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

Presented by Pérola Maria Goldfeder e Castro, PhD Student
University of São Paulo – USP – Brazil

The 9th Postal History Symposium
June 2nd, 2016
Jacob Javits Center, New York City
Outline

1. Background

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

ZITTLOW, 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

Pérola Goldfeder
Behind Bull’s Eyes
Postal History Symposium – June, 2016
Dom João VI, King of Brazil, Portugal and Algarves (1767 – 1823)

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

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

Postmaster General

Court's General Administration

Staff: Administrator; Assistant; Accountant; Bookeeper; Gatekeeper; Postmen.

Provincial Administrations

Staff: Administrator/Bookeeper; Assistants

Local Post Clerks (Indicated by Municipal Councils)


Pérola Goldfeder
Behind Bull's Eyes
Postal History Symposium – June, 2016
3. From Penny Black to the “Bull’s Eye”

<table>
<thead>
<tr>
<th></th>
<th>Land Mail</th>
<th>Maritime Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 4 oitavas*</td>
<td>60 réis</td>
<td>120 réis</td>
</tr>
<tr>
<td>Between 4 and 6 oitavas*</td>
<td>90 réis</td>
<td>180 réis</td>
</tr>
<tr>
<td>Between 6 and 8 oitavas*</td>
<td>120 réis</td>
<td>240 réis</td>
</tr>
</tbody>
</table>

* 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.

Stamps of 30, 60 and 90 Réis. 1843 Olho de Boi (Bull’s Eye) Serie.
"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 José Ignácio Borges (1770 – 1838)
"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)

Collected Revenues
Effective Expenditure

Pérola Goldfeder
Behind Bull’s Eyes
Postal History Symposium – June, 2016
Graphic 2. Brazilian Post Office income sources (1855 - 1859)

Black Stamps sold  Blue Stamps sold  Other sources

1855/1856  1856/1857  1857/1858  1858/1859
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)
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)
Primary Sources


Specific Brazilian Bibliography


Image Credits

- Brazilian Imperial Museum – Petrópolis. Displayed on: http://www.museuimperial.gov.br/
- Luso Brazilian Digital Library. Displayed on: http://bdlb.bn.br/acervo/handle/123456789/17
Thank you for your attention!

Any questions?

perolagold@yahoo.com.br