOLM

Solna stadium hosted the first match between Sweden and Mexico.

8 June 1958,
Solna:
Sweden -
Mexico 3-0.



Two different postmarks were used in all the 12 cities for the first round, one with the Globe and the second with the World Cup logo.

Solna, Post Office 1, registered letter with the Globe postmark sent abroad.

For the first time, all four U.K.'s Home nations, England, Scotland, Wales, and Northern Ireland were qualified for the final round. England, Wales and Northern Ireland made the second rank in their round, qualifying for a play off match.



11 June 1958, Solna: Wales-Mexico 1-1.



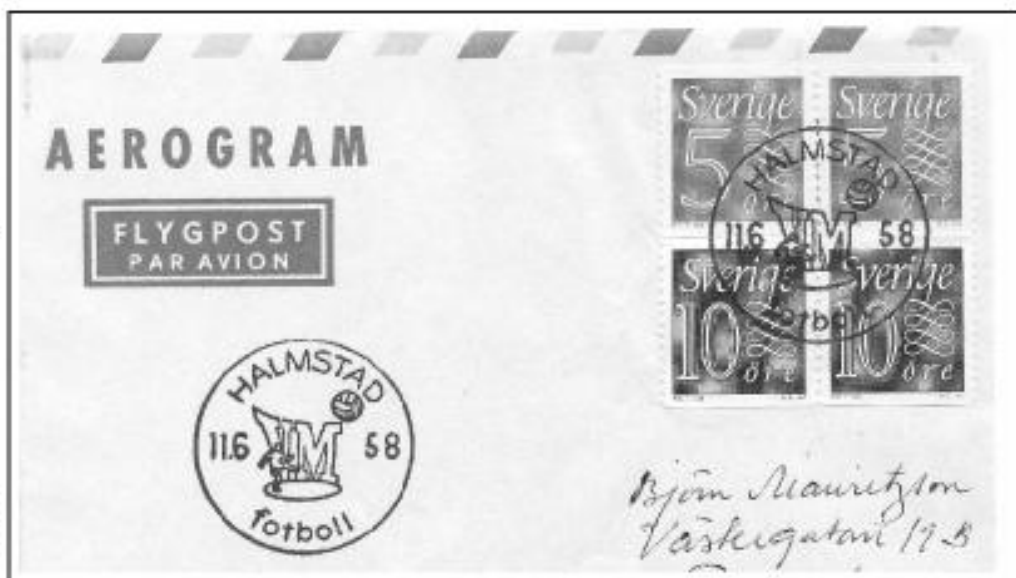
John Charles, best Welsh player.

Official post card sent to Italy from Stockholm with the postmarks official Logo utilized for the first round in Solna.

3.3 A GREAT TEAM STEALS THE SHOW IN STOCKHOLM

11 June 1958, Halmstad, Northern Ireland-Argentina 1-3.

Halmstad, Aerogram sent inland with logo of tournament (on right); Göteborg, Air mail registered with rate for abroad (below).



In the first round, the Soviet Union drawn England, missing the Manchester United players, who died in an air crash in Munich some months before.



Duncan Edwards, one of the youngest players in the history of England national team, dies in the air tragedy.



Munich, 6 February 1958, 3 pm, the hour of the disaster.

The Germany FR, world champion started against Argentina in Malmo, 3-1 the result.

Special postmark on a post card from Sweden to Germany, taxed 6 c. for insufficient franking.



3.3 A GREAT TEAM STEALS THE SHOW IN STOCKOLM

At the end of first round, even three play off matches for teams with the same points; among them, Northern Ireland qualified for quarter finals at its first appearance, defeating in Malmo 2-1 the Czechoslovakian team.



Danny Blanchflower, captain of Northern Ireland.



The special postmark used for the play off matches. Official post card sent from Malmo, Post Office E, to Lund.

From 19 June, it's not allowed to mistake, all was decided in 90': quarter finals, semifinals and so on, until the World Champion.



19 June 1958, Solna, quarter final match: Sweden-Soviet Union 2-0.

For the Soviet Union the first participation in a World Cup.



Colour shifted on an imperforate.

The special postmark used for the quarter finals on a post card from Sweden to Italy. It is taxed 12 c., as the franking is insufficient to cover the rate. The Italian sender of this post card was excited for the Swedish success, as one of the players plays in an Italian club.

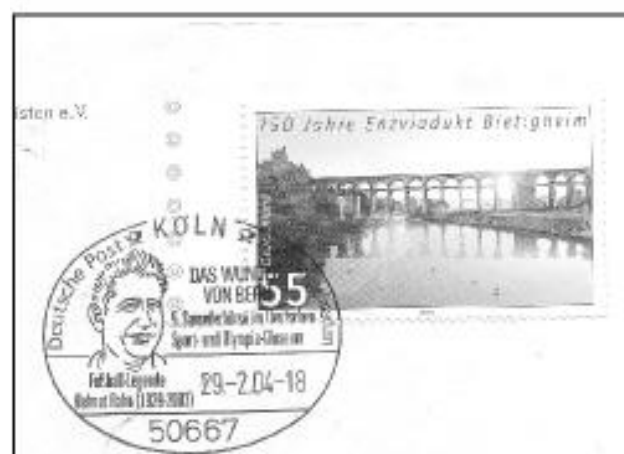
3.3 A GREAT TEAM STEALS THE SHOW IN STOCKHOLM



The road to the final passed for Solna and Göteborg, and Sweden and Brazil took this opportunity.

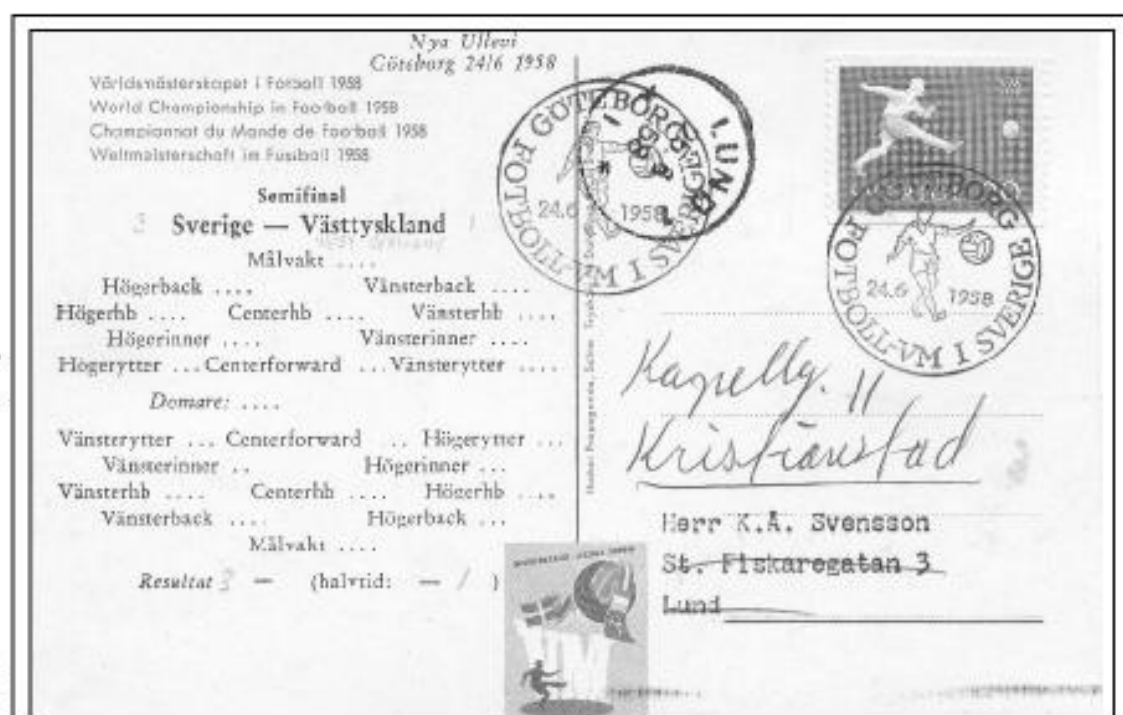
24 June 1958, Solna: Brazil-France 5-2 (also reported by the card sender!)

Special postmark used for the semifinals.



Helmut Rahn and Raimond Kopa, two leader for an unique winner.

24 June 1958, Gothenburg: Sweden-Germany FR 3-1.



Postcard sent from Göteborg and arrived in Lund the day after, with the special semifinal postmark.

3.3 A GREAT TEAM STEALS THE SHOW IN STOCKHOLM

The West German Cup holders had to leave the third place to France (6-3), which achieves an historical result.

28 June 1958, Gothenburg:
France-Germany.

Special postmark used for the finals. On 28 June, the postmark for 3rd place final.



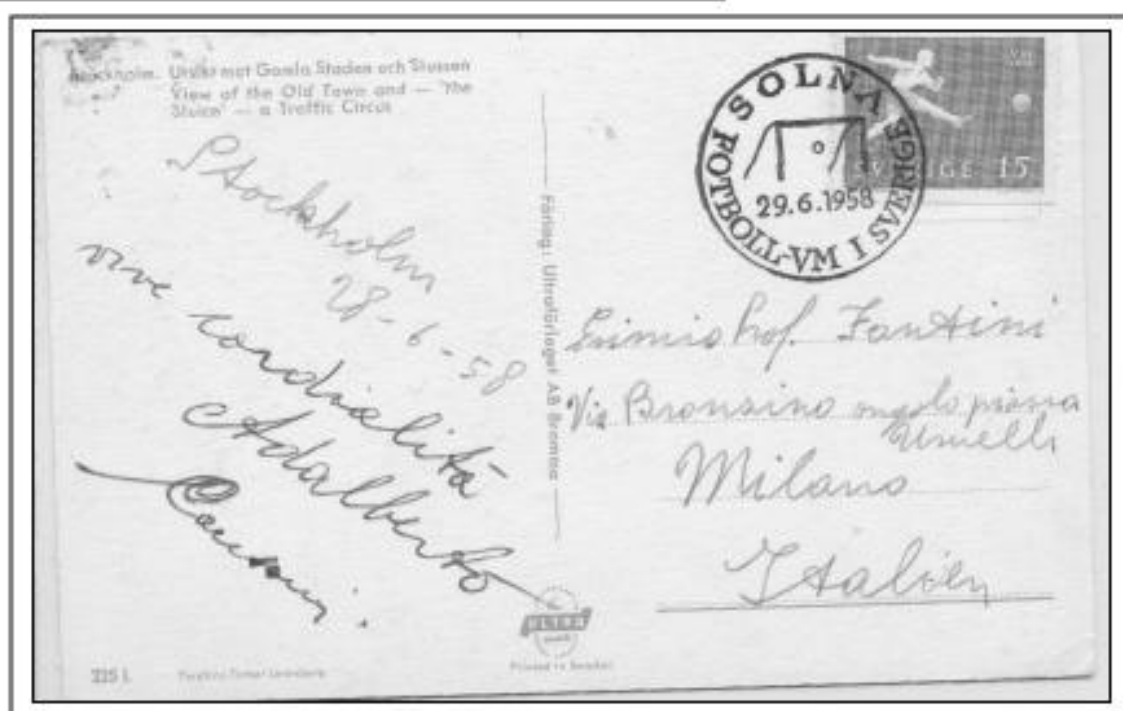
In the last act, Sweden, at its first final, could not stop the Brazilians, who dominated with the undisputable result of 5-2. The Cup goes to Rio!



