



Who was Andreas Saxlehner, whom I have met so often in Hungarian philately ?

Hunyadi János Bitterwasser ¹⁾ :
a global consumer goods brand of the 19th century

Martin RHEIN



András Saxlehner
(1815-1889)

1) Bitterwasser : bitter water)



Your speaker's philatelic Curriculum Vitae:

Martin RHEIN

- ✓ Collector since 1979
- ✓ Exhibitor from 1985 to 2008 at all levels - started in 2020
- ✓ Publications in Germany, Hungary, Belgium, France (CPF)
- ✓ Member of several philatelic clubs/associations (All, USA, GB, B) and of the Hungarian Philatelic Academy (MAFITT) since 2011
- ✓ Elected to the European Philatelic Academy in 2022
- ✓ Interests:
 - Hungary 1850 to 1900 (stamps, stationaries, postal history, forgeries,)
 - Germany Northern confederation 1871
 - German military post 1937 to 1945
 - Private Mail Transported in US Diplomatic Pouch until 1945
 - Forged stamps and letters before 1925
 - Good philatelic literature



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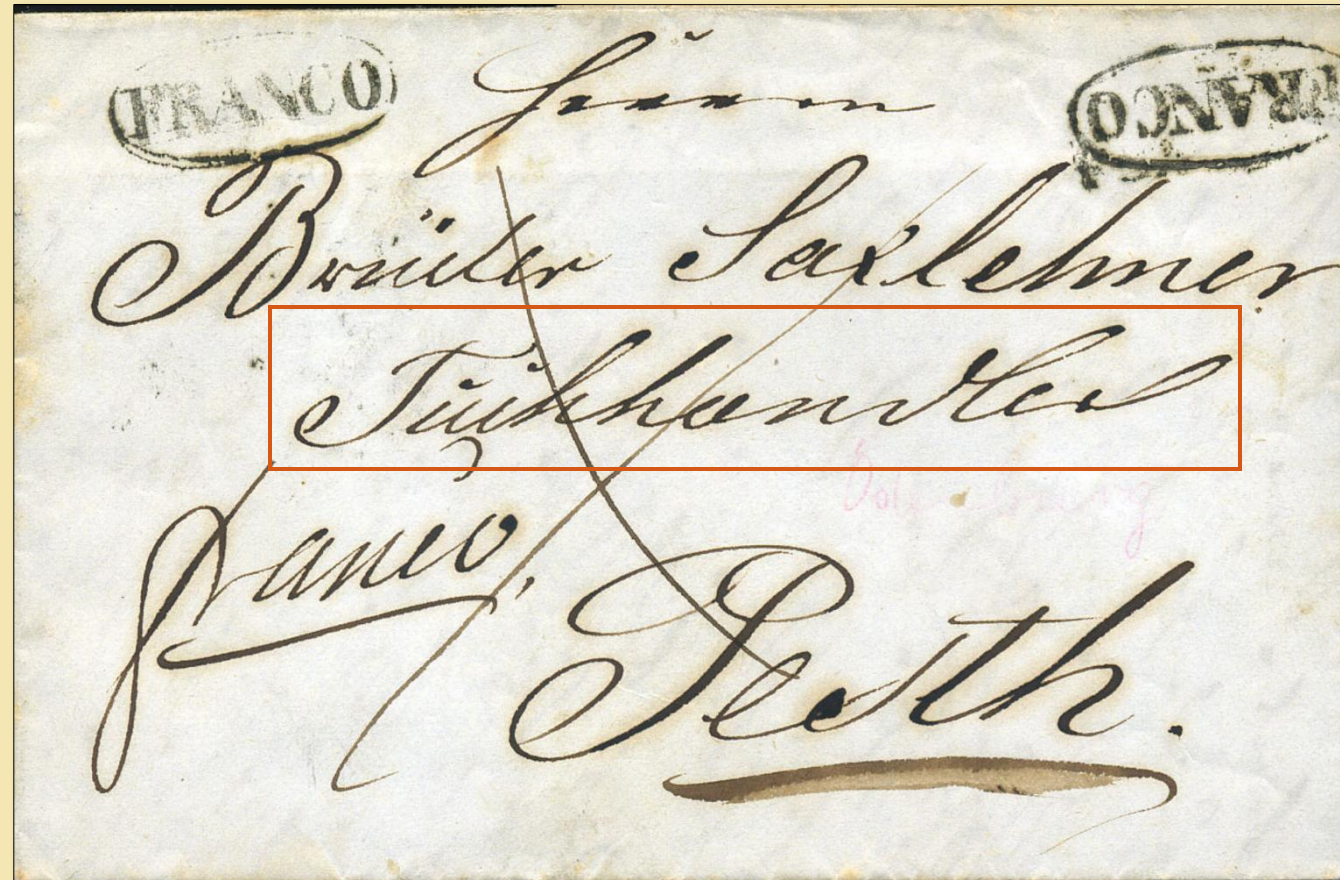


András Saxlehner
(1815-1889)

1) Bitterwasser : bitter water)

The beginning...

Saxlehner had originally trained as a merchant, opening a fabric store in Pest in the 1840s.

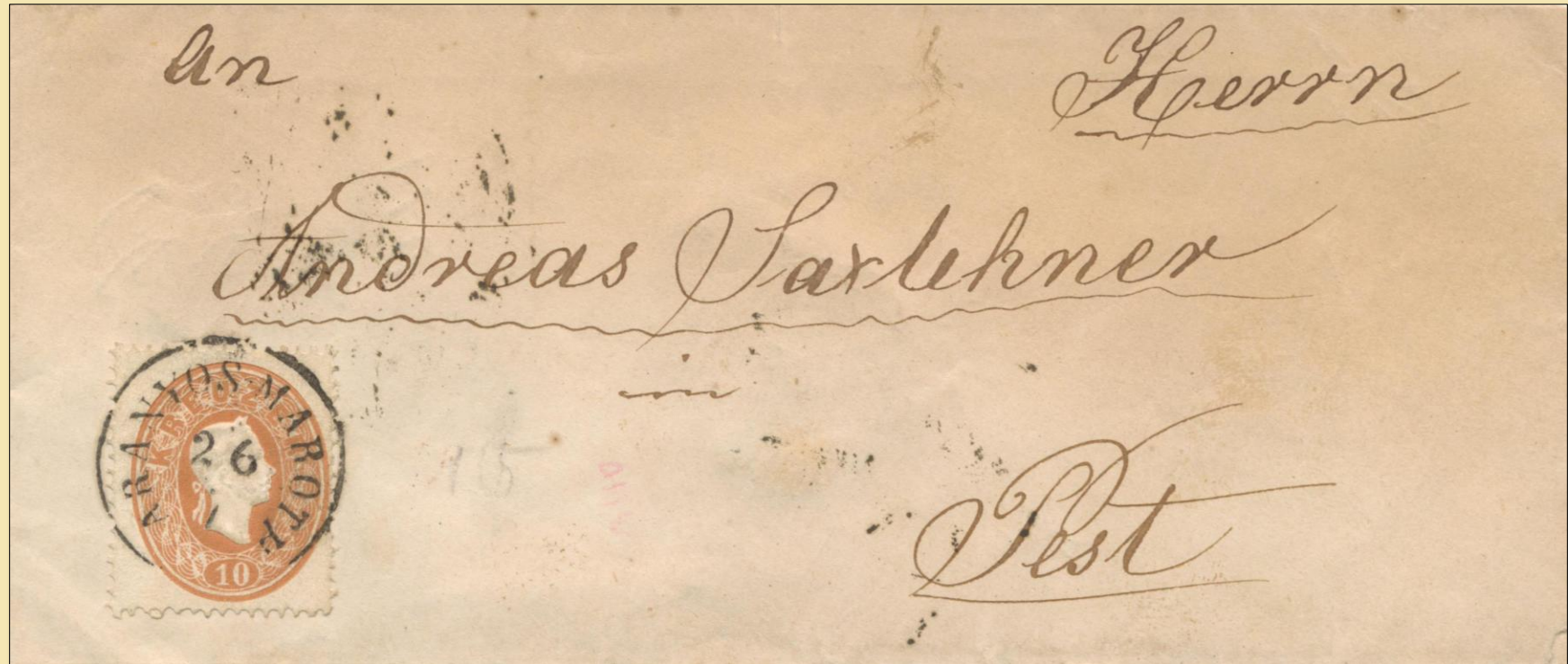


Letter from 1847 addressed to the Saxlehner brothers, marked Tuchhändler (=fabric merchant).



The beginning...

In 1863, one of his customers complained that the spring water on his property was very bitter. After a chemical analysis, A. Saxlehner bought the land from the farmer, apparently for four times its value, and began to exploit the spring water.

