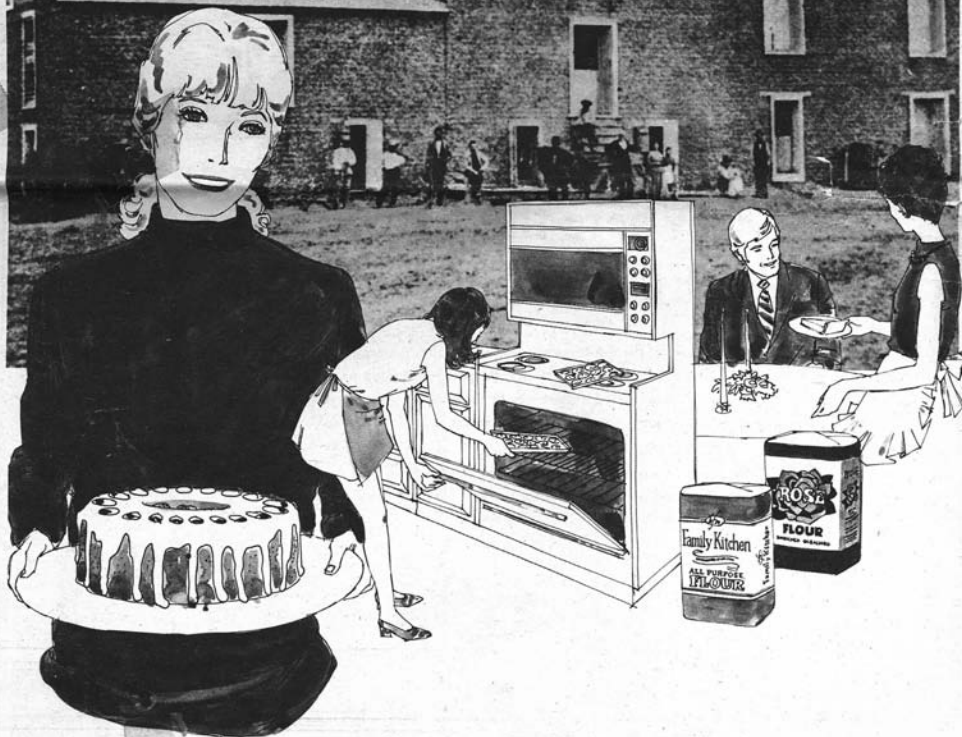
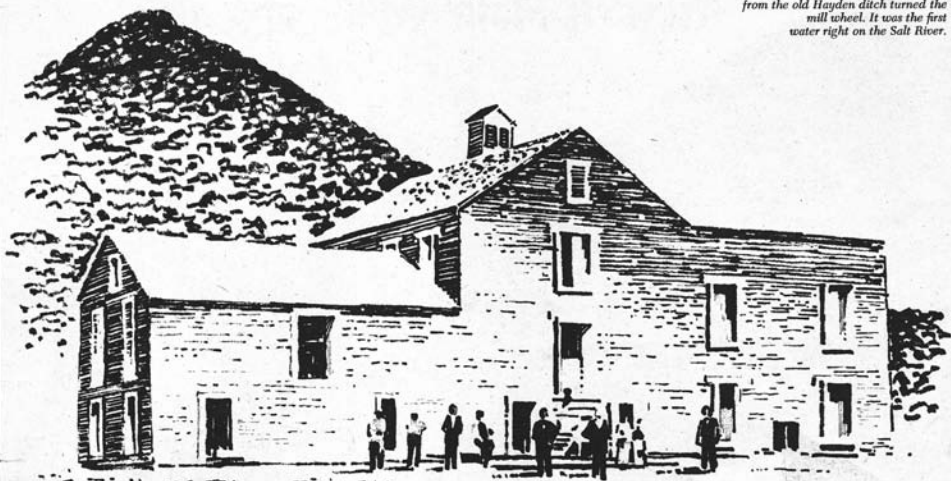


# Hayden Flour Mills Centennial



*The original Hayden Flour Mill, built in 1871, was located on the site of the present structure. Salt River water from the old Hayden ditch turned the mill wheel. It was the first water right on the Salt River.*



## Where the Salt River First Went to Work

The power of the Salt River was first used to turn the wheels of industry at the Hayden Flour Mill in 1871. Today, the power of the Salt no longer turns mill-wheels, but converted to electricity by the Salt River Project, it is helping to serve the power needs of half a million Arizonans and literally hundreds of industries and businesses in our valley.

The Salt River Project congratulates the Hayden Flour Mills on their 100th year of continuous operation and for the part our state's oldest manufacturer has played in helping build a better Arizona.



Our Only Business is Helping Build a Better Arizona.

Hayden Mills celebrates 100th anniversary

# A Century of Good Eating

As a pioneer trader in the Southwest, Charles Trumbull Hayden traveled through Arizona, and on one trip between Tucson and Prescott in 1869, he climbed Tempe Butte and was inspired by the panoramic view of the Salt River Valley.

