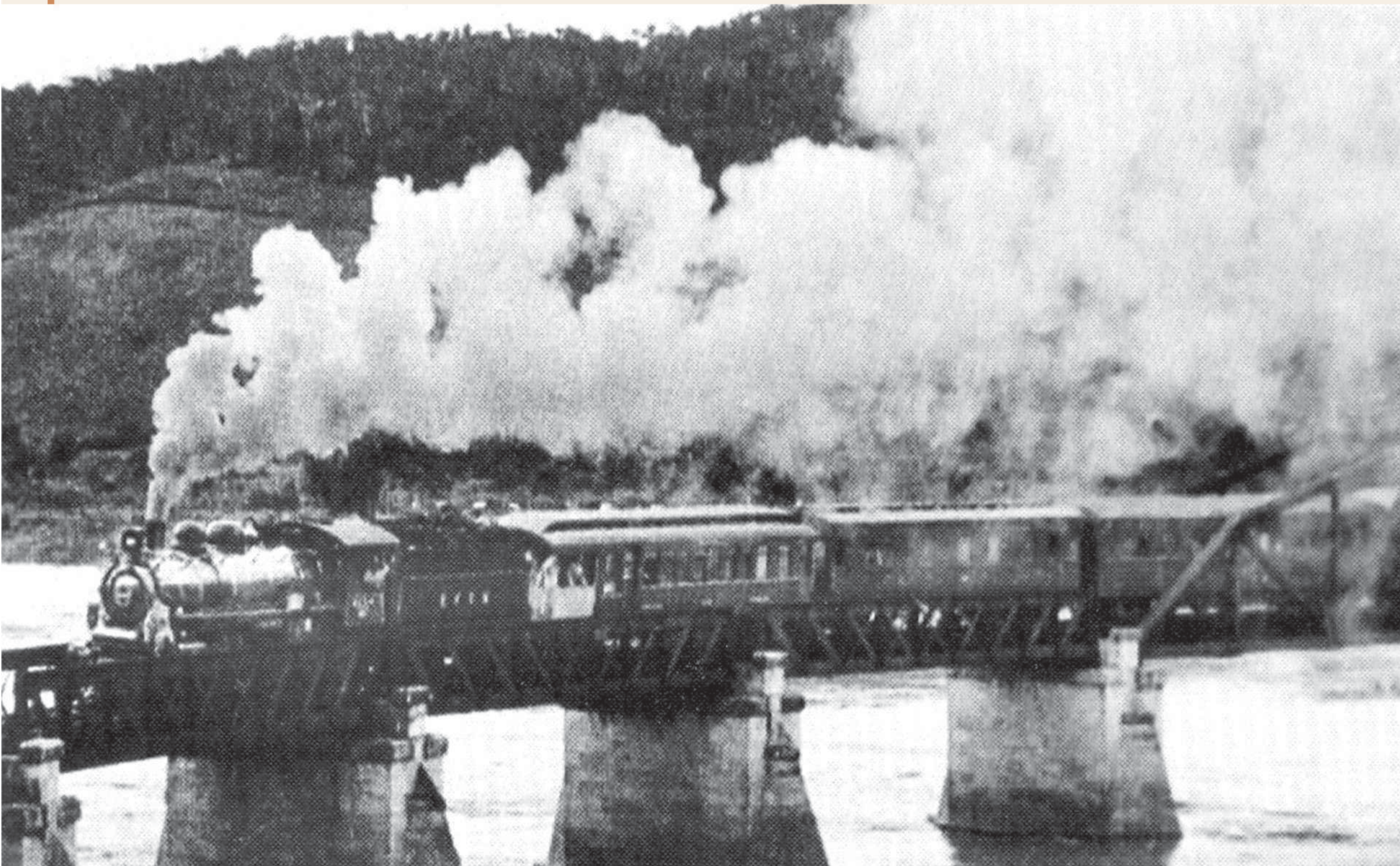
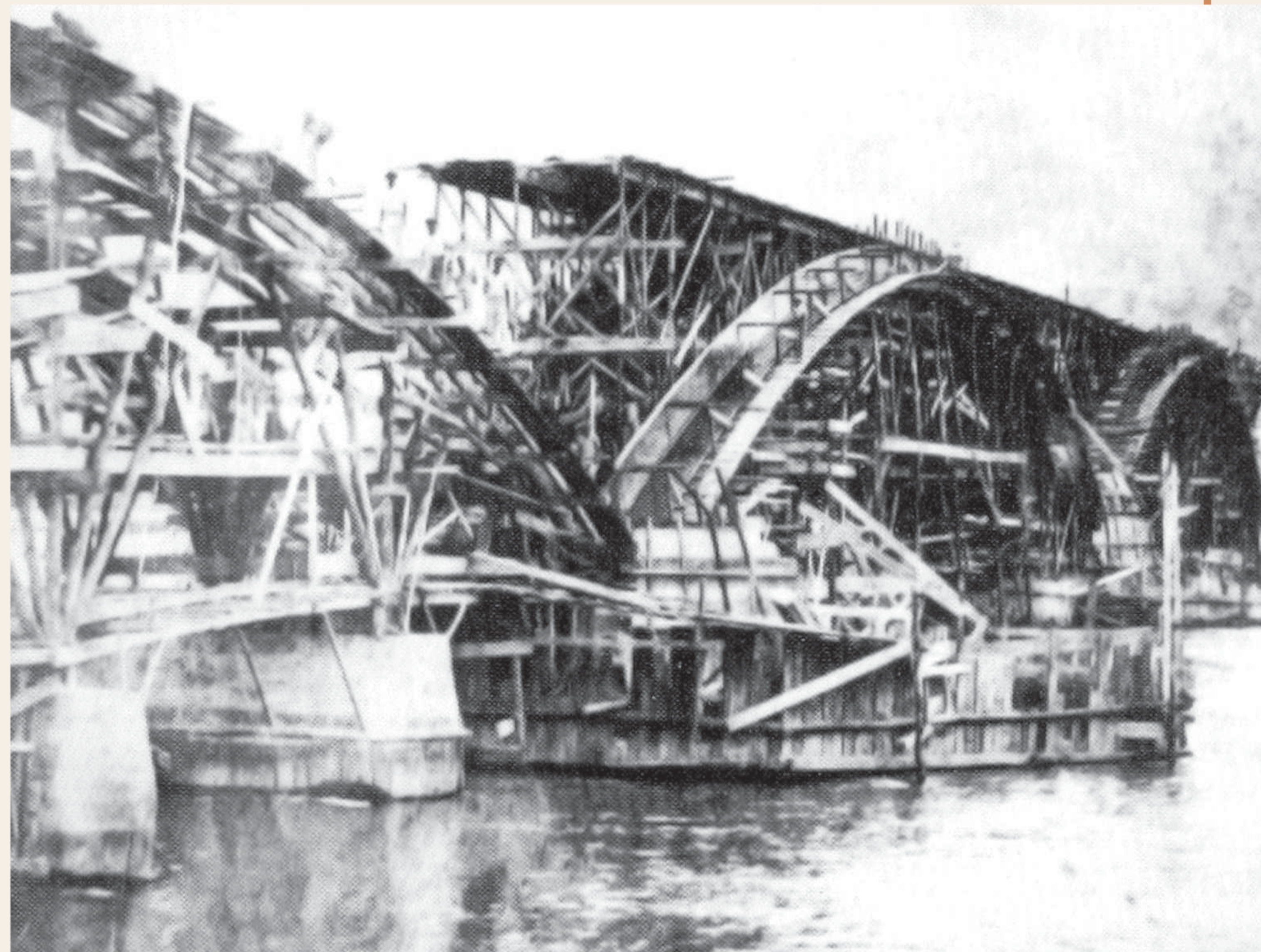


# The changes in everyday life between the 1940s and 1950s

In the mid-20<sup>th</sup> century, economic growth was striding, led mainly by the railroad. The major signs of local development were the construction of bridges, such as São Raimundo by the Doce River and Ilha dos Araújos, connecting the Island to the center of the city.



Steam locomotive on the Derribadinha Bridge, 1945.  
SANTOS, P. dos. 100 anos de fotografias.



São Raimundo Bridge, 1942  
SANTOS, P. dos. 100 anos de fotografias.



A PONTE DA ILHA DOS ARAÚJOS JÁ EM CONSTRUÇÃO, 1954.  
OS FUNCIONÁRIOS DA COMPANHIA, CARMO & A E O DIRETOR  
COMERCIAL DA CONSTRUTORA O SR. JUSTINO DA CONCEIÇÃO  
JÚNIOR. AO MEIO DA FOTO, O SR. ODILON DE MAGALHÃES.

White Bridge (Odilon Barbalho in the access to Ilha dos  
Araújos) - early 50's  
Collection: Museu da Cidade.

Beginning of the Construction of the Araújo Island Bridge, 1954.  
Collection: Museu da Cidade.

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# Sport, leisure and culture: spaces of sociability in Governador Valadares

In the 1940s, the city had 4 clubs and a sports plaza, with a swimming pool, volleyball and basketball court and skating yard. Governador Valadares Sports Plaza was a privileged space for leisure and sports in the 1940s and 1950s. At that time it was attended by people of the middle class. Sports such as basketball and volleyball mobilized local rivalries and led to the emergence of great teams for State of Minas Gerais championships. Bicycle races were highly appreciated since the time of Figueira District, as one can see in the image of the winner of the 1934 race. The second image brings the First Official Gold Medal Run, August 27, 1944. The photography was taken on Minas Gerais Avenue in front of the headquarters of Minas Clube.



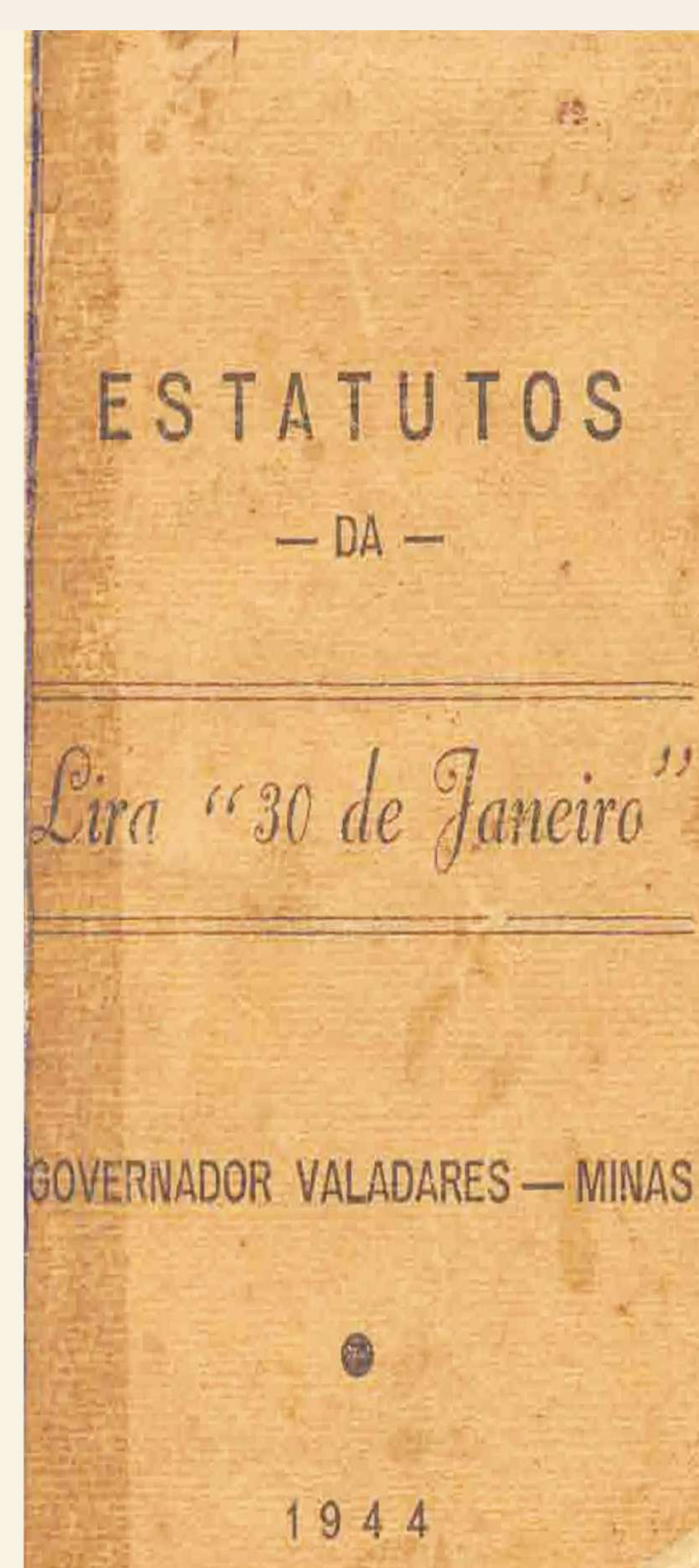
Governador Valadares Sports Plaza.



