

STUDY OF THE BRAZILIAN POSTAL STATIONERY ISSUE DENOMINATED ROWLAND HILL SERVICES

by Reinaldo Estevão de Macedo

Between the years 1915/1920, the announcements in Brazilian Postal stationery were accomplished by several private companies, as for example: A. Paladino & Nóbrega from São Paulo. "The Publicity" of Luis & CIA. Ltda of Rio de Janeiro and Britto & CIA. of Niterói/ Rio de Janeiro, among others that didn't settle on the stamps their company names.



The stationeries that were known in that period were envelopes, letters cards and wrappers, all according to the pattern of emission by the post office.

On September 29th, 1925 the General Management of the post offices. Accounting Sub Management -2 Section- through the Circular n. 12 C/2. Rio de Janeiro authorizes the company Brandão, Goulart & Company to organize the Service of advertising on the Postcards stationeries of Brazil, denominated " SERVIÇOS ROWLAND HILL" – (SRH).

The announcement was published in the Postal Bulletin of the post offices of September 1925 page. 302 /303, signed by Francisco Pereira Lessa, section chief: " I declare that according to the authorization of the transport and public jobs minister, the General director defined a petition, which the Brandão, Goulart & Cia, request to organize in Brazil and abroad, an advertising denominated" Serviço Rowlan Hill" that would consist of the printing of the announcements on the postal stationeries, of private character, with the postal stamp corresponding to the requested service, once the services could be an advantage to Brazil or abroad countries.

Postal stationeries were emitted with different characteristics compared to the regular emissions by the post offices:

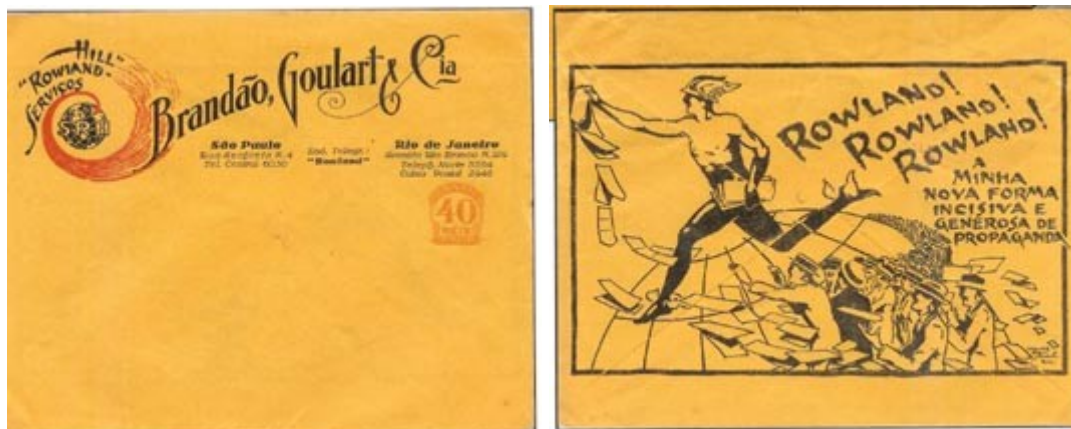
Envelopes, several colors and types of paper, rated at 40 réis- with big algorism pattern in orange, used on the wrappers - 1926 and with stamps of 100 and 200 réis- the Head of Liberty symbol is on the right in crimson, used on envelopes - 1920 and on wrappers -1918.

Letter Cards, single and double folded, rated at 200 réis- Head of the Liberty symbol on the right in crimson color, used on envelopes - 1920 and on wrappers -1918. On the Letters Cards with multiples announcements Brandão -Goulart & CIA company, a space for the popularization of sights /maps of the cities such as Rio de Janeiro or São Paulo were kept.

Resume of the material known by the author.

