

STUDY OF THE POSTAL STATIONERY ISSUE DENOMINATED ROWLAND HILL SERVICES

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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).

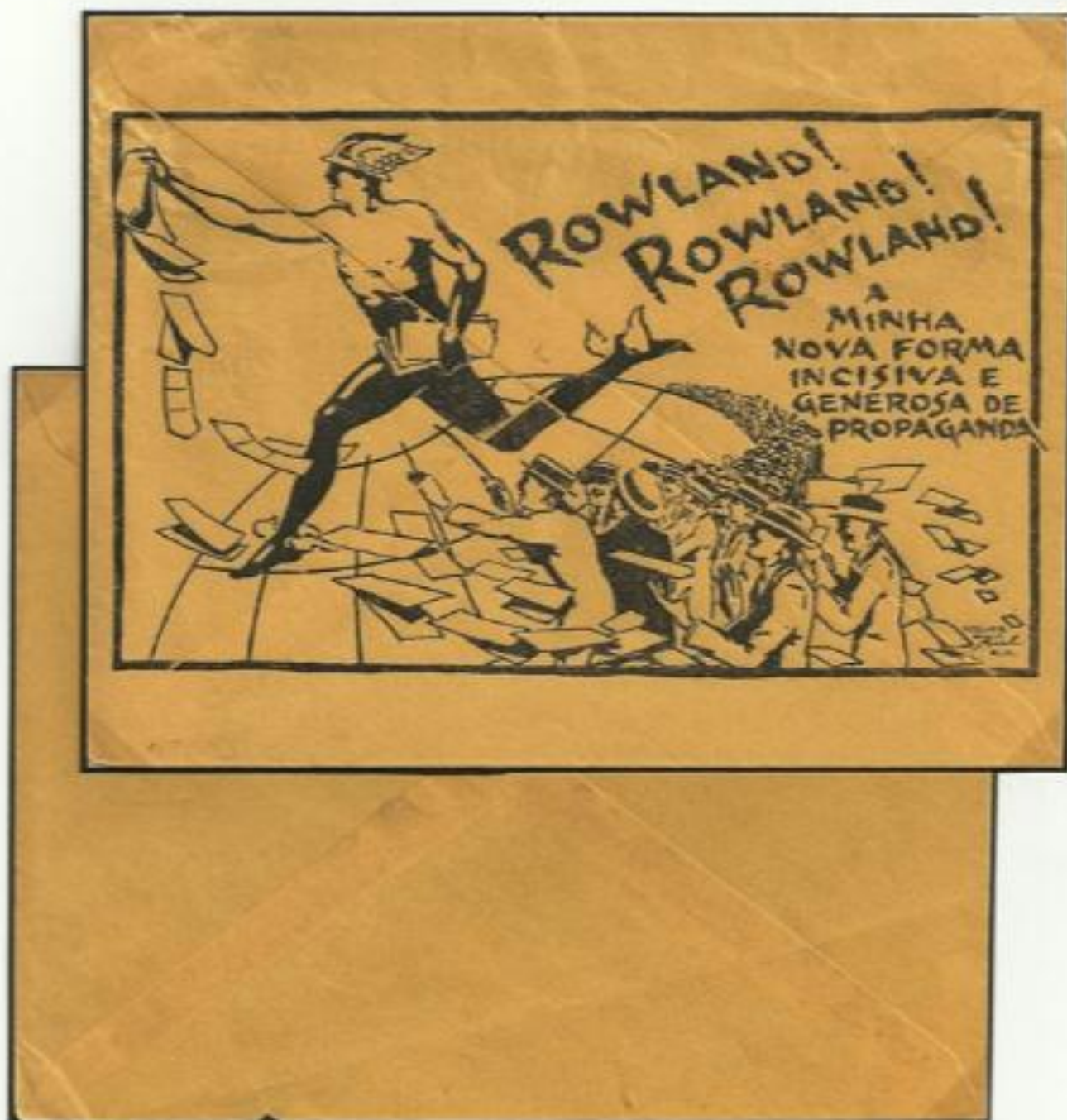
The announcement was published in the Postal Bulletin of the post offices of September 1925 page. 302 /303, signed by Francisco Pereira Lessa, section chief. "I declare that according to the authorization of the transport and public jobs minister, the General director defined a petition, which the Brandão, Goulart & Cia, request to organize in Brazil and abroad, an advertising denominated "Serviço Rowland 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 algorithm pattern in orange, used on the wrappers - 1925 and with stamps of 100 and 200 réis- the Head of Liberty symbol 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.