First Official Gold Medal Run.



Lira '30 of January', decade of 1940.  
Collection: Documentation Center and Custody File.



Lira '30 of January', decade of 1940.  
Collection: CEDAC.



First Official Gold Medal Run.

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# Governador Valadares in the media: some newspapers of the 1940 and 1950s

Newspapers one can find even in Roma Empire. In the nowadays modality it depends on of the invention of the press in 1447 and came into existence in the 18th century. Like other aspects of cultural life, it has become a sign of the modernity of a society and it's bond with the world. In 1958's Guide Valadarense we get a list of newspapers edited at the time: O Lábaro (The Laborer), O Malho (The Mallet), O Espião (The Spy), Cidade da Figueira (Figueira City), A Tribuna (The Tribune), O Batalhador (The Hard Worker), A Voz do Rio Doce (The Voice of Doce River), Tribuna do Vale (Valley Tribune), Roteiro Social (Social Life Tour), O Olho (The Eye), O Rio Doce Evangélico (The Evangelical Doce River), The Doce River Herald, O Ibituruna (The Ibituruna), Rio Doce (The Doce River), Folha Comercial (Commercial Post), O Repórter (The Reporter), Tribuna Fiel (The Faithful Tribune), A Voz da Ala Moça (The Voice of the Youth Group), O Sigma (The Sigma) e O Miniatura (The Miniature).



Weekly Doce River Voice,  
created in 1945  
Collection: Vale do Rio Doce  
Memory.  
Program (NETH / Univale).

Newspaper The Combat,  
created in the second half of  
the 1950's.  
Collection: Fernanda Melo.



1st Edition of the Doce  
River Daily, 1958.  
Collection: Diário do Rio  
Doce Journal.

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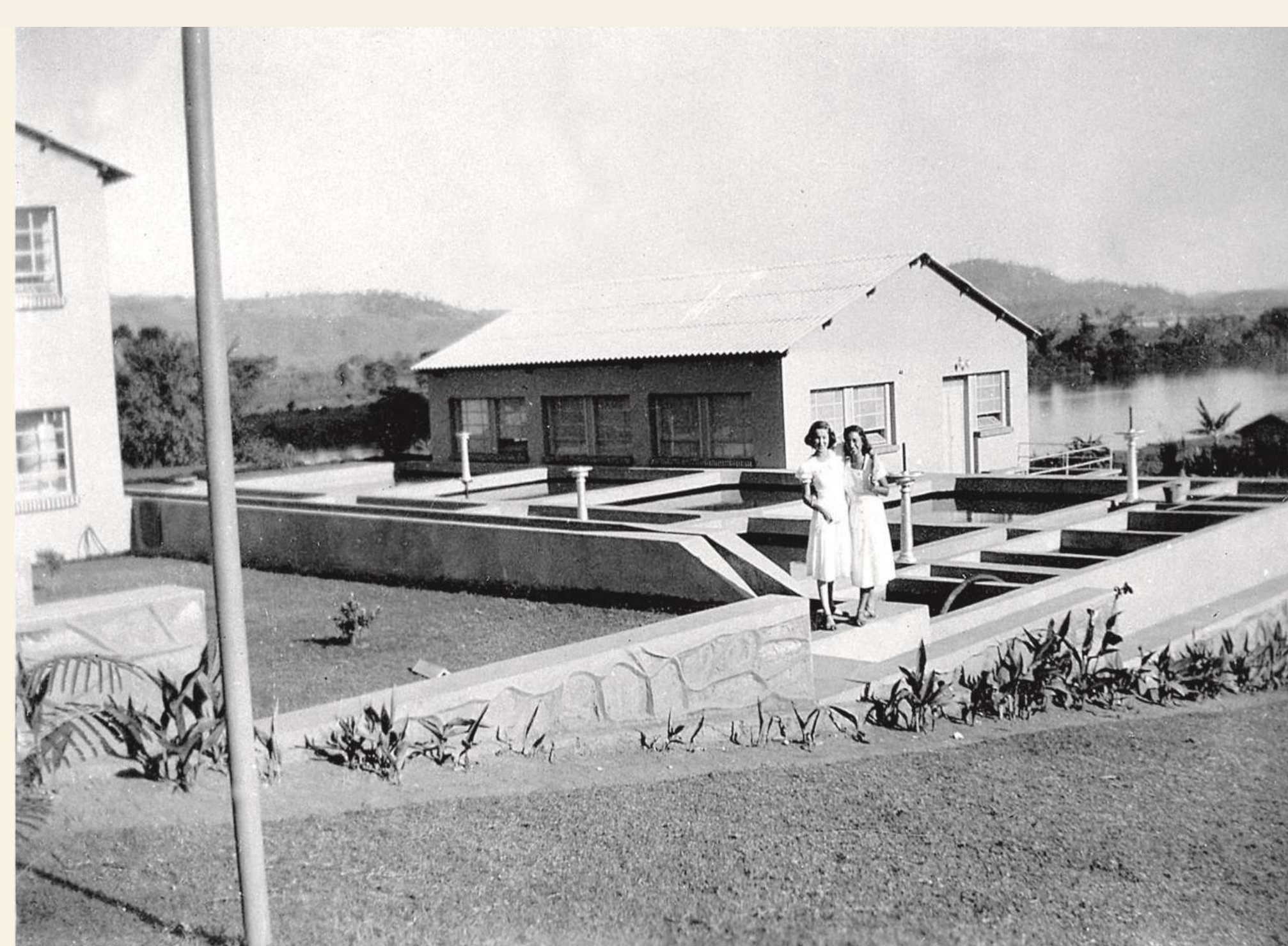


# Urbanization and sanitation: daily life between modernity and the rustic

The history of the city walks to good and evil, side by side with the history of the health of its inhabitants. Governor Valadares, unlike Brazil, for strategic reasons, deserved special attention in the Mid-20th century, with SESP (Public Health Special Service), and with this, we see side by side the urban development and the improvement of health conditions. Of course, as one could imagine, not all people are from the same social class and fortune. In a picture below one can see the House of the Poor, located in front of the Municipal Market. D. Zulmira's hostel housed poor peasants who arrived with malaria and other diseases. Without public social assistance from the government, D. Zulmira transformed the hostel into a home care. Every day a carriage with a fixed coffin leavead the poor house, taking the deceased through Israel Pinheiro Street to the cemetery, where it was dumped in the grave. The City Hall moved the House of the Poor to the outskirts so as not to damage local commerce image and avoid public health problems. Today the House of Recovery Dona Zulmira is the neighborhoods of Saint Antony. Curiosity: the buzzard on the roof.



Special Public Health Service (Serviço Especial de Saúde Pública - SESP), 1940.  
Collection: Petronilho Alcântara.



Autonomous Water and Sewage Service (Serviço Autônomo de Água e Esgoto - SAAE) 1951.  
Collection: Petronilho Alcântara.



Bishop Hermínio Malzone Hugo blesses Telephone Company Installations of Governor Valadares - CTGV, next to Tancredo Neves (Minas Gerais State Finance Secretary, 1958.  
Collection: Museu da Cidade.



Some things take longer to change: instead of taxis cars, the wagons would pick up and take passengers.  
Collection: Museu da Cidade.



The opening of JK Avenue (Governador Valadares urbanization mark, 1950s).  
Collection: Museu da Cidade.



Women washing clothes by the river: old habits resist.  
Collection: Museu da Cidade.



House of the Poor, 1940s  
Collection: Museu da Cidade

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# Governador Valadares Streets: 1940s and 1950s

The history of a city is, of course, the history of its inhabitants, but also the history of how its streets were inhabited. In addition, the names of the streets themselves tell the story of the ideas and belief about society of their residents.



Peçanha Street, just paved, still with poles in the center of the street.  
Collection: Museu da Cidade.



Israel Pinheiro Street, 1950s.  
Collection: Museu da Cidade.



Marechal Floriano Street between Peçanha Street and Minas Gerais Avenue.  
Collection: Museu da Cidade.



São Paulo Street, 1950s.  
Collection: Museu da Cidade.



Marechal Floriano Street – removal of rails (1950s).  
Collection: Museu da Cidade.



Bárbara Heliodora Street, 1950s.  
Collection: Museu da Cidade.



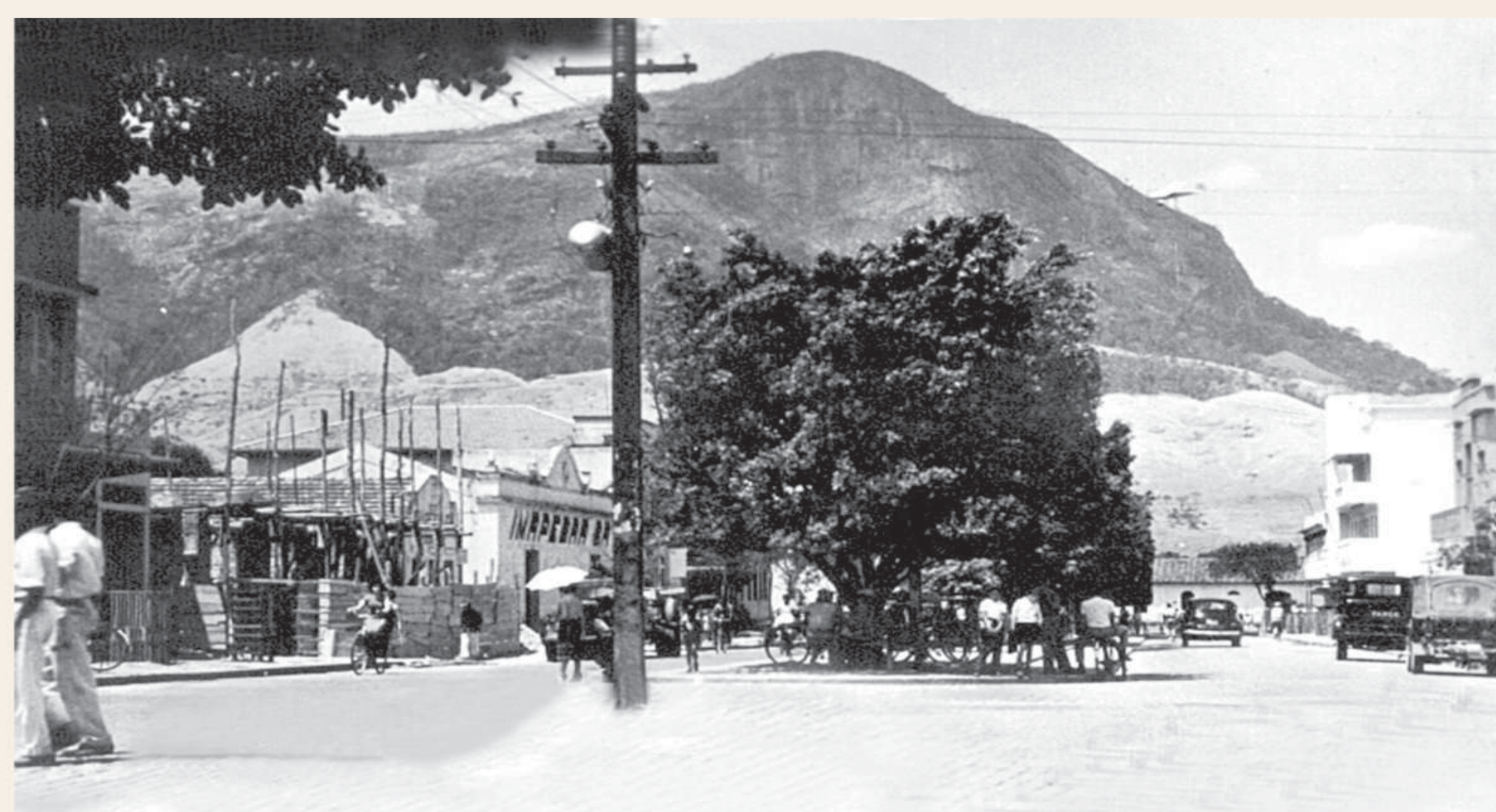
Layout and urbanization of the Minas Gerais Avenue:1940-1950.  
Collection: Museu da Cidade.