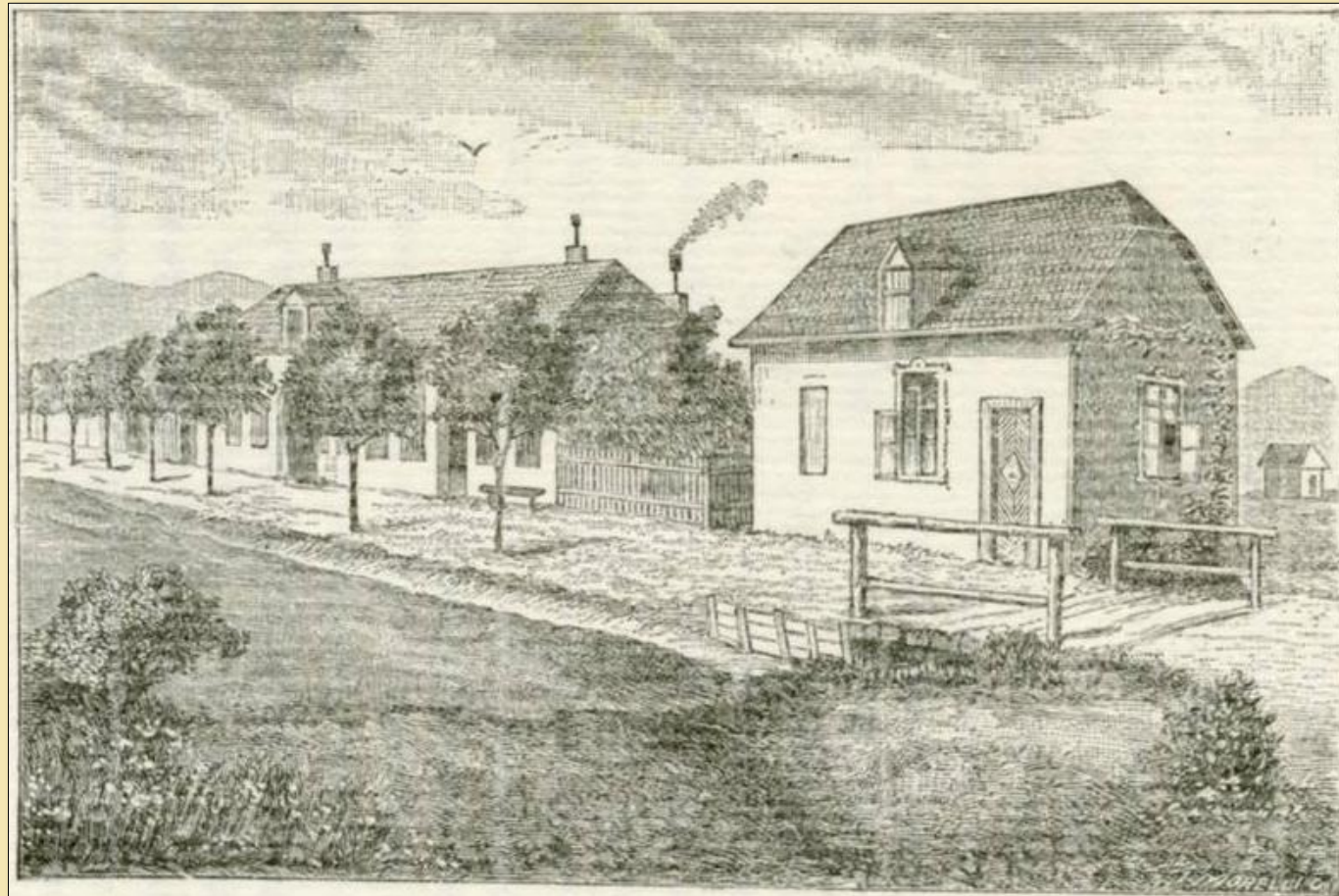


Letter (1st weight range - 2nd distance zone) to Andreas Saxlehner in the early 1860s. He must already have been well known, as the address was very basic. At that time, Pest already had over 140,000 inhabitants.



The beginning...

Saxlehner knows nothing about bottling and marketing...



L'Etablissement des Eaux de „Hunyadi János” en 1870.

The water company „Hunyadi János” in 1870

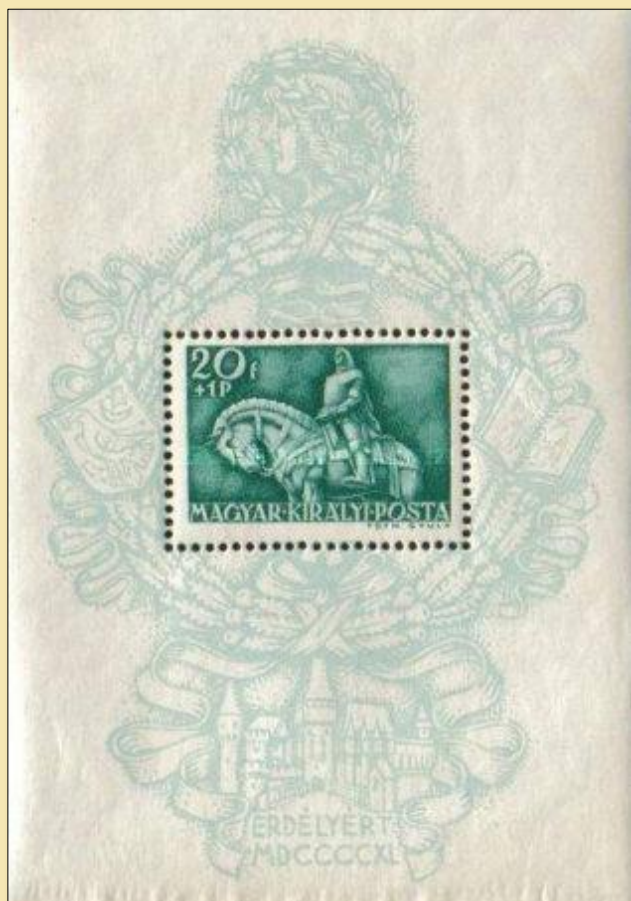
Modern marketing...

... with an unique packaging.



Modern marketing...

...with a unique and protected name.



János Hunyadi born around 1387 (or 1407) and died the August 11, 1456 in Nándorfehérvár

Modern marketing...

...with a unique and protected name.

MARQUES DE FABRIQUE.

N° 115.

1° TROMPERIE SUR LA NATURE DU PRODUIT. — EAU MINÉRALE.

2° ACTION CIVILE. — PROPRIÉTAIRE DE LA MARQUE.

1° Le fait d'avoir vendu ou mis en vente comme provenant d'une source minérale, une eau artificielle fabriquée à Paris, constitue une tromperie sur la nature du produit vendu, et tombe sous l'application de l'article 8, § 3, de la loi du 23 juin 1857, quelle que soit d'ailleurs la composition de l'eau artificielle, et alors même qu'elle contiendrait les mêmes éléments chimiques que l'eau naturelle dont le nom lui a été attribué.

2° L'action correctionnelle pour contrefaçon d'une marque de fabrique peut être exercée aussi bien par le propriétaire de la marque contrefaite que par l'acheteur trompé ou par le ministère public.

REJET du pourvoi de Louis-Paul Sauvé contre un Arrêt rendu, le 29 juin 1882, par la Cour d'appel de Paris, chambre correctionnelle, qui l'a condamné à huit jours de prison, 2,000 francs d'amende, etc.

Du 5 Mai 1883.

Deception as to the nature of the product

...en fait que Sauvé a vendu, sous le nom d'eau d'Hunyadi-Janos, une eau artificielle dans des bouteilles, les capsules et les étiquettes

portant les marques contrefaites du sieur Andreas **Saxlehner**, propriétaire de la source d'eau minérale d'Hunyadi-Janos; que Sauvé soutient que ce fait ne peut tomber sous l'application de l'article 8, § 3, de la loi du 23 juin 1857, parce que l'eau artificielle qu'il vendait sous le nom d'eau d'Hunyadi-Janos renfermait les mêmes éléments chimiques que l'eau naturelle et que, dès lors, l'acheteur n'a pas été trompé sur la nature du produit;

counterfeits

Report / Bulletin of the judgments of the Paris Court of Cassation in criminal cases
1883 in favor of Saxlehner



Modern marketing...

...with a unique and protected name.



WHEN WRITING MENTION

THE WESTERN DRUGGIST. 53



THIS BOTTLE

Is a familiar object to every reputable dealer in the United States and Canada. Note carefully the label. Observe that the words

Hunyadi János

are inseparable and must go together.

Hunyadi János stands *FIRST* among all aperient waters. Do not be persuaded that substitutes come up to the standard of this old, original Natural Aperient Water.

It is the only one that can show *over 1,000 testimonials* from the highest medical authorities.

ANDREAS SAXLEHNER,

Purveyor by special appointment to H. M. the Emperor of Austria and King of Hungary,
NEW YORK OFFICE: ROOM 201, BENNETT BUILDING.

CAUTION: None genuine without the signature of the firm "Andreas Saxlehner" on the label.

Label is Blue Paper with Red Centre.

TRADE-MARKS

REGISTERED MARCH 16, 1897.

29,696. PENS FOR VERTICAL WRITING. SPENKERIAN PEN COMPANY, Newark, N. J., and New York, N. Y. Filed Feb. 18, 1897.

SHAKESPERIAN

Essential feature.—The word "SHAKESPERIAN." Used since October 16, 1896.

29,697. BAKING-POWDER. MANUEL KAHN, Louisville, Ky. Filed Mar. 2, 1896.

OUR FLAG

29,700. SALTS OF NATURAL APERIENT WATERS AND MEDICINAL PREPARATIONS CONTAINING SUCH SALTS. EMILY SAXLEHNER, Buda-Pesth, Austria-Hungary. Filed Apr. 10, 1896.

HUNYADI

Essential feature.—The word "HUNYADI." Used since March 15, 1863.

29,701. TONICS. BROWN MANUFACTURING COMPANY, Greenville, Tenn. Filed Feb. 10, 1897.

RAMON'S Pepsin

Modern marketing...

... with a strong brand based on well-being and quality.



ANDREAS SAXLEHNER, BUDAPEST
kais. österr. und kön. ungar. Hoflieferant

erlaubt sich, sein seit über 30 Jahren bei
den Herren Aerzten und Consumenten
besonderes Vertrauen genießendes
natürliches HUNYADI JÁNOS Bitterwasser
("Saxlehner's Bitterquelle")

in empfehlende Erinnerung zu bringen.
Dieser Naturschatz ist ein angenehmes
Abführmittel und wegen seiner anerkannt
verlässlichen und milden, sowie absolut
unschädlichen Wirkung als unentbehrlich
in jedem Haushalte rühmlichst bekannt.