Without the advertising on the back.

A yellow envelope 158x125 mm, rated at 40 réis in orange color - large algorithm 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".

SE NÃO FOR ENTREGUE EM 10 DIAS DEVOLVA-SE A'

United States Rubber Export Co Ltd

LARGO DA LAPA, 51-53

CAIXA, 789

AV. DE JURE

Illm. Snr.

SEBASTIAO ANTUNES DE SIQUEIRA

BARBACENA

ST. DE MINAS GERAES

P.D.



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.

From Rio de Janeiro (Jan.07.1927) to Barbacena/Minas Gerais (arrival on reverse Jan.11.1927). **Extremely scarce used envelope.**

THE GOODYEAR TIRE & RUBBER CO.
OF SOUTH AMERICA

253 Avenida Rio Branco, 253
CASA 1757
RIO DE JANEIRO, BRAZIL

St.



Paraná, Rocha

Para a do Banco do Brasil

Florianópolis



St. Catharina.

GOOD YEAR



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.**

THE DENTAL MANUFACTURING Co. (BRASIL) LTD.

RUA DO OUVIDOR, 127

CAIXA POSTAL 1004

Teleph.: Norte 5224 :-: RIO DE JANEIRO - BRAZIL



Especialidades
"ALSTON"

Telep.: "QUALIDADE"

Dentes
Vulcanito
Brocas
Amalgama
Godiva
Instrumentos
Revestimento
Gesso, etc.

Ilmo. Sr.
Dias Filho
Rua Dr. Francisco Sá.



Única distribuidora de:

Solda Jelenko
"ANTI-PY-O"
Anestésico Waite
Ouro Morgan Hastings

DIAMANTINA
Minas.



A marca ALSTON em artigos dentários indica qualidade superior.

Fragment of 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.

From Rio de Janeiro (July 20, 1926) to Diamantina/Minas Gerais. Extremely scarce used envelope.

Miramar
 O MAIOR ESTABELECIMENTO
 DE DIVERSÕES DA AMÉRICA DO SUL
RESTAURANTE DE 1ª ORDEM
 ABERTO DIA E NOITE
 TODAS AS DIVERSÕES. Fone 611-5200. **SANTOS**
 BRAS.

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.



ALHEIHO
 BOTAFOGO - RIO DE JANEIRO

Rio
 Rua de S. Cristovão nº 96
 Grande Sortes mensal de imóveis e merc.
 desde no valor total de 60.000.000

EMPRESA AMPARO POPULAR
L. Willet & Co.
 ESTABELECIMENTO
 TÉCNICO DE ARQUITETURAS
 SUPERVISOR CIVIL E OBRAS
 TERRITORIAIS.
 CONDOMÍNIOS CIVIS
 COMPRA E VENDA DE
 TERRENS E IMÓVEIS
 TRAFEG. SÓCIED. E LÍQUID. REALIZ.

Água de Colonia,
 Sabonetes Loção
 Brilhoantina
 Talco

AVENIDA
 MARCA REGISTRADA

OS MELHORES
 PRODUCTOS
 DA PRAÇA

Perfumaria
AVENIDA
 AV. RIO BRANCO
 -142-
 RIO-

OS SERVIÇOS "ROWLAND-HILL"