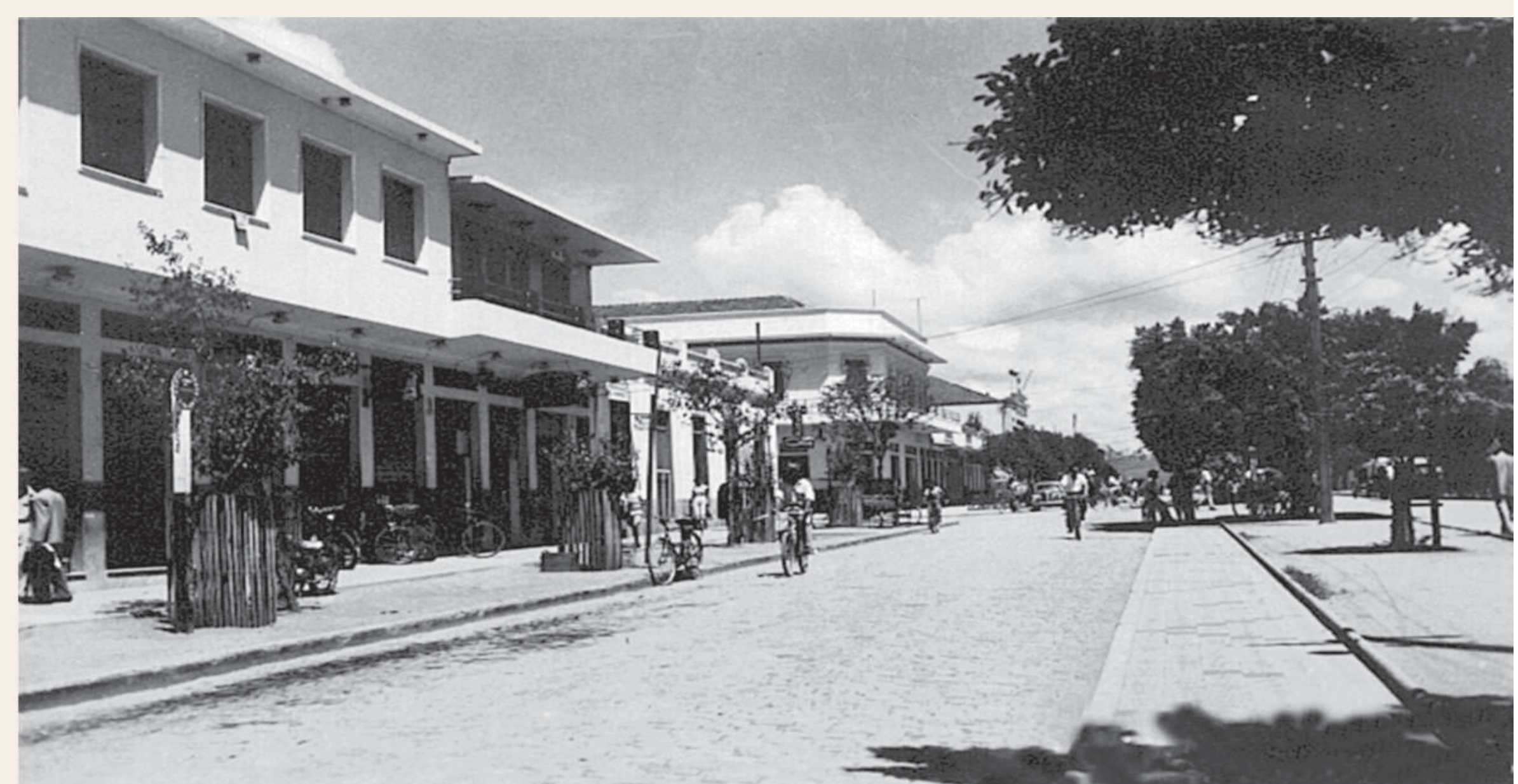
Layout and urbanization of the Minas Gerais Avenue:1940-1950.  
Collection: Museu da Cidade.



Layout and urbanization of the Minas Gerais Avenue:1940-1950. Collection: Museu da Cidade



Layout and urbanization of the Minas Gerais Avenue:1940-1950. Collection: Museu da Cidade



Layout and urbanization of the Minas Gerais Avenue:1940-1950. Collection: Museu da Cidade

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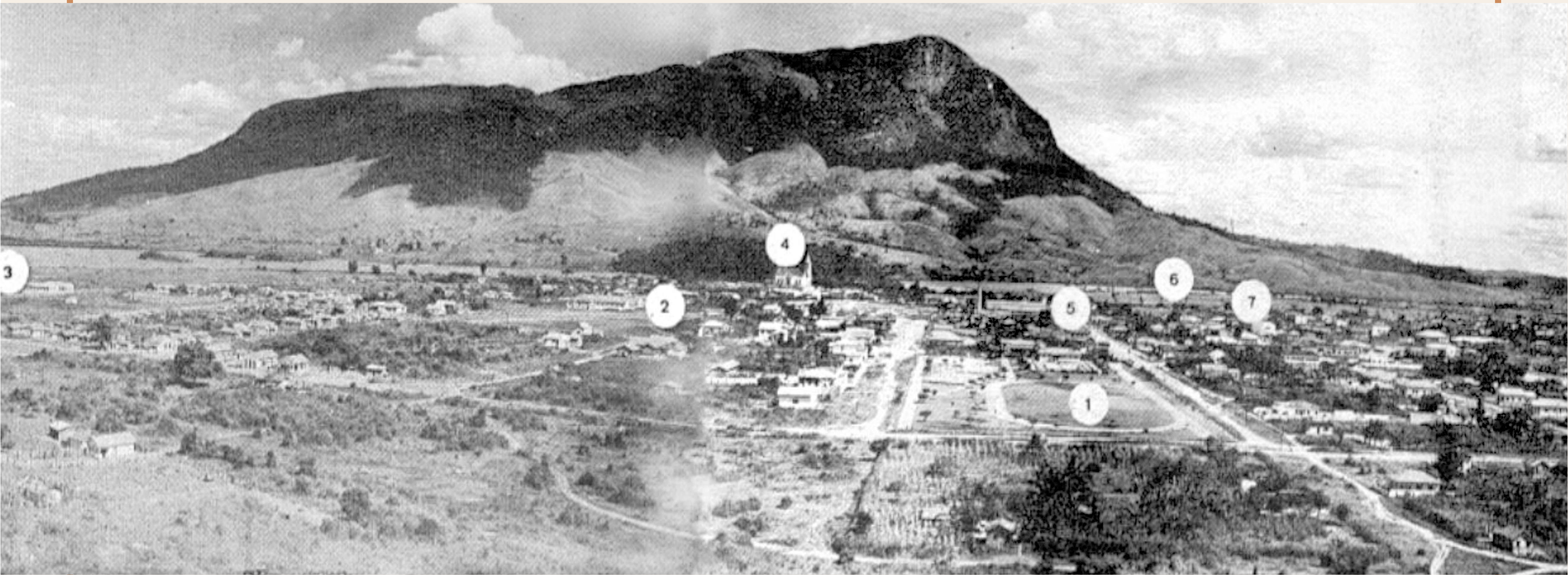
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# Views of the City of Governador Valadares: 1940's and 1950's

Aerial view are a hallmark of the modern city, mainly after the aviation. Although Governador Valadares has its natural belvedere, these images from a plane add new and different aspects of those took from Ibituruna Rock. At the same time, the photos taken from the angle of normal people's vision are witnesses of the city life itself and its residents.



Panoramic View of Governador Valadares, in 1939.

Collection: Museu da cidade.

Panoramic view of Governador Valadares, a year after its emancipation in 1938. 1) Sports Center; 2) Democrata's football field; 3) Agropastoril Company; 4) Saint Anthony Cathedral; 5) Imapebra S. A. Timber Company; 6) Railway Station; 7) City Hall (Unknown photographer).

Collection: Museu da cidade



Bellow one can see Governador Valadares view by the photographer Cândia de Oliveira (Belo Horizonte) in 1950s. In the foreground on the right, one sees part of the Airport where nowadays one finds Lourdes church. One can also see the winding Figueirinha stream, with the banks still full of trees at that time. On the left, one sees Vila Mariana hill and Vale do Doce River Camp, with its wood houses. The border of the city was where we have Esplanada neighborhood today, almost in the centre. At the background one can see the Sugar Company Açucareira Doce River plant.  
Collection: Museu da Cidade.

Governador Valadares view by the photographer Cândia de Oliveira (Belo Horizonte) in 1950. In the foreground on the right, one sees part of the Airport where nowadays one finds Lourdes church. One can also see the winding Figueirinha stream, with the banks still full of trees at that time. On the left, one sees Vila Mariana hill and Vale do Rio Doce Camp, with its wood houses. The border of the city was where we have Esplanada neighborhood today. At the background one can see the Sugar Company Açucareira river Doce plant.

Collection: Museu da cidade.

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# The political context of Governador Valadares between 1930s and 1950s

The city of Governador Valadares did not go unnoticed in its political importance, especially in terms of a regional politic center. Therefore, we see that it is inserted and linked into the state and national political context, as we can see in these photos below.



Visit of Minas Gerais State Governor Bias Forte (1956-1961), accompanied by Tancredo Neves, Secretary of Finance of the State of Minas Gerais. Airport Terminal of Governador Valadares, located where today the Pedro Lessa Street is in the Neighborhood of Lourdes.  
Collection: Museu da Cidade.



Speech of the first mayor Moacir Palheta (1938-47), between the flags of Brazil and the United States.  
Collection: Museu da Cidade.



Visit of Juscelino Kubistchek to Governador Valadares.  
Collection: Museu da Cidade.



Visit of Benedito Valadares.  
Collection: Museu da Cidade

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# The diversification of trade in the 1950s and 1960s

Gradually the city of Governador Valadares becomes a regional center of commerce and services and this allowed the diversification of its commerce in general In 1951, Acaiaca magazine counted 158 commercial establishments, highlighting 15 large warehouses, 18 farmhouses, haberdashery and hardware stores, 8 pharmacies and one drugstore.

**CASA PARA TODOS**  
DE JOÃO RODRIGUES COELHO JUNIOR  
Completo sortimento de rendas, meias, gravatas, camisas, roupas feitas, para homens e senhoras, toalhas, guarnições, lanternas, pilhas, lâmpadas, malas, papelaria, perfumaria, artigos para esportes e novidades.  
Av. Minas Gerais, 1195 — Gov. Valadares — Minas

**FARMÁCIA NOVA**  
FARMACEUTICO: J. ZOQBI  
GOVERNADOR VALADARES — MINAS

**«O IBITURUNA»**  
A VOZ SÁDIA DO VALE DO RIO DOCE  
(Semanário de maior tiragem do Estado)  
Av. Minas Gerais, 1297 — GOV. VALADARES — Minas

**PAPELARIA IDEAL**  
LIVROS E PAPEIS EM GERAL.  
Ao lado do Cine Ideal  
GOVERNADOR VALADARES — MINAS

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End. Tel.: “Eletrônica”  
GOVERNADOR VALADARES — MINAS

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MINÉRIOS E PRODUTOS MINERAIS  
Vitória — Espírito Santo — CAIXA POSTAL, 528  
Governador Valadares — Minas — CAIXA POSTAL, 174  
B R A S I L  
End. Tel.: “KRAFT”

**PÔSTO SÃO JORGE**  
JACK JOE QUILLO  
PRODUTOS SHELL  
Gasolina, lubrificantes, lubrificação, oficina mecânica  
Dormitório  
Estrada Rio-Bahia (Klm. 504) Governador Valadares — Minas

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MATRIZ  
Rio de Janeiro  
Rua Leandro Martins, n.º 82  
Tel.: 43-0723  
End. Tel.: “NOGAR”  
FILIAL  
Minas Gerais  
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Fogos, azeite-doce, ferragens, miudezas, perfumaria, bebidas e comestíveis em geral  
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**LUDOAR**  
RAMOS-LOBO & DUARTE  
SABOES VELAS e OLEOS  
FABRICANTES DOS AFAMADOS SABOES  
CONGO-MARABÁ-LIDO e “LUDOAR”  
OS PRODUTOS LÍDERES DA INDÚSTRIA SAPONÁCEA DO VALE  
RUA PEÇANHA-CAIXA POSTAL 56 GOV. VALADARES-MINAS



**ARMAZÉM MARCÉLIA**  
DE EMÍDIO CIPRIANO  
Comprador de cereais, fabricante de fécula, etc.  
RUA PEÇANHA, 703 — GOVERNADOR VALADARES — MINAS

All the photos (Advertisements), Acaiaca magazine, 1951.

