

(FINAL DRAFT)

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**Hayner Distilling Company (1866-1920)
– giant mail order whiskey firm**



(Fig. 1 Hayner Distilling Co. letterhead)

Researched, organized, illuminated and presented

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Cultural Historian

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The Hayner Distilling Company (**Fig. 1**) began its operations in 1866 in the aftermath of the Civil War. But the ambitious firm was not incorporated until the 13th day of **May 1899**.

The Articles of Incorporation stated “...*the Corporation was formed for the purpose of manufacturing, buying, selling and dealing in wines, liquors, distilled spirits, and all things necessary or incident thereto.*” (The articles were amended later so the company would be able to “...*sell cigars and tobacco.*”)

Lewis Hayner, was born in Warren County, Ohio in **1821**. From the beginning of the firm’s existence, Hayner was listed as owner and president of the distilling company that was located in Troy, New York, on the western edge of Rensselaer County and on the eastern bank of the Hudson River.

[Not many people know it but Lewis Hayner was a not-so-famous patent medicine vendor who sold cures and lung medicines as evidenced by a few dug bottles embossed Hayner.]

Hayner Distilling Company was the inventor of the **Hayner combination lock back-bar bottle (decanter) bottle-stopper (Figs. 2 & 3)**.



(Fig. 2 Hayner Whiskey decanter bottle combination lock stopper)



(Fig. 3 Hayner Whiskey decanter with combination lock stopper bottle)

Hayner combination-lock stoppered “back bar bottle” (decanter)

In **1909** the Hayner Distilling Company came out with a special whiskey bottle of their invention. It was called the W.S.K. bottle, selling at \$1.30 full of whiskey. The initials stand for Walter S. Kidder the designer of the bottle. While the bottle was often called the Hayner back bar bottle it was never intended for use as a back bar bottle. It was designed as a decanter to have a combination lock stopper that fit into the neck of the bottle and could not be removed unless the correct number combination was used on the lock. The lock supposedly kept other people (servants, for example) and young children from drinking your whiskey. The bottle was first offered for sale for the very first time during the Christmas Season of 1909. The bottle had grooves in the neck to accommodate the combination lock’s two protruding “dogs”. The bottles were made of only a good quality clear glass – no other colors of the combination lock bottles have thus far been found. Each of the combination lock bottles came with a set of directions (**Fig. 4**).

Hayner Product List

The Hayner Distilling Company put out 36 different brands of liquor (**Fig. 5**).

HAYNER’S (1893) PRODUCT LIST (per quart)

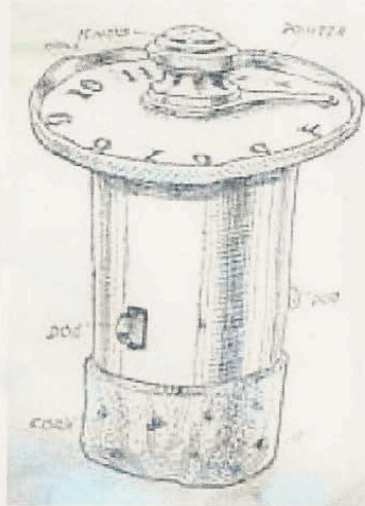
HARVEST TIME RYE	3.00	IMPORTED HOLLAND GIN	4.00
OLD TOM MARSHALL RYE	2.25	IMPORTED HOLLAND GIN, EXTRA FINE, “DENYPER”	5.00
OLD TOM MARSHALL BOURBON	2.25	CORNING GIN	2.50
DUNCAN BOURBON, DOUBLE COOPER, 6 YRS. OLD	3.00	OLD TOM GIN	2.50
CREAM OF KENTUCKY, DOUBLE COPPER, 6 YRS. OLD	3.00	NEW ENGLAND GIN	3.00
DOUBLE COOPER CORN, 6 YRS. OLD	3.00	IMPORTED JAMAICA RUM	4.00
TEN-YEAR DOUBLE COOPER RYE	4.00	IMPORTED BERLINER KUMNEL	4.00
TWELVE-YEAR OLD DOUBLE COOPER RYE	5.00	ROCK and RYE, made from DOUBLE COPPER RYE	3.00
NINE-YEAR OLD HAND MADE SOUR MASH (FINEST)	4.00	PEACH & HONEY	3.00
TWELVE-YEAR OLD HAND MADE SOUR MASH (FINEST)	5.00	GENUINE IMPORTED SHERRY WINE	3.00
BEST BLACKBERRY BRANDY	2.00	DOMESTIC SHERRY WINE	2.25
BEST CHERRY BRANDY	2.00	CALIFORNIA GRAPE WINE	2.00
IMPORTED COGNAC BRANDY XX	4.00	HAMMONDSPORT CATAWBA WINE	2.00
IMPORTED COGNAC BRANDY XXX (FINEST)	5.00	FLORIDA ORANGE WINE	2.00
GINGER BRANDY	2.50	CALIFORNIA ANGELICA WINE (FINEST)	2.50
TENNESSEE PEACH BRANDY, 6 YRS. OLD	3.00	CALIFORNIA PORT WINE	2.00
MARYLAND APPLE BRANDY, 6 YRS. OLD	3.25	IMPORTED PORT WINE	3.00
FLORIDA ORANGE BRANDY, MADE IN FALL OF ‘86	4.00	IMPORTED MADERIA WINE	3.00