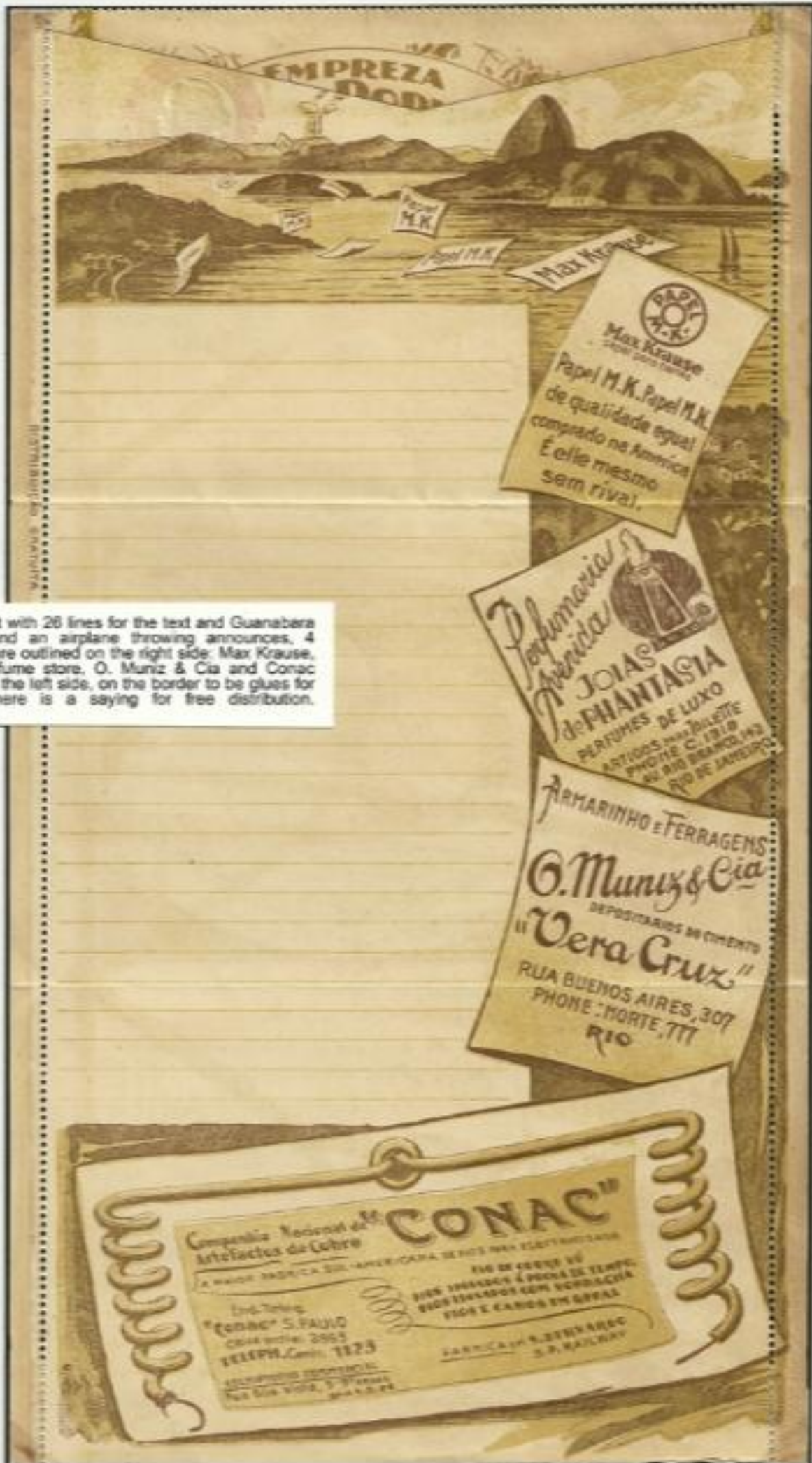
GRACIOSAMENTE,
 FORNECERÃO TODAS
 AS INFORMAÇÕES COM-
 MERCIAES QUE LHE FOREM
 PEDIDAS SOBRE OS PRODUC-
 TOS QUE ANNUNCI-
 AREM NAS

ROWLANDS

Hotel Monroe
 MARCHE FLORIANO
 P. 35-37 (AV. RIO BRANCO)
 TEL. CENTR. 620

APARTAMENTOS JARDINS
 COM BANHEIRO E TELEPHONE

Serviço moderno
 Só com Café de manhã



EMPRESA DODD

FOTOLITHOGRFIA SERRAVALLE

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 glues for emission, there is a saying for free distribution.

PAPEL M.K.
Max Krause
Papel M.K. Papel M.K.
de qualidade igual
comprado na America
É elle mesmo
sem rival.