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# Scenes of the Valadarense Carnival in the 1950s

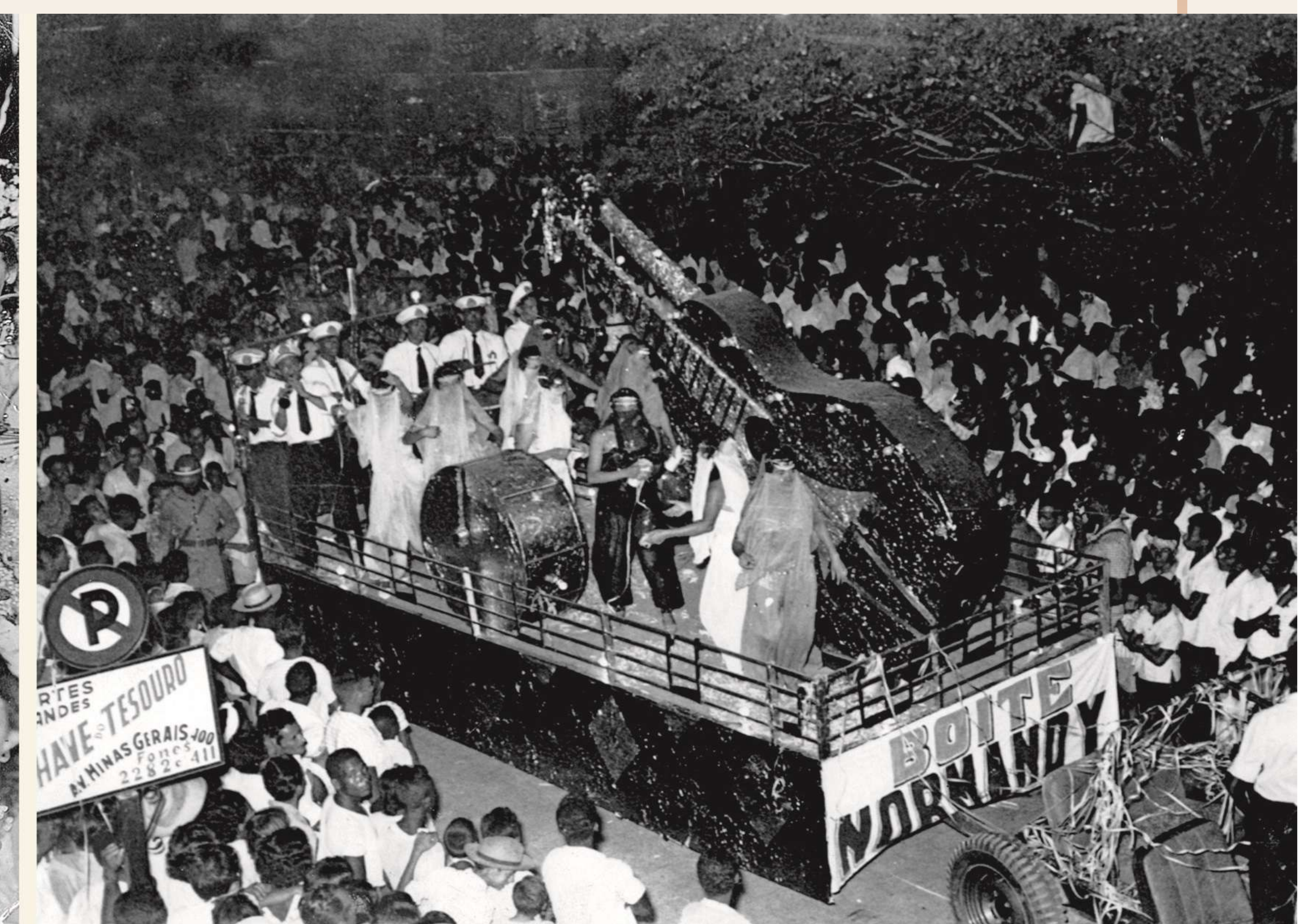


From the anthropological point of view, Carnival is a 'break' in our normal activities and social functions, so one could find this cultural feast in all peoples. In Brazil, the carnival as we know it today, comes from Portuguese parties alongside with contribution of other cultural traditions.

The carnivals of Governador Valadares evolved from a naive and simple phase in the Figueira District era, to reach its peak in the 1950s and 1960s with a great sophistication.

Rio de Janeiro's Carnival had great influence on Governador Valadares in the 1950s. One of these influences was the carnival 'corso' (parade of ornate cars).

The so-called Samba Schools cheer carnivals in the street. "The Millionaires of the Rhythm" was the high point: blocks (musicians) of clubs, and allegorical cars brought along some beautiful women of the Normandy and Aquarius nightclubs.



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# Governador Valadares in the 1960's

This decade was marked by the continuity of some of the economic activities that had their peak in the 1940's to 1950's, such as cattle raising and commerce; sugar production and logging.. The beginning of the emigration movement to the United States occurs in this period. This decade experienced the height of the land dispute and numerous other social and political conflicts, including the 1964 military coup (National level). This event was unique in the city since the events that occurred here have gained national repercussions. By the late 1960s, the region was experiencing a process of economic recession.

In the book 100 Years of Photography, Parajara dos Santos reveals:

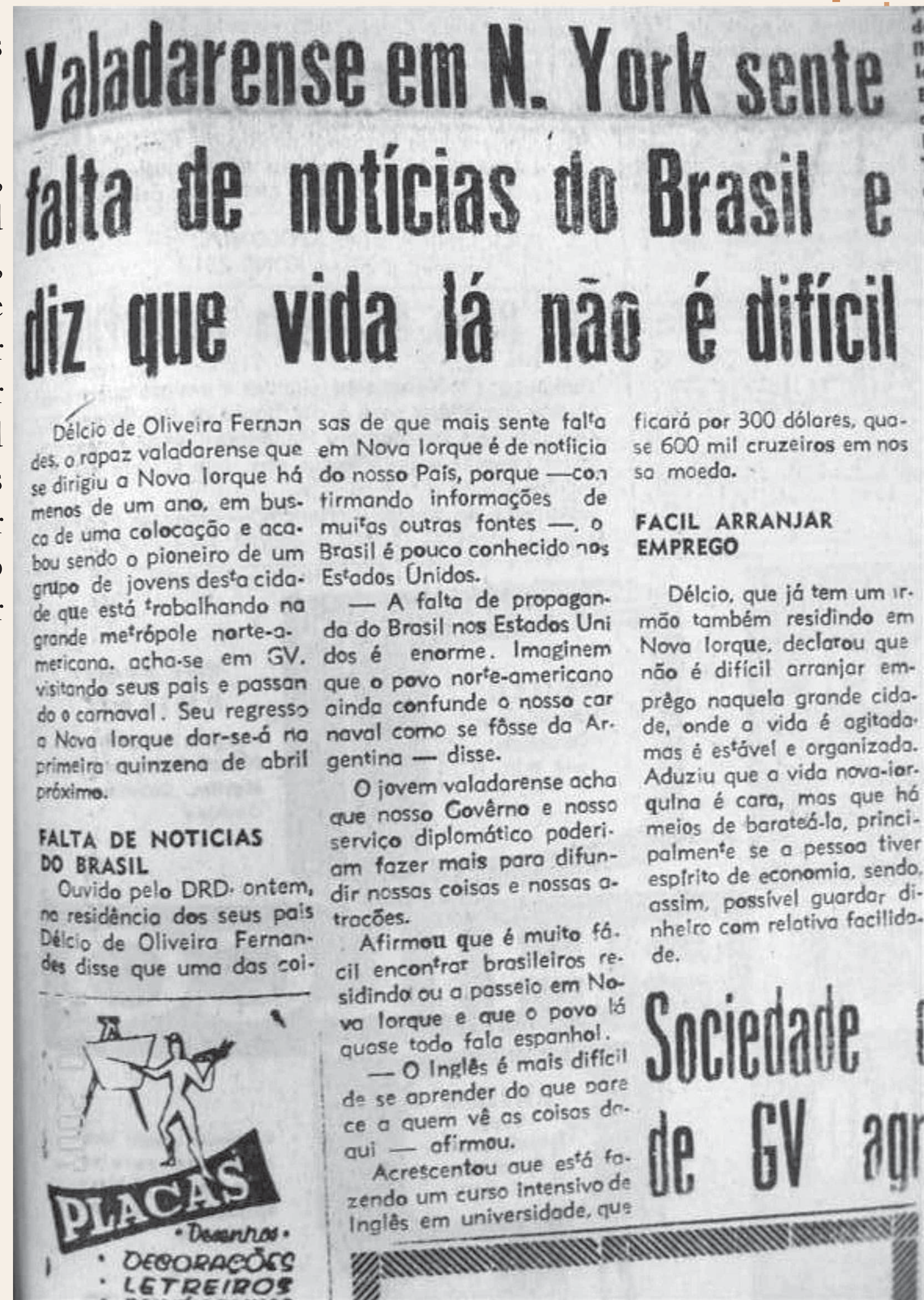
"It is curious that Governador Valadares, in the 1940s and 1950s, is an industrialized city. Its population is about 40 thousand inhabitants. Here dozens of sawmills, dairies, shoe factories, paper mills, plywood, tanned leather, pasta, sugar mills, coffee roasters, beef processing plants, mica workshops and other smaller ones were in action. In the next decade, the timber industry and mica became inexpressive. The sugar mill was sold and deactivated. Two corn oil mills, (...) and beverage factories (one of them from Coca-Cola) and another from the refrigerator replaced them. All this complementary force, however, ends up being deactivated. The new units that remain are the Tudor battery factory and the Vale do Rio Doce Cooperative. "



Coca-Cola Factory (Vila Isa), 1966  
Source: SANTOS, P. 100 Years of photographs.



Timber shed at the bottom corner of the picture. The Saint Antony Cathedral appears in the upper right corner.  
Collection: CEDAC.



Building of Real Minas Hotel (on the right) and GV Palace Hotel (on the left) under construction. Both in the Serra Lima Square.  
Collection: CEDAC.

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# Minerals and Precious Stones

Governor Valadares is geologically located in a granite suite generated in the Brazilian deformation event that ended up in a centrifugal transport of large masses of rocks during the formation of the mountain chain that existed in the region between 630 and 500 million years ago.



Tourmaline in raw state.  
Collection:  
Mica and malacacheta.

This phenomenon made the region one of the richest in gemstones in the world. The region presents a considerable variety of precious or semi-precious stones, like emeralds, marines, morganitas, tourmalines, topazes, kunzitas, andalusites, brazilianites, alexandrites and chryberberyls besides the abundance of quartz crystal. From a mineralogical point of view the rocks are composed of mica and quartz-muscovite schist, in addition to white quartz and ferruginous quartz-sericite schist mica.



The age of the geological deformation peak (called Ibituruna Peak) is the same of the geological Brazilian shield, i. e., from 650 to 450 million years ago. This singularity of the geological formation of the region allowed the presence and subsequent extraction and exploitation of mica and malacacheta; given their strategical war value this launching the municipality of Governador Valadares in the international scenario between the 1940s and 1960s. With this, then the trade in precious and semiprecious stones started with a wide activity of mining and of stone-cutting, that one can see in fairs that occur in the city and region.



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# Univale in the history of the city

The Percival Farquhar Foundation (FPF), which maintains the Vale do Rio Doce University, was created in 1967 with the purpose of training higher education personnel and promoting research and actions aimed at the socio-cultural development of the Doce River region. The first Teaching Unit was the School of Engineering with the name of Technology Institute of Governador Valadares (MIT).

In the 1970s, two more colleges came into operation: College of Philosophy, Sciences and Letters - FAFI / GV and the School of Dentistry - FOG. The FPF Executive Board managed the three colleges. At the same time began the Polytechnic School of the Institute of Technology – ETEIT.



P 1- MIT Location (Vila Bretas neighborhood). Source: CAMPOS, Adolfo. Percival Farquhar Foundation: 1964-2007.

