

World Stamp Show



## **Behind the Bull's Eye: Brazilian postal reforms in the first half of the nineteenth century (1829 – 1844)**

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**University of São Paulo – USP – Brazil**

**The 9th Postal History Symposium**

**June 2nd, 2016**

**Jacob Javits Center, New York City**

Pérola Goldfeder  
Behind Bull's Eyes  
Postal History Symposium – June, 2016

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- 2. Brazil regarding the world: postal expansion in early nineteenth century**
- 3. From Penny Black to the Bull's Eye**
- 4. Postal finances described by Ministerial Reports**
- 5. Summary**

**Primary Sources**

**Images Credits**

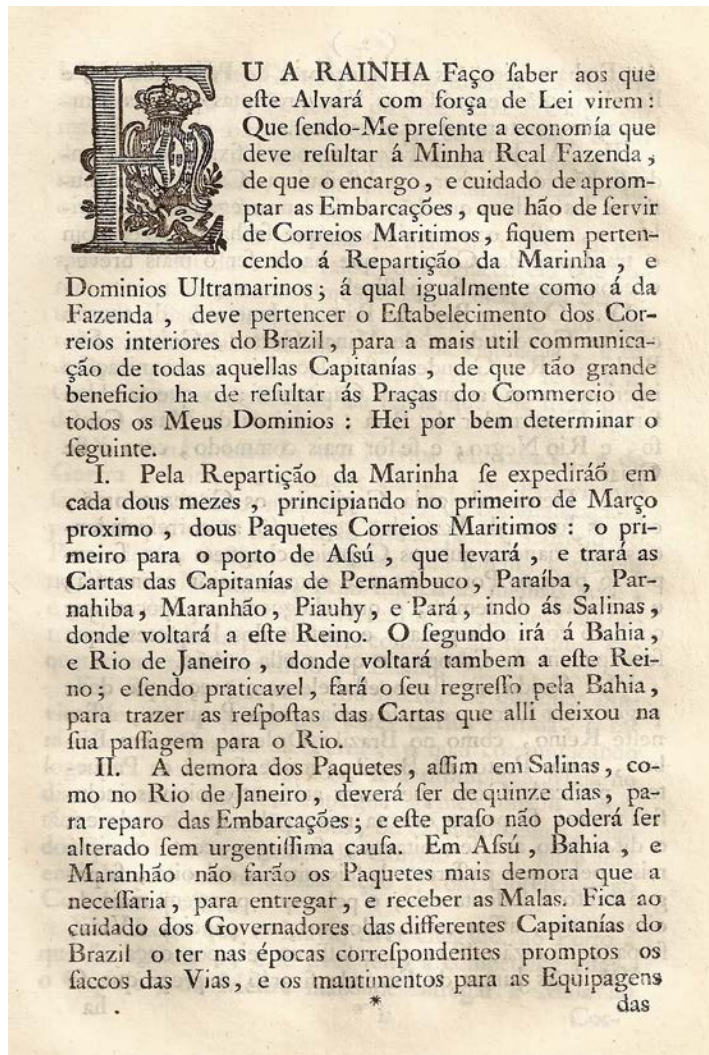
**Bibliography**

# 1. Background

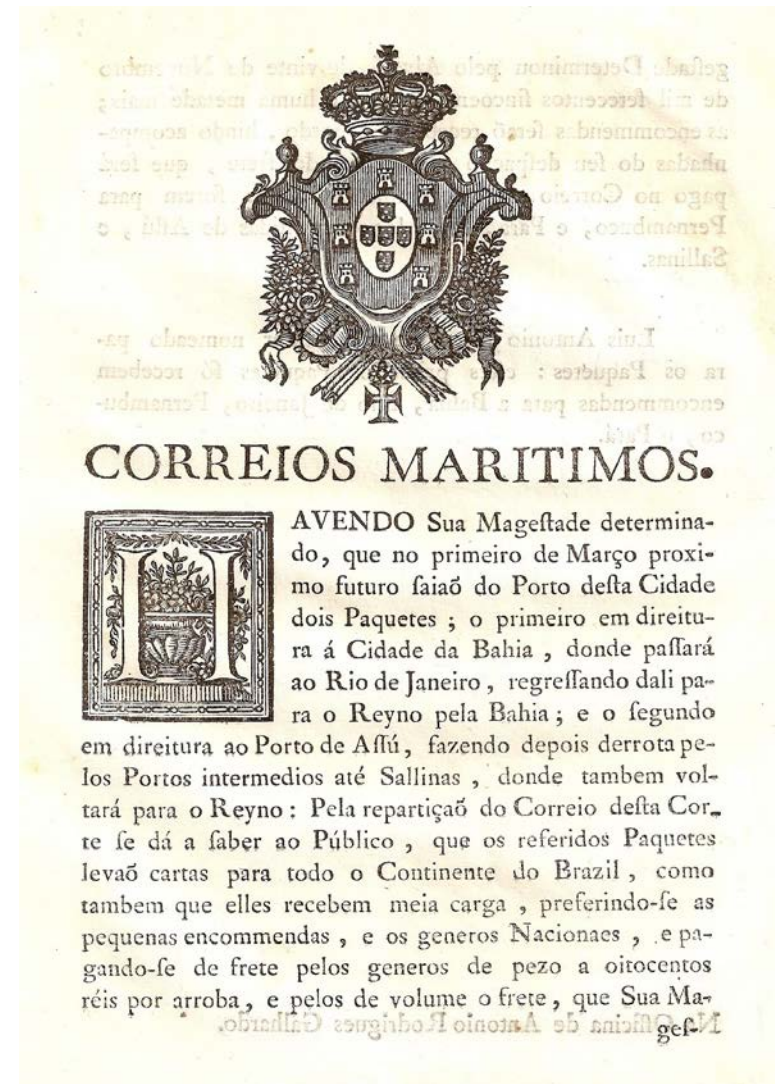


ZITLOW, A.; BROCKES, C.; HELD, D. Brazilian Empire's Map (1878). 60,5 x 63,5 cm.