Settling at the present site at Tempe in 1871, he quickly set to

work with local Indian and Mexican labor to construct a ferry to cross the then-flowing Salt River, a grist mill, a mercantile store, and a blacksmith shop to serve the growing Valley settlements. He also built a home, barns, stables, lime kiln and planted orchards.

The flour mill was operated by

a water wheel turned by water from a canal which he dug around the foot of the butte.

Wheat for the mill was originally supplied by Pima and Maricopa Indians living near the Gila River, and by 1880 Hayden had persuaded some of the Church of Jesus Christ of Latter-day Saints (Mormon) fami-

lies to settle Camp Utah (Lehi). He furnished them with teams and supplies, in exchange for which they did his hauling.

As an increasing number of farmers settled in the Valley, their crops of grain created a constant supply for the Hayden Mill, with the flour being hauled to old forts and other settlements



Formerly powered by a water wheel turned by water from the Hayden Ditch, the modern Hayden Flour Mill processes virtually all the milling wheat grown in Arizona. The 150 foot high grain elevator has a storage capacity of 300,000 bushels of grain. The mill can process 75 tons of wheat per day, and has a work crew of 100 men.



**Hayden flour...** *It's been our bag for 38 years*

## 'Hayden Mills purchases the entire crop of Arizona milling wheat'

throughout the area as far distant as the copper and gold mines near Globe.

In the early 1890s the original mill was partially destroyed by fire, but it was soon rebuilt and enlarged, only to become idle soon after the death of Charles Hayden in 1900.

Although Carl Hayden left Stanford University to look after the family business following his father's death, he had little interest in operating the mill, and so he rented it to A. J. Peters in 1904. In 1917 it was once again destroyed by fire.

Shortly after, a group of Valley farmers formed the Tempe Milling Company and constructed buildings which comprise much of the present mill.

Following several mergers and reorganizations, Hayden C. Hayden, grandson of the founder, obtained sole ownership.

With its 150 foot high grain elevator, the mill's storage capacity is 300,000 bushels of grain, and it can process 75 tons per day with its modern equipment. The early-day work crew of a half-dozen men has grown to 100, with an annual payroll of over \$700,000.

An even dozen varieties bear

the Hayden label, including such familiar brands as Rose, Family Kitchen, Tulip, La Paloma and others. There are special blends for home baking, one for Mexican tortillas, and another specially milled for making Indian fry-bread.

The company purchases the entire crop of Arizona milling wheat, as well as large quantities of 12 different types of dry beans, which along with rice are packaged under the Rose label.

Hayden Mills is the state's largest distributor of bakery supplies, including 50 varieties of General Mills bakery flours, 150 items offered to bakeries by Rustco Bakery Supplies and 200 products from Karp's Bakery Supplies.

In addition, the company distributes all supplies, including mixes, fillings and shortening for the Dunkin' Donut chain throughout Arizona.

Hayden believes the future will be even kinder to the operation than the past has been, predicting that the mill's capacity will at least quadruple, and that super-enrichment of flour will nearly double current standards. □



Constructed in 1871, the original Hayden Flour Mill was located at the base of the Hayden (Tempe) Butte. The mill and other facilities, such as a ferry service, store and blacksmith shop formed the nucleus of the community known as Hayden's Ferry, later changed to Tempe.

# That Old-time Grocer Spirit

Without trading centers such as the one established by Charles Trumbull Hayden at Tempe in 1871, early settlers could not have long endured the rigors of expansion and lack of civilization.

Early day storekeeping was not for the faint hearted, with frontier merchants being men of courage and resourcefulness.

Today, the type of man needed for the grocery business has not changed much. An enterprising "storekeeper" must continue to

pioneer, persevering in his business with energy and imagination to survive in a highly competitive industry.

In sharp contrast, however, to the itinerant trader and frontier merchant who provided basic necessities to the early settlers of Arizona, grocers today offer a large variety of sophisticated goods and services — many of them Arizona produced.

Supplying these markets are many Arizona companies, producing such products as meats,

specialty and gourmet foods, beer, sugar, dairy foods, flour and beans, as well as a variety of non-food items.

One of the major grocery suppliers is the Hayden-Brokerage Company, which represents a full line of Stokely-Van Camp foods, and products of the Brown and Penderosa paper companies.

Arizona retailing now affords jobs to more than 103,000 persons. Total sales in 1969 exceeded \$3.5 billion. This represents an increase of 100 per cent in the decade since 1959 and reflects the overall growth of Arizona's economy.

In 1878, the Salt River Herald

reported in a business census that Phoenix had "14 general merchandising establishments, four bakeries and three meat markets."

Today, with a population of nearly one million, metropolitan Phoenix has 116 shopping centers containing more than 12 million square feet of building area, and grocery retailers in the state number over 1,500.

The list of contributions by the grocery industry to the overall economy of Arizona is a lengthy one. Without such a contribution, continued growth of the state's economy would be seriously hampered. □



Hayden C. Hayden, owner and president of Hayden Flour Mills, displays in the yard of La Casa Vieja, formerly the Hayden family residence, bags of some of the 12 different varieties of flour produced at the plant. At the center of the picture is a plaque which details the historical significance of the location. Hayden's Ferry was located some 1,200 feet northeast. In the background is the mill.