Beginning of the construction of Campus II of Univale - Antônio Rodrigues Coelho (university district). Source: CAMPOS, Adolfo. Percival Farquhar Foundation: 1964-2007.

The design of a university as such was present from the very first moment. In 1975, the first accreditation attempt was made with the Ministry of Education, but the objective was only reached in 1992. The educational complex maintained by the FPF became then the Vale do Rio Doce University (UNIVALE), recognized by the then Federal Council of Education (Ministerial Order n. 1.037/92).



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## Governador Valadares in the 1970's

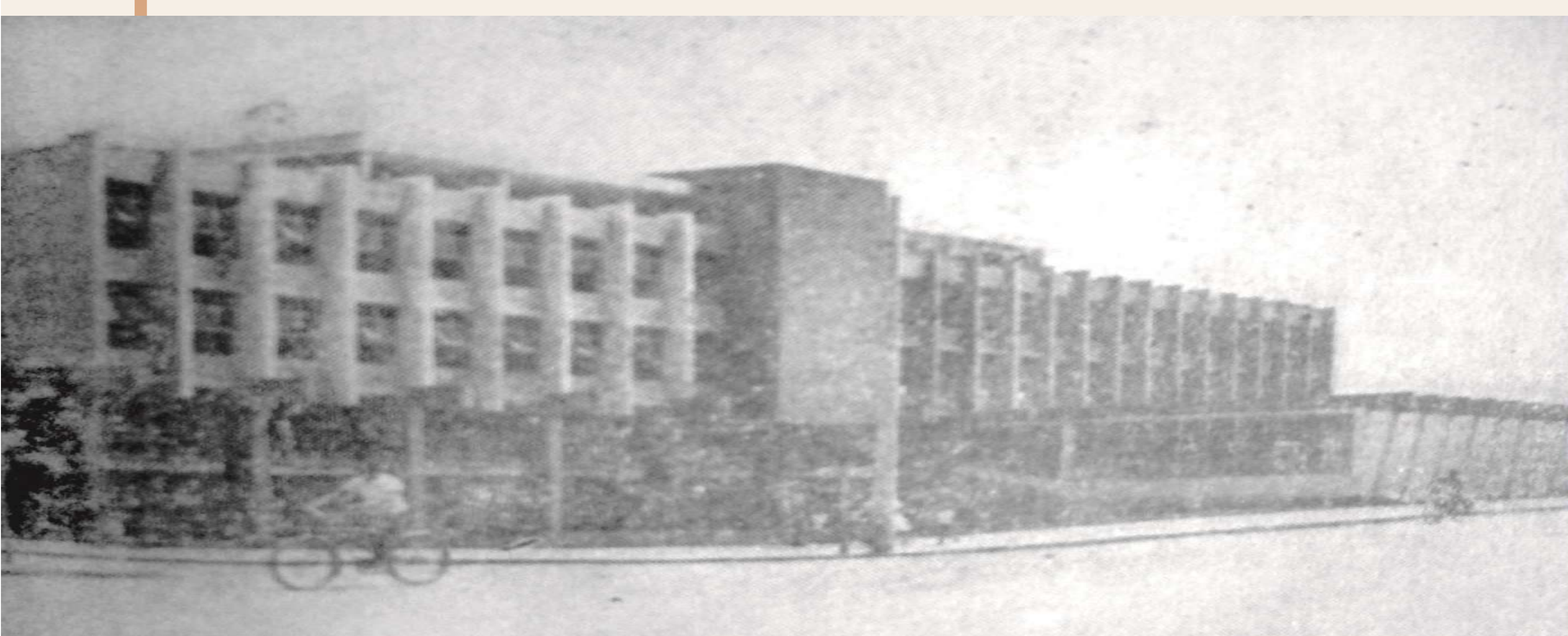
The 1970s were of incomparable economic growth in Minas Gerais, with rates above 10% per year. In this decade, however, the Doce River region had a negative economic growth rate and the regional population had a reduction of 0,14% per year. In Governador Valadares, in spite of the regional crisis, one can see the emergence of some industrial enterprises and the improvement of the administrative and urban infrastructure. In terms of higher education, it already had the Law School of Vale do Rio Doce, created at the end of the 1960s. Besides this, the Business Administration School of Governador Valadares and the Percival Farquhar Foundation were created.



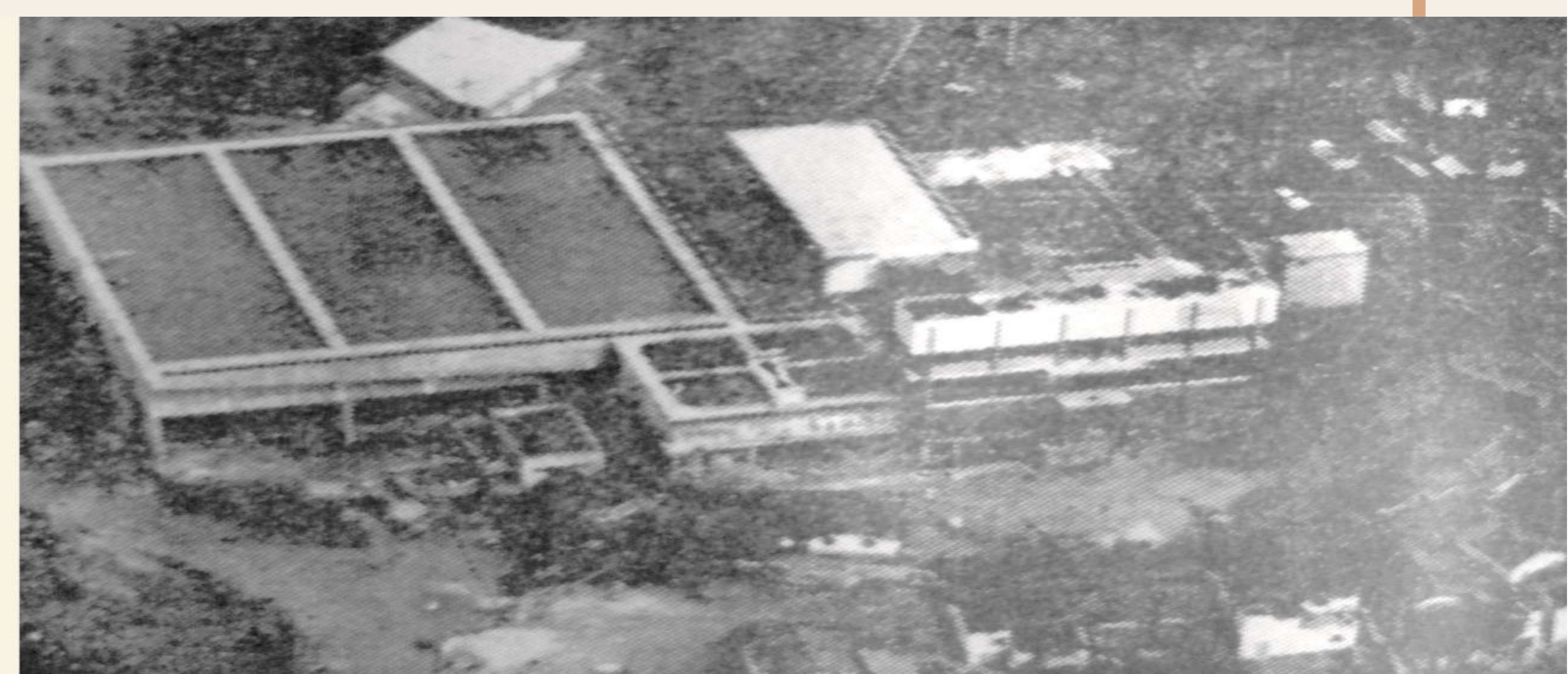
Pasta Periquito S. A. - third unit at the corner of Afonso Pena Street and Euzebinho Cabral Councilor, 1976.  
Source: SANTOS, P. 100 Anos de fotografia.



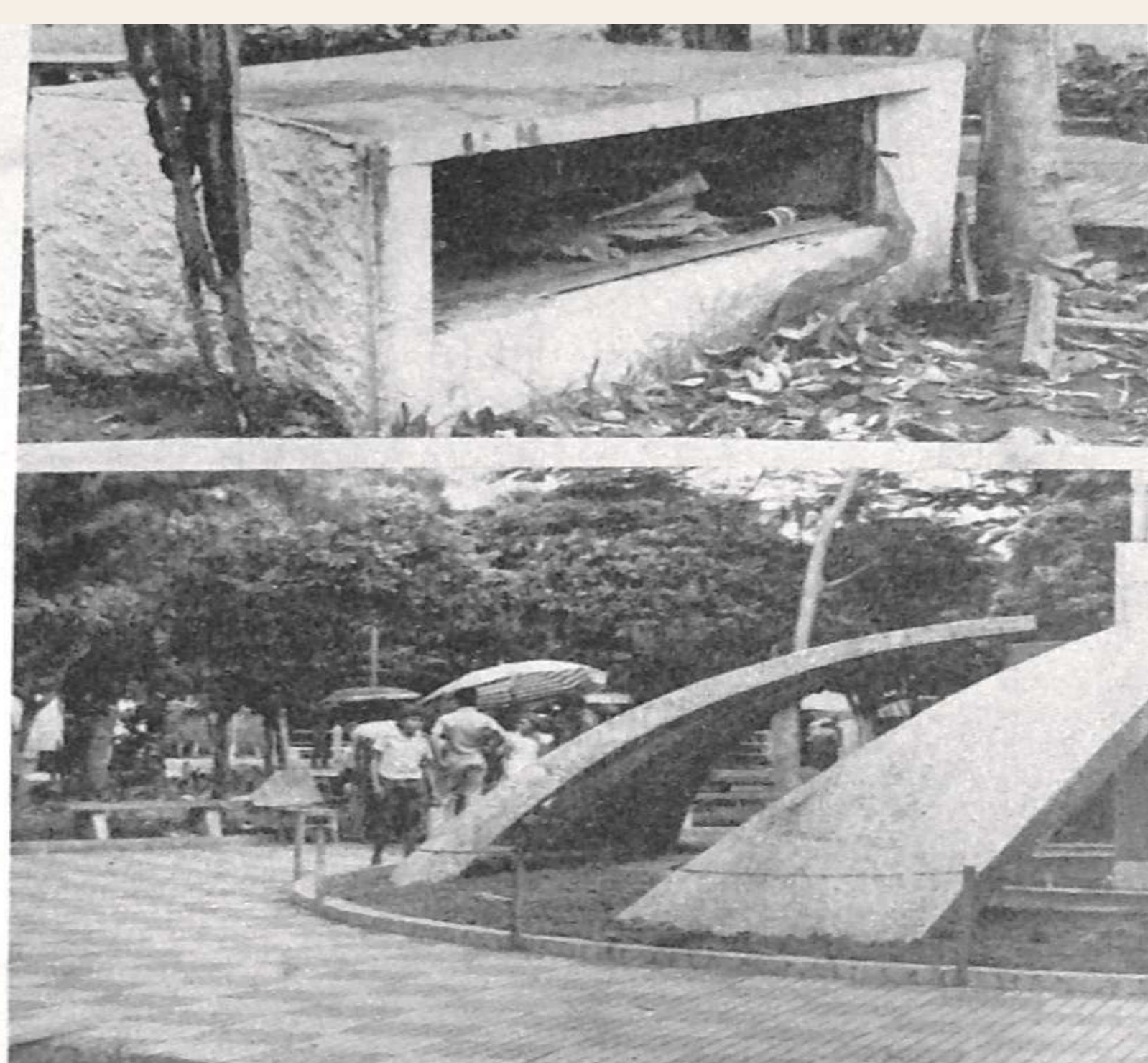
Coelho Artifacts of Rubber (ABC), 1975.  
Source: SANTOS, P. 100 Anos de fotografia.