(Fig. 5 Hayner’s Product List)

HAYNER PATENT LOCK STOPPER

This ingenious Lock Stopper is a safeguard against servants, children or anyone else tampering with your whiskey - as the bottle cannot be opened without a knowledge of the combination.

Fully protected by patents owned and controlled exclusively by
The Hayner Distilling Company. Any infringements will be prosecuted.



INSTRUCTIONS

HOW TO OPERATE COMBINATION LOCK STOPPER

1. Moisten the cork part in hot water so it will soften and work easily in and out of the bottle.
 2. See that the Lock-Stopper is unlocked - which can be determined by pressing in the two dogs which extend out just above the cork. If the dogs will not press in, then the stopper is locked -- and can be unlocked by following the instructions "How to unlock the Stopper" given below.
 3. When the Lock-Stopper is unlocked -- press it into the neck of the Lock-Stopper Decanter until the dogs set into the groove inside the neck of the bottle. Then turn the combination a few times and the bottle is locked.
- NOTICE -- This Lock-Stopper can only be used in our Lock-Stopper Decanter.
4. TO UNLOCK THE STOPPER. Set pointer at 12, then turn entirely around to the LEFT one or more times stopping at $4\frac{1}{2}$ Then turn to the RIGHT back to $9\frac{1}{2}$ Catch the Stopper BY THE OUTSIDE RIM and lift it out of the bottle.

DO NOT FORGET THE COMBINATION.

Write it down somewhere so you can refer to it if you should forget it.

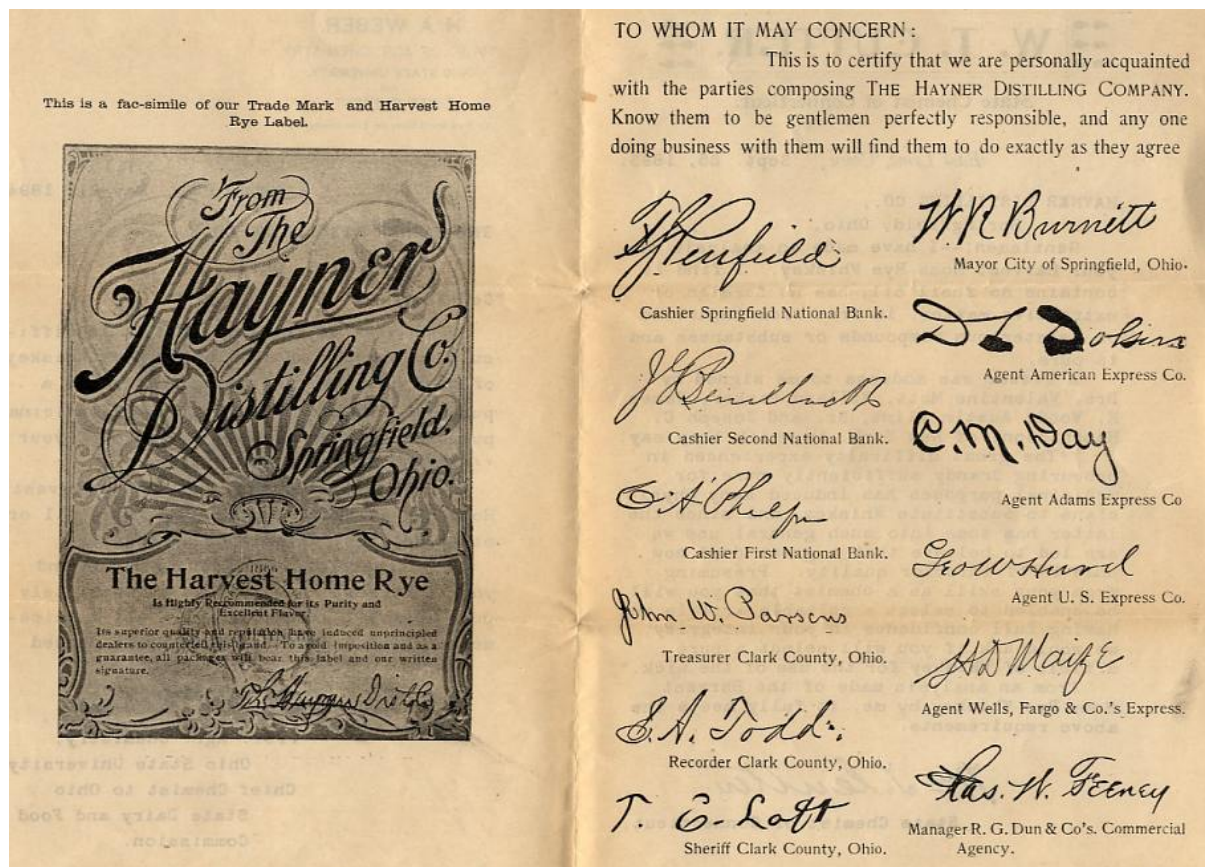
THE HAYNER DISTILLING COMPANY.
DISTILLERS.