In den Mineralwasserdepôts und Apotheken erhältlich

Mehr als 1000 Atteste hervorragender Aerzte.

Privatpostkarte.

Allen Freunden

häuslicher Gesundheitspflege

geneigter Beachtung empfohlen!

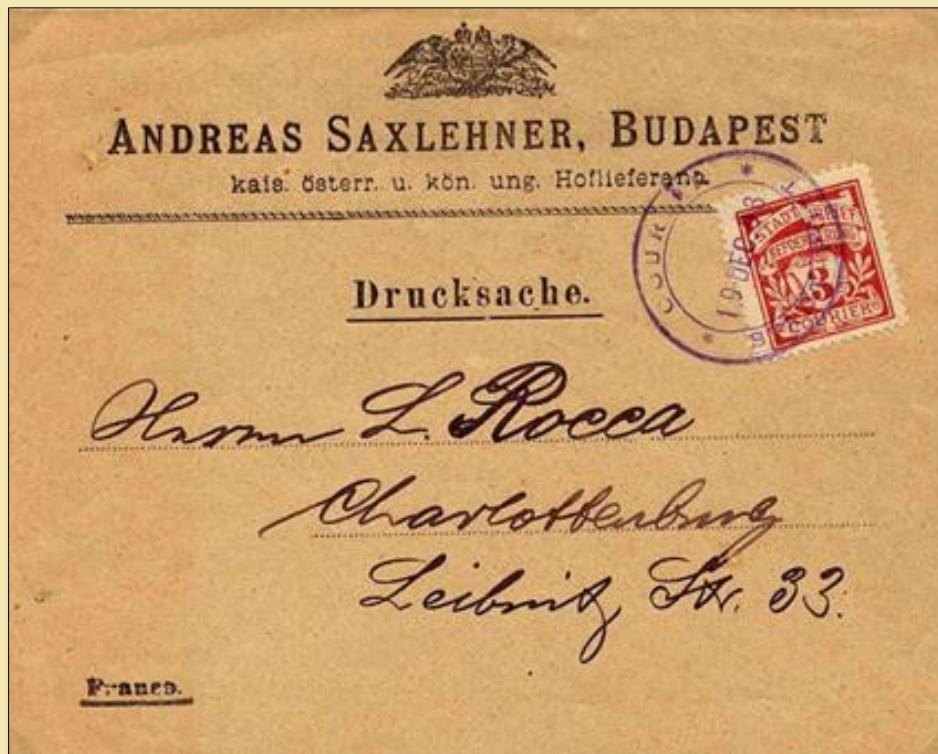
Nur in die gelben Briefkasten der Privatpost zu werfen!



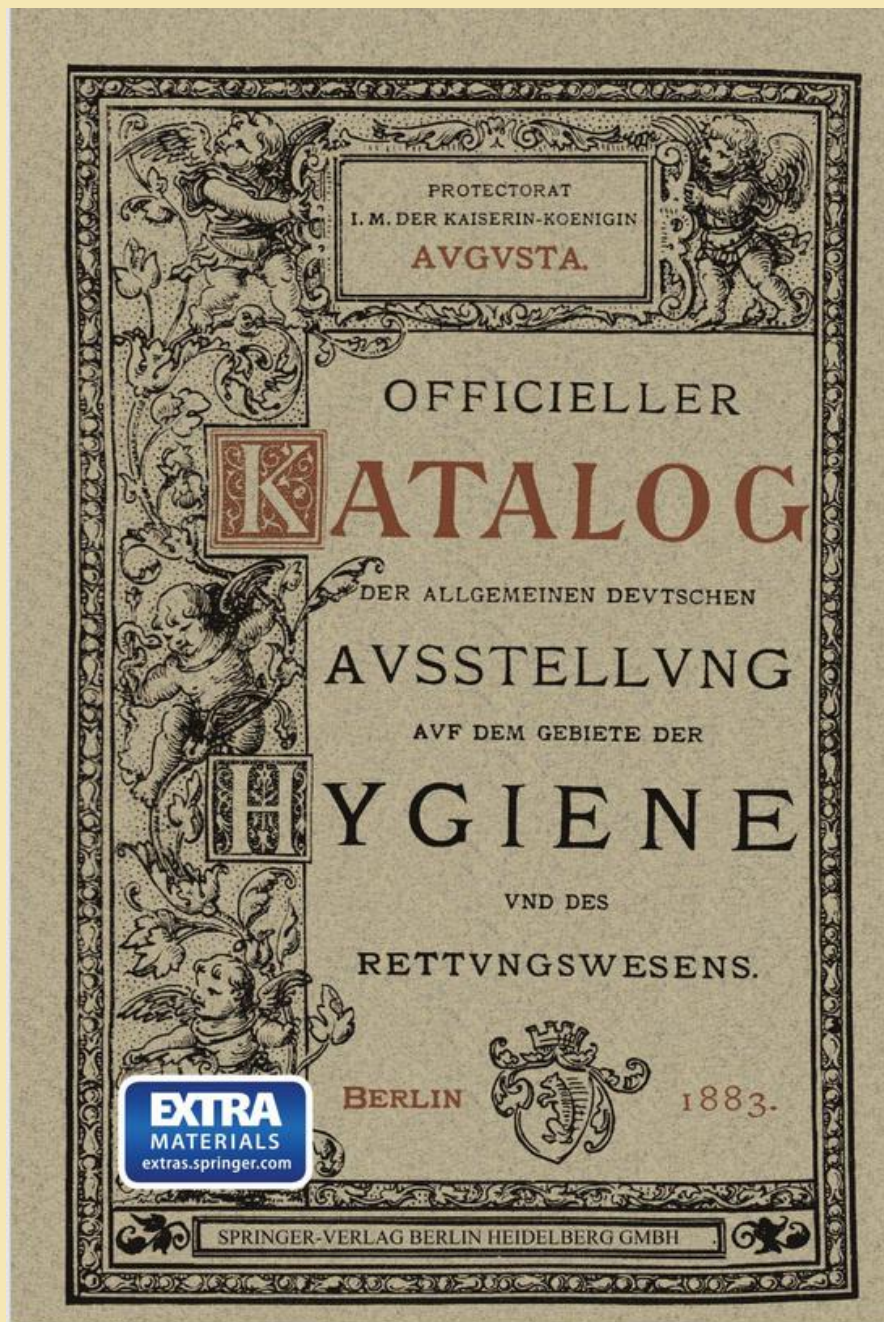
Postal stationery from the Private Postal Service established in Offenbach with an advertisement on the back highlighting the recommendations of more than 1,000 doctors.

Modern marketing...

... with a strong brand based on well-being and quality.



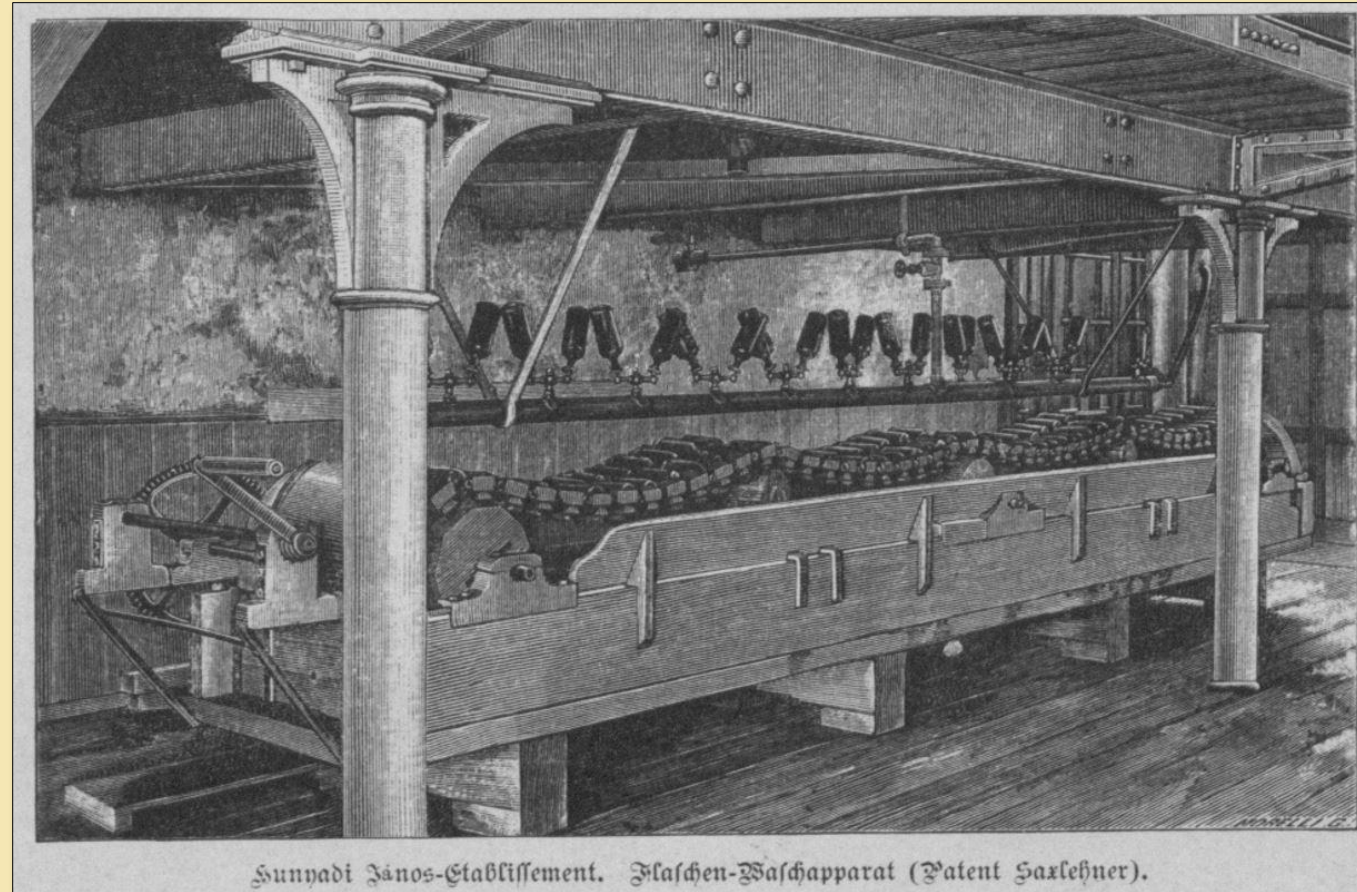
In 1898-1899, the Saxlehner company sent out around 16,000 advertising mailings via the private "Spandau Courier". From legal point of view, this was a highly questionable practice, because it was forbidden as he was not located in Berlin/Spandau. The advertising mail was delivered to around fifty locations, here in Charlottenburg and Stettin.