## 2. Brazil regarding the world: postal expansion in early nineteenth century



1798 Royal Postal Act



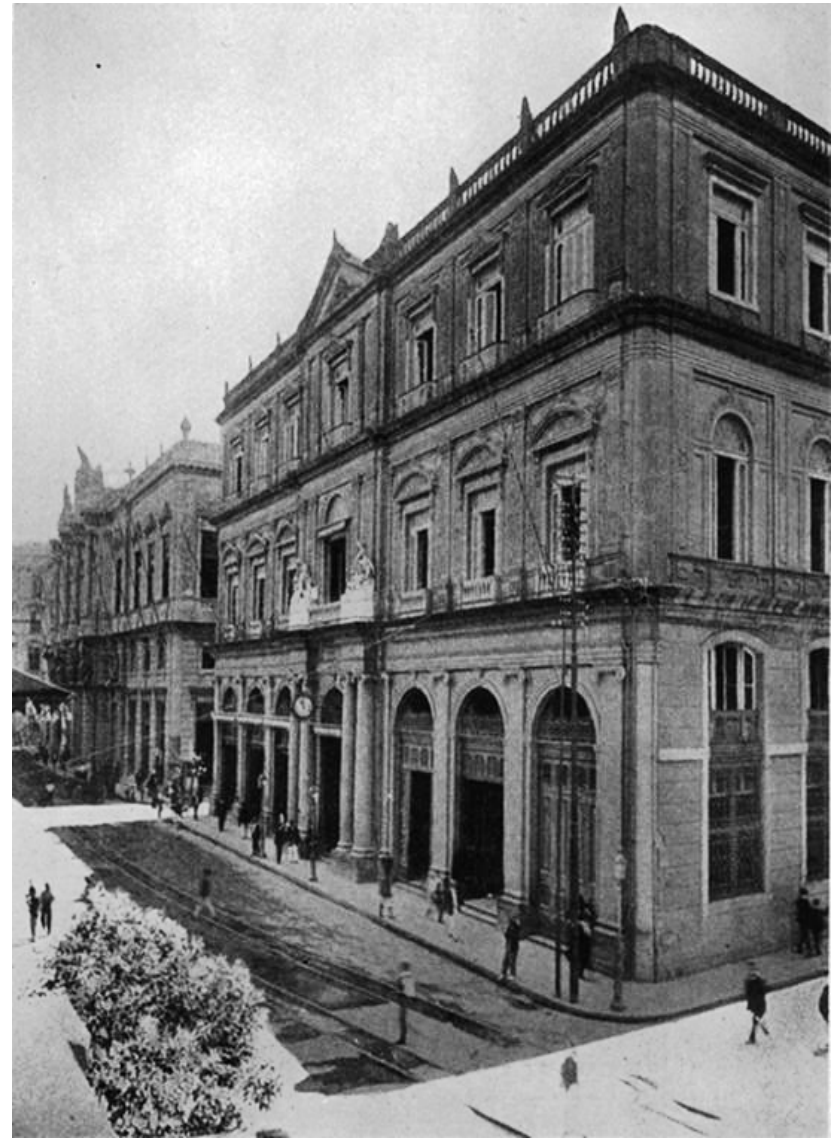
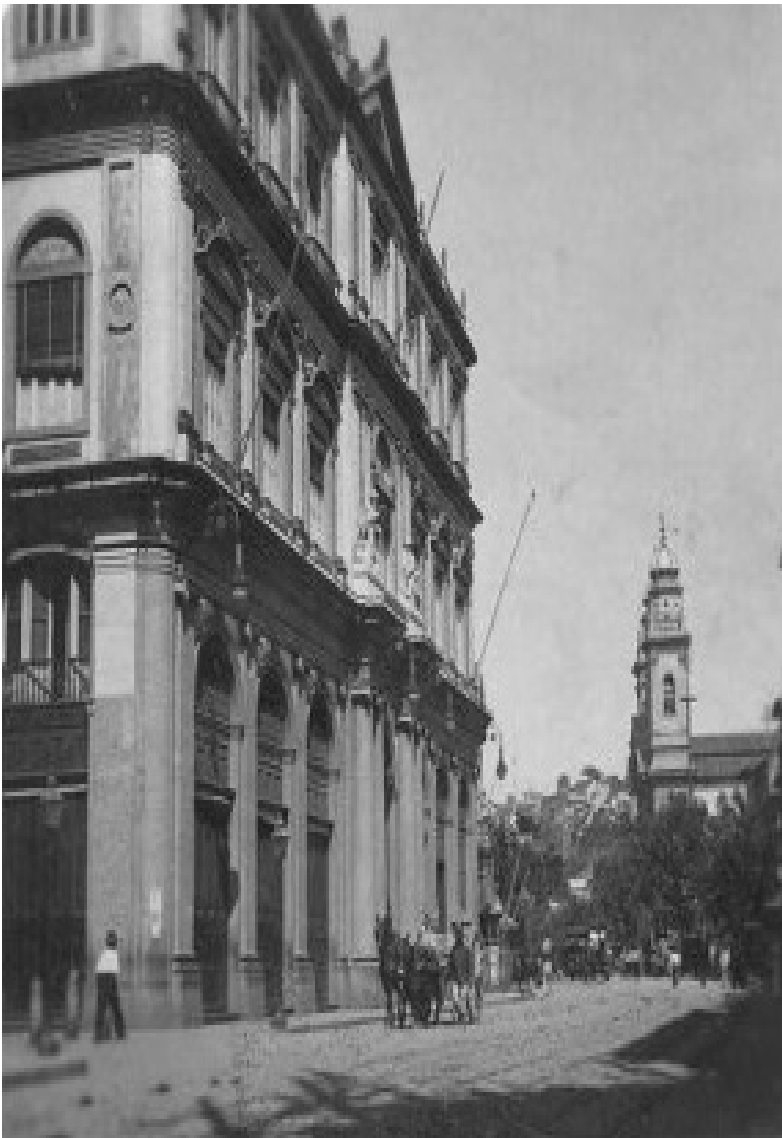
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Dom João VI, King of Brazil, Portugal and Algarves (1767 – 1823)