Two protagonists of the final, **Pelé** and **Nils Liedholm**. Pelé is the youngest player to score in a final, and the youngest player to win a World Cup. Nils Liedholm became the oldest player to score in a final.



Nils Liedholm, Swedish top scorer.



29 June 1958, Solna, match Brazil-Sweden, the last act of the tournament.

On 29 June, the postmark utilized for the big final.

3.3 A GREAT TEAM STEALS THE SHOW IN STOCKOLM

The Rimet Cup fled to Rio for the first time, a liberation for a nation who lived for football. Brazil was the only team present at all World Cup editions.



Bellini, the Brazilian captain who lifts the Cup for the first time: the Maracanazo of 1950 is only a bad memory



Marbled paper.

Registered letter from the Confederação Brasileira de Desportos (Brazilian Sports Federation), franked with a block of four celebrative stamps.

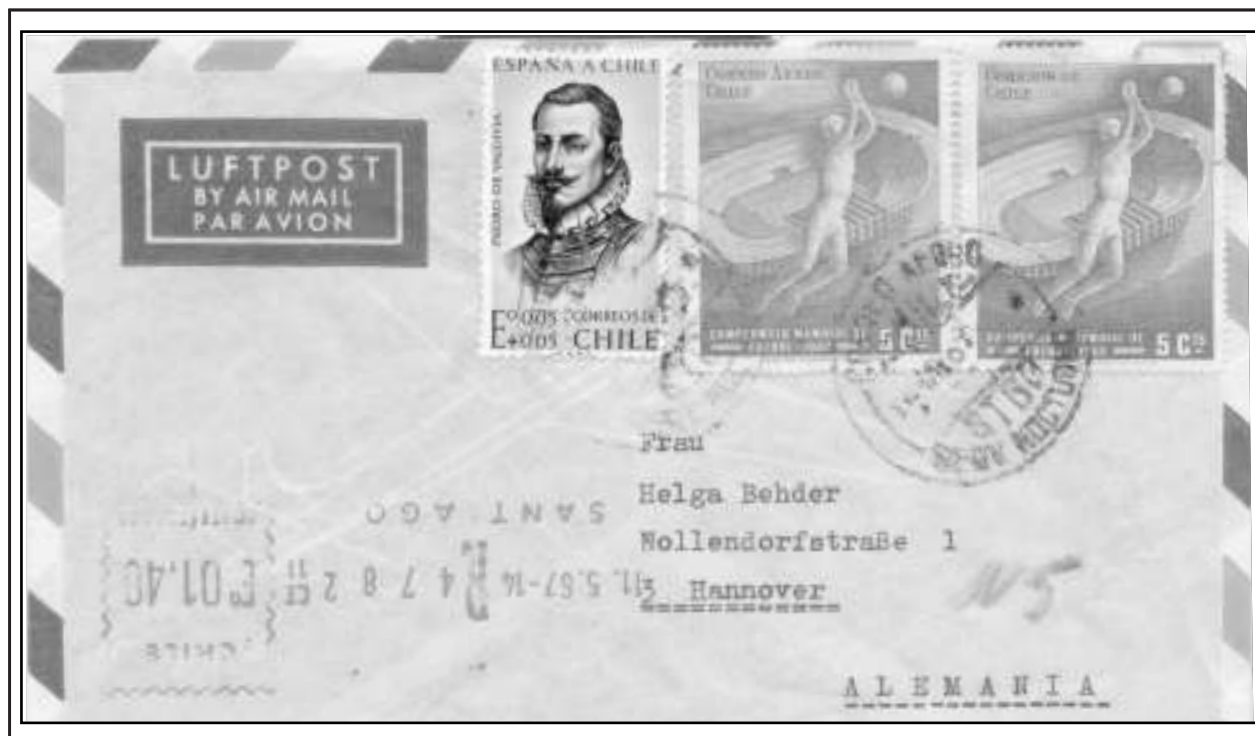
4 BRAZIL: O' CANECO E' NOSSO (THE CUP IS OURS)

4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES

At the 1956 FIFA Congress, Chile was awarded for the organization of the new edition of 1962 World Cup. The other candidate Germany FR, withdrew before voting takes place.



Unfortunately on 22 May 1960 a massive earthquake strikes Chile, specially Valdivia, causing enormous damages. **Carlos Dittborn**, president of the Organization Committee, had stadiums and other infrastructures rebuilt at record speed and the tournament keeps its schedule. Dittborn didn't live to see the success of his efforts, as he died one month before starting.



Carlos Dittborn.

Registered letter to Germany franked with a pair of commemorative stamp for the Cup.

The additional stamp was printed free of charge by Spanish Mint and has a surcharged for the victims of the earthquake.

Valdivia was support to host some matches.

Free port franking cachet for the Earthquake zone "Zona terremotada".



4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES

The humanitarian aids and the strong will of the Chilean people allowed to meet the deadline of the World Cup.



Registered airmail letter to India with the World Cup stamps and the special postmark featuring the logo of the 1962 championship, with additional stamps for registered air mail letter to India, total 0,76 cent., plus a stamp of 50 pesos, preview rate during the inflation period in the '50s.

The qualification for the final round engaged about 60 national teams, a record for the World Cup; among these, 8 European teams, included Yugoslavia, which beat Poland in a decisive play off match.



Perforation 14 instead of 13 1/4.



Poland-Yugoslavia is played on 25 June 1961 in Warsaw (1-1). Yugoslavia qualified.

4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES

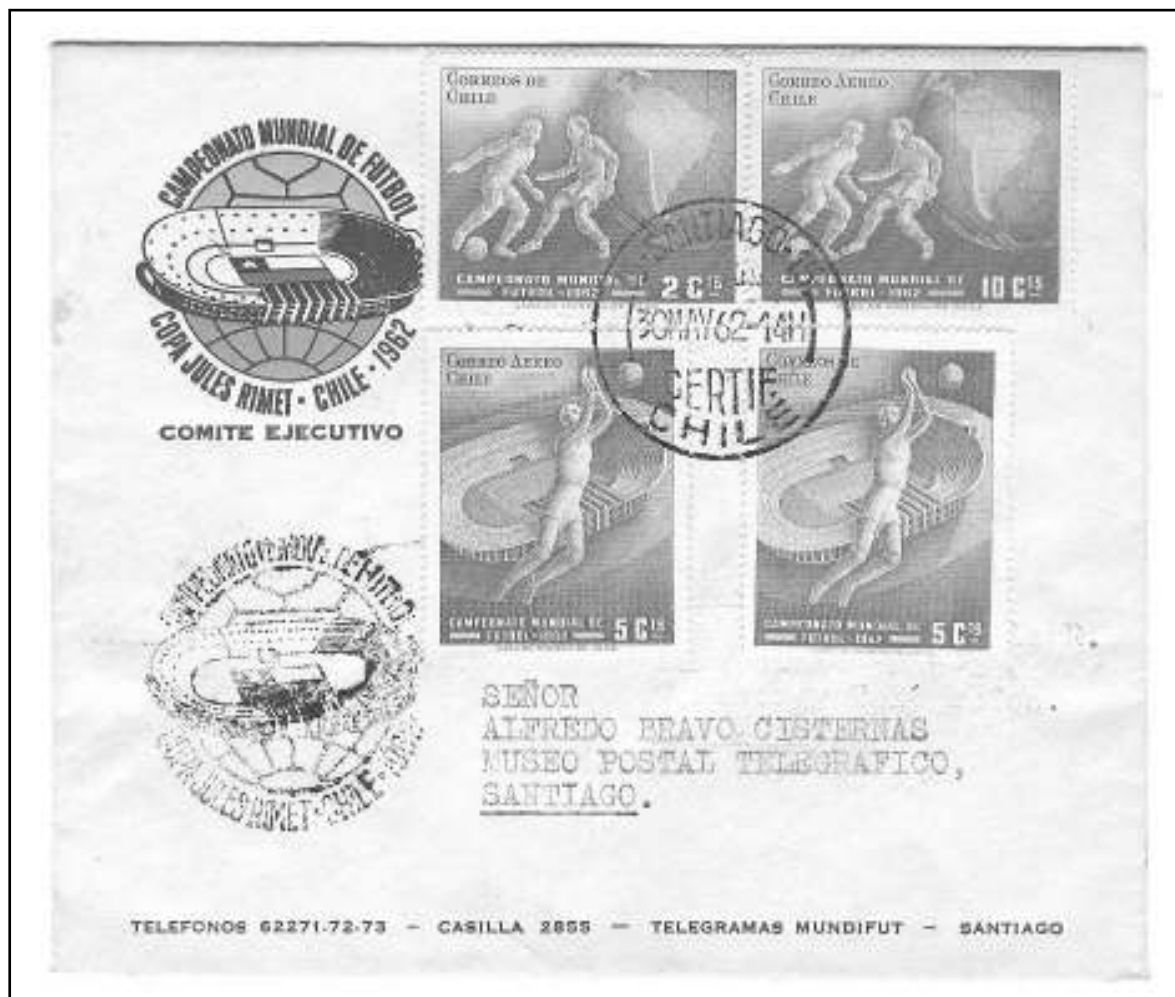
Originally, eight stadiums located in as many towns, were selected to host the World Cup matches of the 16 teams participant. After the earthquake, only Santiago's Estadio Nacional remained available. However two damaged stadiums were rebuilt and an additional one is made available, for a total of **four stadiums**. The tournament started on 30 May with a match in each stadium.



Honorino Landa, Chilean forward plays at debut match.

*30 May 1962, Santiago:
Chile–Switzerland 3-1.*

Letter from the Organizing Committee stamped with World Cup official logo cachet. Normal rate for inland letter of 0,22 cent..



The Estadio Sausalito in Viña del Mar hosted the matches of Brazil, Czechoslovakia, Mexico and Spain. Brazil passed easily the round together with Czechoslovakia.



30 May 1962, Viña del Mar: Brazil-Mexico 2-0.

4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES

At the Estadio Carlos Dittborn in Arica, located in extreme north of Chile, plays the group of Uruguay, Colombia, Soviet Union, and Yugoslavia. The two Eastern teams went ahead to the quarter finals.



