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ACKNOWLEDGMENTS

This is the second, revised, and enlarged edition of my 1976 book originally entitled The British Image of Hungary 1865/1870. The original research was done between 1969 and 1972 when I was first an undergraduate and subsequently a postgraduate student at Eötvös Loránd University in Budapest. I have been ready to publish a new, updated, and improved version for quite some time to reflect my new research and changing interpretation, as well as to make it available to a new generation of readers. I am grateful to Professor Peter Pastor, the Habsburg Institute in Budapest, East European Monographs, and Columbia University Press for the present opportunity to do so.

The primary and printed sources on which the present book draws are scattered in numerous international archives and libraries. My research has been carried out in Hungary, in the National Archives, the Manuscript Collections of the Hungarian National Széchényi Library and the Library of the Hungarian Academy of Sciences, in Budapest; in Austria, in the Haus-, Hof- und Staatsarchiv, and the Kriegsarchiv in Vienna; in England, in the National Archives (Public Record Office), at Kew, Richmond, Surrey; and in Germany, in the Geheimes Staatsarchiv Preußischer Kulturbesitz, Berlin-Dahlem. Other sources and secondary literature on which the present treatise is based have been consulted in the Library of Eötvös Loránd University, the Szabó Ervin Library of Budapest, the Library of Hungarian Parliament, the Library of the Hungarian Academy of Sciences and the Hungarian National Széchényi Library, Budapest; the Nationalbibliothek and the Universitätsbibliothek, Vienna; the University Library, Cambridge, and in the British Library (formerly British Museum), London; the Saint Petersburg (formerly A. A. Zhdanov) State University Library
and the Russian National (formerly Saltikov-Shchedrin Public State) Library, Saint Petersburg. It was the interlibrary loan service of the Hungarian National Széchényi Library that enabled me in a number of instances to obtain source material and literature from other libraries abroad. I obtained access to certain sections of the *Foreign Office Confidential Print* on microfilm, courtesy of the Institute of History of the Hungarian Academy of Sciences, Budapest.

I am indebted to all who have assisted me in the accomplishment of this book with professional advice, criticism, or technical assistance. Grateful acknowledgements are due first of all to Professor György Szabad for his guidance throughout the writing of my 1973 D. Univ. thesis, which served as the basis of this volume. Professor László Zsigmond provided me favorable working conditions. Professors Éva H. Balázs, István Diószegi, Aladár Urbán; Drs. Róbert Angelusz, Péter Hanák, Géza Jeszenszky, Ervin Pamlényi and Károly Vörös, who have read the book, or part of it, at earlier stages, have much improved it.

Special thanks are due to Dr. István Gál, who furnished me with excellent material on and connections for Anglo-Hungarian relations. Dr. György Pajkossy of the National Széchényi Library and Ms. Olga Pajkossy of the University Library of Budapest were more than helpful in obtaining rare sources and relevant literature.

Several British and Austrian university professors and lecturers, librarians and archivists were of great assistance to me in the course of my research in 1969–72. Neville C. Masterman of the University College of Swansea, University of Wales deserves my special gratitude. Professors Sir Herbert Butterfield and Sir F. H. Hinsley of the University of Cambridge, C. A. Macartney of Oxford University, Sir David Skilton of the University of Glasgow, Paul Smith of King’s College, University of London, Lóránt Czigány of the British Library shared my work at a number of crucial points.

Professors Heinrich Lutz, Adam Wandruszka and Erich Zöllner, Drs. Horst Brettner-Messler, Moritz Csáky, Waltraud Heindl, and Helmut Rumpler then of the University of Vienna; and Dr. Anton Né-meth of the Haus-, Hof- und Staatsarchiv, Vienna, gave me a great many useful and practical suggestions as to some of the sources preserved in Austrian archives and some recently published studies in my field.

James Claydon of the University Library, Cambridge, as well as my friends William Helfand, Wiltrud Wieland-Hornberger, Judit
Lukács and Tore Zetterberg went to a lot of trouble in sending copies of rare sources, at the time an invaluable help indeed.

