DOCTORAL (PhD) DISSERTATION THESES

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THE HISTORY OF GROCERY AND COLONIAL TRADE IN BUDAPEST

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Budapest 2016
Theses

The thesis aims and subject:

The aim of the thesis was to reveal details of the colonial and spice trade in Budapest, the story of merchants and their economic, social and historical aspects. The dissertation time limit at the beginning of the research were the end of the 19th century, but was extended by the connections and the continuous social and urban history connections through time-frame, I changed this methode. I take research till the beginning of the 19th century, studied the Pest-Buda, later Budapest spice- and colonial dealers. Closing date for the termination of relationships and processes, it is still marked by a deep mark in commerce unusual nationalization which occurred in 1948. In some cases, however, I followed the brief history of each follow-up after the company's nationalization. Other companies with regard to the possible termination or a possible transformation followed their history.

History research, research methods, sources:

The spice trade and colonial history, and especially the detail Pest-Buda, Budapest later retailer had very few resources, except Gyöngyösi József previous data show that professional historians as almost nobody addressed. Their stories and different wellspring, the sources were not identified. But I also say that, while not a century sources are talking about but they are largely lost during the 20th century, scattered and add the 'public historians' ignored such 'everyday history' but part of regional themes explored. Economic historians have been and mostly still their data and written trade history based on statistics provided for, and a few have identified the family, and socio-historical contexts in and a variety of still existing concrete historical sources for certain traders, including resources not only appear written or printed form. Vera Bácskai, Károly Vörös historians, however, has broad view of the development of new kinds of methods in addition to the processing of economic history with prosopography method is used. A micro-history researchers also uncovered a number of cases, some of the data using the new method. However, it can be said that, unfortunately, very little useful work published, or published source remained above regarding the subject. What we can search, however, that in principle there are often unavailable or difficult to investigate, and couldn't be found. This is one of many reasons to difficult to search these items. The other hand that the hungarian public collection system are wide variety of such institutions
collection scope varied and in many cases all the same, as well as also the collections of individual research could encounter difficulty. The last time the public collections of materials thanks to the digitization of a large number of sources, more and more came to light. And also we can use many digital collections. The essay writing took several years, new and additional resources found in the last couple of years. I tried to integrate these in various parts of the thesis.

During the examined about a hundred and fifty years many company-operated businesses on this topic, but most of them soon disappeared because of some reasons (family, economic, social, etc), and very few companies experienced the founding of the 20th anniversary. Those that continue to operate in part also changed due to various internal and external reasons. Typically, only a few businesses able to operate over a long period of time. With these companies in my thesis I could not deal. I take research the mostly long-lived, and well known and reputable companies. And as well as discovered a major family background and economic potential businesses also placed emphasis. The businesses throughout influenced the social, economic and even highly technical development. This effect is particularly apply them to the operator's family background as well. I would like to write mainly exploring company history with the aspect of these family history. Beside the history of the business or undertaking is genuinely trying to uncover the basis of resources as far as possible. Although I note in many cases just because of the lack of such resources that could not be fully realized.

Despite these difficulties, I tried to explore as much as possible to use sources (written, printed, public collections, heirs archive: materials and photos, documents and oral reports) and, like these with the history of society in addition to exploring the trade and economic history, cultural, and urban historical context to put the emphasis. Unfortunately, due to the difficulties of my work is not complete, but new data sources and can be expanded over time by avoiding, the content can be improved. Moreover, each family legacies or parts of other well-used real historical source value in economic, trade and historical data may can decide, supplemented by better information. My primary goal, has been to the already very poor trade historical literature, a very typical of the era, but now forgotten company, family history, understanding of relationships. Basically, the most common and best-known companies, clusters focused on those sources which are also plenty suggest that age has become well known. The theses is mainly based on the colonial and companies history of addition to general summary, but complementing other added content and contexts.

**The structure:**

The structure is as follows. Initially, I speak to the meanings of colonial trade, and systems of
symbols, after the grocers social organization, their professional life and the professional sheets. I speak about the shops, the widespread commercial formations, the educations and the concept of the knowledge of wares. Then, for each of the topic I write the newly discovered companies, and business history. I present different points of view: I present the oldest colonial traders or the main dealer companies. I present, in addition to the branch network called "Fiumei" (the name from the town of Fiume) business networks. I make special mention regarding the companies which are specific or different in some respects counted. As an example I present Brázay Co. history of the company, which later transformed rather cosmetic and defense company. I mentioned it to a business that is joining the world trade network of local sites in Hungary. They worked as a distributor but closely connected to the history of the domestic colonial trade. (For example: 'to the black Elephant company' – which were the russian Popoff-tea Co. repository; József Weiss trader who was the first Dr. Oetker store in Hungary). The spice and colonial trade changes to show a good example for those companies which have changed their operation during their existence and transformed into industrial companies. These include a variety of the long history of Dietrich and Gottschlig company as well. In addition to the directly related to the colonial theme, it is the story of a company's history distributor of other companies also shows that the subject is relevant in terms of other relations. Can not be separated either from the subject such as history of medicinal spice shops, initially seen as the same function in these shops. Therefore, I present the thesis of perhaps Budapest's best known 'Black Dog' drugstore business story. Also three other internationally important business story is dealt with, which, while not strictly colonial traders but still closely associated with the topic. First is the Dr. Oetker company's within products the second is Franck Heinrich Co. which were (thanks to the industrial revolution achievements of food) the shops stock of determining novelty of the former stores. The third is the uncover history of a company Braun Brothers Ltd., which laid the foundations of the domestic liquor industry and the hungarian grocery shelves were there any features domestic and imported products. It is also thats why I write about the brief history of the famous Kőbányai Beer Brewery.