"Pepe" Sasia, Uruguayan forward, scorer of the decisive goal in the first match of the "Celeste".

30 May 1962, Arica:
Uruguay-Colombia 2-1.



Rancagua's Estadio Braden Copper Co., the fourth stadium utilized, hosts Hungary, Argentina, England, and Bulgaria.

30 May 1962, Rancagua: Argentina-Bulgaria 1-0.

In the group staged in Santiago, Chile won the access to the quarter finals and Italy had to return home, after a controversial match against the hosts, so called also, the "battle of Santiago".

2 June 1962, Santiago: Chile-Italy 2-0.



Inland express letter with the complete World Cup series and the logo cachet.

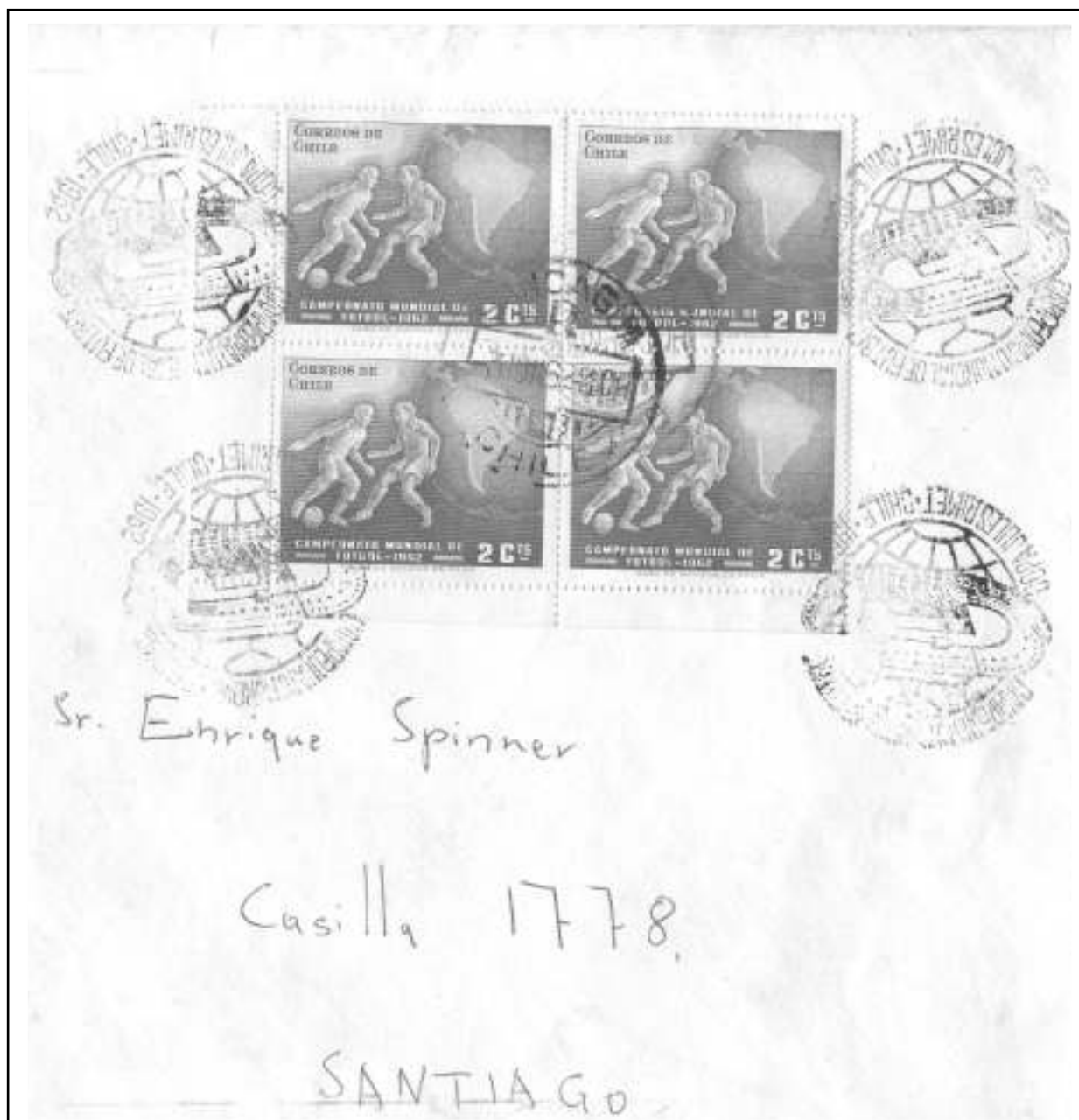
4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES

In this round Hungary qualified for quarter finals, 24 years after the final of Paris, thanks to its best scorer, Florian Albert. He scored the only triplet of this tournament against **Bulgaria** (6-1).

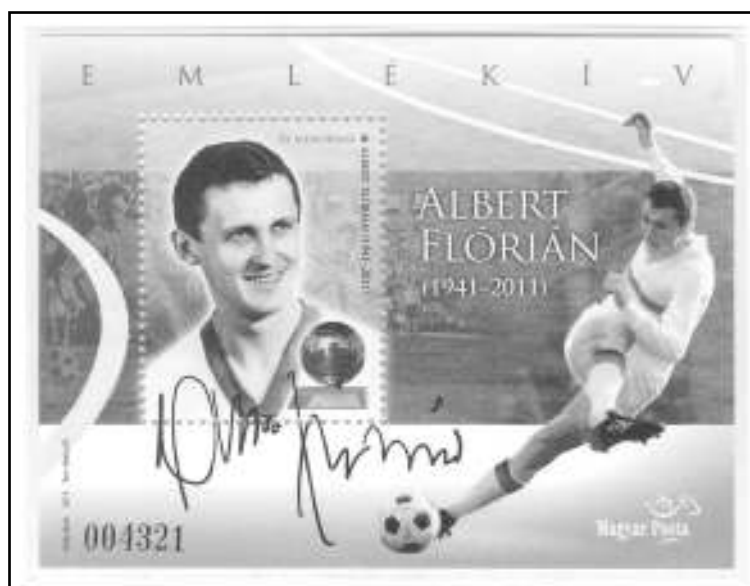


Imperforate.

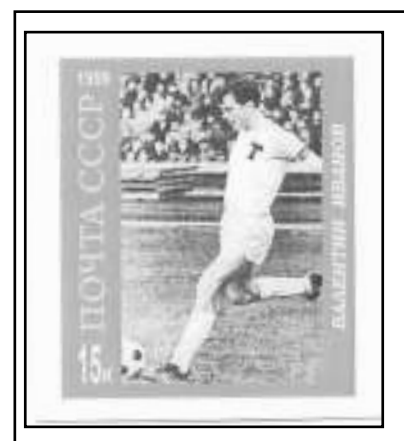
3 June 1962, Rancagua:
Hungary-Bulgaria.



The tournament will reach the decisive phase: two Eastern European, as Yugoslavia and Czechoslovakia, qualified to the semifinal, the latter winner in the East derby against Hungary team of **Florian Albert**, top scorer of this tournament, together with another eastern Europe player, **Albert Ivanov** from UdSSR.



Florian Albert, one of the top scorer of this Cup edition.



Valentiny Ivanov, Soviet top scorer.

4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES

The other two teams are South American teams, Brazil and Chile. The Brazilians found in Garrincha a valid substitute of Pelé, injured.



6 June 1962, Vina del Mar, Brazil-Spain 2-1.

Post card sent to France from Vina del Mar; can be seen the autograph of Pelé, gets injured right in this match.



Mané Garrincha in action.

This match won by Brazilian against the Spanish future European Champions just 2 years after, highlights **Mané Garrincha**, top scorer of Brazil in this tournament; in opposite, ends here the great career of **Ferenc Puskas**, from the golden team of 8 years before, playing now for the Spanish team as refugee.



6 June 1962: Santiago, Germany FR-Chile 2-0.



Another protagonist of the "miracle of bern", the "big boss" trainer Sepp Herberger, is still present on the bench of Germany, eliminated at quarter finals.



4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES

In the semifinals, the Chileans were unable to stop the Brazilian Cup holders, and the "verde oro" qualified for the final, against the Czechoslovakians.



Registered letter to England. rate of 1 Escudo and 22 cent., plus the additional stamp of inflation period of 500 Pesos.

13 June, Santiago: Brazil-Chile 4-2.

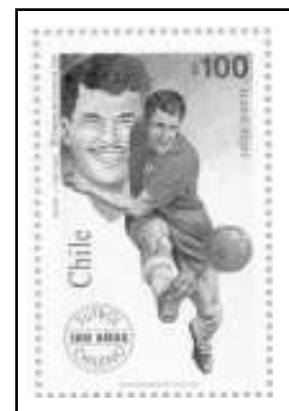


16 June, Santiago: Chile-Yugoslavia 1-0.

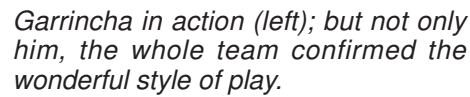
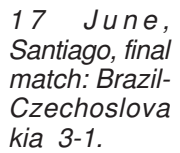
Air mail registered letter to Germany.

Chile took the third place with a team of almost unknown players.

Chilean striker Eladio Rojas, one of the best players in this tournament, marks he decisive goal against Yugoslavia.