Perfumaria Avenida
JOIAS de FANTASIA
PERFUMES DE LUXO
ESTIVOS MAX BULETE
PHONE C. 1918
RUA DE JARDIM

ARMARINHO e FERRAGENS
O. Muniz & Cia
DEPOSITARIOS DE CIMENTO
"Vera Cruz"
RUA BUENOS AIRES, 307
PHONE "MORTE, 711
RIO

CONAC
Companhia Nacional de
Artefactos de Cobre
A MAIOR FABRICA DO AMERICANA SERVO NA ELECTRICIDADE
EM DE 1906 VO
BEM TRABALHA E POIS DE TEMPO
BASTANTE COM SOBRAÇA
FIO E CORDO EM GERAL
FABRICA S. BERNARDO
S. P. RAILWAY

End. Tel. 114
Conac S. PAULO
CASA N. 2065
TELEPH. Com. 1123

REPARTICAO ESPECIAL
Na Rua N. 2, 3 e 4
M. 114

SERVIÇOS "ROWLAND HILL" EMPRESA DE PROPAGANDA
 REPRESENTAÇÕES, CONSIGNAÇÕES e CONTA PRÓPRIA

ESCRITÓRIO CENTRAL
RIO DE JANEIRO
 AV. RIO BRANCO, 129
 CAIXA POSTAL 2048
 TELEF. 40414, 2224

AGÊNCIA
TELAVEL
 "ROWLAND"

FISSAL
SÃO PAULO
 RUA ANTONETTO, 4
 TELEFONE CENTRAL 8008



Letter Cards of two folds, open 154x291mm, rated at 200 reis in crimson color- Head of Liberty symbol to the right. **Front side:** advertisements 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 annouces, 4 advertisements are outlined on the right side: Duarte Pacheco car accessories, São Paulo's lottery, SHR and Armindo Landólf. On the left, on the margin to be glued for emission, there is a saying about the free distribution.



SUA
 RUA
 LIBERO BADARÓ
 Nº 50 - 4º andar
 S. PAULO
 "SUMARÉ" LDA
 TELEFONE:
 CENTRAL 385
 CAIXA POSTAL 184

A MOBILIADORA
Isidoro Chansky & Cia

MATRIZ: R. ENSEL PESTANA, 101
 20115 - 20116
 TELEFONE: 2042, 2078
 SÃO PAULO

FISSAL: RUA 20 EPIFÂNIA, 29
 TELEFONE: 8008
 CIDADE, 5554
 SÃO PAULO

GRANDE EXPOSIÇÃO DE MOVEIS E TAPEÇARIAS

BANCO LOTÉRICO

RUA LIBERO BADARÓ, 50
V. FERNANDES & CIA
 S. PAULO

IMPORTANTE
 CASA DE LOTERIAS

SERVIÇOS "ROWLAND HILL"

Acceptam
 Representações,
 Consignações e
 Conta Propria
 Av. Rio Branco, 129
 CAIXA POSTAL, 2048
 RIO DE JANEIRO

OS SERVIÇOS
"ROWLAND HILL"

GRACIOSAMENTE FORNECERÃO TODAS AS
 INFORMAÇÕES COMMERCIAES QUE LHE FOREM
 PEDIDAS SOBRE OS PRODUCTOS QUE ANNUNCIAREM NAZ
 CARTAS "ROWLANDS"

SERVICIOS
"ROWLAND HILL"

ESCRITÓRIO CENTRAL,
AV. RIO BRANCO, 129.

TELEPHONE: NORTE, 5564
ENDEREÇO TELEGR.: "ROWLAND"
CAIXA POSTAL, 2943,
RIO DE JANEIRO.



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.

IMPRESSÃO E. RODRIGUES, S. L., 1946-1947



142 Rua Barão da Veiga - 144
HUDSON-ESSEX
AUTOMOVEIS
TL WRIGHT & COMP LTDA



ROWLAND!
ROWLAND!
ROWLAND!
A
MENHA
NOVA FORMA
INCISIVA E GENEROSA
DE PROPAGANDA.

The HOTEL GLORIA

RIO DE JANEIRO - BRAZIL

250 APARTAMENTOS 250 QUARTOS

Telephonic Service - GLOWHOTEL - 800



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 Thioodeol. Central Part: a view of Federal Senate Rio de Janeiro.