- 677 **Ministerium des Innern, Grossherzogl. Badisches, Karlsruhe i. B.**
Pläne der Badeanstalten Baden und Badenweiler. Douche-Apparat aus dem Friedrichsbad in Baden-Baden. Mineralien und Thermalwasser. (Zum Theil im Lesezimmer.)
- 678 **Oeynhausen, Königl. Bade-Verwaltung in, (772)**
Modell und Zeichnungen eines Thermal-Badehauses. Badewannen-Modell. Situationsplan des Kurgartens. Krankenfahrstühle. Druckschriften.
- 679 **Oppel & Co., C., Friedrichshall bei Hildburghausen.**
Vertreter J. F. Heyl & Co., Berlin W., Charlottenstr. 66. (725)
Mineralwasser. (S. Ins. Seite 283.)
- 680 ***Riefenstahl, Dr. Th., Driburg. Kaiser-Wilhelm Bad. (311b)**
Natürliche Eisenoxydulwasser nach verschiedenen Methoden verfüllt. Flaschenverschliessungs-Apparat.
- 681 **Salzamt, Königl., Schönebeck a. Elbe. (716)**
Badezelle des Soolbades Elmen.
- 682 **Sandow, Dr. Ernst, Chemische Fabrik. Hamburg. (714)**
Mineralwassersalze und Ingredienzen zur Bereitung von Heilbädern. Mineralwasserbestecke.
- 683 **Sauer, Dr. H., Aertzlicher Dirigent und Besitzer von Kainzenbad bei Partenkirchen, Breslau.**
Vertreter J. F. Heyl & Co., Berlin W., Charlottenstr. 66. (738)
Mineralwasser, Ansichten und Beschreibungen der Kainzenquelle.
- 684 **Saxlehner, Andreas, Budapest, Vertreter Franz Förck, Berlin SO., Köpnickerstr. 118. (808)**
Mineralwasser.
- 685 **Schottländer, Löbel, Karlsbad in Böhmen, Vertreter J. F. Heyl & Co., Berlin W., Charlottenstr. (724)**
Mineralwasser, Quellsalz, Pastillen etc.

Modern marketing...

... with a strong brand, based on well-being and quality.



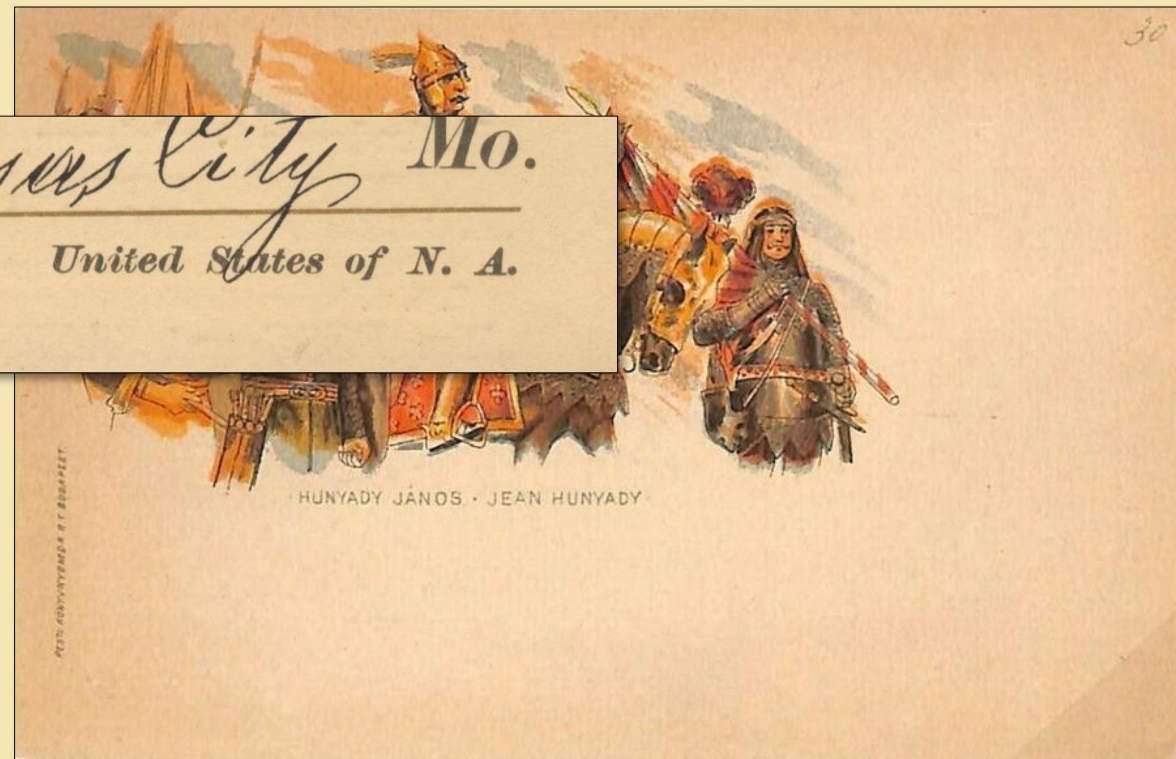
Sunyadi János-Etablissement. Flaschen-Waschapparat (Patent Saxlehner).

Machine for cleaning
returnable bottles

Mr. Saxlehner became aware that another important criterion was consistent quality. He therefore invested in machines relatively early on, some of which he himself holds patents for. The chemical and physical analyses of his water were regularly published.

Modern marketing...

... worldwide, using all types of media.



„The only genuine “Hunyadi” Water.”



Sir,
- HUNYADI JÁNOS - JEAN HUNYADY -

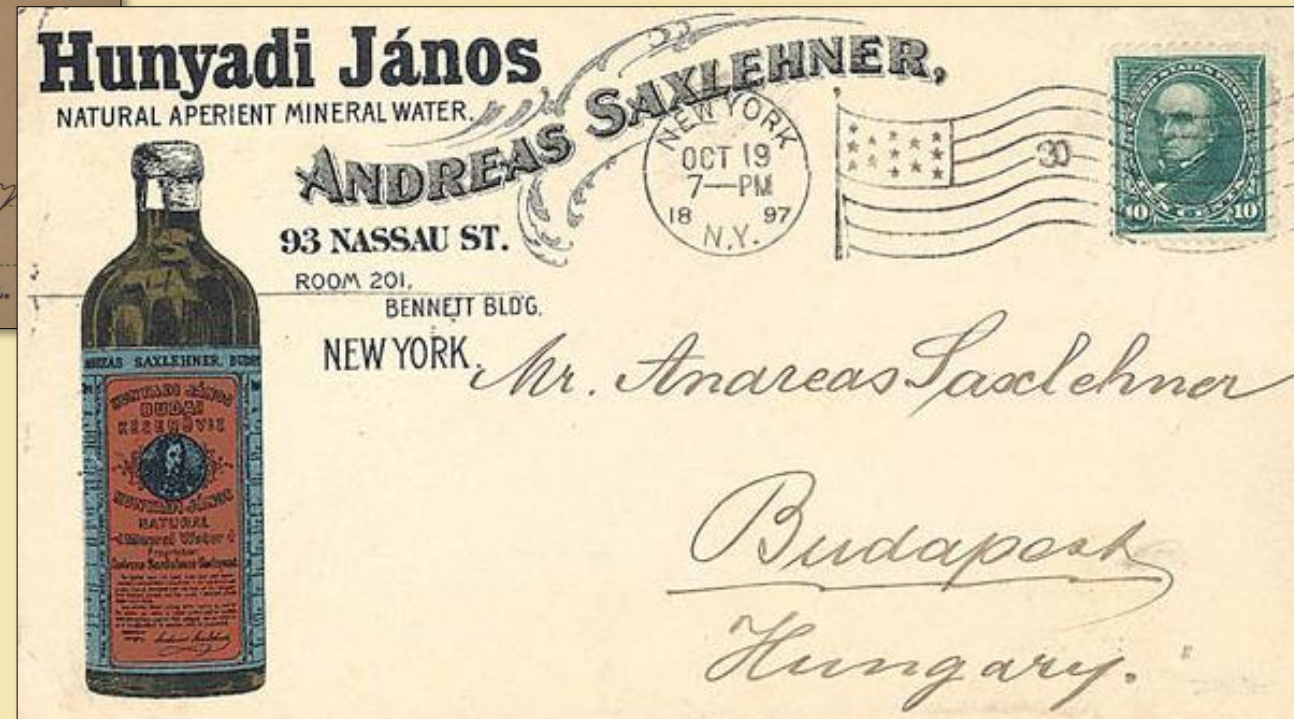
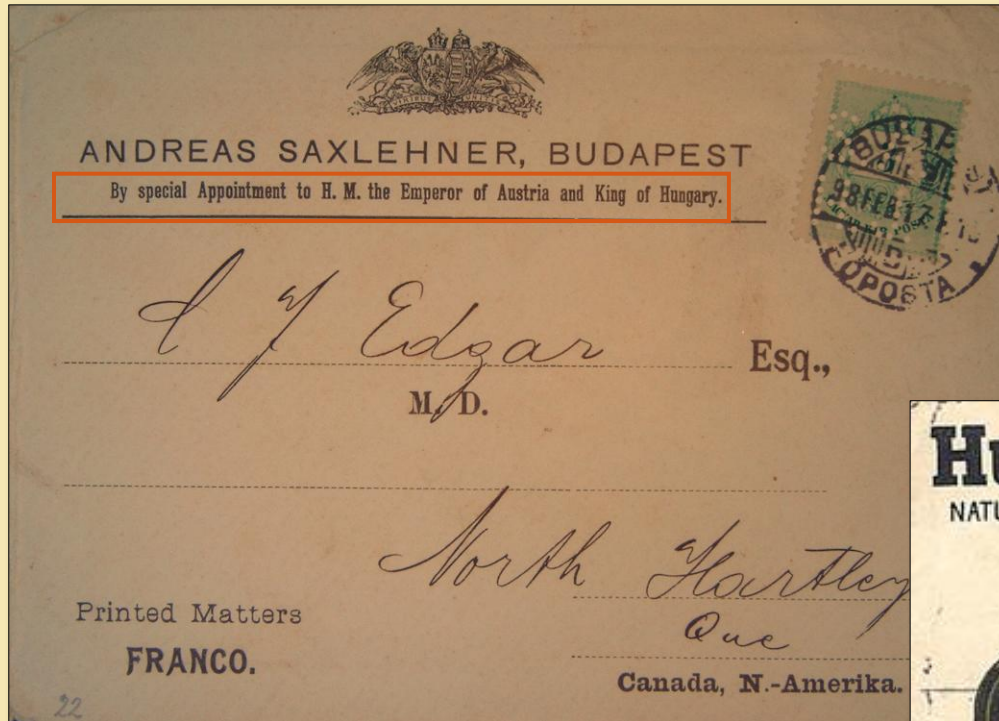
Mr. Andreas Saxlehner, of Budapest, Hungary
begs to call your special attention to his unrivalled
„HUNYADI JÁNOS” Natural Mineral Water,
which, after a continuous success of over 25 years in the
U. S. A. has established its reputation all over the world as
„The **BEST** and **SAFEST** Natural Aperient.”