1) A yellow envelope 158x 125 mm, rated at 40 réis in orange color - large algorism as standard. **The front upper side** bears the logo of the Rowland Hill Service, name and the

addresses of the company allowed to organize the services: Brandão, Goulart & Cia. On the back the SRH advertising: mythology character of Mercury distributing the letters to the population with the saying "Rowland my new incisive and generous advertising form". There are envelopes without the advertising on the back, they are considered as variety.



2) A green envelope 158x125 mm, rated at 40 reis in orange color – large algorithm as standard. **The upper left front side** bears the saying "if it is not delivered in 10 days, return it to United States Rubber Export CO Ltd, Largo da Lapa (square of lapa neighborhood) 51-53, 789 p.o box, Rio de Janeiro" on the lower right part, the logo of the SRH in black. The back of the envelope bears the production line of three tires models of the company: Truck-Bus, Balloon and Regular.



3) A green envelope 158x125 mm, rated 40 reis in orange- large algorithm. **The left upper side** bears the company tires. I have no further details.

4) A green envelope 158x125 mm, 200 reis stamp in crimson/red color - Head of Liberty symbol to the right as standard. **On the front side**, the "Dental Manufacturing Corporation Brasil Ltd Company" advertising, on the lower left part, the SRH logo in black. On the back: unknown.



5) An envelope rated at: 40 reis in orange - large algorithm standard and 100 / 200 reis

Head of the Liberty symbol on the right in crimson color. **Front side** with advertising on the left part of the "beliche mineiro" company: Sementes Novas por atacado e Varejo, Sem competidor em preços e qualidades, Premiado com medalha de ouro na exposição nacional de 1908, Peçam listas, Comprem o livro – como fiquei rico criando galinhas – pelo correio (new seed wholesale and retail, lowest price of the market and best value, awarded with the gold medal during the 1908 national exposition, buy the book – "how I became rich with my chicken farm- by the post office. Bears the drawing of flowers. On the back: unknown. Reference obtained by the HG catalogue.

6) A green envelope 158x125 mm, rated at 40 reis in orange color – large algorithm as standard. **The upper left front side** bears the saying " The Goodyear Tire & Rubber Co. of South America. 253 Rio Branco avenue 253, p.o box 1757, Rio de Janeiro Brazil", on the lower right part, the logo of the SRH in blue. The lower left side bears the earth planet embraced by a tire – GOOD YEAR.



7) Letter Cards of two folds, open 154x291mm, rated at 200 reis in crimson color- Head of Liberty symbol to the right, standard. **Front side:** advertisings of Rowland Hill, Isidoro Chansky estate agency, V. Fernandes lottery and Sumaré / São Paulo neighborhood map .The SRH logo on the lower left part. **Internal part** with 26 lines for a text and a sight of Guanabara Bay and an airplane throwing announces, 4 advertisings are outlined on the right side: Duarte Pacheco car accessories, São Paulo's lottery, SHR and Armindo Landolfi. On the left, on the margin to be glued for emission, there is a saying about the free distribution.



8) Letter Card of two folds, open 154x291 mm, rated at 200 reis in crimson color- Head of Liberty symbol to the right. **Front side** with advertising of the Rowland Hill services and Hudson Essex cars on the Beira Mar/Rio de Janeiro Avenue. Left lower part: SRH logo. **Internal part** with 26 lines for the text and Guanabara bay sight and an airplane throwing announces, 4 announces are outlined on the right side: all the announces refer to SRH.

9) Letter Card of two folds, open 154x291 mm, rated at 200 reis in crimson color- Head of Liberty symbol to the right. **Front side** with advertising of Miramar Hotel, Avenida perfume store, Monroe Hotel, SRH and Amparo popular company on the Botafogo sight/ Rio de Janeiro. Lower left side with the logo of SRH. **Internal part** with 26 lines for the text and Guanabara bay sight and an airplane throwing announces, 4 announces are outlined on the right side: Max Krause, Avenida perfume store, O. Muniz & Cia and Conac (cables). On the left side, on the border to be glued for emission, there is a saying for free distribution.