LITHO. SÃO CARLOS, RIO

SENTE - CIGARETAS DO GOR

TELEFONIA GORNER



PERFUMES DE LUXO
ARTIGOS PARA TOILETTE

Jóias de Phantasia

PERFUMARIA

PHONE: C. 1310. AVENIDA

Av. Rio Branco, 142 - Rio de Janeiro

A
MACHINA
FALLANTE DA
MAIS ALTA QUALIDADE
NO MUNDO.

Tonalidade
perfeita!



Sonora
UNICOS AGENTES
NO BRASIL
OPTICA INGLEZA

127 RUA DO CUIDADOR, 127 - RIO DE JANEIRO



THIODEOL

PODEROSO
TONICO
RECONSTITUINTE
E EXPECTORANTE



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 Lloyd Industrial Sul Americana, Formosinho, Oxyrol and Corcovado Picture, left lower part the SRH logo, Internal part with 18 lines for the text. With announces of Neuro Soro, Servicos Rowland Hill. Sugar Loaf Picture on the top.

From Rio de Janeiro (Dec. 31, 1925) to Santos/SP. Additional stamp 300 reis to Registration.
Extremely scarce used letter card.

SERVÇOS "ROWLAND HILL" ESCRITÓRIO CENTRAL,
AV. RIO BRANCO, 129.
 TELEPHONE: NORTE, 5564
 ENDEREÇO TELEGR.: "ROWLAND"
 CAIXA POSTAL, 2948.
 RIO DE JANEIRO.



A' Sombrita
 Henriqueta P. Themudo Jesus
 & de res. V. Themudo
 Mogy-Mirim
 (S. Paulo)



SPILLING & STUBBS - TEL. 848 100

"ROWLAND"
 é uma fórmula
 postal em estilo
 moderno
 e impressão lu-
 xuosa.
 É um valor
 sempre a mão e
 que se dá.
 É um elemento,
 sem par, de pro-
 paganda.

Utilizar-se de
 "ROWLANDS"
 para correspon-
 dência epistolar
 é evitar
 a monotonia
 e ser
 moderno,
 ser elegante e
 prático.

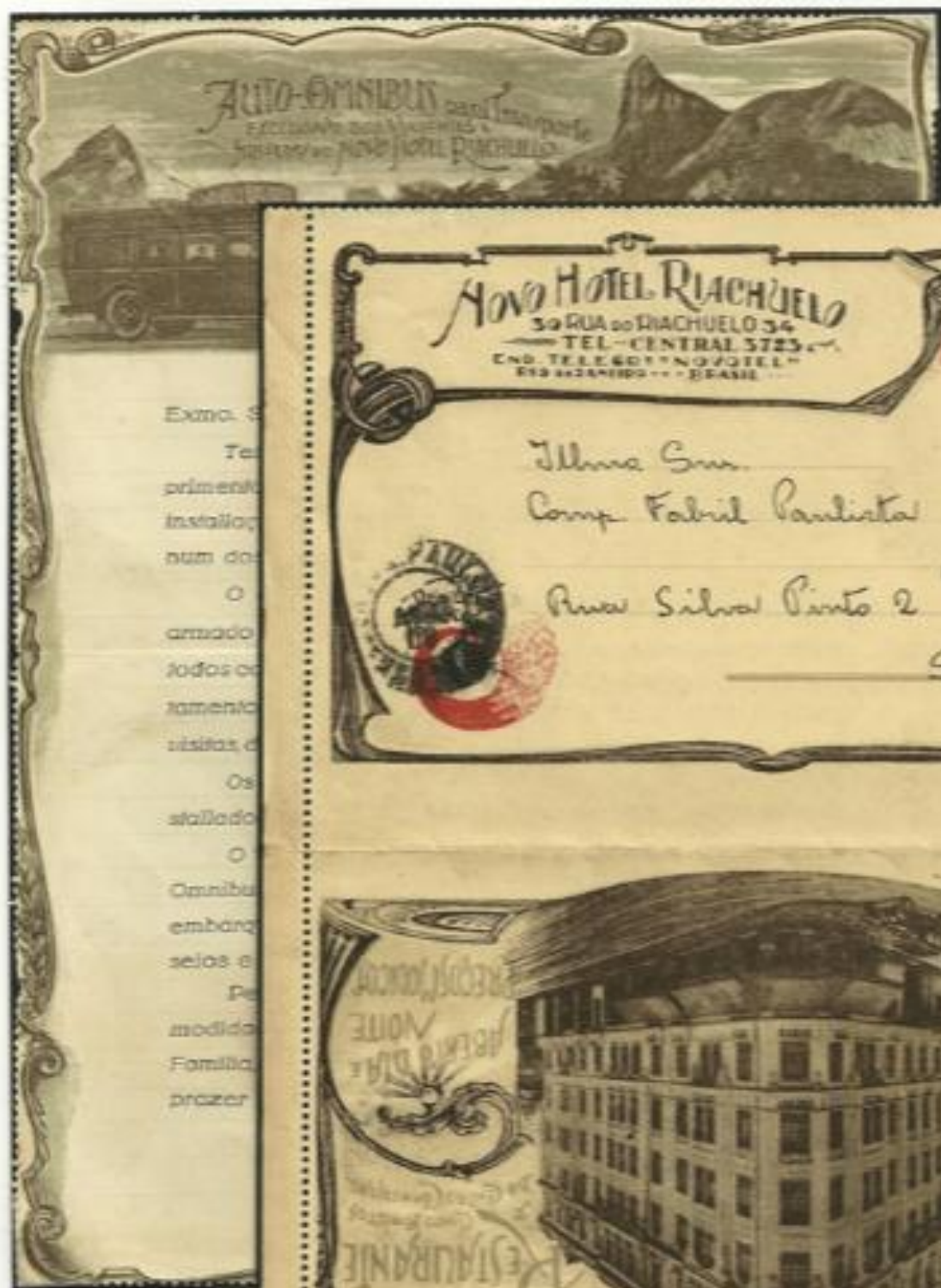
samente
 aes que lhe
 s
 "NDS".