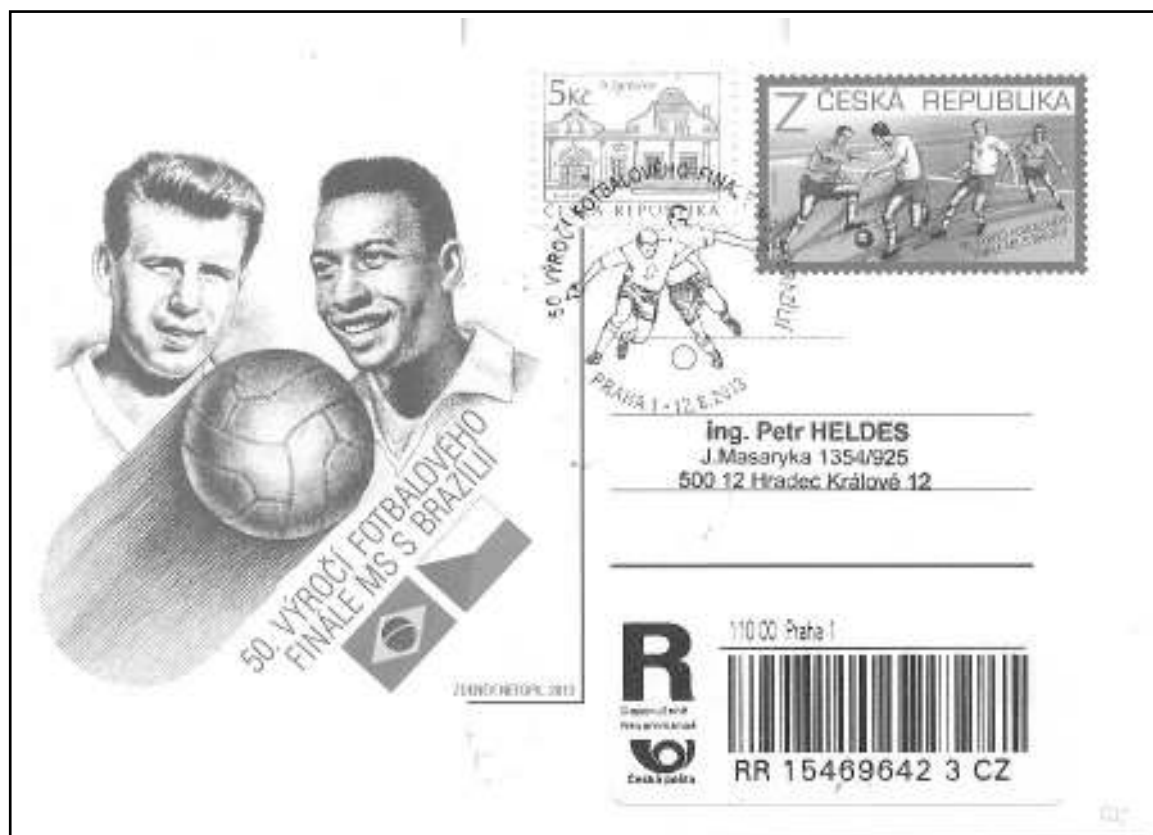


Santiago's Estadio Nacional was the venue for the final. After an initial goal by Josef Masopust, Brazil soon hits back, equalising and scoring goals mid-way through the second half. Brazil defended successfully the title in spite of the absence of one of its star players of 1958, Pelé, also thanks to its "futebol bailado" who conquered still again the world of football.



4.1 THE COMPETITION VITALITY OVERCOMES LONG DISTANCES AND DAMAGES OF EARTHQUAKES

As in 1934, the Czechoslovakian team returns home with the title of runner up. But this time they have reached an unexpected top ranking, only defeated from the...unbeatable team of Pelé.



Masopust and Pelé, the latter doesn't take a part in the final due to an injury.

Commemorative postal card of the Czech Post for the 50th anniversary of the last final played from their national team in the World Cup.



Just three days after the final match, the Czech Post issued a stamp with the same design of the celebrative stamp for the World Cup, adding the words "Ve finale" (runners up place).



The tournament confirmed the superiority of Brazil for the World Cup. The "verde oro" were the strongest team in the world, as this is confirmed by the fact they were unbeaten in the World Cup matches since 1954.



Block of four of Brazil world championship celebrative stamp, on a registered letter with special FDC cancellations.

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

A postage stamp from Australia featuring a Border Collie dog standing in a field. The text "Australia 25c" and "Border Collie" is visible in the top right corner of the stamp.



MR. J. S. WOLF,
 192, MOUNT PLEASANT,
 WEMBLEY, MIDDX

STAMPEX 1966 MARCH 18th-26th CENTRAL HALL WESTMINSTER



P843750 Recorded Delivery

Cover with the first day cancellation of the commemorative set issued for the World Cup.

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

There were many varieties in the printing of this stamp series.



Blue colour missing. Spot beyond edges in four stamps of block. Not a common variety for this block.



Yellow colour outside the ball.



Blue colour of the shirt shifted



Edge spot over the margins



Red shadow on player.



Colour shifted on the red shirt of player.



Red shadow on head of both players.



Black colour missing in the jersey of goalkeeper.



Various colours missing on all players with effect "fifth player".

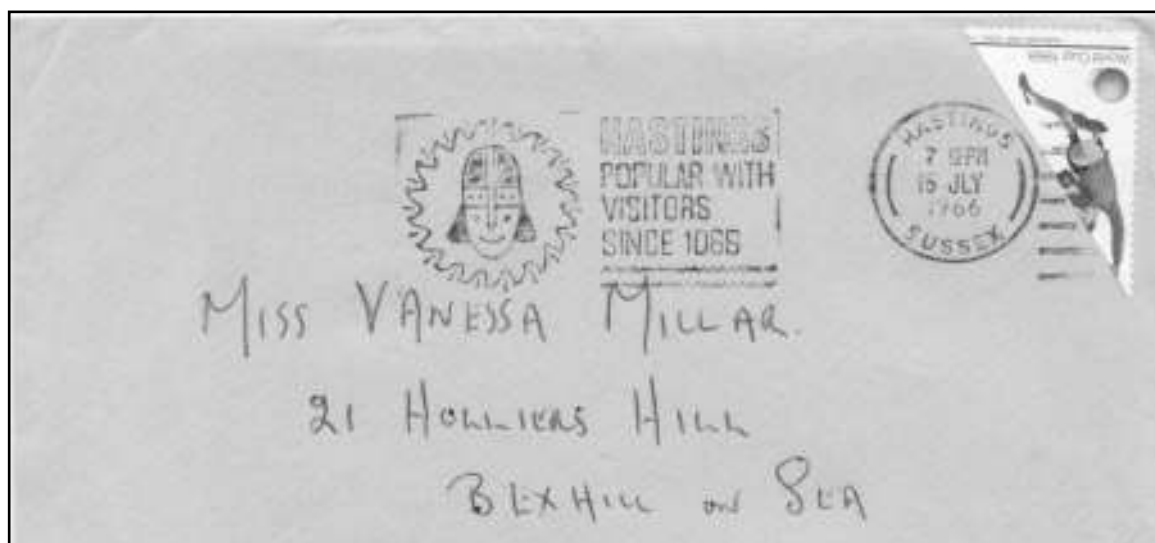


Red shadow on the tribune.



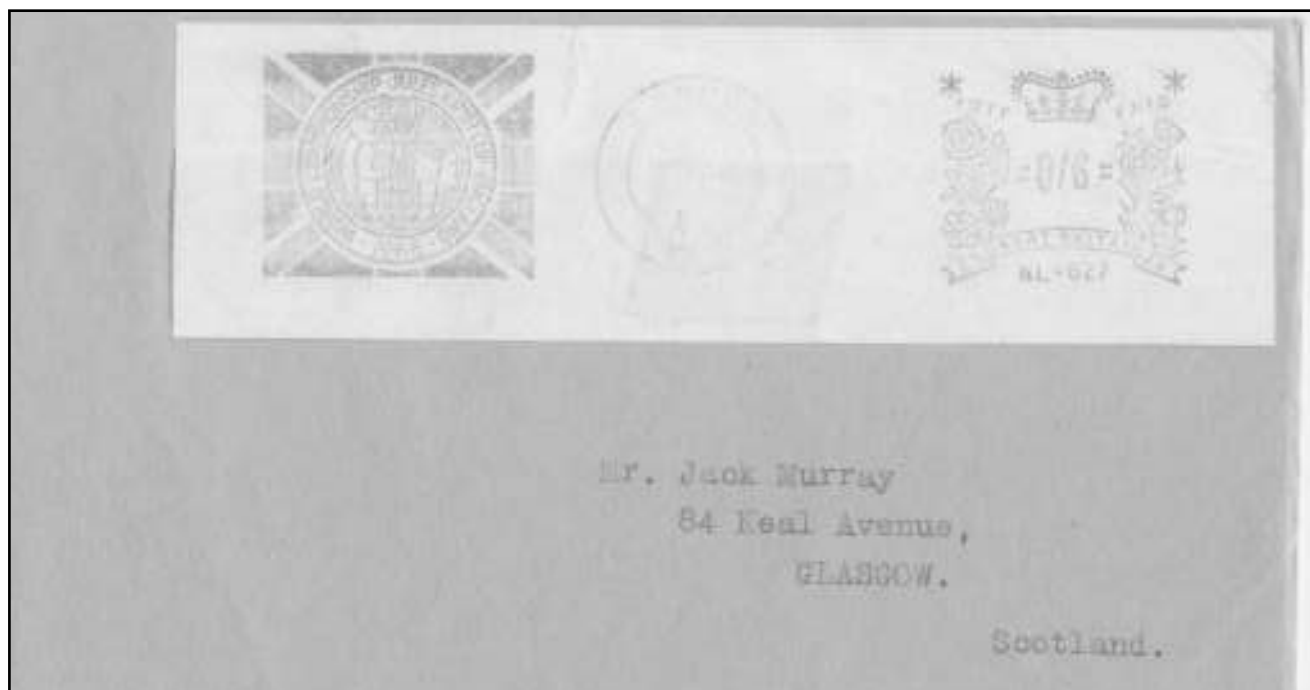
Head of player over the margins.

Envelope sent from Hastings to Bexhill with a bisect stamp of 4d., because the correct rate for the printed matter shipping, was of 2 d..



4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

A number of British companies cooperated by providing the Organizing Committee their products and services. Bridport-Gundry Ltd, a manufacturing company dealing since centuries with fishing nets, was engaged in the construction of the goal nets. Pitney Bowes provided franking machines.



Franking meter of the Organizing Committee, with logo of the competition (NL-627).



Franking meter of Bridport-Gundry Ltd (AF 88).