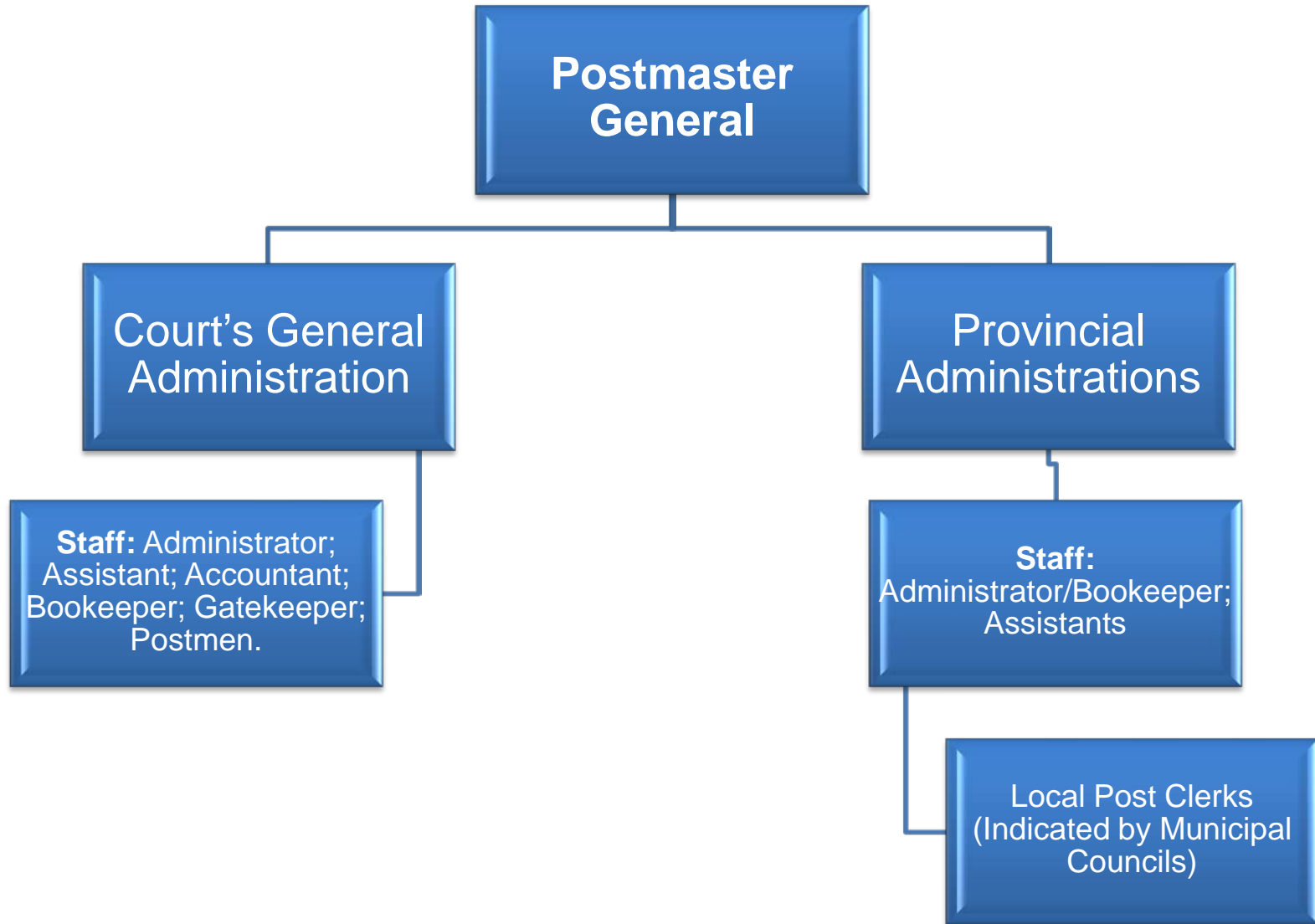


Dom Pedro 1st, Emperor of Brazil, C. 1830.  
Artist: Simplicio Rodrigues de Sá (1785 – 1839)



Building constructed in the 1870s at Primeiro de Maio St. in Rio de Janeiro - Brazil, to house the General Post Office. It opened in 1877.

