

it had stayed hidden and jumped in with both feet to promote Old Grand Dad, with the result that today it will stand high in the ranking of the ten best sellers of straight whiskies.

This researcher contacted the National Distillers Products Company of New York and from their Public Relations Directory received the following pictures and story about "Old Grand Dad."



HISTORY OF OLD GRAND-DAD: AMERICA'S FINEST BOURBON

As a brand name, Old Grand-Dad is one of America's very oldest, having first been used in 1882. However, as far back as 1796, the first member of the Hayden family, for whom Old Grand-Dad was named began distilling in Kentucky. He was followed by his son in 1819 and, finally, by his grandson, Colonel R.B. Hayden, who actually named the brand.

Mida's Directory of 1898 states that the mark Old Grand-Dad was first used in 1882. It was in 1882 that Colonel R.B. Hayden and his partner, F.L. Ferriell, located their distillery #420 in Hobbs, Bullit County, Kentucky. It was there that Old Grand-Dad, as a name brand, was born. Some well posted historians contend that this distillery was built just after the Civil War, although the brand Old Grand-Dad was not used until 1882.

Under the name of R.B. Hayden & Co., two different whiskies were produced. One was simply, "Pure Rye" and the other, Old Grand-Dad. It is interesting to note that one of the Old Hayden labels calls Old Grand-Dad "Hand-Made Sour Mash Whiskey" with no mention of the word "bourbon."

At the death of Col. Hayden in 1885, his partner, F.L. Ferriell, was joined by P.S. Barber, and the firm name was changed to Barber, Ferriell & Co. The present Old Grand-Dad label has been taken from a bust made to resemble the gentleman, BASIL HAYDEN, SR., on the first label. Lewis Hayden, the son of BASIL HAYDEN, SR. and HENRIETTA COLE, was the father of Raymond B. Hayden, the originator of Old Grand-Dad whiskey. According to the St. Joseph's Baptismal records the home of Lewis Hayden was a church station. This house, which still stands and is in excellent condition, is located East of Bardstown near Woodlawn. BASIL HAYDEN, SR. received the title to this land (Nelson Co., KY Deed 3:77) on 12/3/1785. The house was built about 1788 and is one and half stories with seven rooms and two halls. The house is well preserved and adds a tone of pioneer dignity to the community. It is certainly possible that BASIL HAYDEN, SR. and HENRIETTA COLE lived here.

On 2/13/1816 Lewis Hayden married Mary "Polly" Dant (b 1795, d 5/10/1879), the daughter of Joseph Dant (p John Baptist Dant) and Elizabeth Shercliff. Lewis and Mary are both buried at St. Joseph's Cemetery in Bardstown, Kentucky. Their children have been taken from the records of Florence Lovejoy of Owensboro, Kentucky.