

LEGENDARY 1970 WORLD CUP RELIC TO BE SOLD AT CHRISTIE'S IN APRIL

Football Memorabilia

3 April 2007 at 10.30a.m., Christie's South Kensington



South Kensington— Christie's announce that the shirt worn by Pelé and swapped with Bobby Moore after the 1970 World Cup group match between Brazil and England will lead the auction of *Football Memorabilia* on 3 April. Regarded as one of the greatest matches in the history of the tournament, the shirt was exchanged between two of football's most iconic figures; England Captain Bobby Moore and Brazilian legend Pelé, in a moment captured by photographers and still widely recognized to this day. Bobby Moore's shirt from the same match sold at Christie's on 24 March 2004 for £59,750 and the present shirt will be offered with an estimate of £10,000-15,000. A limited edition print will also be offered in the sale with an estimate of £400-500 *illustrated left*. Elsewhere, the auction will offer the 1963 European Cup Winner's Cup medal awarded to Tottenham Captain and twice Player of the Year Danny Blanchflower (estimate: £8,000-12,000) as well as approximately 150 lots of shirts, boots, caps, medals, programmes and paintings, with estimates ranging from £100 to £20,000.

The 1970 World Cup was held in Mexico and saw the champions England drawn in a difficult group with Brazil, Czechoslovakia and Romania. While England were widely considered to be the best side in Europe, the Brazilian team is still recognised today as the greatest ever to play in the competition. On 7th June 1970, this spectacular match pitched the world's best defence against its most flamboyant attack, with Brazil winning the contest by a single goal to none. At the final whistle, Pelé and Bobby Moore shared an embrace in an iconic moment captured by photographers and still widely recognised to this day. England were knocked out of the competition by West Germany in the quarter-finals of the tournament and on 21 June 1970, Brazil defeated Italy 4-1 and won the World Cup for the third time, also winning the right to keep the Jules Rimet trophy forever.



Bobby Moore brought Pelé's shirt back to England and gave it directly to the current vendor's grandfather at the opening of the Mike Farnworth Sports Shop in Plymouth in the 1970s. The vendor's grandfather was the manager of the store and was given the shirt as a gift along with a signed miniature replica of the Jules Rimet trophy. Bobby Moore's shirt, given to Pelé after the match in 1970, was sold at Christie's by a Brazilian collector in 2004 for £59,740.

The 1958 World Cup was unusual in that it saw every one of the home nations participate. Wales had only qualified for the tournament by default; Israel had qualified as a result of the withdrawal of every other team in the African and Asian area and FIFA declared that they could not go to the finals without playing a competitive match. As a result, one of the runners-up from the European groups was drawn to face Israel, with Wales being given this second chance to qualify. The shirt worn by Wales and Juventus player John Charles in the first of the two-legs against Israel will be offered at the auction with an estimate of £2,000-3,000. On 15 January 1958 in Tel

Aviv, Wales beat Israel 2-0 and on 5 February at Ninian Park, they repeated this score to successfully qualify for the World Cup Finals. At the tournament, Wales and Northern Ireland reached the quarter-finals while Scotland and England were knocked out in the group stages.



A further highlight of the auction is the 1963 European Cup Winner's Cup medal awarded to Tottenham legend Danny Blanchflower (estimate: £8,000-12,000). Blanchflower joined Tottenham Hotspur from Aston Villa in 1954 and led the London team to a decade of success. In 1958, he was awarded his first *Footballer of the Year* trophy and in season 1960-61, he was again awarded this accolade as he captained Tottenham Hotspur to a league and F.A. Cup double. On 15th May 1963, Blanchflower led out Tottenham Hotspur as they faced Atletico Madrid in the European Cup Winner's Cup final in Rotterdam. Spurs triumphed with a 5-1 win becoming the first British side to win a European trophy.

The auction will also offer the shirt worn by Arsenal legend Joe Mercer at the 1950 F.A Cup Final. On 29 April 1950 at Wembley, Arsenal beat Liverpool 2-0 to win the F.A. Cup for the third time. Mercer gifted his shirt to the Arsenal physiotherapist Fred Grosvenor, in whose family it has remained. It will be offered with an estimate of £5,000-8,000. More recent F.A. cup success is represented by the 1985 F.A. Cup winner's medal awarded to Manchester United and England international John Gidman, as well as his shirt from the match. On 18th May 1985 at Wembley, Ron Atkinson's Manchester United beat Everton 1-0 after a goal in extra time. The medal is expected to realise £5,000-8,000, while the shirt has an estimate of £2,000-3,000.

A rare programme from the very first European Cup Final will also be offered at the sale. On 13 June 1956 at Parc des Princes in Paris, Real Madrid beat Stade de Reims 4-3 to win the very first European Cup competition. The programme to be offered at Christie's is presented in very good condition and is expected to realise £2,000-3,000.

Further highlights of the sale include the shirt worn by Real Madrid and Hungary international Ferenc Puskas in the 6-0 home victory over Glasgow Rangers in the European Cup on 3 September 1963 (estimate: £2,000-5,000), the shirt worn by Diego Maradona in the Argentina versus Brazil centenary match in 1993 (estimate: £1,500-2,000), the shirt worn by Wayne Rooney in the 2nd leg of the quarter-final League Cup 2005-2006 victory over Blackburn Rovers (estimate: £800-1,200) and a selection of caps, medals and shirts associated with the career of the former Celtic, Crystal Palace, Sunderland and Scotland striker John 'Yogi' Hughes, including a medal presented to him by Celtic after their European Cup triumph in Lisbon in 1967 (estimate: £3,000-5,000).

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Images available on request
Visit Christie's at www.christies.com

- The sale of Football Memorabilia will be on public view at Christie's South Kensington, 85 Old Brompton Road, London SW7 3LD from 31 March to 3 April 2007.

- TOP 3 PRICES FOR FOOTBALL MEMORABILIA AT CHRISTIE'S

Christie's have been holding sales dedicated to Football Memorabilia since 1989, and currently hold two annual sales at their salerooms in South Kensington, London. The following list shows the Top 3 prices realised for Football Memorabilia at Christie's.

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| 1. May 2005 | The FA Challenge Cup (1896-1910), presented to Lord Kinaird | £478,400 |
| | WORLD RECORD PRICE FOR FOOTBALL MEMORABILIA AT AUCTION | |
| 2. May 2005 | A 1966 World Cup Winner's medal awarded to Alan Ball, MBE | £164,800 |
| | WORLD RECORD PRICE FOR A FOOTBALL MEDAL AT AUCTION | |
| 3. March 2002 | Pele's shirt from the 1970 World Cup Final | £157,750 |
| | WORLD RECORD PRICE FOR A FOOTBALL SHIRT AT AUCTION | |