Municipal Palace, completed in 1971  
Collection: Diário do Rio Doce



Roadwork in Serra Lima square, 1971  
Collection: Diário do Rio Doce



Plumbing works in SAAE, 1970s.  
Collection: Diário do Rio Doce



Campus Antônio Rodrigues Coelho (Univale -1981): Maintainer:  
Percival Farquhar Foundation  
Collection: Programa de Memória do Vale do rio Doce (NEHT – Univale)

Apoio:



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Revelations of the city

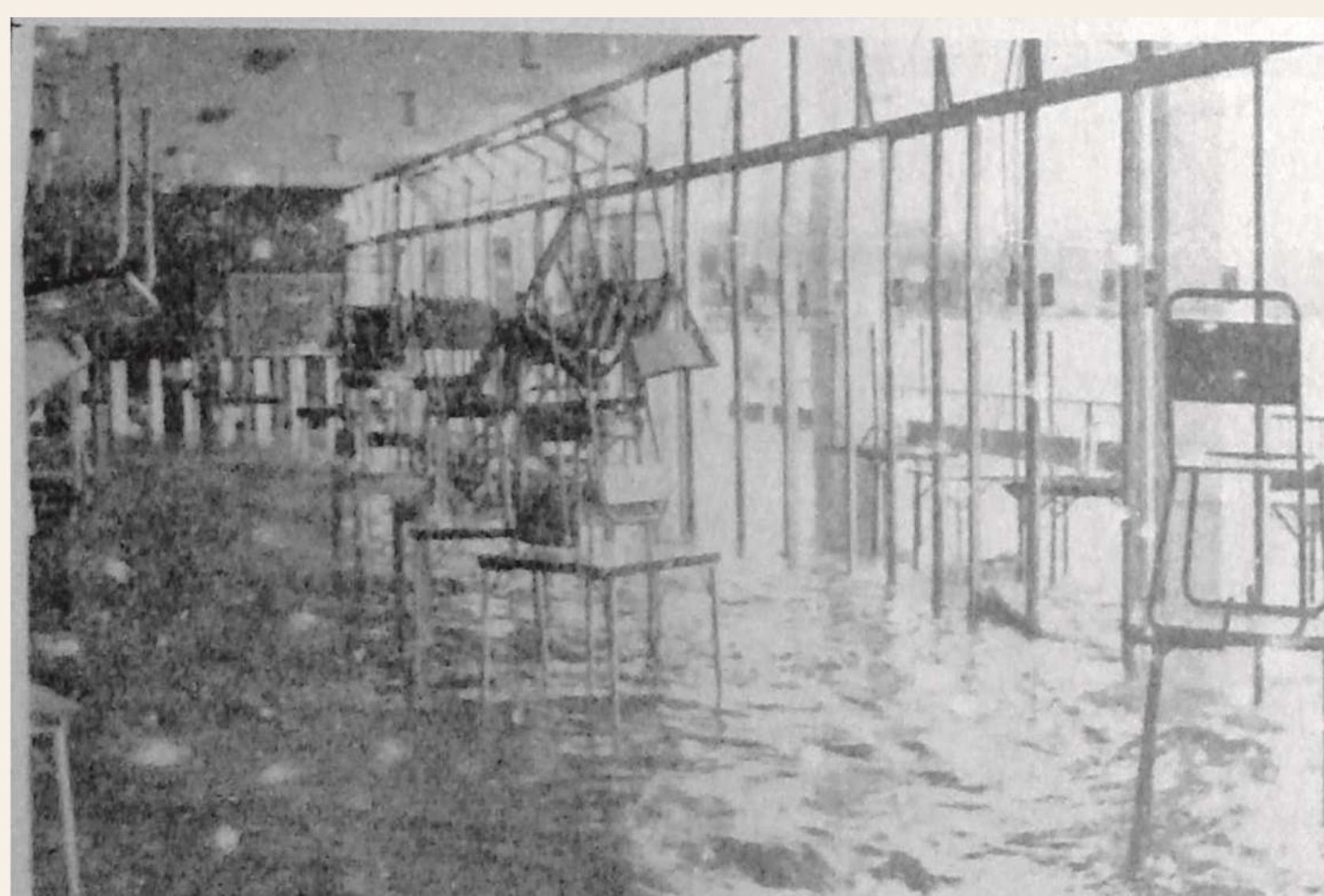
Apoio:





# The flood of 1979

The turning point of the life in the city in the 70's was the great flood happened in 1979. All pictures below come from the 1979 flood newspaper Doce River Daily. Collection: Diário do Rio Doce.



A rua inundada, o carro sobre o passeio. Mas nem todo mundo precisou fugir das águas.

Uma casa bonita, o carro na garagem. No meio da rua, um cidadão com água pela cintura.

As águas correram no salão mais baixo do Garfo Clube. Ninguém jogou buraco no domingo.

Esta é a Av. Jequitinhonha na Ilha dos Araújos. As águas chegaram pela Rua 24, mais baixa.

A flooded street, a car on the sidewalk. But not everyone had to flee from the waters.

A beautiful house, a car in the garage. In the middle of the street, a citizen with water by the waist.

The waters ran in the lower hall of the Garfo Club. No one played cards on Sunday.

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Revelations of the city

Apoio:



Apoio:

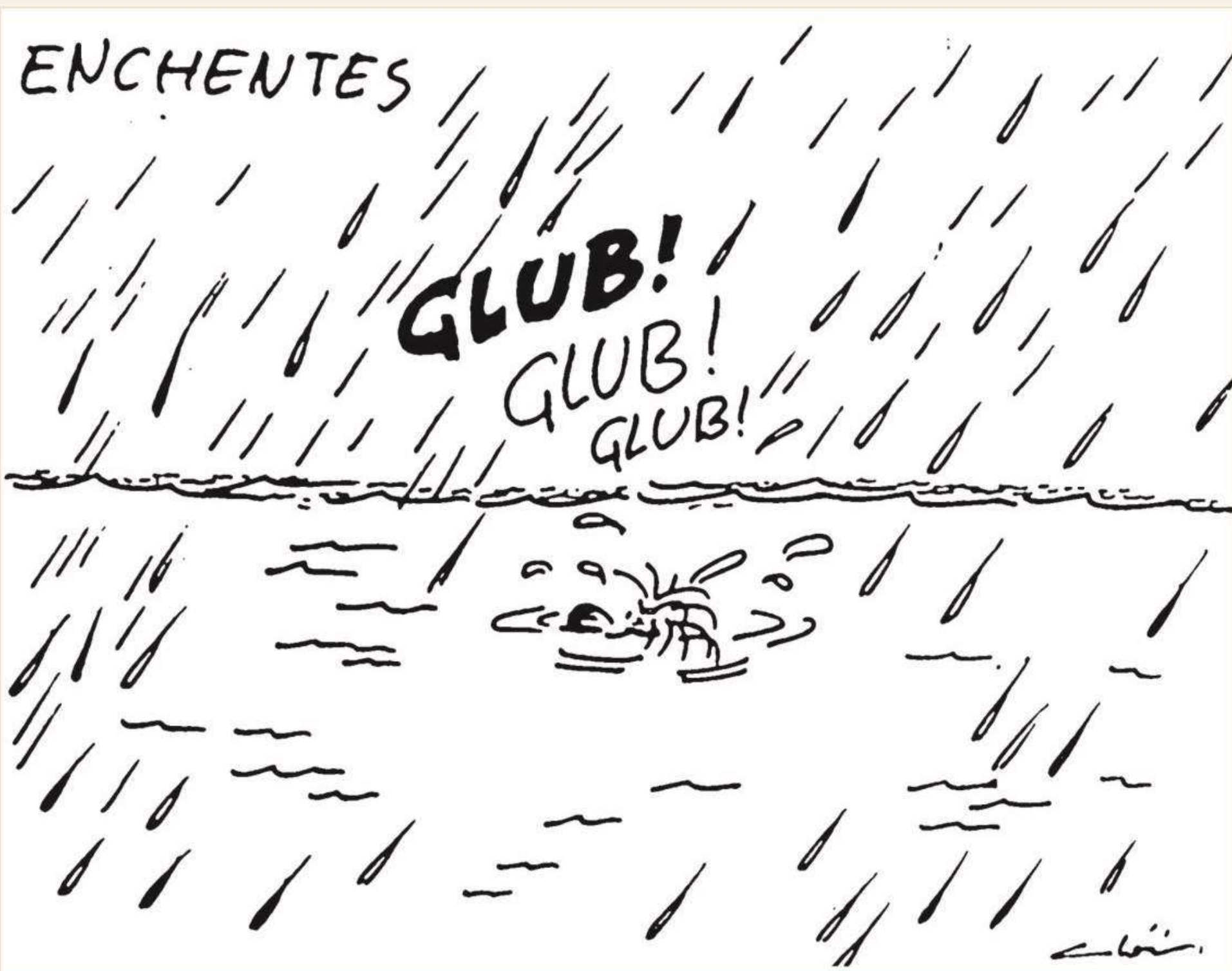




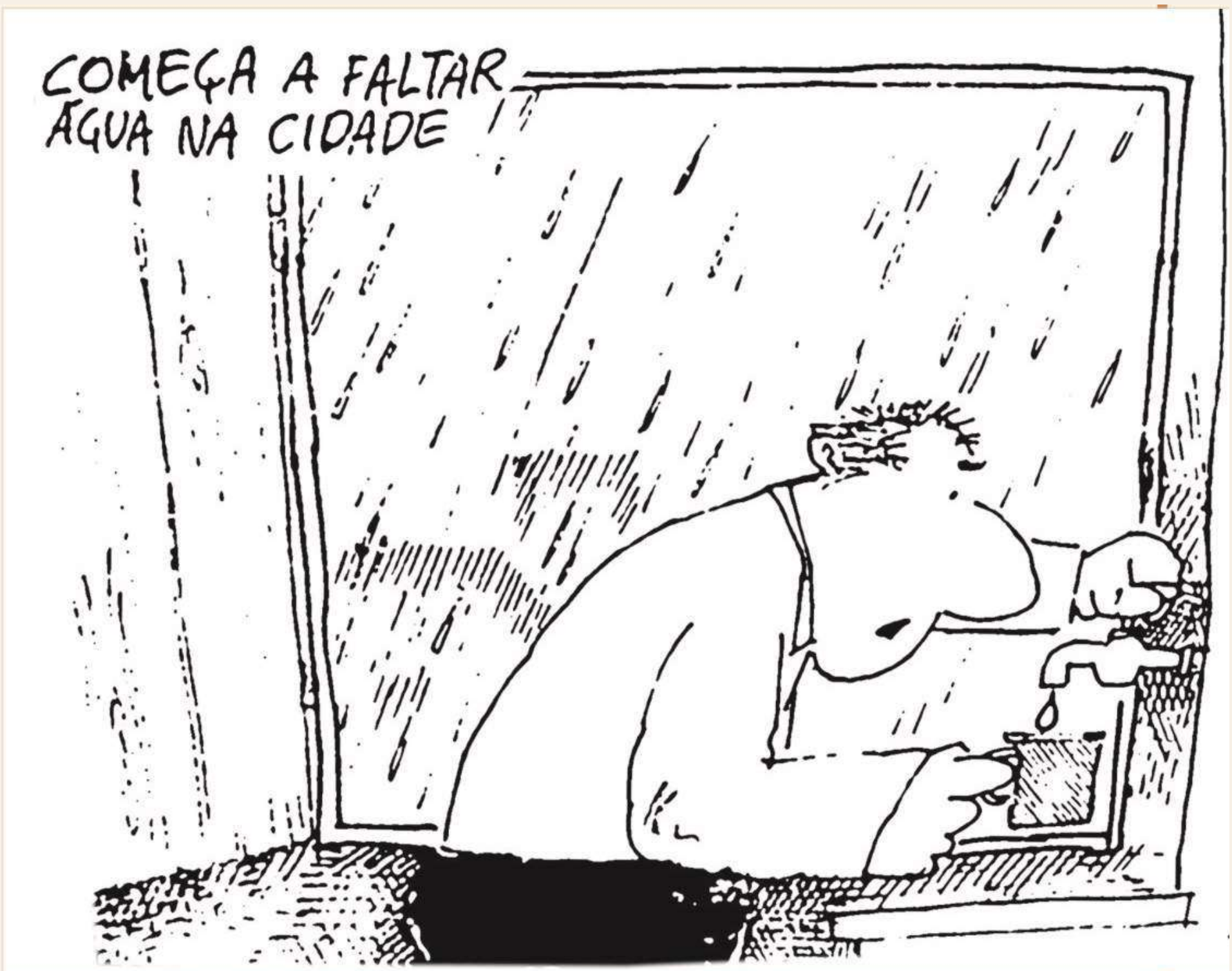
# Cartoons about the flood of 1979



The flood strikes Saint Peter, Saint Tarcisius, Saint Thérèse, Saint Paul, Saint Rita. (NT. These are the names of neighborhoods struck by the floods).



Floods



The city starts to lack water.



The city Department of Public Works will take all kinds of machines to the neighborhoods after the rain.