Recently, Professor László Péter of the School of Slavonic and East European Studies, University of London, supported the emergence of this book in different ways including his repeated invitations to present and discuss my recent research in London as well as his generous permission to work in his private library. Professor Simon Lewis of the College of Charleston helped me identifying missing titles and references. For the first edition, my former student Bálint Sebestyén did the greater part of the translation of the original text written in Hungarian, and my former colleague Ian David Hays revised the language of that edition. The second edition benefited from the help of several people. Ms. Erzsébet Biró assisted me by computerizing the text of the 1976 edition originally written in the bygone era of the typewriter. My friend and former student Miklós Lojkó, Ph.D., devotedly shared my laborious task of editing the second edition in 2004 and greatly helped me photographing the diplomatic papers I recently found in the National Archives (Public Record Office) in Kew, Richmond, Surrey. These included the hitherto unpublished reports of (later Sir) R. B. D. Morier on the Austro-Hungarian Compromise which I added here as an appendix. My student Ms. Katalin Stráner, assisted me computerizing the Morier reports. My friend Ms. Patricia F. Howell, helped polish the English of the second edition. This edition has greatly benefited from Professor Peter Pastor’s meticulous and exemplary editorial work shared by Ms. Edit Volgyesi. Their contribution to my own effort over the past years to revise and update my earlier work is kindly acknowledged and much appreciated.

A special obligation, felt ever more keenly, is acknowledged in the dedication.

T. F.
PREFACE
TO THE SECOND EDITION

The enlargement of the European Union is a recent structural transformation of Europe of the first order. International rearrangements of this magnitude are rare in European history and warrant the reconsideration of earlier examples and their perception. Once again, we discuss in Europe centralized authority versus national sovereignty, common affairs versus home rule, federal administrative power versus state’s rights.

This is a study on such a structural change and its British perception. The making of the Austro-Hungarian Monarchy in 1867 may well provide parallels, comparisons, and contrasts to what has been going on in the same area of the world today. The first version of this book (*The British Image of Hungary 1865/1870*, Budapest, 1976) was published almost thirty years ago. I cannot claim that this is an entirely new book, but I have done a great deal to revise, improve, enrich, and update it in many different ways. I continue to be interested first and foremost in the perception of the Austro-Hungarian Compromise\(^1\) but within this work here I tried to present “the British Image of Hungary” in a more complex form than in the original version.\(^2\)

I found already in 1976 that there was no separate British image of Hungary but I was reluctant to admit it in the title of the book. Though the book was generally well received internationally, Alan Sked aptly pointed out this contradiction between my 1976 title and the conclusion.\(^3\) I used the current opportunity to broaden the scope of the book from Hungarian to Austro-Hungarian. Over the past quarter of a century, the vast changes in, and new knowledge of, history have largely contributed to the reshaping of my own understanding and perspective of the past, national and international.
In addition to presenting and describing images, this edition examines the process of image building and the people who contributed to the making and shaping of those images. I discuss here more fully the role of a variety of people such as Count Rudolf Apponyi, Count Friedrich Ferdinand von Beust, Charles Boner, Sir John Bowring, William Ewart Gladstone, Arthur Griffith, Lajos Kossuth, Sir Robert B. D. Morier, Arthur J. Patterson, Henry de Worms and several others who were responsible for creating and tailoring the image of Austria and Hungary.

To interpret national images and stereotypes in terms of conscious political marketing is one of the important results of my own thinking. I found Lajos Kossuth to have been an outstanding forerunner of modern political marketing whose influence in Britain was still marked in the era of the Austro-Hungarian Compromise though he no longer lived in England and was about to withdraw from the stage of politics.

I have drawn on newly discovered primary sources, including the papers of Prussian diplomacy in the Geheimes Staatsarchiv Preußischer Kulturbesitz, Berlin-Dahlem, as well as the papers of Sir Robert B. D. Morier in the National Archives (Public Record Office), Kew, Richmond, Surrey, England. Morier’s reports from (Buda-) Pest and Vienna I publish here for the first time. I have also made an effort to integrate some of the recently published and relevant interpretation offered by historians of various countries.

The history of international relations usually utilizes four approaches. One surveys international contacts and diplomacy. The other looks at the influence and interaction of nation-states. One may compare the development of two or more countries. Finally, research can be done as to the perception of a certain country and its people by another nation. These four approaches are interdependent, and it is through their integration that international relations can be understood in their complexity. The work on the new edition has only reinforced my belief in the value of these interrelated approaches.