Dayton, O. St. Louis, Mo. St. Paul, Minn. Jacksonville, Fla. New Orleans, La.
Distillery, Troy, Ohio.

(Fig. 4 Hayner Lock Stopper Combination)

After Lewis Hayner's death in **1892** the firm went national under the guidance of Lewis' nephews, **William Hayner** and **C. C. Hayner** and William's brother-in-law, **Walter S. Kidder** who was the inventor of the previously discussed and pictured Hayner combination lock back-bar bottle and bottle stopper. William Hayner became company president when Lewis died in **1892**.

It was Walter Kidder who is credited with the advertising flair that marked the Hayner presence on the national scene. He devised the strategy of going directly to customers for sales (**mail order**). Thirsty customers in "dry" communities were a ready-made market for selling whiskey through the U. S. Mail. Two examples of the advertisement are featured here as **Figs. 6 & 7**.



(Fig. 6 Hayner Advertisement)

UNCLE SAM SAYS
IT'S ALL RIGHT.

1904

Uncle Sam in the person of Ten Government Officials, has charge of every department of our distillery. During the entire process of distillation, after the whiskey is stored in barrels in our warehouses, during the seven years it remains there, from the very grain we buy to the whiskey you get, Uncle Sam is constantly on the watch to see that everything is all right. We dare not take a gallon of our own whiskey out of our own warehouse unless he says it's all right. And when he does say so, that whiskey goes direct to you, with all its original richness and flavor, carrying a **UNITED STATES REGISTERED DISTILLER'S GUARANTEE** of PURITY and AGE, and saving the dealers' big profits. That's why **HAYNER WHISKEY** is the best for medicinal purposes. That's why it is preferred for other uses. That's why we have half a million satisfied customers. That's why **YOU** should try it. Your money back if you're not satisfied.

HAYNER
WHISKEY

1 QUART \$1.00
4 QUARTS \$3.20


WE PAY EXPRESS CHARGES IN EITHER CASE.

Send us \$1.00 for **ONE QUART** or \$3.20 for **FOUR QUARTS** of **HAYNER SEVEN-YEAR-OLD RYE**, and we will pay the express charges. We ship in a plain, sealed package; no marks to even suggest contents. If you don't find it all right and better than you can buy from anybody else for double the money, ship it back to us at our expense and your money will be promptly refunded. We ship one quart on your first or trial order only. All subsequent orders must be for at least 4 quarts at 80 cents a quart. The packing and express charges are almost as much on one quart as on four and even at \$1.00 for one quart we lose money, but we want you to try it. **WE PREFER TO HAVE YOU ORDER FOUR QUARTS FOR \$3.20 RIGHT NOW FOR THEN WE WILL MAKE A LITTLE PROFIT AND YOU WILL ALSO SAVE MONEY.**

Trial orders for Ariz., Cal., Col., Idaho, Mont., Nev., N. Mex., Ore., Utah, Wash., or Wyo., must be 1 Quart for \$1.25 by **EXPRESS PREPAID**. Subsequent orders on the basis of 4 QUARTS for \$4.00 by **EXPRESS PREPAID** or 20 Quarts for \$16.00 by **FREIGHT PREPAID**.