DRD Subscribers complain about not receiving the newspapers. (NT. DRD is the city newspaper)



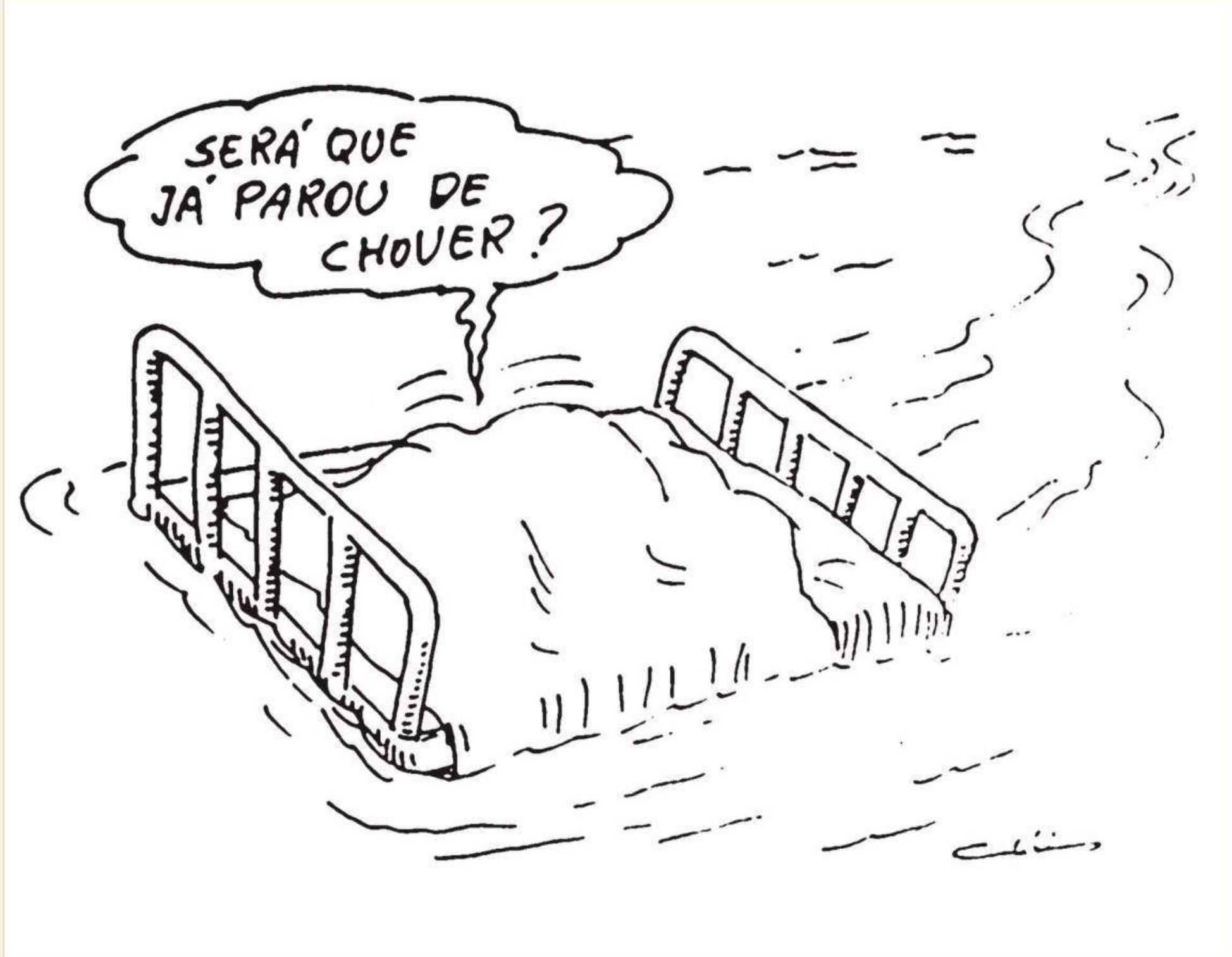
While funds don't come...



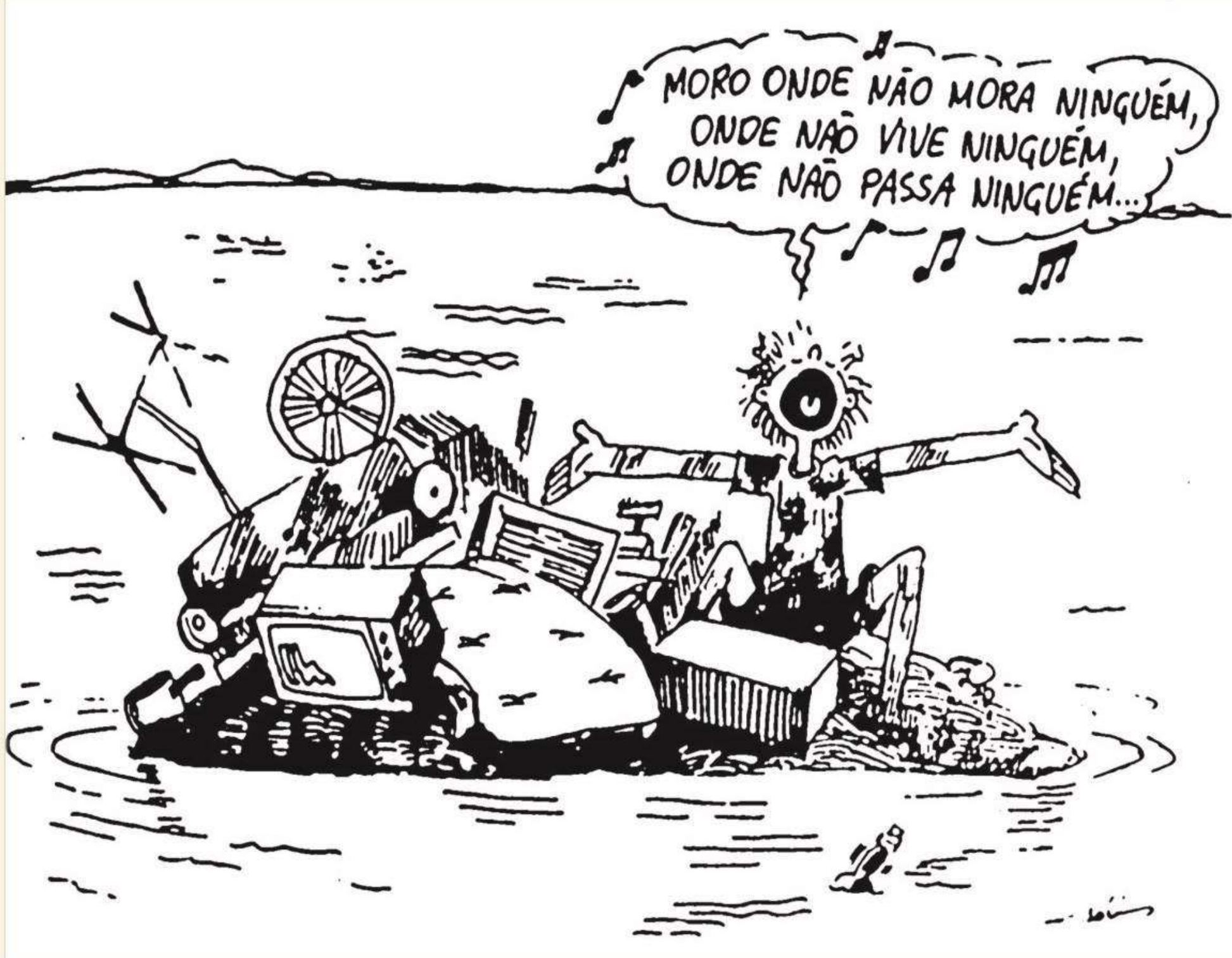
Thank God we are not homeless (NT. They are slum dwellers in a higher bank near the river)



Do you exchange your shanty for a colonial home near Garfo Club? (NT. 1- This is a reference to a game show in which people can't listen the host. 2 – Garfo Club is a high society club on the island).



Do you think it has stopped raining yet?



I Live where nobody dwells, where nobody lives, where nobody passes by... (NT. It is a song released by the singer Agepê, used as a reference to situation).



While funds don't come...



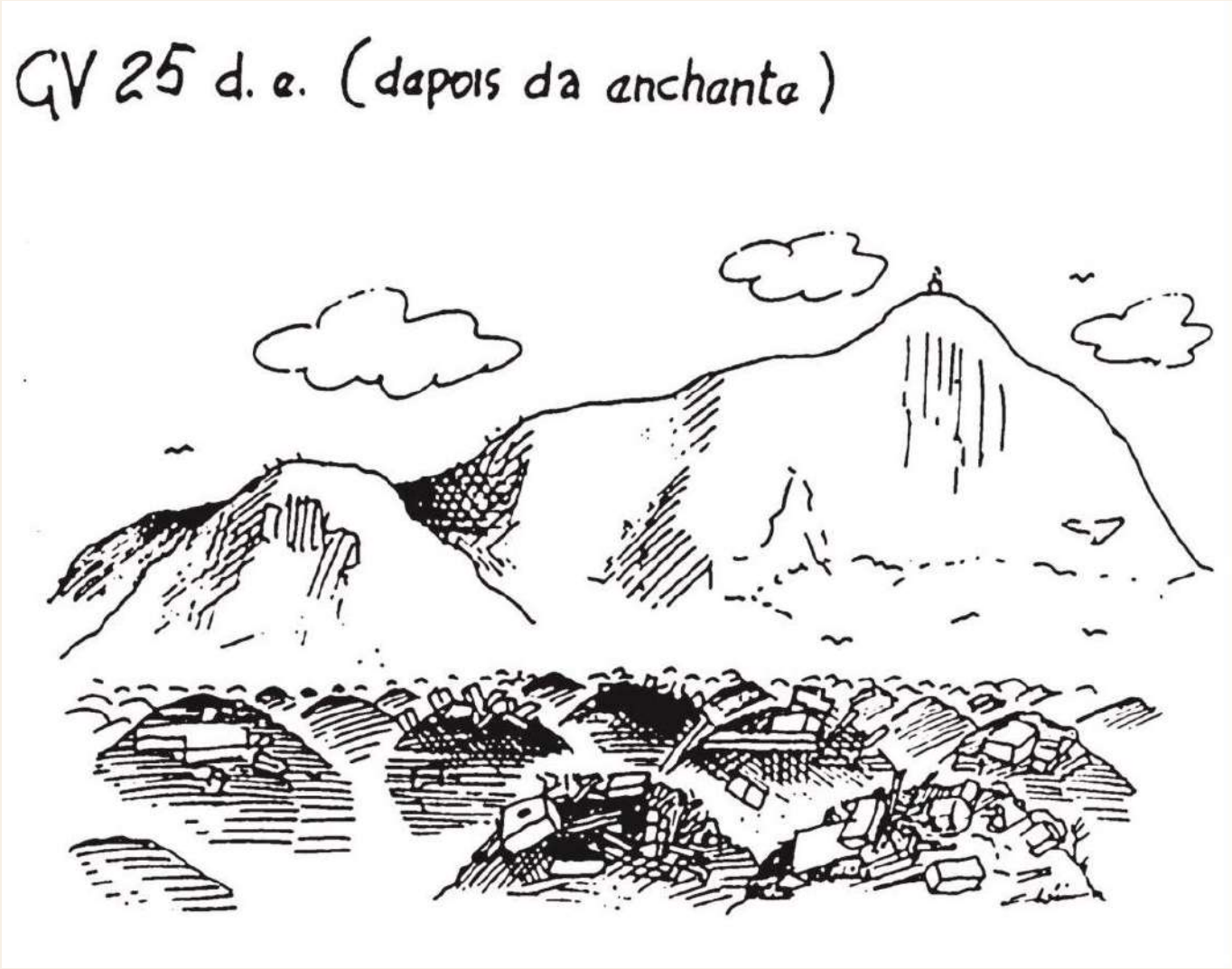
Araújo's Island neighborhoods



How do we know which one is our home?



Wake up, Mr. Mayor, funds have just come.



GV 25 a.f. (after floods)



The Doce river is complete sand.