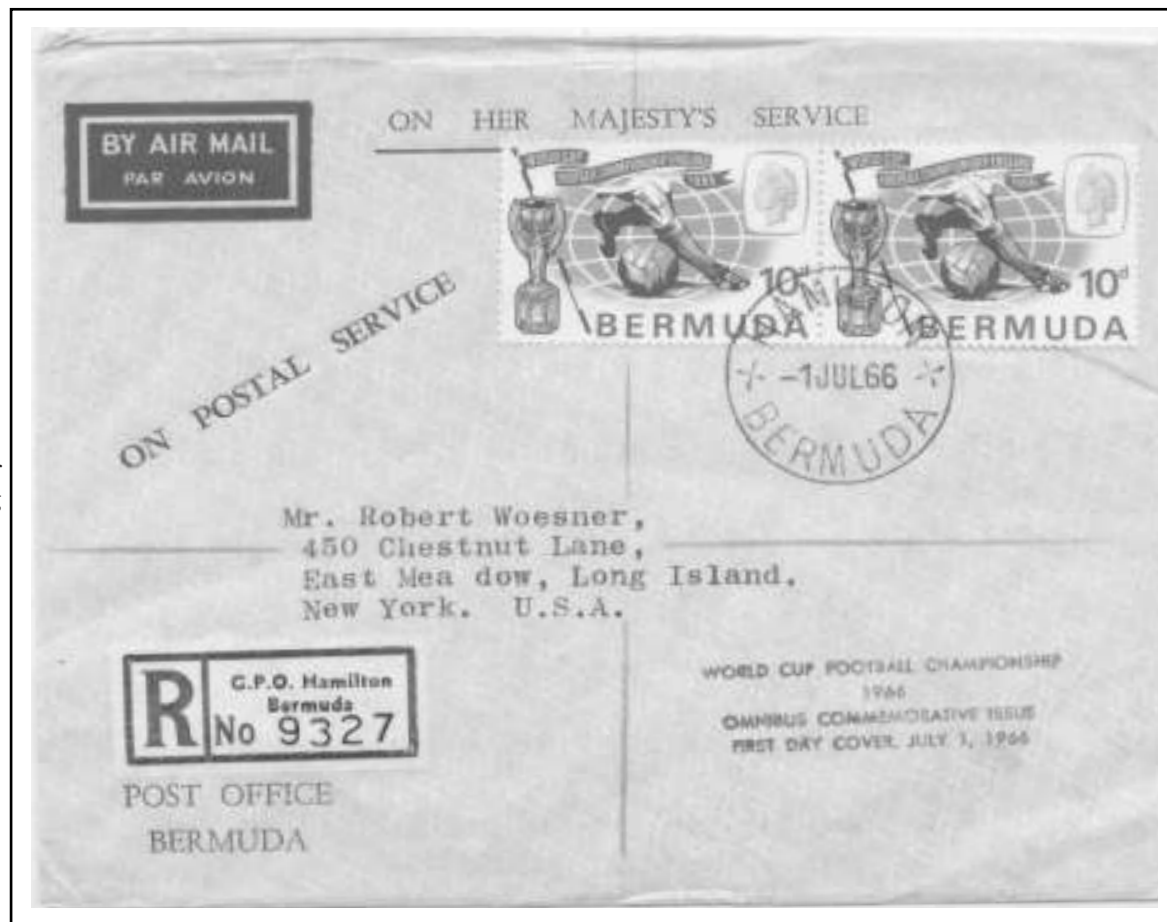
Pitney Bowes's Cup advertising franking meter used (P.B. 501A) at its offices in Harlow. Rate of 3 d. for the inland postcard.

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

The expectation for the event was great, not only in Great Britain, but also in the British Commonwealth. Philately reflected it, through a very large omnibus issued by Commonwealth countries.

Nineteen ommonwealth member countries issues two stamps celebrating the World Championship.

Bermuda, first day registered cover to New York. Rate of 20 d. for registered mail to USA.



Bahamas: imperforated pair.

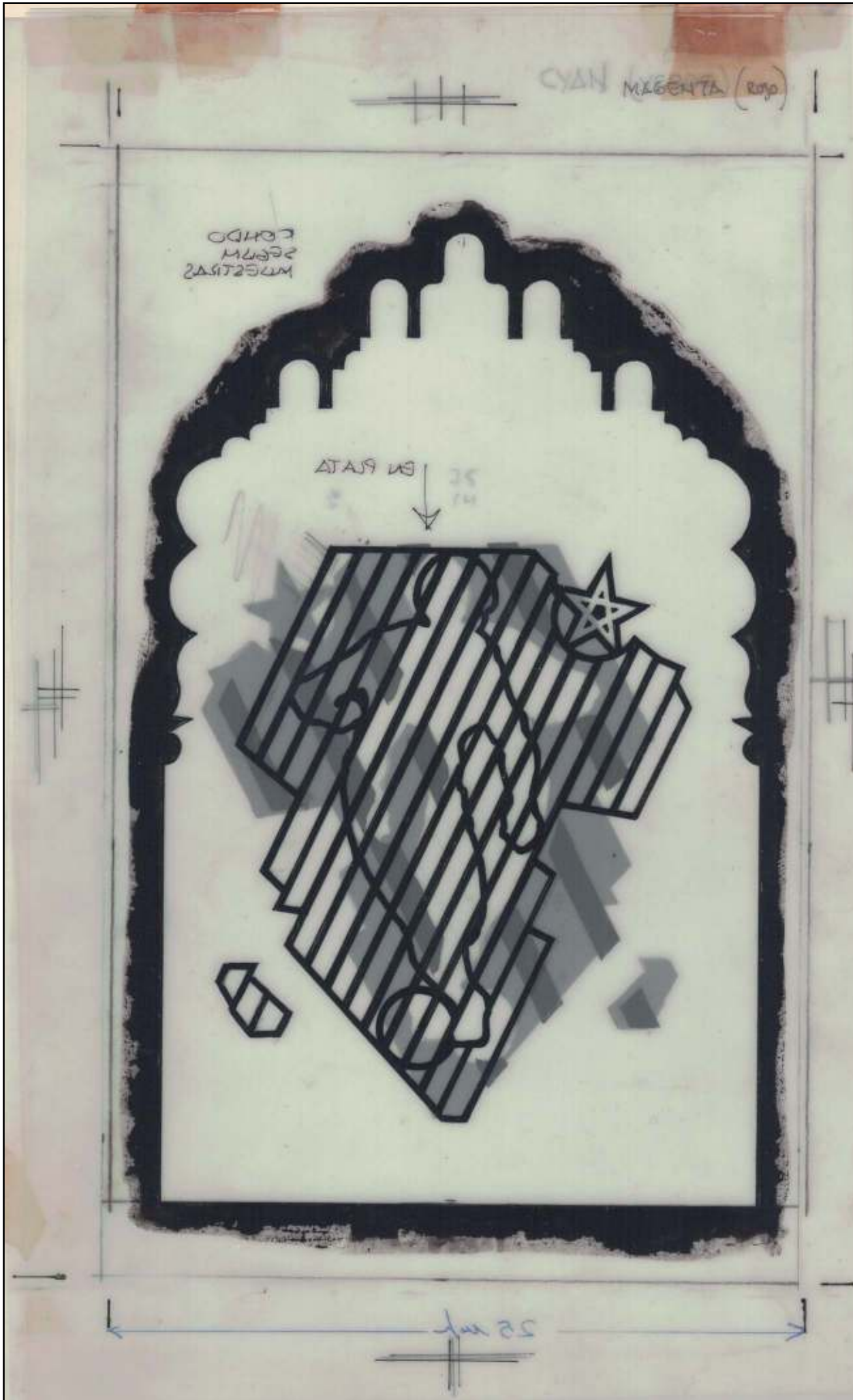
Gibraltar was the smallest country contributing this issue, and the only one who produces a special cancellation for the First Day Cover.



The isles of Gilbert and Ellice were the farthest place which celebrate the event.

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

A dispute about the qualification criteria caused the boycott of all African countries. FIFA decided to have the final tournament with ten teams from Europe, four from South America, one from Asia and one from North and Central America respectively.



Final drawing of the stamp about African Football Nations Cup, issued by Morocco Post with printer instructions by the artist A. Ikken.



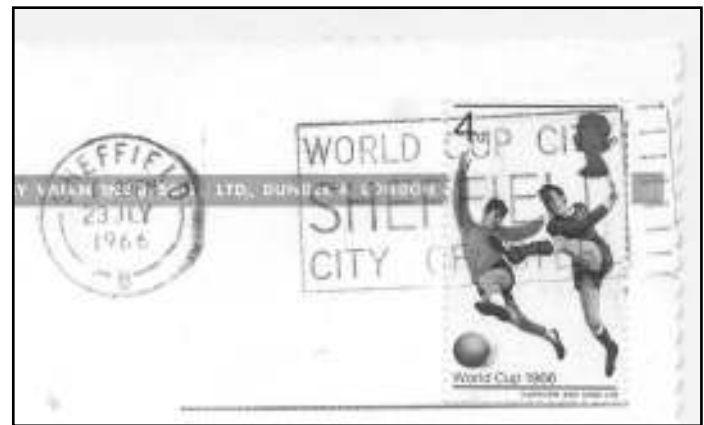
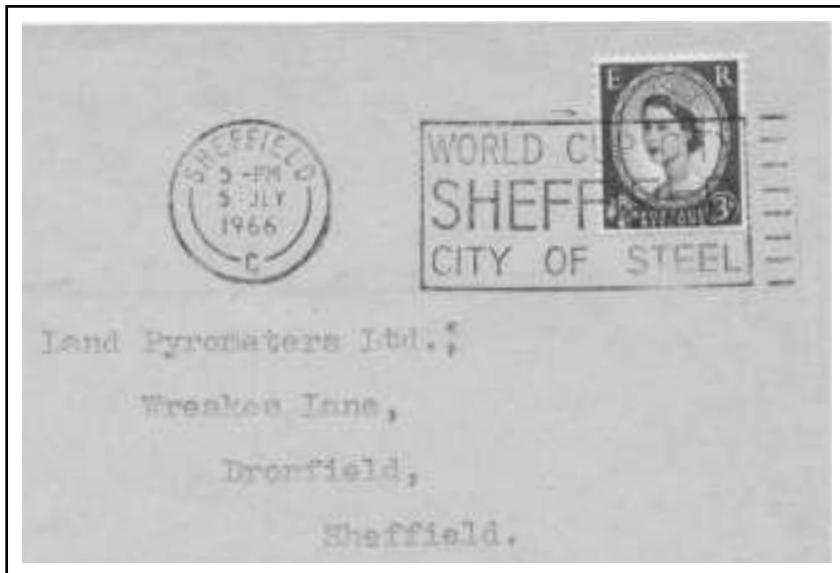
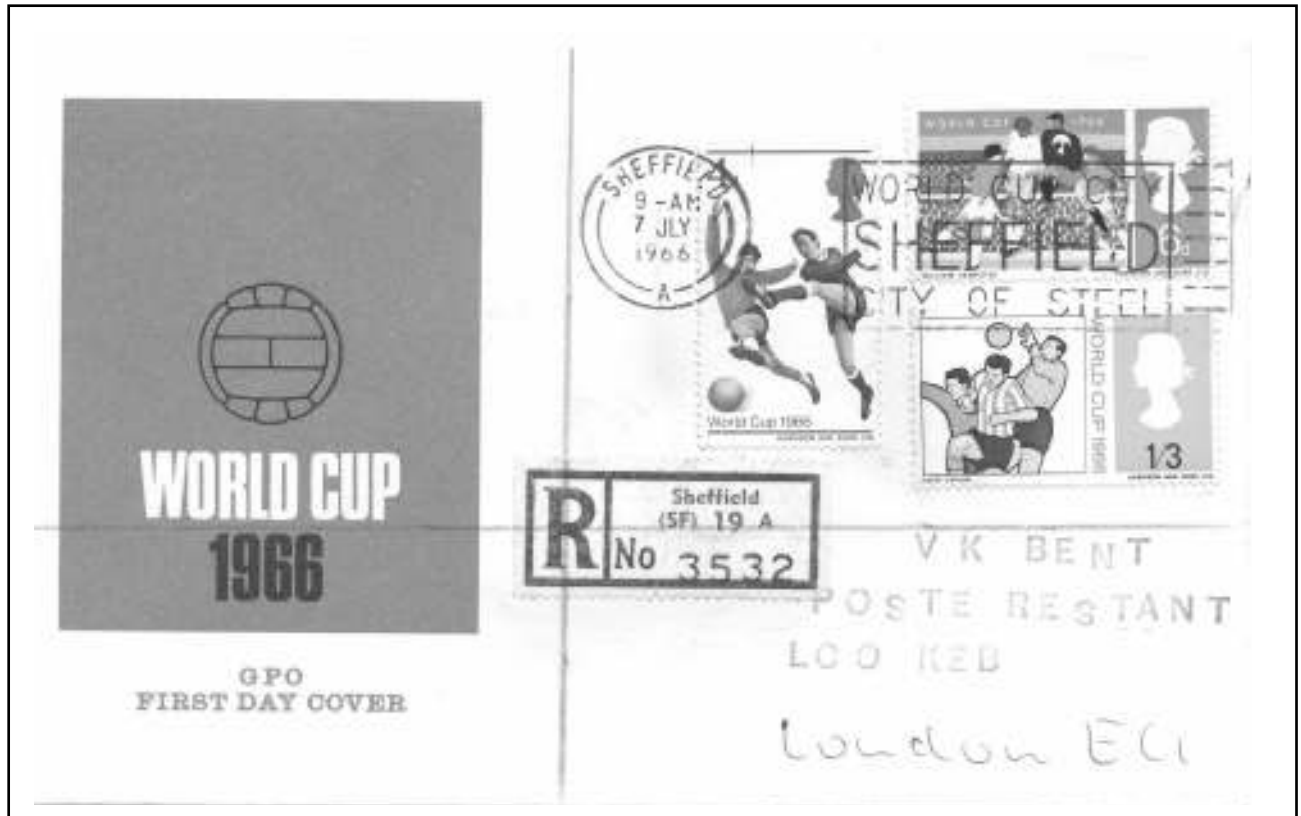
Definitive stamp issued.