SEGUROS DE VIDA
 DE
 COMPANHIA NACIONAL

"SUL AMÉRICA"
 DA
 O NOVO EDIFÍCIO



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.
 From Rio de Janeiro (Dec.1925) to Mogy Mirim (arrival on reverse Dec.19.1925).
 Extremely scarce used letter card.



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.

Used on São Paulo . Extremely scarce used letter card.

1927



ESTADO, S. PAULO, S. PAULO, S. PAULO, S. PAULO

LIBERTY - LIBERTY NO ONE

CONFERE COM VIZINHA



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 Marx 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 Gloria Hotel.

ESPECIFICO
DA DOR
DE
TODOS
O
MELHOR.

ANTALGINA

COMBATE
RÁPIDAMENTE
AS DORES
DE CABEÇA,
DE DENTES,
ENTRAQUEÇAS
E NEURALGIAS
DE
QUALQUER ESPECIE.

**PERFUMES
DE
LUXO**

ARTIGOS PARA
TOILETE
João Fagundes

**PERFUMARIA AVENIDA
AV. RIO BRANCO, 142
PHONE C. 1310.
RIO DE JANEIRO.**

**SABON
COMAC**

UTILIZADO
NA
LIMPEZA GERAL

FABRICANTES
FABRILATO DE MEDEIROS & C^o E^l

AVENIDA SUBURBANA
N^o 545.
RIO DE JANEIRO.

**SOCIEDADE
EUGENICA
BRASILEIRA**

80 MEDICOS
DE TODAS AS ESPECIALIDADES ATENDEM
GRATUITAMENTE
A TODAS AS CONSULTAS
ESCRITAS SOBRE TRATAMENTO, REGIMEN
DE TODAS AS PARTES
DO BRASIL.

Rua Machado Coelho,
119.
Rio de Janeiro.



A MACHINA
FALLANTE
DA MAIS ALTA
QUALIDADE
NO MUNDO.
**TONALIDADE
PERFEITA!**

Sonora

UNICOS AGENTES NO BRASIL

OPTICA INGLEZA

127, Rua do Ouvidor, 127, - RIO DE JANEIRO.

ISIDORO MARX

BRILHANTES ♦ JOALHEIRO ♦ PEROLAS

FRQUEIROS ■ CHRISTOFFLE & C^o - PARIS ■ TALHERES

■ BAIXELLAS ■

CADIA POSTAL: - 307 -
TEL. 3236. **138, RUA DO OUVIDOR, 138,** END. TELEGR. MARI SI.