All the cartoon Collection DRD (1979)

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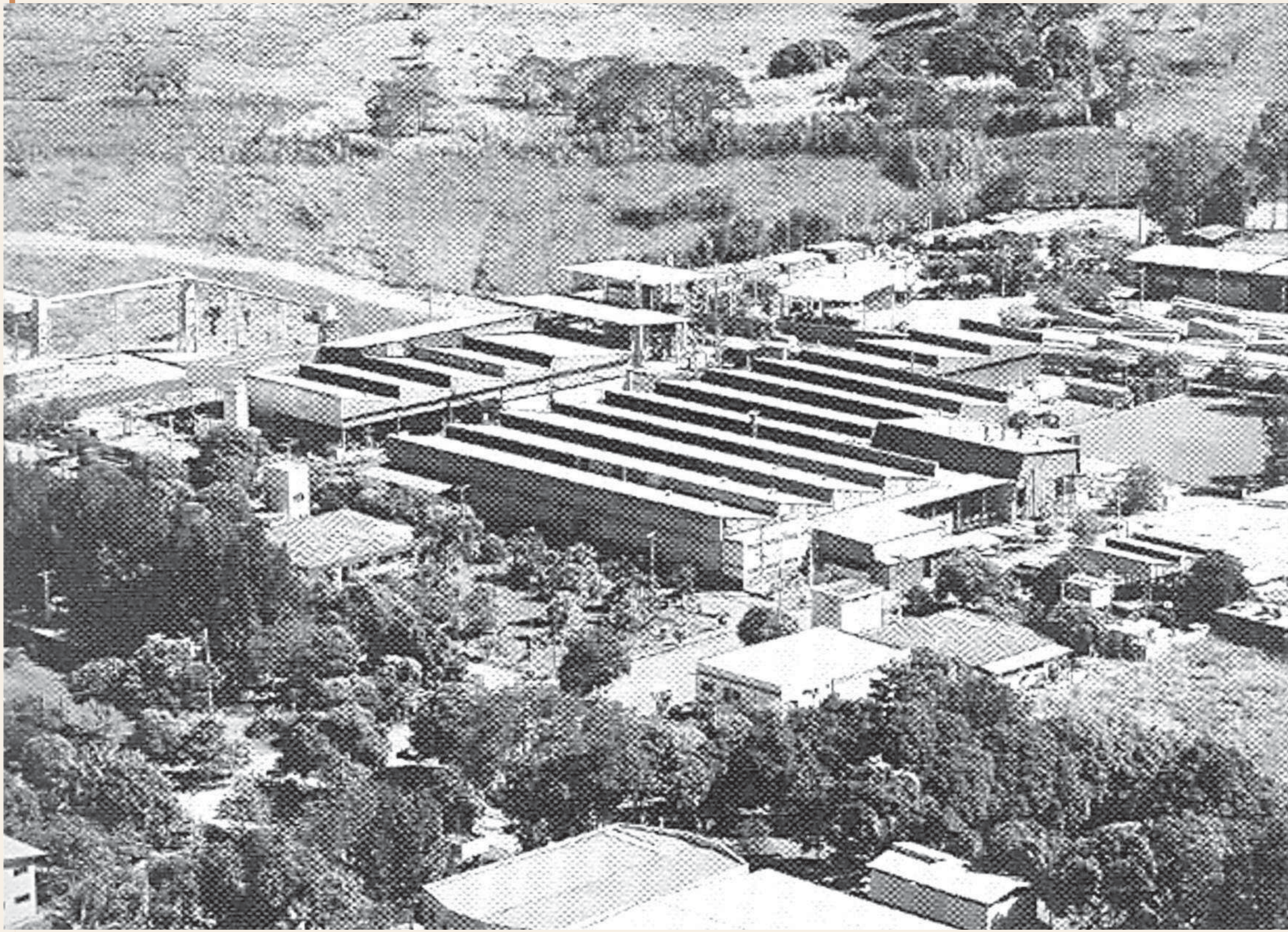


## Governador Valadares década de 1980

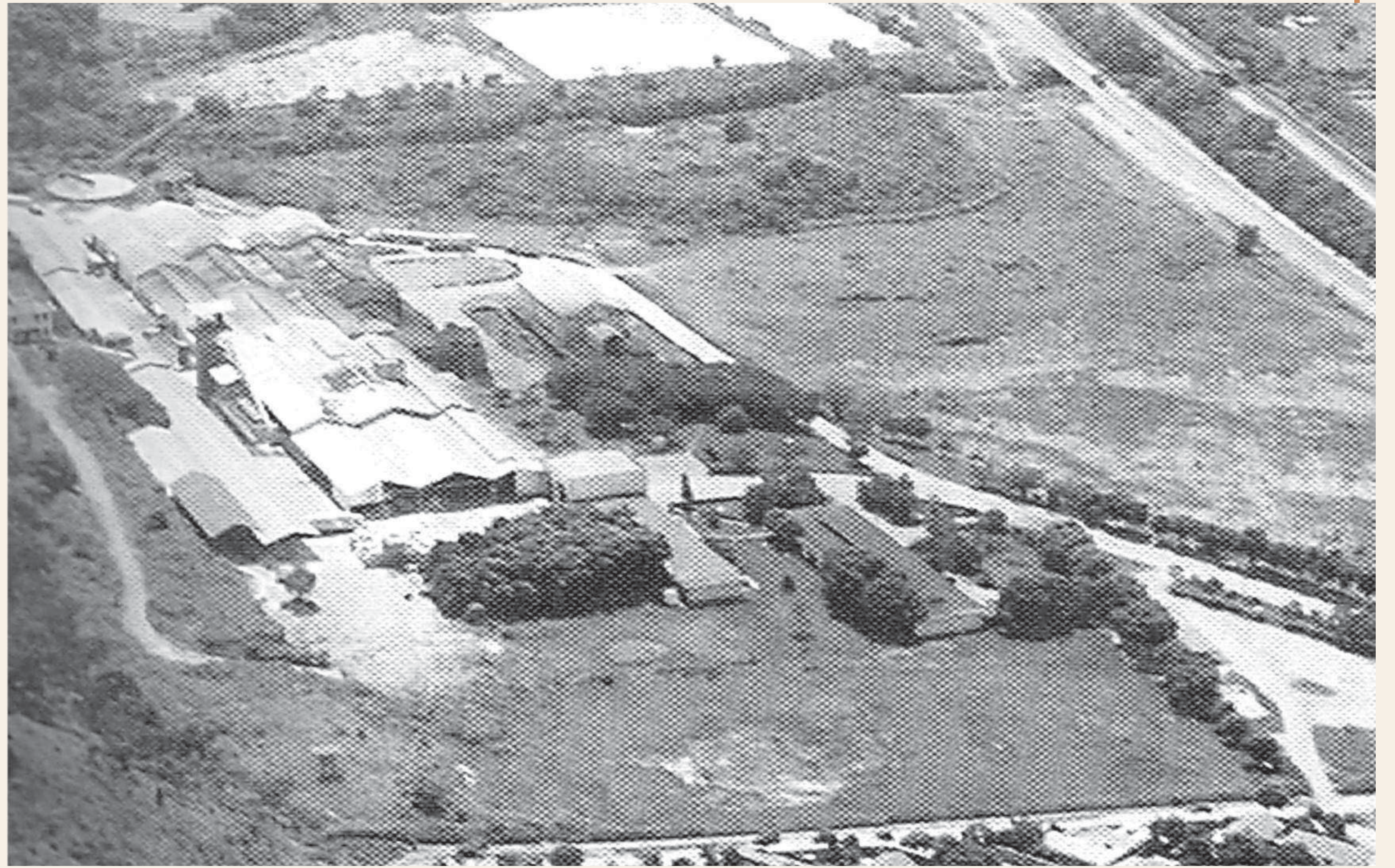
The deceleration of the national economy in the 1980s and the new international conjuncture drastically affected the economy of the Brazilian State of Minas Gerais. Governador Valadares was the only city in its zone of direct influence that continued to maintain a population growth, but at a slower rate than the vegetative growth. It is estimated that 27,000 Valadares emigrated abroad, most of them between the age of 16 and 35 years. The dollars sent by emigrants moved the construction industry, commerce and hold up many small businesses.

Other issues related to urban development gained attention, especially increase in real estate value of areas near the Center. Concerning sports, the decade begins with the I Championship of Free Flight.

ESPINDOLA, H. Associação Comercial de Governador Valadares. p. 37.



Paper Industry (acquired by Santher), 1980. Collection: SANTOS, P. 100 Anos de fotografias.



Tudor Battery Industry, 1983. Collection: SANTOS, P. 100 Anos de fotografias.



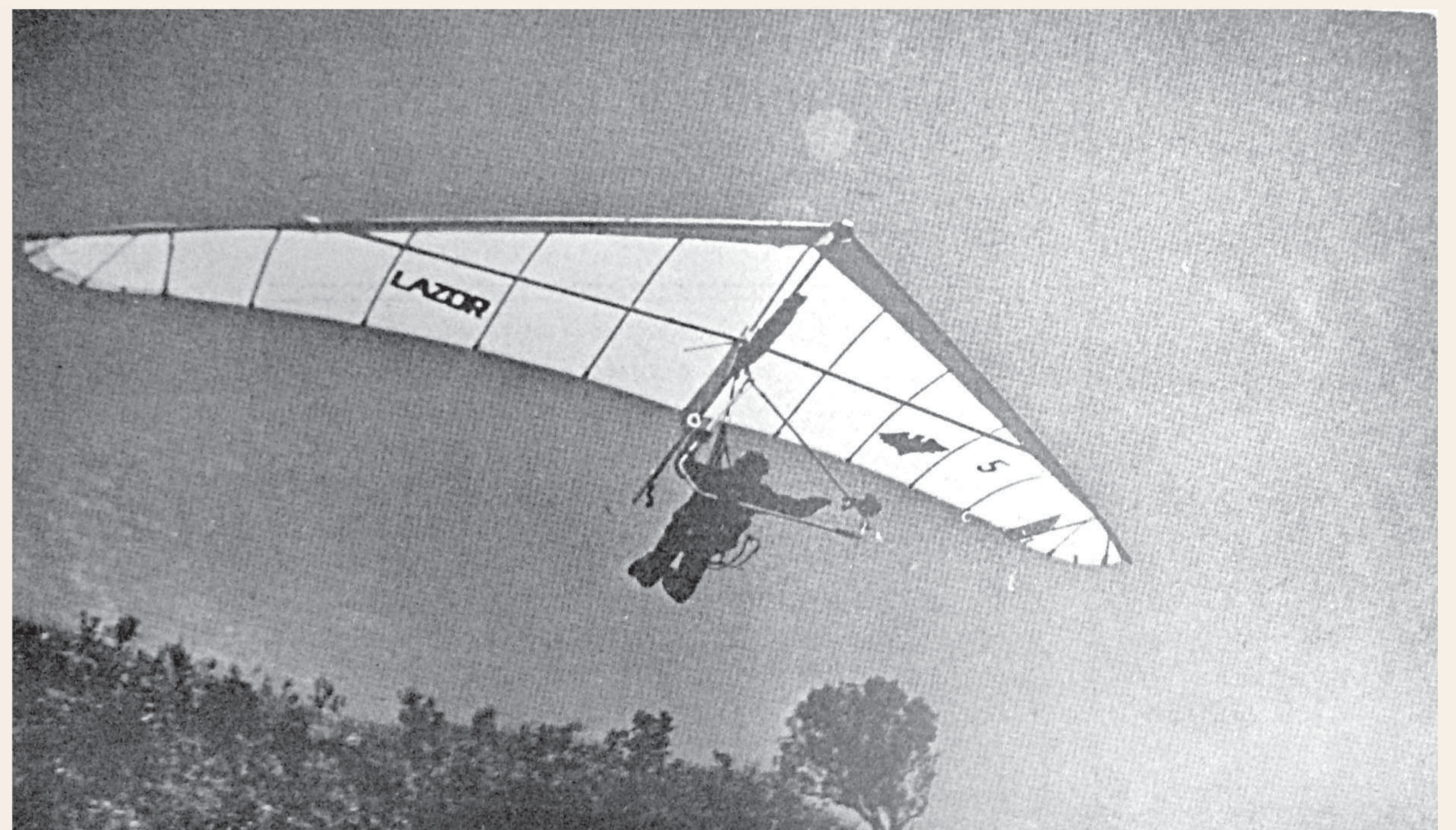
Revitalization after flood of 1979 – Araújo Island Bridge. Collection: Diário do Rio Doce



New branch of Brazil Bank (Alderman Mario Rocha Square). Collection: Diário do Rio Doce



1st Free Flight Championship. Collection: Diário do Rio Doce



1st Free Flight Championship. Collection: Diário do Rio Doce

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