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

The thirty-two matches were played in seven towns, at eight different stadiums. Argentina, Germany FR, Spain and Switzerland played in Sheffield, the city of steel.

In the World Cup towns, mechanical slogan cancellations advertise the Cup. In Sheffield, different types of postmarks are used.

Sheffield special cancellation on a registered cover to London. Letter "A". Rate of 2 s. 1 d. for registration fees value of £ 100.



Letter "B".

Letter "C".

Sunderland hosted matches of Italy, Chile, and Soviet Union.

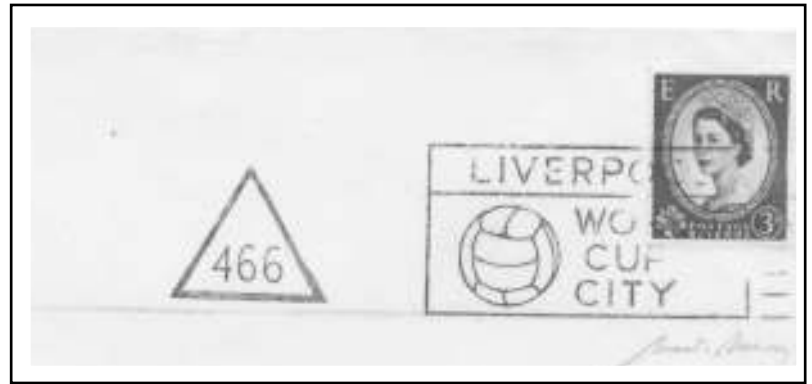
Sunderland special cancellation on an airmail cover to USA.



4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

Brazil, Bulgaria, Hungary and Portugal played in Liverpool and Manchester.

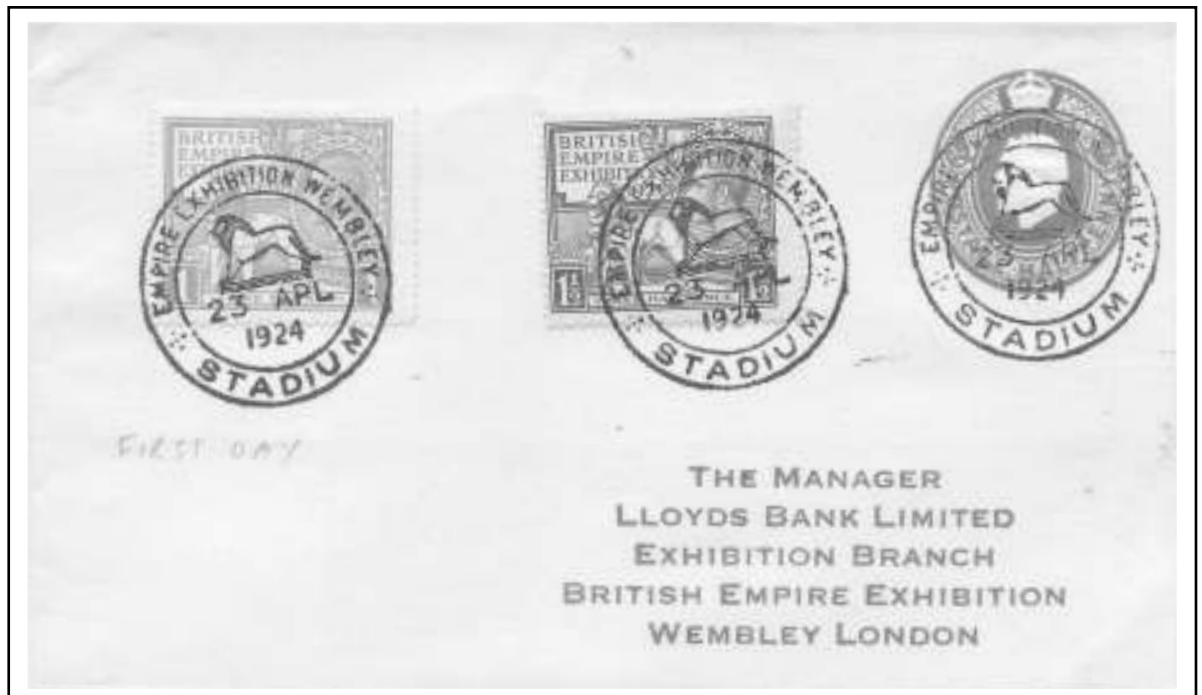
The Old Trafford Stadium of Manchester, venue of the matches, has built on 1908.



Advertising cancellation on a post card with a counting mark (little triangle). Standard rates of 3 d. for inland postcard.

Old Trafford Post Office in Manchester.

Both the opening match and the final were played at the Wembley stadium, considered the temple of football. It was officially known as the Empire Stadium as it was inaugurated in 1924 for the British Empire Exhibition. It also hosted the 1948 Olympics.



Postmark for the Inauguration of the Wembley Empire Stadium in 1924.

The English hosts played all their matches in the Wembley Stadium, including the opening match against Uruguay.



11 July 1966, Wembley, England-Uruguay 0-0.

Counting mark.



German FR started at full power against Switzerland winning 5-2, confirming its presence on the top teams. Uruguay could take a chance to win definitively the cup. Argentina, forty years after the final of Montevideo, qualified for the quarter finals, after the tie against Germany FR (0-0). So Europe and South America competed in a long battle to get to the top.

Unknown address, back to sender.
Correct rate of 4 d. for postcard sent to abroad.



Hungary realized the first big surprise, defeating the Brazilian twice world champions (3-1).

15 July 1966, London, White City stadium: Uruguay-France 2-1. This is the only match played in the stadium of the 1908 Olympic Games, as every Friday, Wembley Empire stadium is busy with the weekly greyhound races.



4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

On 16 July 1966, at Wembley stadium, England defeated Mexico 2-0, the first victory of the home team. This kind of result, repeated against France, origins the famous expression " typical English result", right after this tournament.

Counting mark.



In the first round, there were big surprises. The Brazilians "Bicampeao" were eliminated after losing to Portugal in the last match of the round (3-1). Also Italy was eliminated by the unknown North Koreans amateur footballers(1-0).



Other excellent victims at the first round: The Spaniards, European champions, were eliminated too.

20 July 1966, Birmingham: Germany-Spain 2-1.



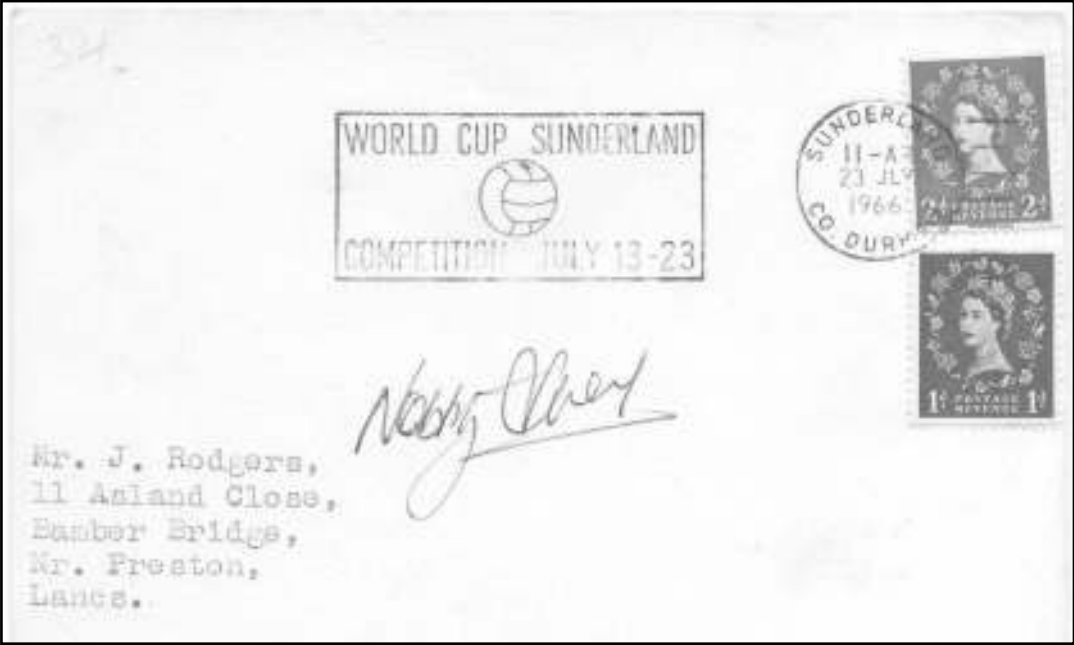
Registered official World Cup post card sent from the Birmingham Post Office to Germany. Rate of 2s. 1 d. is overfranked instead of the correct rate of 1 s. 9 d. for abroad.