The postal stationery before Saxlehner's
“transformation”.

Transformed Hungarian postal
stationery

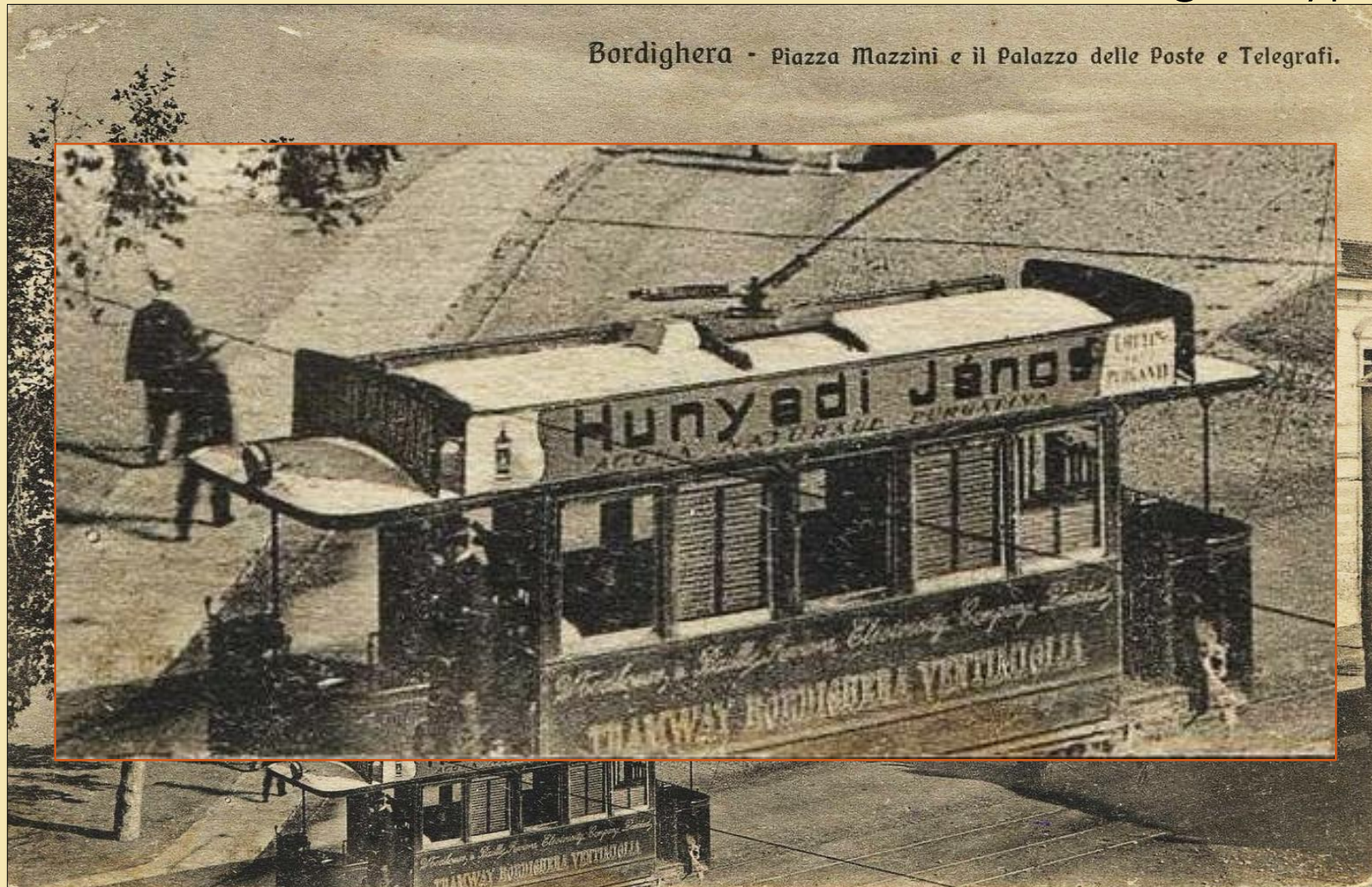
Modern marketing...

... worldwide, using all types of media.



Modern marketing...

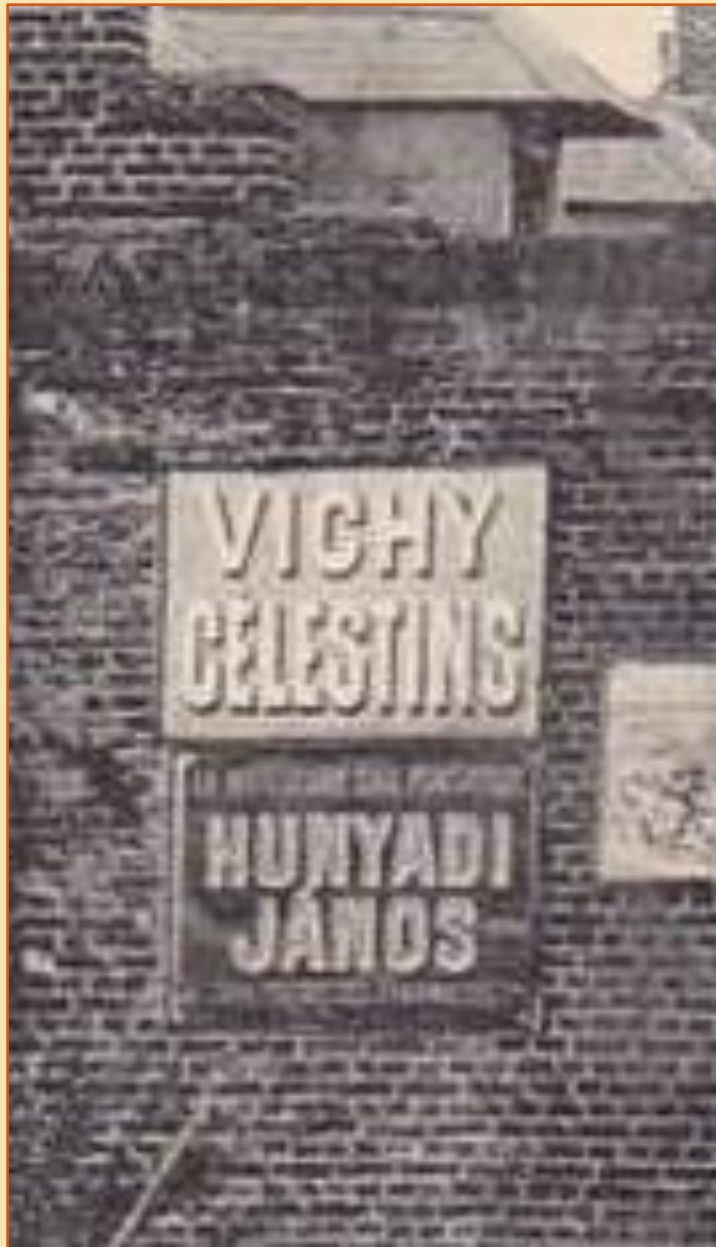
... worldwide, using all types of media.