# Brazilian General Post Office's Chart



Source: 1829 Postal Act. Available on: [www.planalto.gov.br](http://www.planalto.gov.br). Accessed in: 14/11/2015.

### 3. From Penny Black to the “Bull’s Eye”

#### Brazilian Postal Rates (1842)

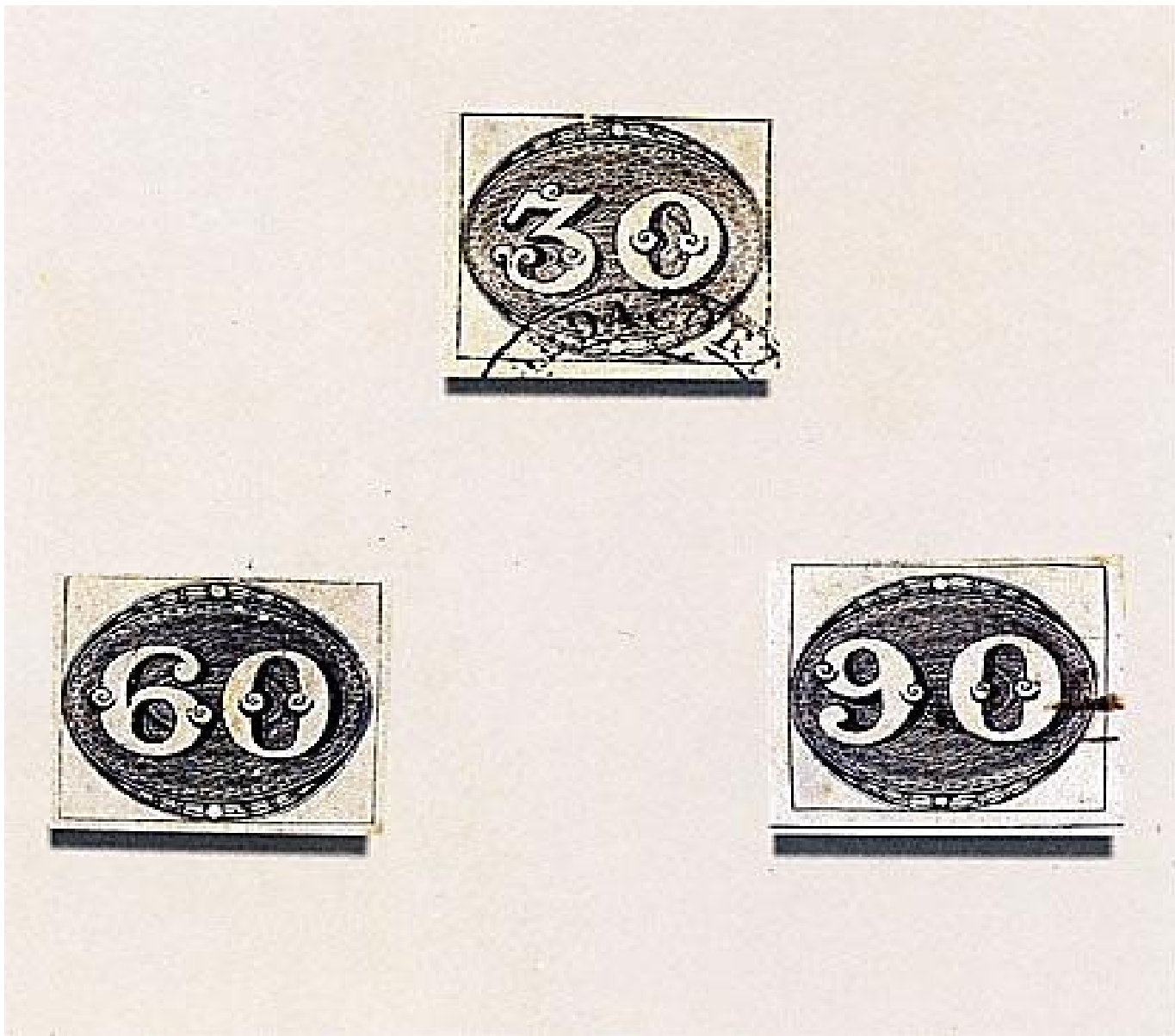
	Land Mail	Maritime Mail
Less than 4 <i>oitavas</i> *	60 <i>réis</i>	120 <i>réis</i>
Between 4 and 6 <i>oitavas</i> *	90 <i>réis</i>	180 <i>réis</i>
Between 6 and 8 <i>oitavas</i> *	120 <i>réis</i>	240 <i>réis</i>

\* 1 *oitava* is equivalent to 8 ounces.

# ‘*Réis*’ was the Brazilian currency from the 19th century until the end of the first half of the 20th.

Source: Decree N. 254 of November, 29, 1842. Available on: [www.planalto.gov.br](http://www.planalto.gov.br). Accessed in: 14/11/2015.





Stamps of 30, 60 and 90 Réis. 1843 *Olho de Boi* (Bull's Eye) Serie.