10) Letter Card of two folds, open 154x291 mm, rated 200 reis in crimson color, Head of Liberty symbol to the right. **Front side** with advertising of Gloria Hotel, Avenida perfume store, Sonora and Thiodeol. Central Part a view of Federal Senado. **Internal part** with 39 lines for a text and four announce on the right: Crysler Cars, Antalgina, Licor das Creanças and Isidoro Marx jewelries.



11) Letter Card of two folds, open 154x291 mm, rated at 200 reis in crimson color, Head of Liberty symbol to the right. **Front side** with advertising of Rowland Hill, Hygia milk, Ultramarino national bank, Ratto house, Velie cars. Central part with sights of the "dois irmãos" and "Gávea/ Rio de Janeiro". Left lower part bears the SRH logo. **Internal part** with 39 lines for the text and Guanabara bay sight and an airplane throwing announces, 4 announces are outlined on the right side: Duarte and Pacheco (accessories importers for cars, Rowland Hill services (2x) and smith Premier 60 (typing machine).

12) Letter Card of one fold and internal paper, open 154x222 mm, rated at 200 reis in crimson color-Head of Liberty symbol to the right. **Front side** with advertising of Caxambu Water and a sight of "Rio Branco Avenue" in Rio de Janeiro left lower part the SRH logo. **Internal part** with 28 lines for the text. On the right side 3 announces of COMAC soap, Brazilian Eugenic Society and isidoro Max jewelry. **Internal paper** with 28 lines for text and 3 announces on the right side: Antalgina, avenida Perfume store and Sonora. On the back, of the internal paper, the advertising of Gloria Hotel.



13) Letter Card with one fold, open 154x222 mm, rated at 200 reis in crimson color- Head of Liberty symbol to the right. **Front side** with advertising of SRH and Sul America insurance. Lower left part, the SRH logo. **Internal part** with 18 lines for the text. Sight of sunset of Guanabara Bay. On the right side, three announces all regarding the SRH.



14) Letter card with one fold, open 154x222mm, rated at 200 reis in crimson color-Head of Liberty symbol to the right. **Front side** with advertising of Riachuelo Hotel. The lower left part bears the SHR logo. **Internal part** bears an invitation to the public to visit the new installations of Riachuelo Hotel. Picture of the hotel bus with a sight of Botafogo bay, Sugar Loaf and the Corcovado.



15) Letter card with one fold, open 154x222 mm, rated at 200 reis in crimson color- liberty Head of Liberty symbol to the right. **Front side** with advertising of Rowland Hill services, Lloyd industrial of South America, Formoshinho gloves and Oxyuorol vermicide, bears and oval drawing of the Corcovado. Lower left part, the SRH Logo. **Internal Part**, Sugar Loaf

sight and "Neuro Soro Silva & Araujo" and Rowland Hill services advertisements.

16) Letter Card with one fold, open 154x222 mm, rated at 200 reis in crimson color, Head of Liberty symbol to the right, **Front side** with the advertising of Rowland Hill services and Oxyurol vermicide. Bears a drawing of Imperial palm trees. Lower left part, the SRH logo. Internal part: Unknown

17) Letter Card with one fold, open 154x222 mm, rated at 200 reis in crimson color, Head of Liberty symbol to the right. **Front side** with the advertising of the Mineiro Beliche company: "Sementes Novas por atacado e Varejo, Sem competidor em preços e qualidades, Premiado com medalha de ouro na exposição nacional de 1908, Peça listas, Comprem o livro – como fiquei rico criando galinhas – pelo correio" new seed wholesale and retail, lowest price of the market and best value, awarded with the gold medal during the 1908 national exposition, buy the book – "how I became rich with my chicken farm" - by the post office. Bears flower drawings on the front. Back: unknown. Reference from the HG catalog.

(in http://www.postalstationery.org/html/brazil_rowland_hill.html)