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

In the quarter finals UdSSR (for the first time), England, Germany FR and Portugal qualified for semifina. Portugal defeated an indomitable North Korea.

23 July, Sunderland: UdSSR-Hungary 2-1.

Sunderland special cancellation during the period of the matches played in this city; the last one was on 23 July.



The more thrilling match was Portugal-Korea. The Asiatic team took lead (3-0) in the half time, but lost at the end (5-3). It was said that the North Korean Government, after the return of the players, sent them to the prisoners camp of Yodok, to punish them for the defeat and for the parties, drinks and the "happy life".

Imperforate sheet issued for the World Cup 1966 by North Korean Post.



Specimen.

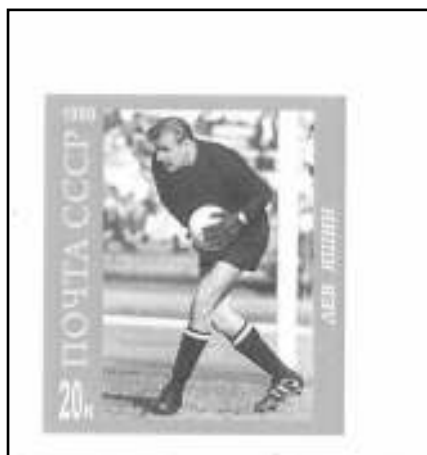
The Yodok prisoners camp in North Korea.



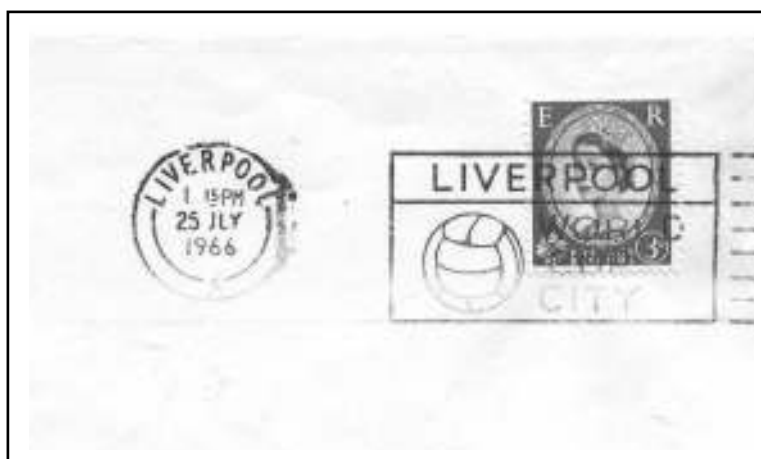
Eusebio Da Silva, top scorer of the tournament, marks four goals against North Korea.

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

England reached its first World Cup final by defeating the surprising Portugal, whereas West Germany competed again for the trophy after twelve years.



USSR goalkeeper Lev Yashin was decisive too for the classification of his team at this World Cup edition.



25 July, Liverpool, Goodison Park stadium, Germany-USSR 2-1.



Franking meter advertising the Goodison Park stadium in Liverpool. Rate of 6 d. for abroad letter.



26 July, Wembley: England-Portugal 2-1.



Eusebio da Silva Ferreira of Portugal...



.....and Bobby Charlton, the scorers of semifinal.

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

The final act was played at the Wembley Stadium. The whole nation hoped for the eleven English players, while the "White" from Germany were also supported by their main sponsor Adidas, that appears officially for the first time in a world competition.



England team at national Anthems before the match (first time in a world competition).



Franking meter publicizing Adidas, the main sponsor of the German national team and the shoes of the players.



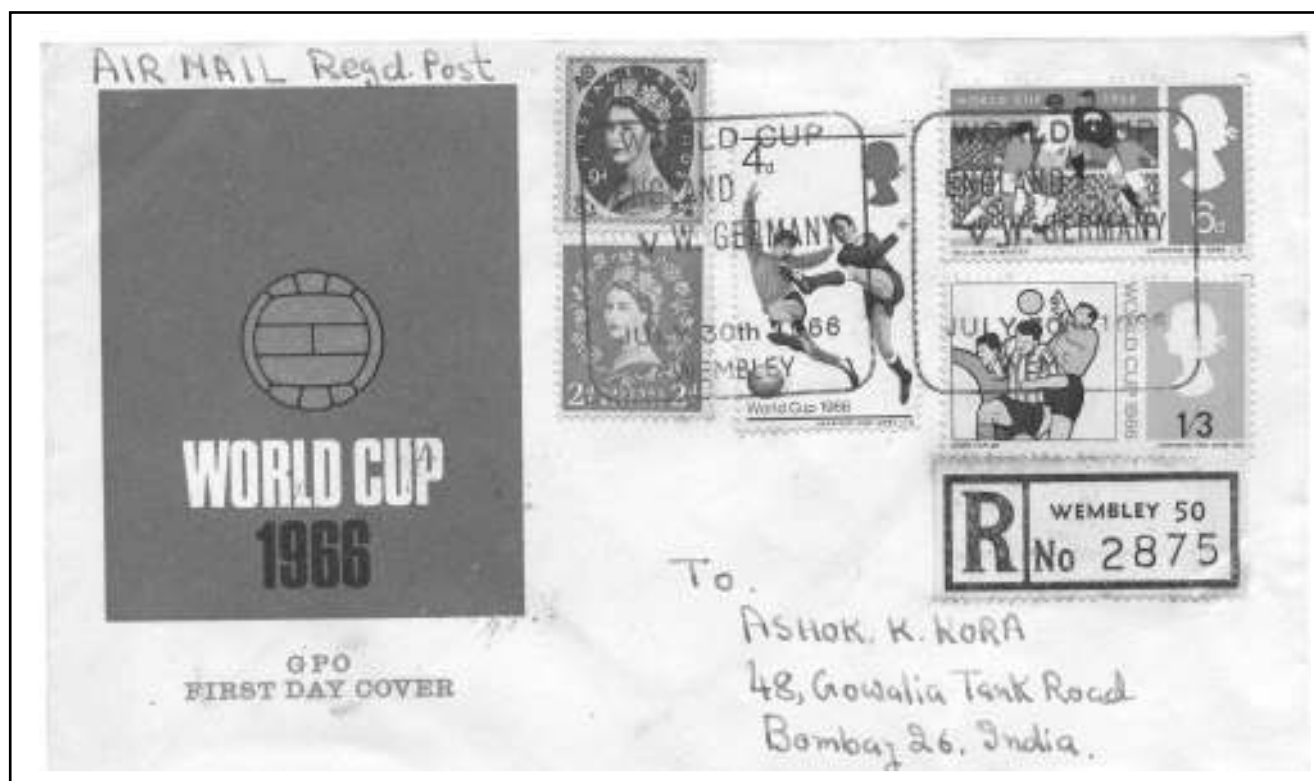
30 July 1966, Wembley stadium, the final England-Germany FR.

The postmarks used for the final are of two types; the difference is on the "V" for "Versus" (big or small).



The England goalkeeper **Gordon Banks**, at his first World Cup, was decisive for the victory of his team.

Special cancellation with the big "V", on a registered letter. (above with the registered rate of 2 s. 1 d. for value of £ 100).



Special cancellation with the small "V", on a registered letter to India. The total rate of 3 s., is for air mail registered letter overseas double weigh of 4 oz..

4.2 THE CUP LANDS IN THE CRADLE OF FOOTBALL

The game went to extra time after the 2-2 at the end of the 90 minutes; and finally the hosts, thanks also to a controversial score, validated by the Russian linesman **Bahramov**, won 4-2 and get the trophy. The captain **Bobby Moore** received the Jules Rimet Cup from the hands of **Her Majesty Queen Elizabeth II**, exactly fifty two years after the first prize-giving made from his grandfather King George V.



The controversial goal of 3-2 scored by Geoff Hurst: was it really a goal or not?.



The captain Bobby Moore lifts up the Cup.....

....received from Queen Elizabeth II.



Perforation error.



Isaac Bahramov, from Azerbaijan, probably the most famous linesman in the history of World Cup.



Moreover, the West German Post devoted a cancellation to the "Vice World Champions".



The Royal Mail celebrated the victory by overprinting the 4d. stamp with the words ENGLAND WINNERS.



Pair with shifted colours.

Registered FDC franked with a couple of the overprinting stamps. Recorded delivery mail had at time a rate of 6 d., so this is overfranked.

4 BRAZIL: O' CANECO E' NOSSO (THE CUP IS OURS)

4.3 THE JULES RIMETCUP FLIES TO RIO

The 1970 tournament in Mexico was the first World Cup hosted in North America. This country had already shown its capabilities by organizing the Olympic Games two years earlier.



For the first time an advertising issue was released well ahead of the Cup (1969).



Advertising meters of the Mexican Post (up) and of the Organizing Committee (below).

4.3 THE JULES RIMETCUP FLIES TO RIO

The event was becoming a global one, and Mexico did everything possible to advertise it.

Miniature sheet issued for the sport philatelic exhibition in Mexico City during the championship, on an air mail registered letter to East Germany, together with 80 c. world cup commemorative stamp, and additional stamps; total rate of 3 p. 80 cent. for abroad.



Mexico City, 31 May, first match Mexico-USSR 0-0.

The championship started in Mexico City, with the match between Mexico and USSR (0-0).

Commemorative series issued the same day of the inaugural match of the Cup.

Special cancellations are used in host towns, for the first matches played.



2 June, Guadalajara: England- Romania 1-0.



2 June, Puebla, match Uruguay- Israel 2-0.



2 June, Toluca, special cancellation issued the day before the first match played (Italy-Sweden 1-0).



2 June, Leon Peru-Bulgaria 3-2.

4.3 THE JULES RIMETCUP FLIES TO RIO

El Salvador and Israel celebrated their first participation in a World Cup, in spite of their political problems. Israel's historical result against Italy in the last match (0-0) not enough to qualify. The Centroamerican team qualified after a play off match against Honduras; in particular the latter played in Honduras at **Tegucigalpa Stadium** originates a war of about three months.



The Tegucigalpa Stadium, whose tragical struggles during and after the match of 1969 originated the so called "War of Football" among El Salvador and Honduras.



Registered cover sent to Mexico from Tel Aviv on 7 June, match day Israel-Italy 0-0.



Czechoslovakia played its fifth consecutive edition of the World Cup, in spite of the impact of invasion of the Soviet Red Army in Prague two years before; but it was eliminated in the first round .

Dubcek..and other opposers, we are with you, says the patriotic sentence.



Special cancellation from the Czech Post on the stamps serie issued for the event.