Remit by Check, Bank Draft, Express or Money Order. It is unsafe to send currency unless you register your letter. Write our nearest office and do it **NOW**.

ESTABLISHED 1866. THE HAYNER DISTILLING COMPANY, DISTILLERY TROY, OHIO.
DAYTON, OHIO. ST. LOUIS, MO., ST. PAUL, MINN., ATLANTA, GA.,



(Fig. 7 1904 Hayner Whiskey advertisement in Munsey magazine)

Some of the ads emphasized that the whiskey would come suitably disguised from neighbors in “plain brown wrapper” —a phrase that from then on became common for secret products sent through the mail (**Fig. 8**).

For Medicinal Purposes.
DIRECT FROM DISTILLER TO CONSUMER



\$3²⁰
FOUR FULL QUARTS
 Express Prepaid.

*Saving Middlemen's Profits,
 Preventing Possibility of Adulteration.*

We are distillers with a wide reputation of 30 years' standing. We sell to consumers direct, so that our whiskey may be pure when it reaches you. It is almost impossible to get pure whiskey from dealers. We have tens of thousands of customers who never buy elsewhere. We want more of them and we make this offer to get them:

We will send four full quart bottles of Hayner's Seven Year Old Double Copper Distilled Rye for \$3.20, Express Prepaid. We ship in plain packages—no marks to indicate contents. When you get it and test it, if it isn't satisfactory return it at our expense and we will return your \$3.20. Such whiskey cannot be purchased elsewhere for less than \$5.00.

We are the only distillers selling to consumers direct. Others who claim to be are only dealers. Our whiskey has our reputation behind it.

Hayner Distilling Co., 595-601 W. Fifth St., Dayton, O.

References—Third Nat'l Bank, any business house in Dayton or Com'l Agencies.
 P. S.—Orders for Ariz., Colo., Cal., Idaho, Mont., Nev., N. Mex., Ore., Utah, Wash., Wyo., must call for 20 quarts, by freight, prepaid.

[The above offer is genuine. We guarantee the above firm will do as they agree.—EDITOR.]

(Fig. 8 Hayner Advertisement)

The postman, probably alerted by the gurgles, must have had some notion of the full bottles he was delivering. Incidentally, in those days, mail carriers were accustomed to daily loads of up to 70 pounds (**Fig. 9**).



(Fig. 9 Postman delivering Hayner Whiskey)

Another reason besides mail order for Hayner's success may have been its emphasis on purity of its products against the rotgut that often was being foisted on customers by local saloons. Those establishments were notorious for doctoring their whiskey with a pharmacy of chemicals that all too often could be dangerous to the health of drinkers.

Price too may have played a part in Hayner's success. Hayner emphasized **"cutting out the middleman"** in his advertisements. Four quarts of Hayner's Seven Year Rye could be had for \$3.20 total in 1904 (**Fig. 10**).

(Fig. 10 1904 Hayner Advertisement)

Hayner's guarantee was as follows: ***"Goods must please you in every respect or they may be returned at our expense and you will not be out even one cent."***

Webb–Kenyon Act

The Webb–Kenyon Act was a **1913** law of the United States that regulated the interstate transport of alcoholic beverages. It was meant to provide federal support for the prohibition efforts of individual states in the face of charges that state regulation of alcohol usurped the federal government’s exclusive constitutional right to regulate interstate commerce.

The statute reads:

“The shipment or transportation, in any manner or by any means whatsoever of any spirituous, vinous, malted, fermented, or other intoxicating liquor of any kind from one State, Territory, or District of the United States, or place noncontiguous to, but subject to the jurisdiction thereof, into any other State, Territory, or District of the United States, or place noncontiguous to, but subject to the jurisdiction thereof, which said spirituous, vinous, malted, fermented, or other intoxicating liquor is intended by any person interested therein, to be received, possessed, sold, or in any manner used, either in the original package, or otherwise, in violation of any law of such State, Territory, or District of the United States, or place noncontiguous to, but subject to the jurisdiction thereof, is hereby prohibited.”