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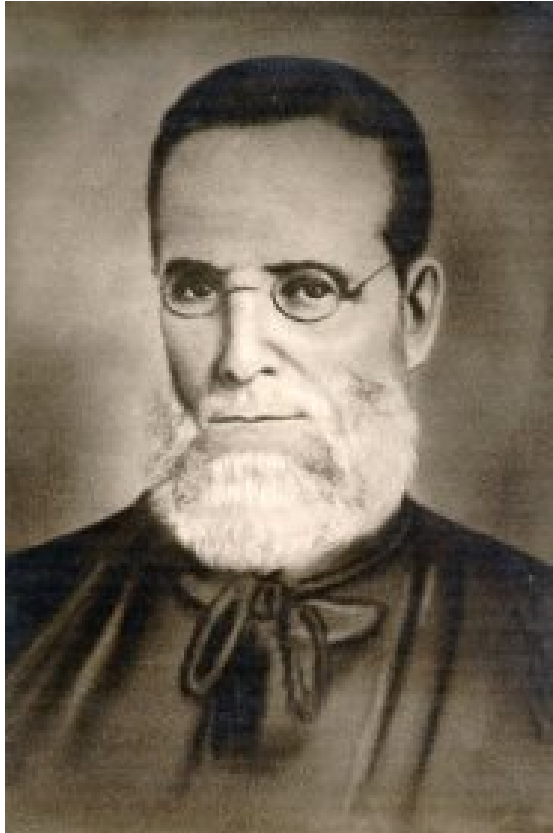
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## ***4. Postal finances described by Ministerial Reports***



Portrait of Minister José Ignacio Borges  
(1770 – 1838)

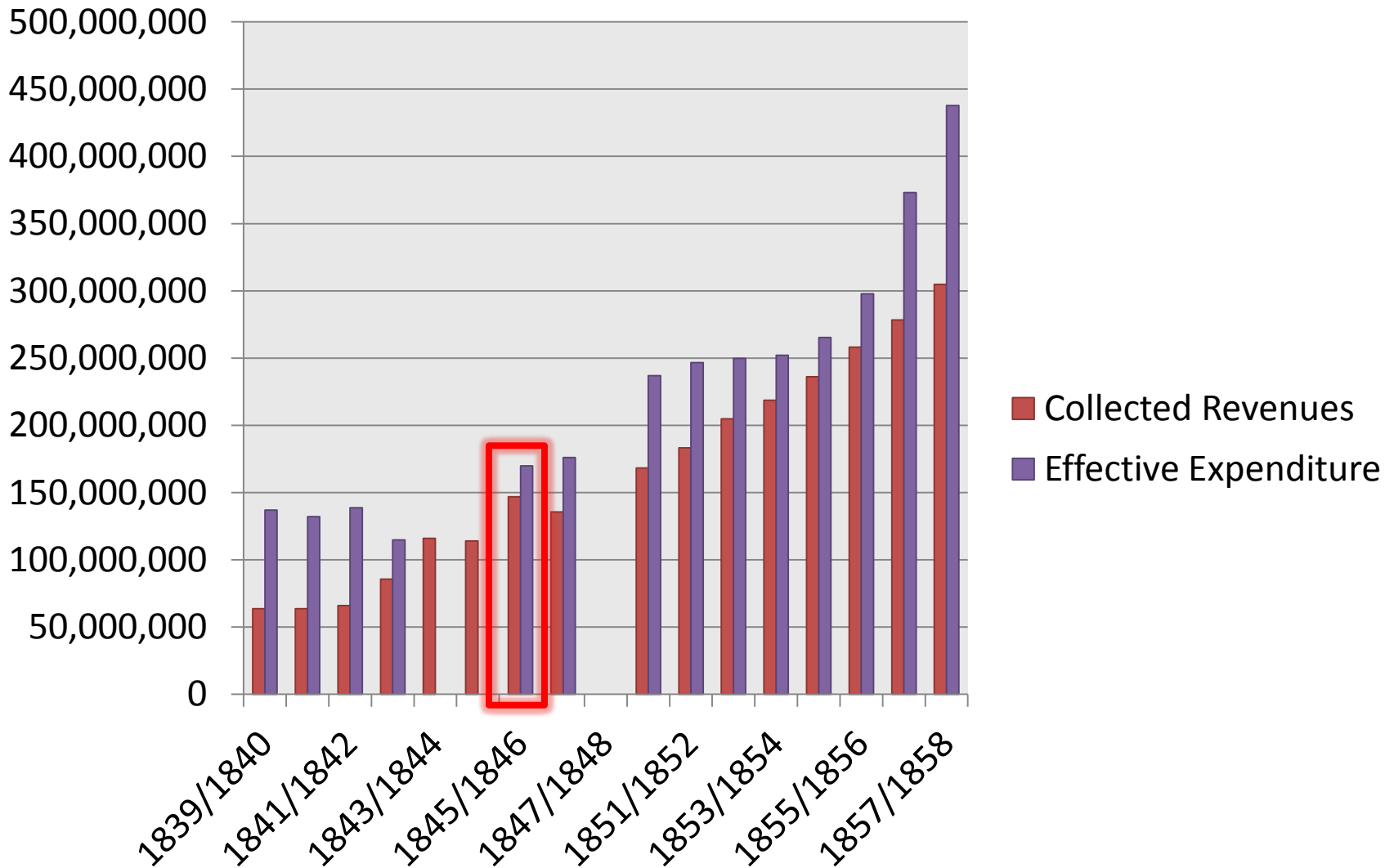
***"To carry out such a reform, beyond the difficulties to overcome the effect of our habits, we would have to get the Regulations there [France] following in this regard, and apply them judiciously to the state of our civilization, which cannot be the work of moment" (1835 Ministerial Report, p. 16).***