Picture postcard showing Hunyadi-Janos advertising on the Tramway in Bordighera in Italy

Modern marketing...

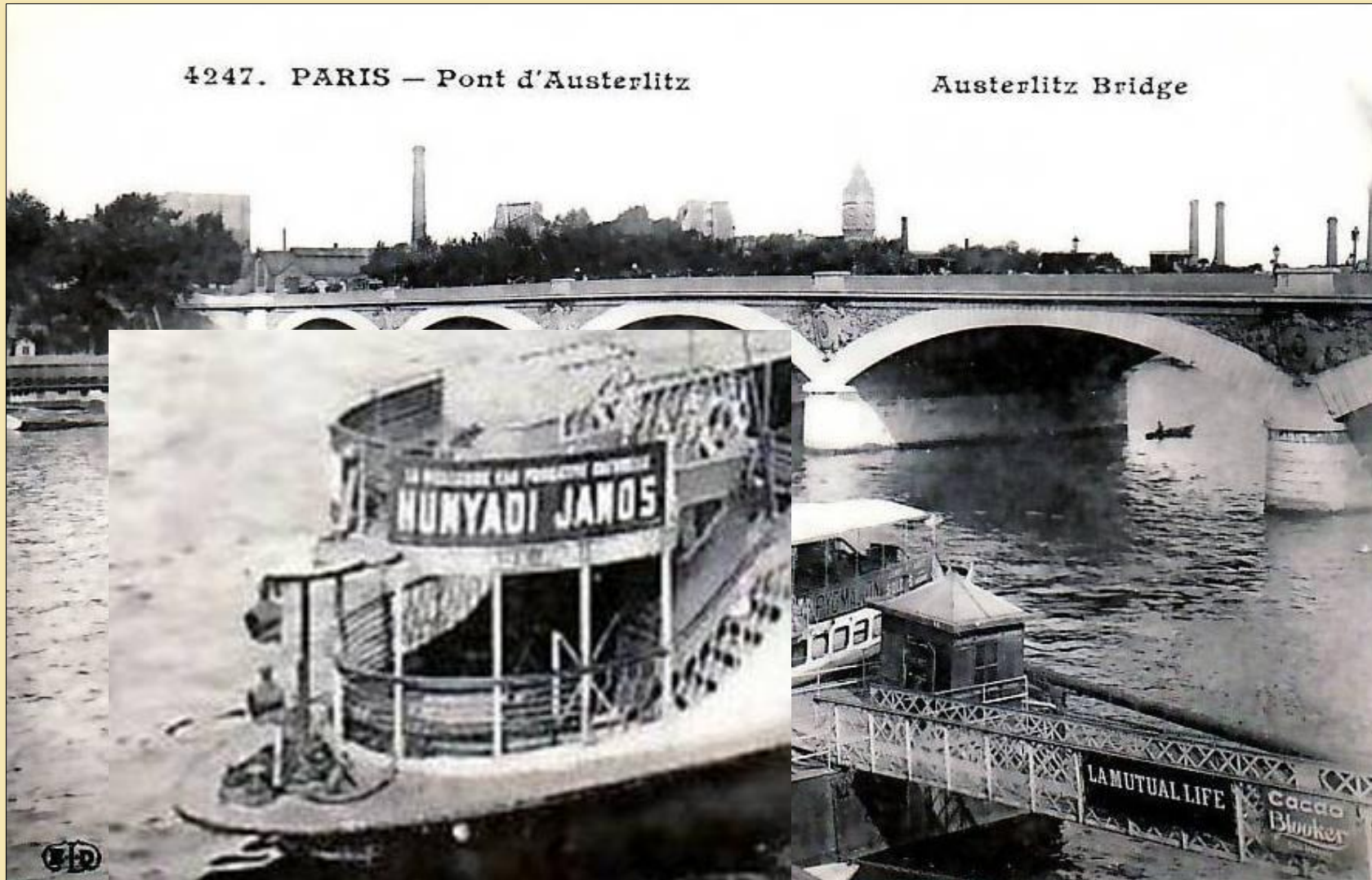
... worldwide, using all types of media.



French postcard with Hunyadi-János outdoor advertising in the small town of La Fère (department Aisne).

Un marketing moderne...

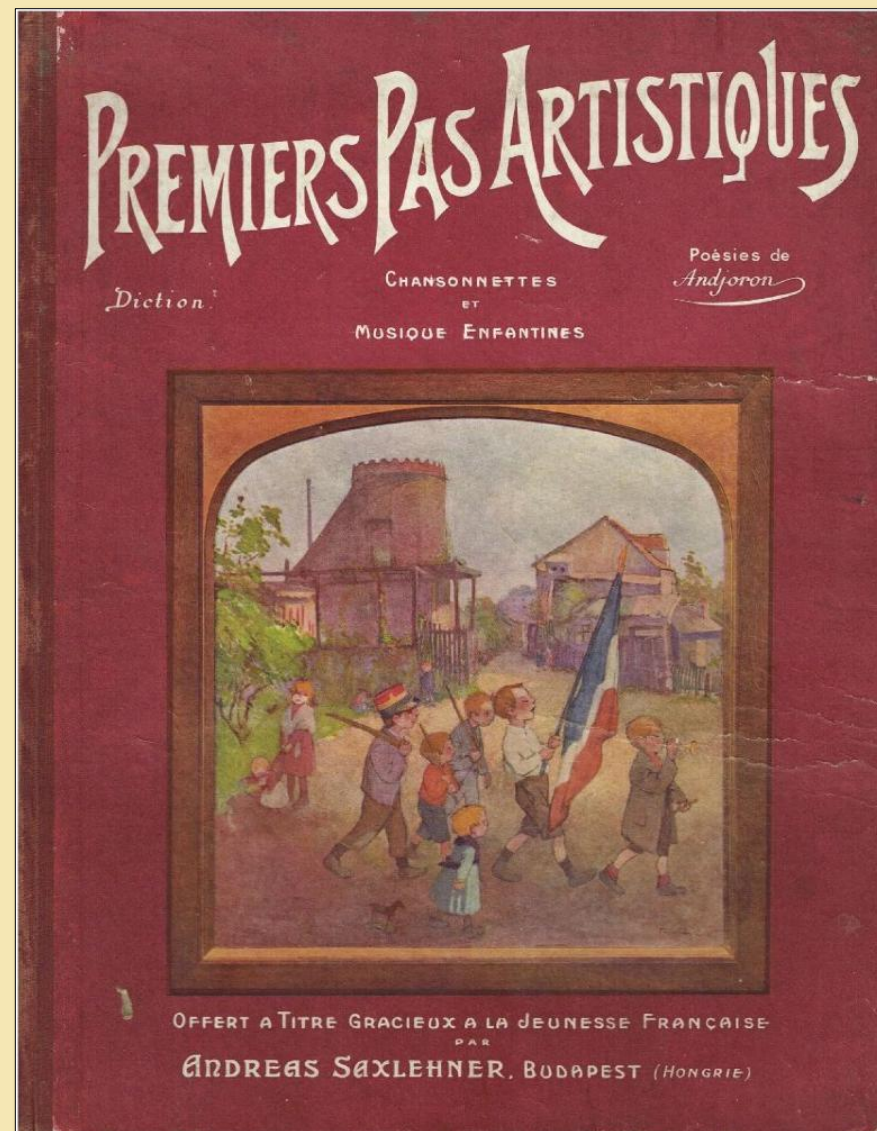
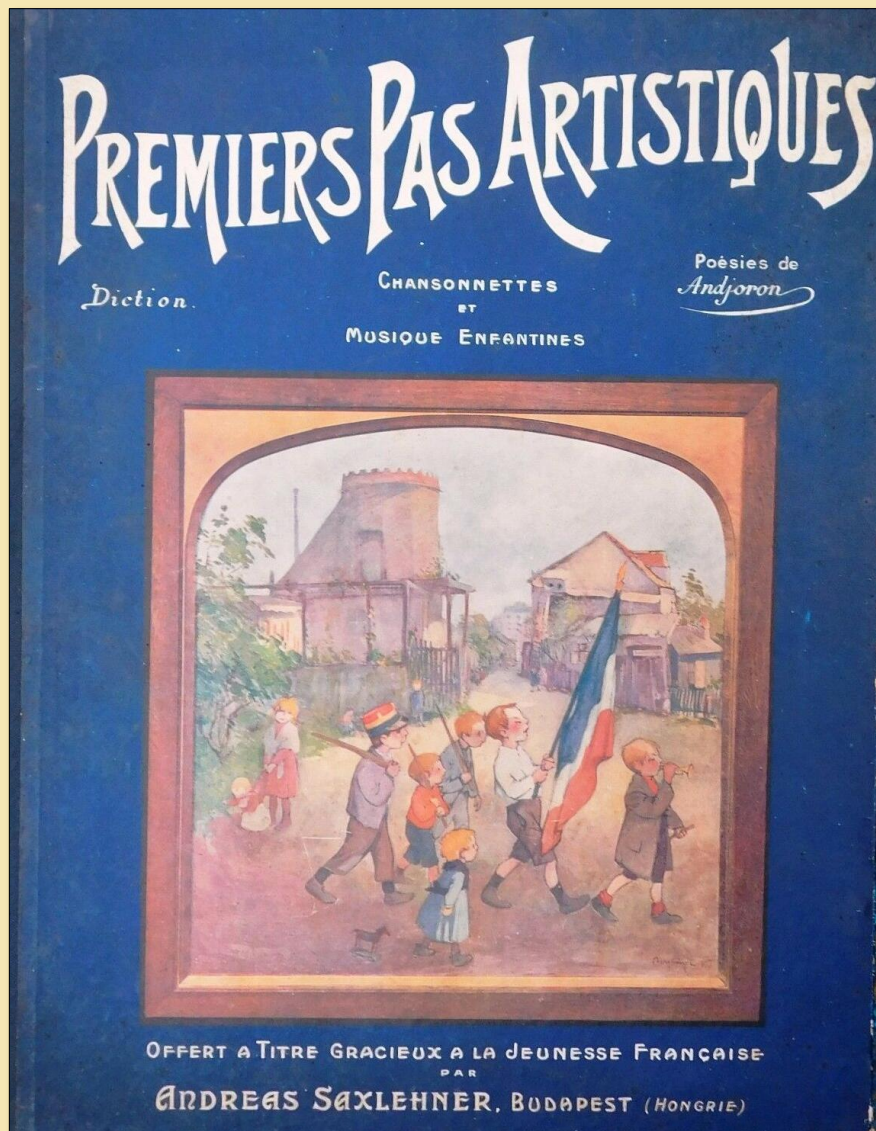
... worldwide, using all types of media.