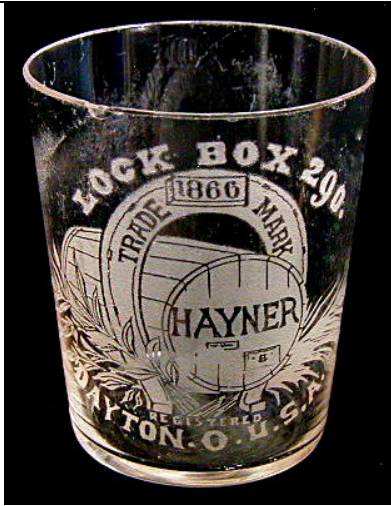
No law has stood the test of time like the Webb–Kenyon Act, passed by Congress to prevent alcoholic products from being sent by mail into states that had enacted “dry” laws (prohibition). It stood unchanged until May **2005** when the U.S. Supreme Court struck it down.

Distribution

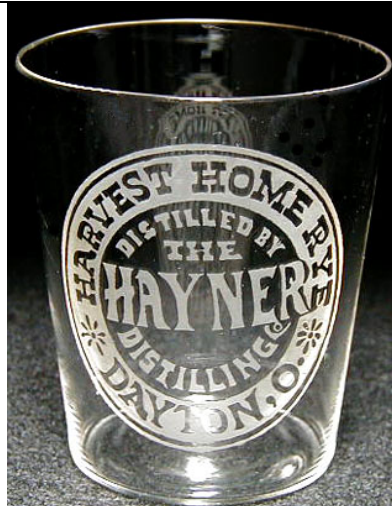
Hayner distributed distilled spirits and its other products from the following cities: **Troy, Dayton, and Springfield, Ohio; St. Louis, Missouri; St. Paul, Minnesota; Atlanta, Georgia; Boston, Massachusetts; New Orleans, Louisiana; San Francisco, California; Jacksonville, Florida; and Chattanooga, Tennessee.**

Shot glasses & sample bottles & other advertising

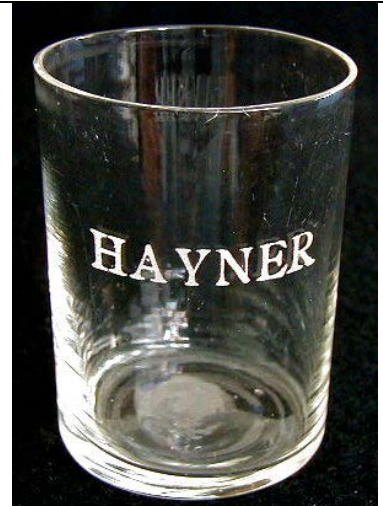
The Hayner Distilling Company was a very well advertised firm and put out a good variety of spirits. They sent out and gave away many thousands of sample whiskey bottles plus beautifully etched shot glasses. Some of the shot glasses were included in cases of whiskey shipped to individuals (**Figs. 11, 12, & 13**).



(Fig. 11 Shot glass for Hayner Whiskey)



(Fig. 12 Hayner Whiskey shot glass)



(Fig. 13 Hayner Whiskey glass)

Bottles

Since Hayner Distilling Company was such a famous and popular brand of whiskey the bottles used to contain its products were many and varied. The variety can most easily be identified and studied in its paper labeled bottles. The following are some of the variety of bottles that Hayner used: **Figs. 14, 15, 16, 17, 18, and 19.**



(Fig. 14 1897 Hayner Suncolored Whiskey)



(Fig. 15 Amber Hayner Whiskey bottle)



(Fig. 16 Clear glass pint Hayner Whiskey)



(Fig. 17 Dark sun-colored purple Hayner bottle)



(Fig. 18 Hayner amber glass bottle & paper label)



(Fig. 19 Hayner Whiskey bottle-pint)

Pottery Jugs

The Hayner Distilling Company, like many other firms that manufactured and sold whiskey, sold their products in ceramic jugs (“crocks”). The following are a few of those used by Hayner: **Figs. 20, 21, and 22.**



(Fig. 20 Hayner Whiskey Jug)



(Fig. 21 Hayner Whiskey Jug; Springfield, Ohio)



(Fig. 22 Hayner Lock Box stoneware)

Miscellaneous

Hayner Distilling, when it went out of business in the second decade of the twentieth century, left behind other relics than those featured in this article that testify to the fact the giant firm did once exist. Among the favorites are: **Fig. 23** and **Fig. 24** (“Lock Box 290” refers to a popular Hayner whiskey).



(Fig. 23 Lid for metal cup)



(Fig. 24 Hayner tip tray)

End of the Hayner Distilling Company



(Fig. 25 Hayner Distillery ca. 1894)

In 1920 when Prohibition went nationwide, the Hayner Distilling Company closed its doors, never to be opened again. (The giant mail order whiskey firm as it appeared circa 1894, at its peak is shown here as **Fig. 25.**)

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