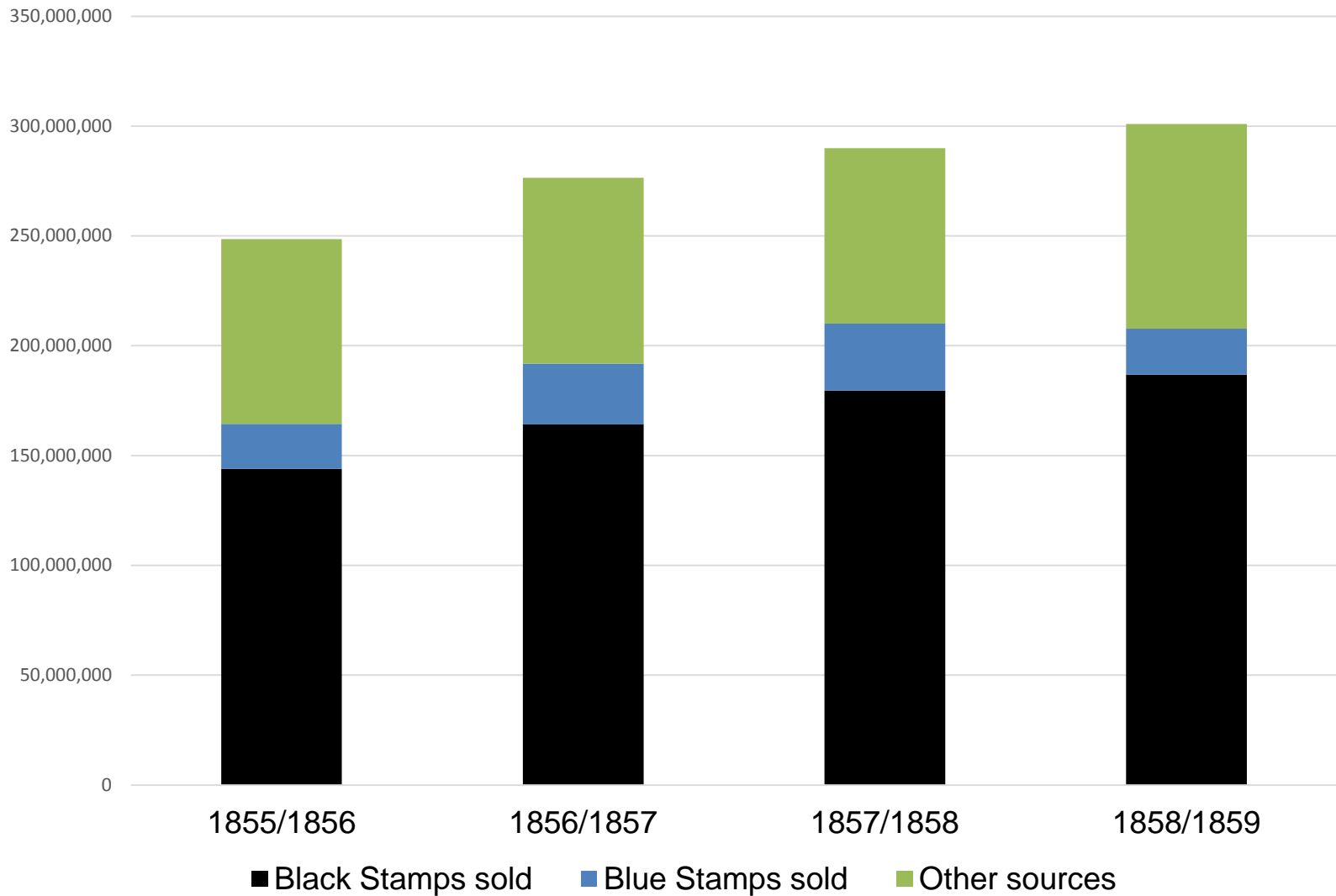
Portrait of Minister Cândido José de  
Araújo Viana – Marquis of Sapucaí  
(1793 – 1875)

***"Nothing has His Imperial Majesty  
so hard in mind as to do away with  
the distances that isolate Him from  
his vassals, and even, if possible  
were, gather them all around His  
throne, and this proposed measure  
is not a small step to achieve this  
August commitment (1842  
Ministerial Report, p. 49).***