French postcard with Hunyadi-János outdoor advertising on a tourist boat in Paris.

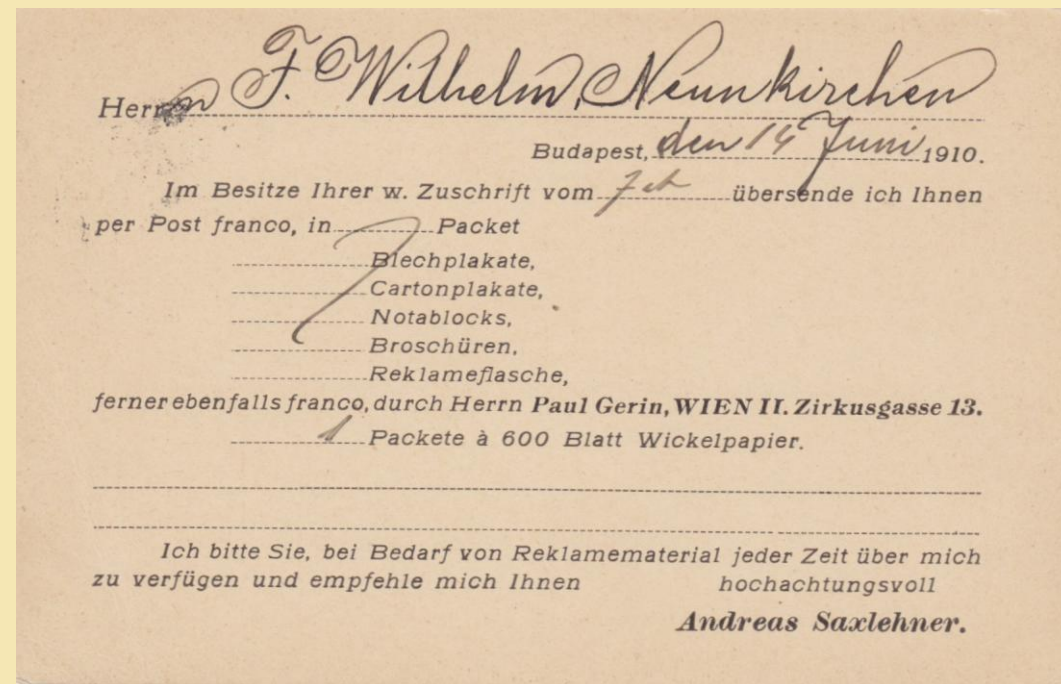
Modern marketing...

... worldwide, using all types of media.



Modern marketing...

... Including point of sales materials



Modern marketing...

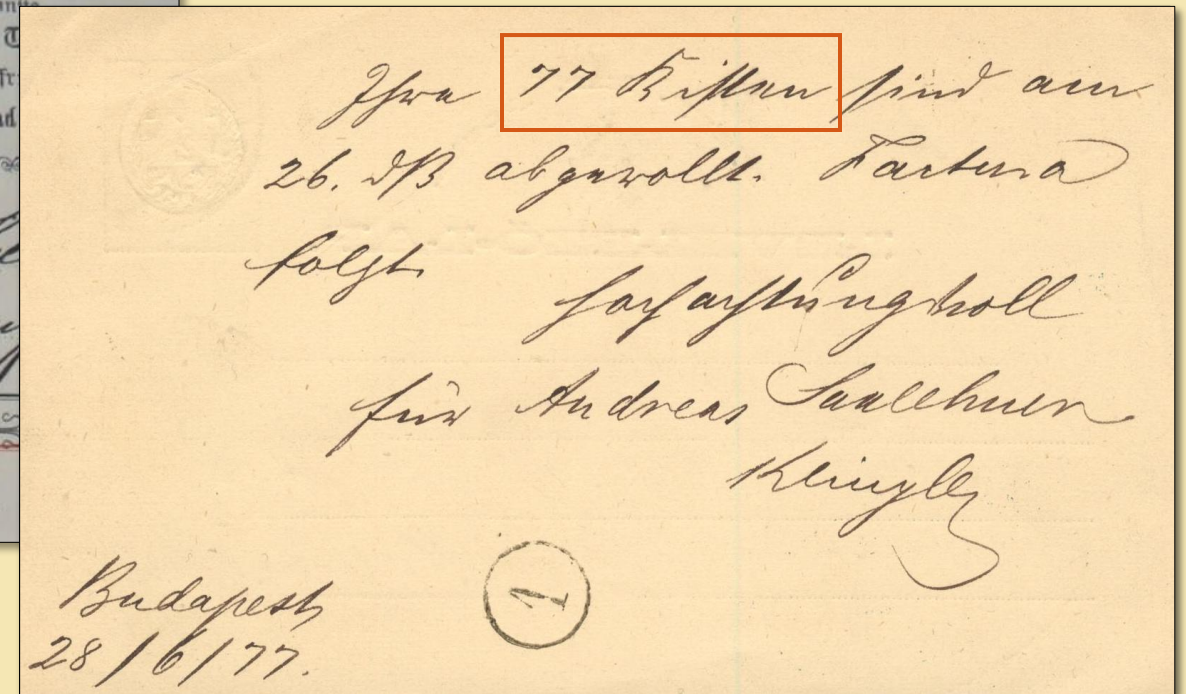
... integrating events.



A. Saxlehner stand at the 1900 Universal Exhibition in Paris

Worldwide distribution...

...Germany delivered directly.



Stationary 2 Kr - first drawing from 1874

Worldwide distribution...

... and paid directly.



Why a cash payment when a postal order was 10 Pfennig cheaper ?

1st weight range letter (< 250 g) with 1st weight range declared value (< 600 Mark) over a distance of more than 75 km.



Worldwide distribution...

... Australie



[3920]

Registrar General's Office,
Sydney, 12th June, 1888.

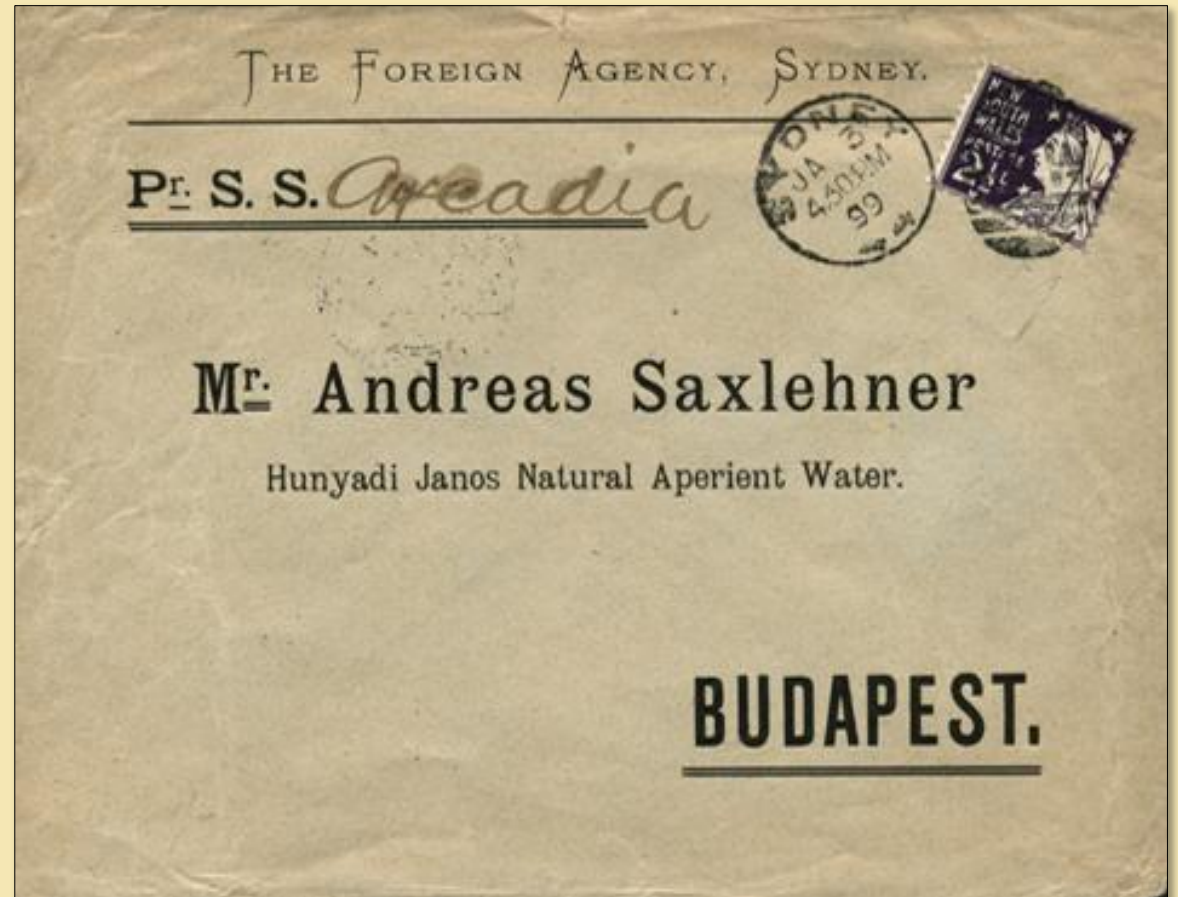
TRADE-MARKS.