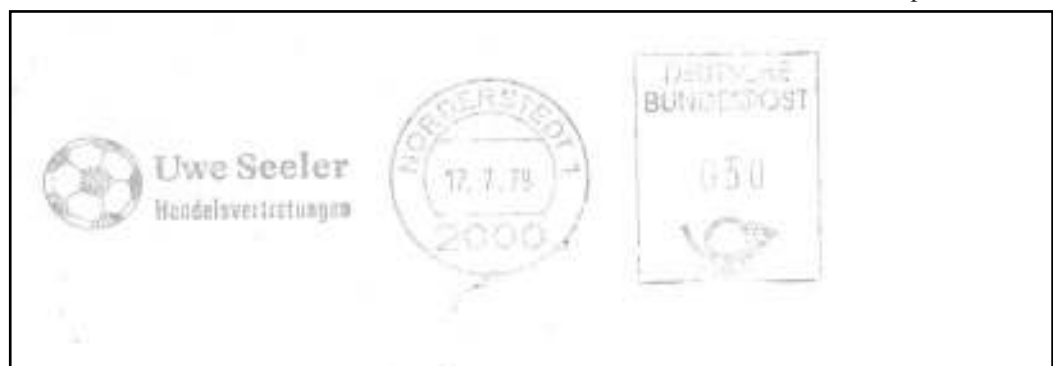
17 June 1970, Mexico City: Italy-Germany 4-3, a movie for a football match.

Two South Americans (Brazil and Uruguay) and two Europeans (Italy and Germany FR) conquered the semi-final. The European match between Italy and Germany was one of the most dramatic matches in the history of the Cup. On 17 June, at the Azteca stadium: Italy defeats Germany FR in the last moment of extra-time.

West Germany team captain Franz Beckenbauer (portrait by Andy Warhol).



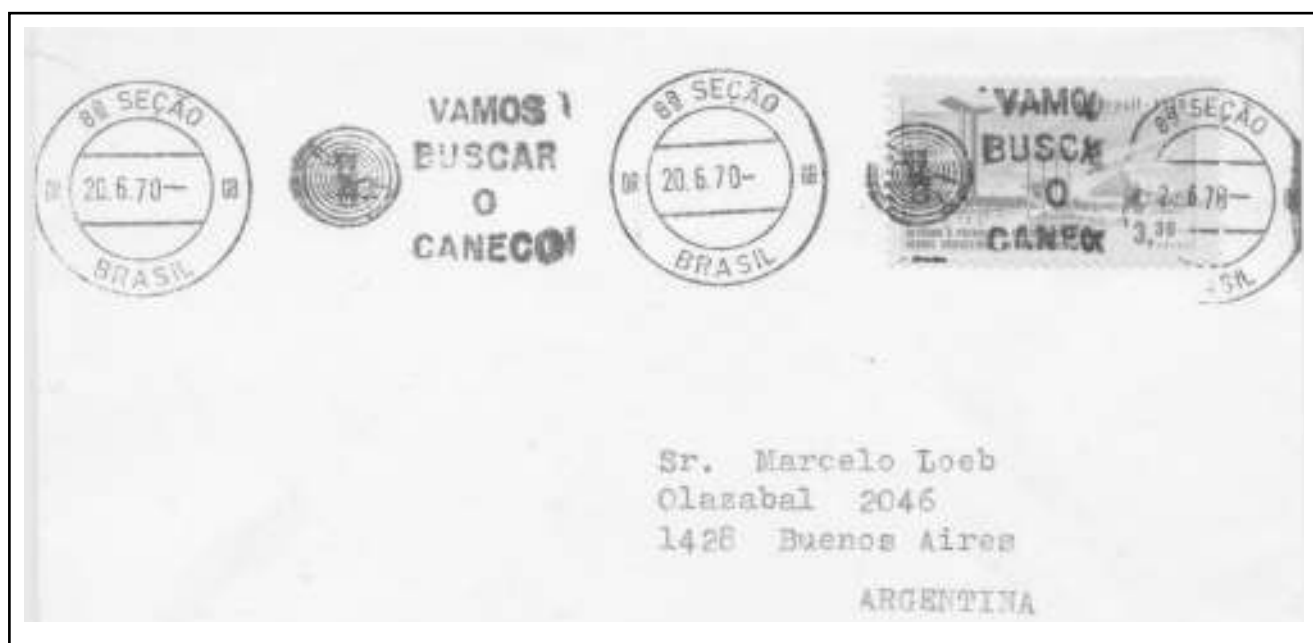
Colour proof.



Uwe Seeler, the recordman of caps in the Jules Rimet World Cup (20 matches in 4 editions), scored one of the German goals in the famous 4-3.

4.3 THE JULES RIMETCUP FLIES TO RIO

Brazil had quite an easy life against Uruguay and reach the final match against Italy; all the nation is united for an unique aim: the definitive conquest of the World Cup Jules Rimet.



"Let's go win the cup", incite Brazilian fans on the eve of the final, as the Cup is going to be awarded permanently, having both Brazil and Italy already won twice the trophy.

On 21 June, 11 am, at the Atzeza stadium in Mexico City, Italy and Brazil played the epilogue of the Jules Rimet Cup. At the end of match, the Cup will go definitively to Rome or Rio. The two teams entered into the stadium; after the ritual photos, the tones of the Brazilian **"Marcha Triunfal"** and of the **"Inno di Mameli"**, the two national Anthems, ring out.



Special cancellation of 21 June used for the final match.



Francisco Manuel Da Silva, author of the Marcha Triunfal, Brazilian Hymns, that will be sing by all the Brazilian players.

"Fratelli d'Italia....." is the other name of the Italian National Anthem, adopted after the fall of the Kingdom and the birth of the Republic.

4.3 THE JULES RIMETCUP FLIES TO RIO

In the Aztec stadium all is ready for the last kick off of the Rimet Cup.



Original artwork, pencil on tracing paper, of the stamp issued by Dahomey for the Olympic Games in Mexico 1968; the sketch depicts the Aztec Stadium in Mexico City and is signed by the artist Pierre Bequet.

4.3 THE JULES RIMETCUP FLIES TO RIO

Rudi Glöckner, was the "Man of the Rules", in the last act of Rimet Cup. He whistled the kick off of the last match that assigns the trophy.

Postmark for a special exhibition in Leipzig devoted to the 2006 World Cup in Germany.



The start of match is ok for the Brazilian; at the first try, Pelé jump higher than all Italian defenders and with a head shot makes goal. 1-0 for Brazil.



Pelé celebrates its third participation to a World Cup, exulting for his goal in the final.

The first half is very balanced, and the Italian team tries a reaction to the initial score of Brazil, becoming dangerous with goal kicks of its forwards.

Imperforate pair, from an **uniquesheet** of 20. Very uncommon item.



At the end of half, captain **Facchetti** throws, **Boninsegna** grabs of a mistake of the Brazilian goalkeeper, and score: 1-1. In Italy all exults for the undreamt goal.



Giacinto Facchetti, captain of the "Azzurri"....

...and Roberto Boninsegna, the striker.



4.3 THE JULES RIMETCUP FLIES TO RIO



Gerson, one of the great Brazilian strikers, makes a dribbling and shoot....

The second half was a monologue of the "Verde Oro"; in a quarter of an hour, first Gerson, than Jairzinho and finally the captain Carlos Alberto, sentenced the defeat for an Italy team, unable to a reaction : 4-1 and the Cup is theirs.



....the ball is in goal!! Brazil 2 Italy 1.

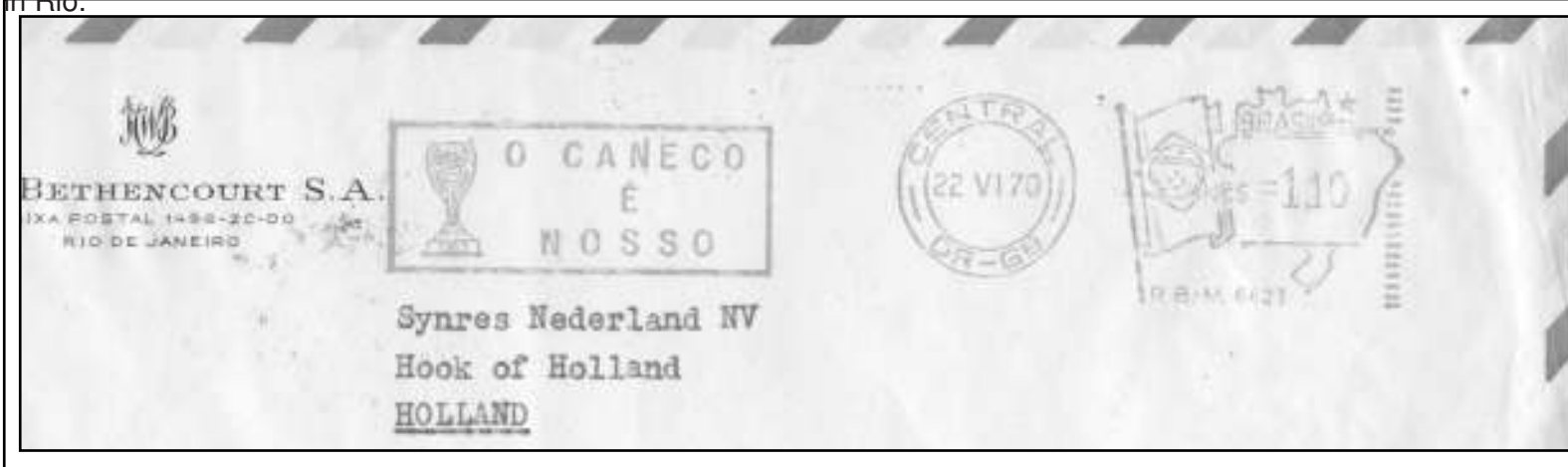


Jairzinho in splits shoot after a mistake of Italian defense : 3-1.



Two minutes before end the captain Carlos Alberto condemns definitively Italy with the last goal of the Jules Rimet Cup : 4-1 and all back home.

At the end, the Brazilian can readily celebrated that "O caneco é nosso". The Cup was theirs forever. The party can start in Rio.



Postmarks celebrating the Cup, already on the victory's day.

Tostao, Pelé and Jairzinho celebrate their definitive conquest (stamp).



The Cup was celebrate also through other three special hand-postmarks, published one after the other from 22 June up to 14 August.

4.3 THE JULES RIMETCUP FLIES TO RIO

As for Montevideo fifty years before, Rio welcomed to their heroes in a long Carnival party; this time, the Victory Cup, now called Jules Rimet Cup, was really ours...



Continuous mechanical cancellation "O caneco é nosso".

From its ancient origins to Jules Rimet, from Montevideo to Mexico City, many battles for this great football show and only one winner: the Brazil of Pelé. Who will succeed them? but that is another story...



Registered letter franked with the stamps symbolizing the three victories of Brazil in the Rimet Cup.