# Graphic 1. Effectives revenue and expenditure of the Brazilian Post Office (1839-1858)

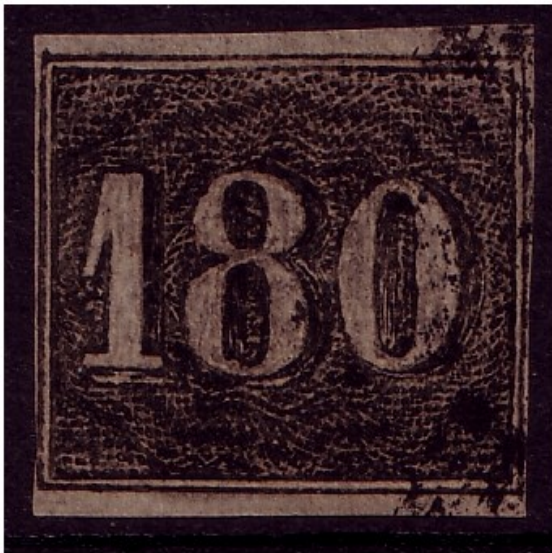


**Graphic 2. Brazilian Post Office income sources (1855 - 1859)**



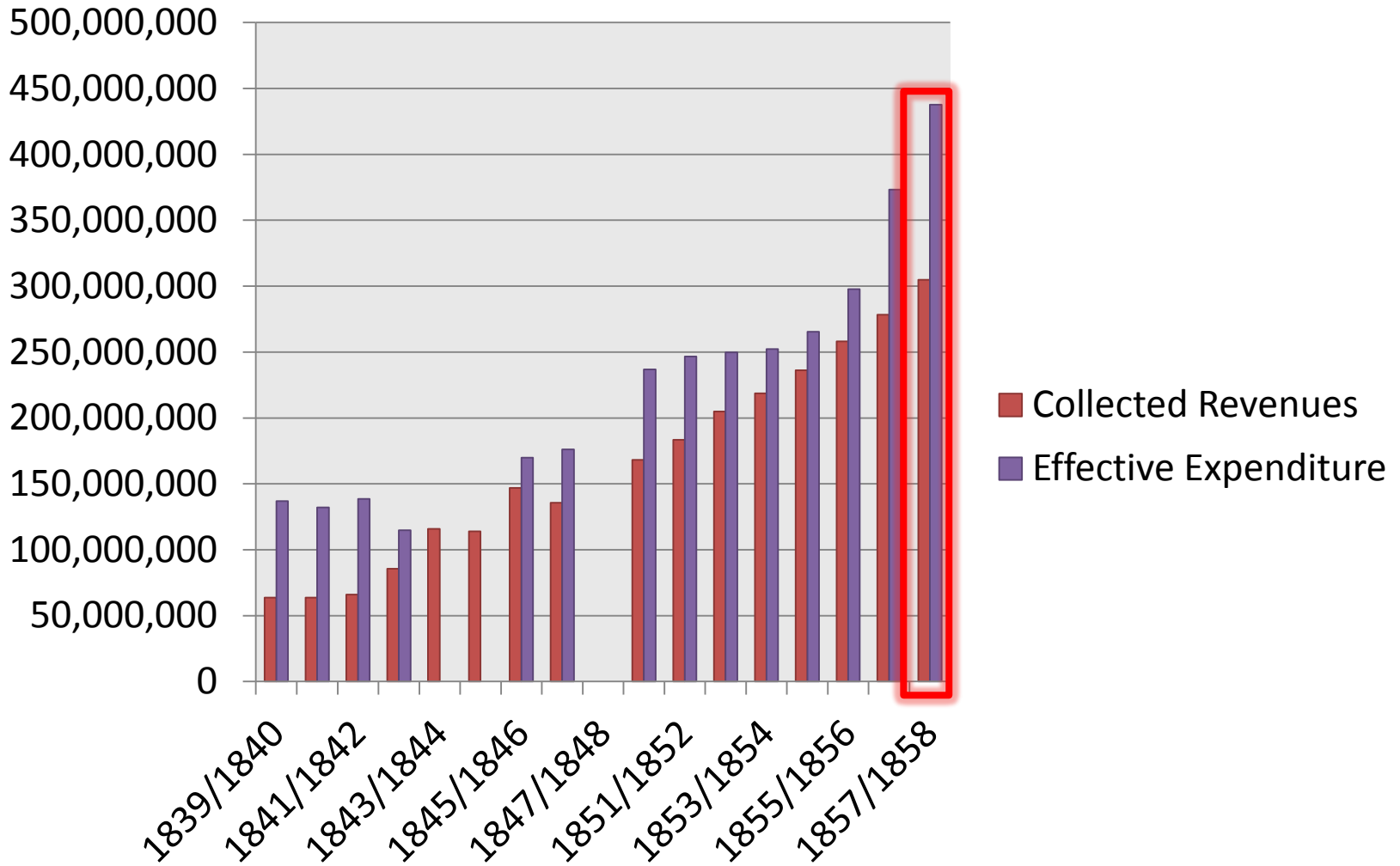


Blue Stamp of 10 réis. 1854 *Olho de Gato* (Cat's Eye) Serie

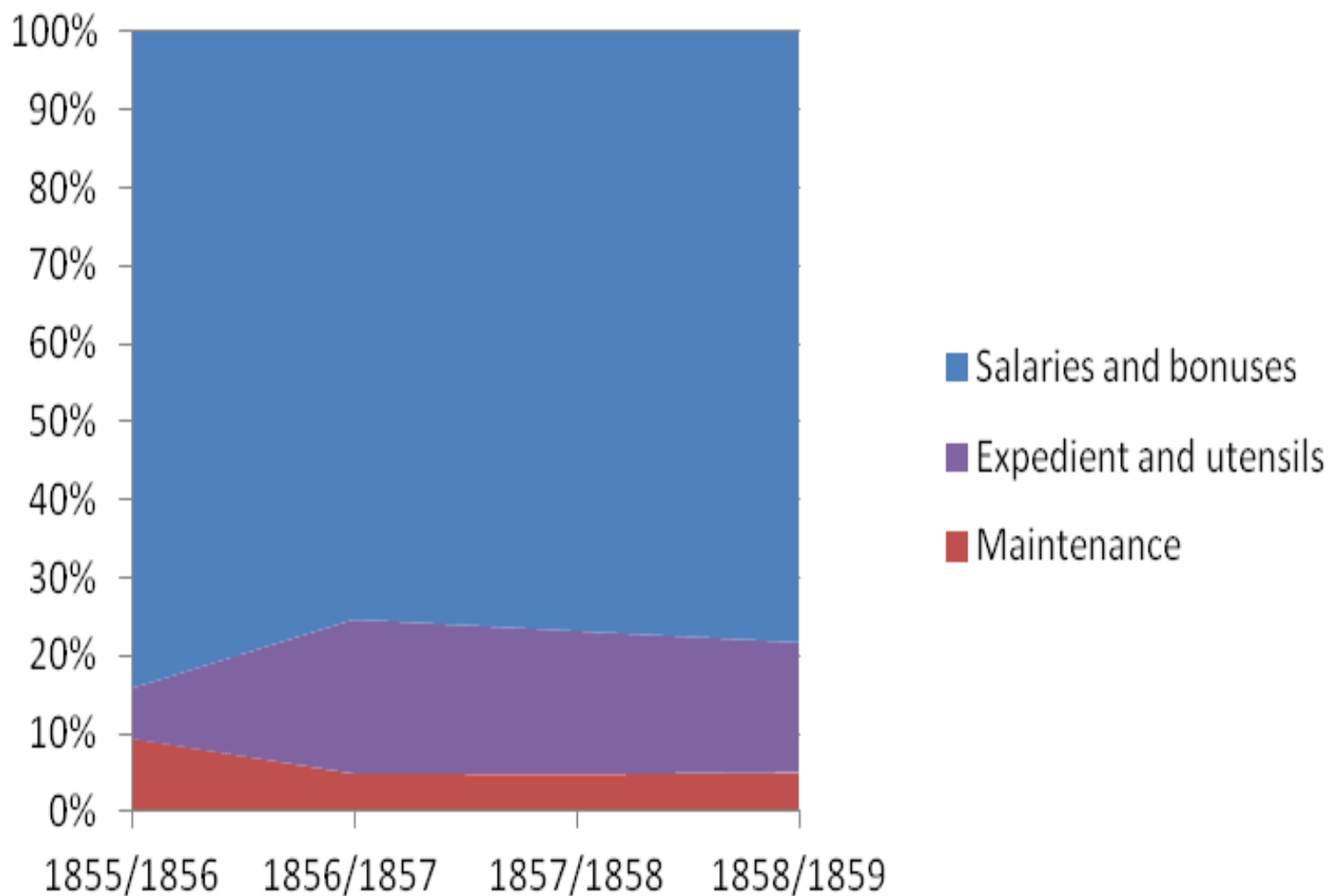


Stamps of 180, 300, 600 réis. 1850 *Olho de Cabra* (Goat's Eye) Serie

# Graphic 1. Effectives revenue and expenditure of the Brazilian Post Office (1839-1858)



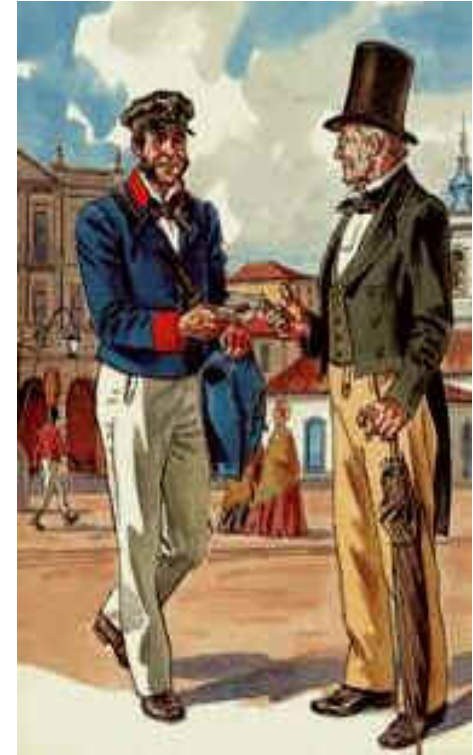
**Graphic 3. Brazilian Post Office Main Expenses (1855 - 1859)**





## 5. Summary

- Assess the real impact of the 1842 Postal Reform in Brazilian General Post Office's financial structure since Brazil had a territory of colossal dimensions
- Inquire the role of this reform in the transformation of ordinary postal practices of Brazilian slaveholding society (high levels of illiteracy)



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Behind Bull's Eyes

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## ***Primary Sources***

- *Brazilian Empire's Collected Laws and Regulations*, vs. 1/2, 1829; 1831; 1842; 1844. Displayed on: <http://www.planalto.gov.br>. Access on: 07/20/2015.
- Annual Reports from Ministry of State and Empire Affairs (1821 – 1860). Displayed on: <http://www-apps.crl.edu/brazil/ministerial>. Access on: 11/14/2015.

## ***Specific Brazilian Bibliography***

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- BARROS NETO, João Pinheiro de. *Administração pública no Brasil: uma breve história dos correios*. São Paulo: Annablume, 2004.
- ROSARIO, Iraci Oliveira. *Três séculos e meio da história postal brasileira: 1500- 1843*. Rio de Janeiro: Empresa Brasileira de Correios e Telégrafos, 1993

## *Image Credits*

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<http://www.brasiliana.usp.br/>
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Thank you for your attention!

Any questions?

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