IT is hereby notified that Edward Waters, of the International Patent and Trade-marks Office, Melbourne, Sydney, and Brisbane, for and on behalf of Andreas Saxlehner, of Budapest, in the kingdom of Hungary, proprietor of mineral water springs, has, in pursuance of the 4th section of the Trade-marks Act 23 Vic No. 9, applied to register two Trade-marks of the following description, viz. —

No. 1 consists of the name "Hunyadi János," being fancy words not in common use, thus—

HUNYADI JÁNOS

No. 2 is an oblong label with plain border, bearing a portrait of Hunyadi János, the famous Hungarian hero of the fifteenth century, in a circular frame decorated at the sides with voluted scroll work. Above this are the Hungarian words, "Hunyadi János Budai Keserűviz Forrás," which being translated mean "John Hunyadi, Bitterwater Spring, of Buda," and below it the words "Hunyadi János, Mineral Spring Proprietor, Andreas Saxlehner, in Pest." Then follows printed matter and a fac-simile of the signature of the said Andreas Saxlehner. This label may be used either with or without wings containing references to prize medals and other printed matter, and may be printed on a red or any other coloured ground, on white or on blue, or any other coloured paper, thus—



Letter from the Australian distributor in Sydney addressed to the parent company, franked with 2½ pence (1897 issue) from New South Wales for the weight of the first echelon.

Worldwide distribution...

... United States and Great Britain



HUNYADI JÁNOS
Natural Aperient Mineral Water.
25 years' Success in the U. S.

IMPORTANT NOTICE:

The only proofs of the genuineness of the Hunyadi János Mineral Water are the name „Hunyadi János“ on the label and capsule, and the name of „Andreas Saxlehner“ on the label and cork.

Any additional labels which may be put on the bottles by dealers, for whatever private purpose, have no bearing on the genuineness of the Hunyadi János Natural Mineral Water.

Andreas Saxlehner, Budapest
By special Appointment
to H. M. the Emperor of Austria and King of Hungary.



2nd-weight range registered letter (2x 5 cents + 8 cents recommendation fee) addressed to his son Edmund, in the London Branch.

Worldwide distribution...

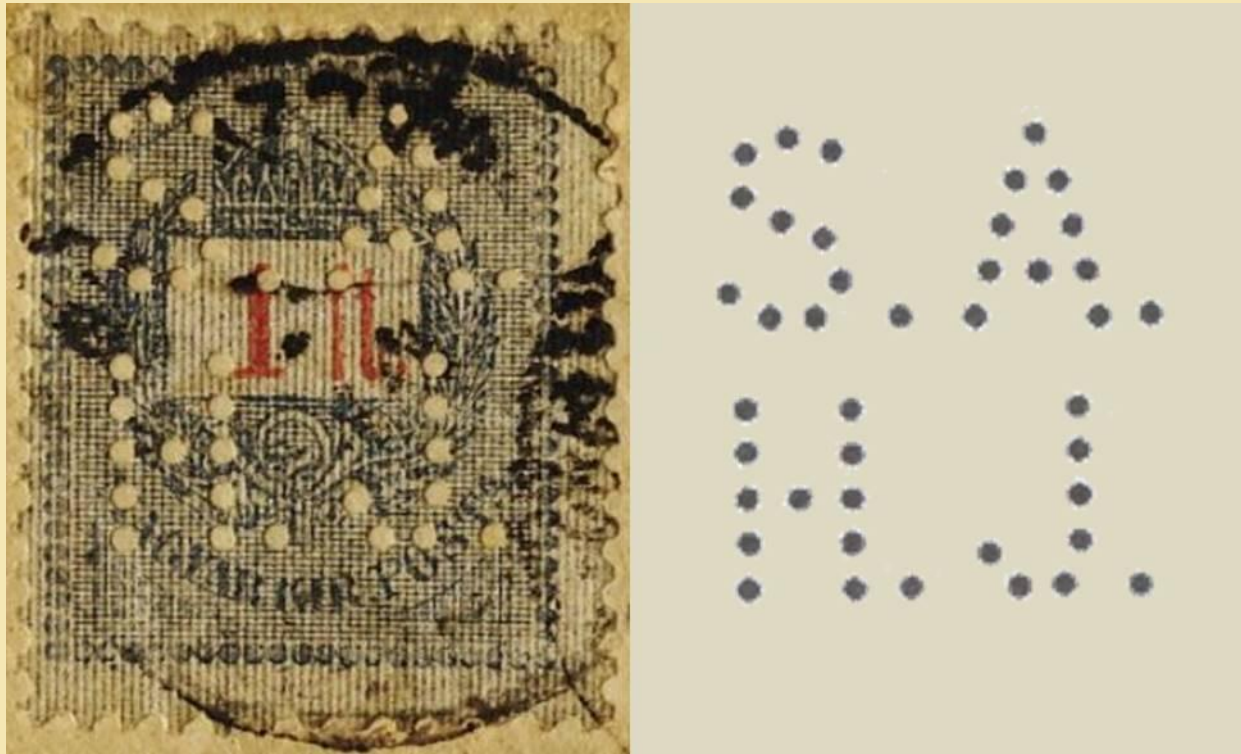
... Canada and the United States



18th-weight range registered letter costing 18 x 10 Kr + 10 Kr.
This is the heaviest letter known to have been sent to a destination outside Europe.

Worldwide distribution...

... Canada and the United States



Saxlehner **A**ndrás

Hunyadi **J**ános

Saxlehner began perforating stamps in March 1891.

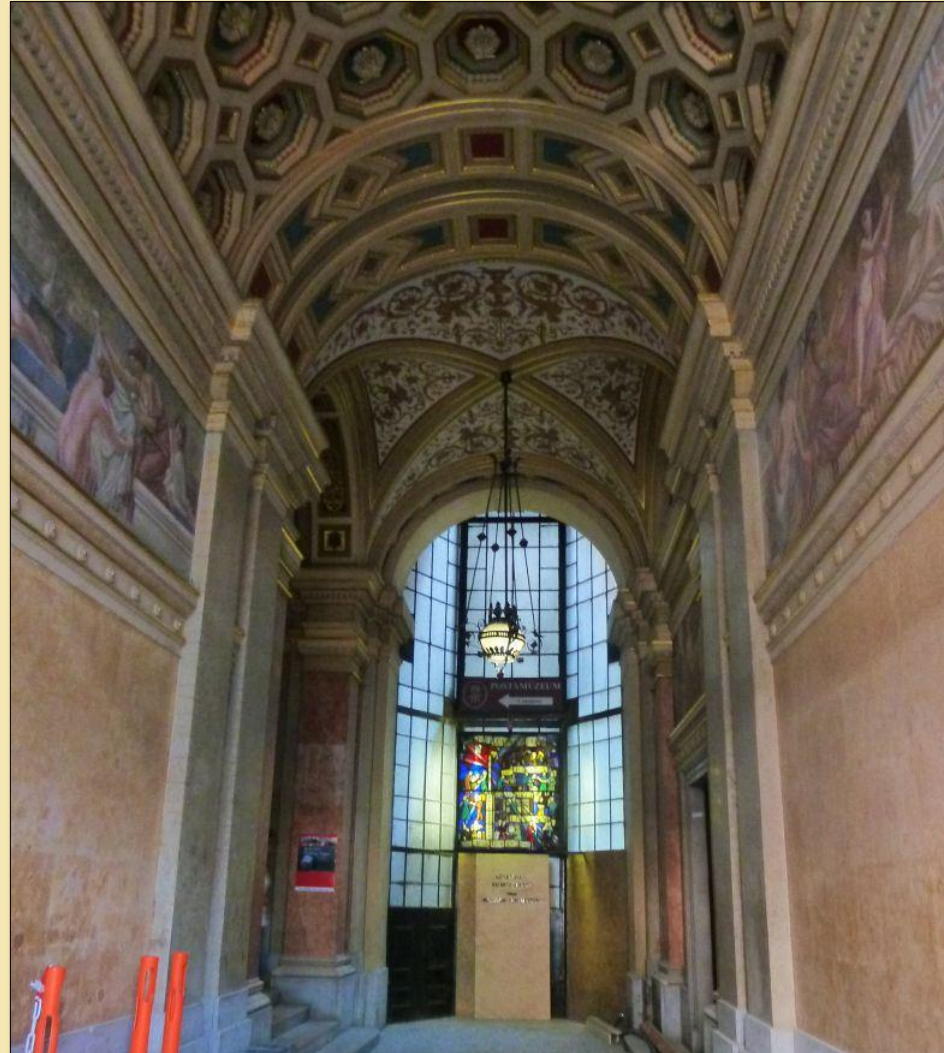
A passion of the Saxlehners

... for Philately?



A passion of the Saxlehners

... for Philately?



The Saxlehner Palace in Budapest

A passion of the Saxlehners

... for Philately?



was the home of the Postal Museum (not the Stamp Museum) until 2012!



Thank you for your
attention



András Saxlehner
(1815-1889)