In addition to the company's history of exploration for stock holdings also I tried to speak, in most of cases, the relevant products. The reason is that this topic is poorly researched except nutrition and historical perspective, this exploration may raise additional issues. The thesis also complements a repository, appendix-database which presents chronologically the 19th century traders (with biographical and companies historical data). The database presents the 19th century spice and colonial traders in Pest-Buda. This is a short summary, following the chronology and illustrate those previously disclosed short biographical and other data to acquaint as such, investigative summary, data warehouse is still pending. The data repository can be extended, with a
possible further research can serve new informations in the future.

**The excavation method and contexts:**

The evaluation method is therefore often complex method had to be developed because of the lack of resources. In addition to the written sources it had to be used in other resources and various methods of auxiliary sciences of history themselves (genealogy, numismatics, insigniology, phaleristics etc) as well. In my work a great role in the use of other resources which left behind these companies. I examining not only the written, researched materials business, also I research including advertising strategies for businesses and left behind products such as: product boxes, also examined in conjunction with a family history resources. In addition, I have found the heirs of the descendants of traders which in many cases were unknown, but when I have looked the families they sent me many informations and resources. For some companies the heirs were presented these items to the collections of the Hungarian Museum of Trade and Tourism which is my workplace. These resources are otherwise in some cases fundamentally altered the facts of previous research. These internal resources completely changed the previously companies history, the newly acquired family resources and family memories can helped me to changed my mind and changed the previous knowledge. The writing my thesis had to be a critical examination of the sources into account, since a significant part of the resources of the trade, economic benefits is all about. It is known that the resources speaks about the dealers who have their business, their property and their own propaganda (advertisements) are presented in terms of positive role or largely negative role in behind the public or concurrency. These roles, actors and their actions had to be objectively examine collectively. The trade dealing, family history and the business contacts of entrepreneurs exploring the exciting task for the researchers of the history of commerce. The inescapable experienced researchers on the subject and it is essential that to observe the merchant families, merchants learn about the social, economic and related business political relations and other fibers. In most cases the examination of relationships and new sources of historical facts may found. Left behind by the dealers' officially produced source types: in addition to funds set up by the official, public or business results can lead to exploration of a personal or family-related data. The dynastic, businesses operating in several generations and were common in our country. Consequently, genealogical research and exploration of genealogical sources must-see process and trading history of the exploration of the research in this direction is definitely necessary. In the early 19th century, our country emerging companies, shops and a large part of the industrial-commercial enterprises based on it was kind of a family business for generations and are often inherited and carried on the
business. It is significant that many companies offspring is the widow, relatives or near associates and also those who married into a significant economic position, some case stranger (for example, married into, or co-owner) personally carry on the business after the boss death. In addition, the merchant families in the social, ethnic, religious and economic position was an important consideration of this study. Since often they have been in close contact with family or economic organization by ethnic, religious lines, groups, or economic and social interest groups in the same position marriages. The spice traders typically came from, and normally if they did not go bankrupt soon brought prosperity to their companies and their families civilian layers. It is very common among the largest to have become a Hungarian nobleman, or the old nobility demonstrated. Became typical mid-19th century, the social position of getting cumulation, as we will see the charity or charitable organizations and certain professional support was one of the most important actions among traders. The development of domestic commerce, professional organizations, trade on a sound legal basis and institutionalization industry coincides with the development of civil and industrial revolution of the 19th century.

**The study results:**

The study results could be perhaps that the history of these companies, businesses and families explored, and while I could have published or disclosed in a variety of ways. I excaveted many trade items, documents, sources and along with the thesis writing I collect many items for the collections of the Hungarian Museum of Trade and Tourism. The data-repository can be the basis of a subsequent trade directory history. The study although not complete and does not explore the history of major economic and commercial relations but can provide a contribution to a possible future great summary that the spice trade, colonial and economical-historical aspects. The question arises as to why there is no more general economic and commercial history summary in this study. The answer is simple. Now we don't have enough sources and will not be reached this until there are no basic research, and in part at least to the most famous and the biggest traders histories somebody not processed. The dissertation is trying to make up for this shortage and process and tried to approach the theme and some new resources published by the method described above.