## CONGRATULATIONS to HAYDEN FLOUR MILLS

May this first successful century  
be only the beginning.

### GOULEY BURCHAM COMPANY

BROKERS FOR C&H CANE SUGAR

P.O. Box 3886 • Phoenix, Arizona 85003

## OUR STATE FLOUR!

It is, you know. Since its beginning 100 years ago, Hayden has established itself as one of the finest flour mills in the Southwest. And since it's the only mill of its kind in Arizona, it is — quite literally — our State Flour.

We at the Valley Bank are awfully proud of the fact that over the years the people at Hayden Flour and ourselves have developed, and enjoyed, a close working relationship.

And we look upon this as a celebration of not only their past 100 years, but of the start of their next 100. Sincere congratulations to Hayden Flour Mills!

**VALLEY NATIONAL BANK**  
120 OFFICES

# Early ads reflect frontier life

## In the Southwest, HAYDEN FLOUR MILLS has been a forward-moving enterprise for 100 years.

A special salute to progress from one century-old firm to another: This corporate milestone is an achievement not to be taken lightly.

It takes a quality product. The thrust of sound management. A lot of time spent tending to production methods, motivating people and solving problems.

Today, we join in congratulating HAYDEN on its rise to this distinguished position.

**BEMIS**

BEMIS COMPANY, INC.  
800 Northstar Center  
Minneapolis, Minn. 55402

113 years of service with  
packaging products, materials, equipment

Glancing through an antique newspaper can usually provide an interesting insight into the people of an era as well as the area, while frequently providing for a good chuckle.

Offering no exceptions to this general rule are copies of the Salt River Herald, dated March 2, 1878, and the Tempe News, published February 14, 1891, containing two of the oldest known preserved advertisements for Hayden Flour Mills.

In what was apparently the style of the day for advertising copy writers, two other commercial messages in addition to the Hayden Mills ad carried duplications in wording.

Besides the "FLOUR! FLOUR!" announcement from Hayden, the City Brewery of Prescott went a step further with an appeal of "BARLEY WANTED!!! BARLEY WANTED!!!!"

Capping them all was the firm of E. Irvine & Company, located at Hayden's Ferry, which duplicated nearly the entire message, reading in the singular, "NEW STORE!! AT PHOENIX PRICES. CHEAP FOR CASH!!!! FARMERS, STOCK RAISERS, AND MINERS," and the final single line, "Call and Satisfy Yourselfes."

Men who frequent barbershops (the number seems to be dwindling) may be interested to learn that in 1878 hair was being cut for fifty cents, a shampoo cost fifty cents, a shave was a quarter, while for a dollar the barber would give you the works. Of course, that was in the day when a cowboy worked 12 or 14 hours for about a dollar.

In an unusual section, news of the Territorial Normal School (now the Arizona State University) was published with its own nameplate, identifying it as the Normal Echo. Included were volume and number notations, as though it were a separate publication.

From reading that early version of The State Press, it was obvious that no one had much cause to worry about the co-eds becoming vocal spokesmen for any radical groups. In fact, they apparently could hardly be persuaded to participate in class.

According to the column, "Heretofore your young lady students have declined to take part in a debate for fear of someone looking at them while speaking, but now that a number of girls have been billed for a debate, great results may be expected." How times have changed.

An advertisement promoting the City of Tempe billed it as the "Coming City of Arizona," proclaiming that "Tempe is the Most Important



In what is believed to be the oldest preserved advertisement for Hayden Flour Mills, it was noted that the mill wheels had been running constantly for the past two years; that the structure was in no danger of being swept away by flood waters; that water turning the mill came from the Territory's highest snow-capped mountains, and prophetically that the capacity of the mill "can be increased with the wants of the people."

Commercial Center of the Southwest."

A list of the various fruits, nuts, grains and other plants reportedly grown in the Valley at that time might have caused a reader unacquainted with the area to believe that it was not at all unlike the Garden of Eden.

Other advertisers in that early edition included the ancestors of two of Arizona's largest banks.

According to their advertisements, the National Bank, a forerunner of today's First National Bank of Arizona, had \$100,000 in "Capital Paid Up," while the Valley Bank, whose offspring, the Valley National Bank of Arizona, currently the largest such institution in the Southwest, had paid up capital of \$50,000, with a surplus of \$35,000.

Incidentally, if borrowers believe that interest rates are abnormally high today, it is worth noting that the administrator of an estate was advertising a parcel of land and a share of water for sale to the highest bidder, with interest set at 10 per cent. □

# Corporation boosts Arizona industry



Since at least 70 per cent of every dollar spent for an Arizona produced product or service remains in the state, changing hands four to five additional times, Hayden Flour Mills is firmly committed to encouraging consumers to "Buy Arizona."

"By making consumers aware of the advantages of purchasing Arizona products and services," observed Hayden C. Hayden, president of Hayden Flour Mills, "the growth of private enterprise is encouraged, resulting in greater diversification in business and greater stability of employment."

He pointed out that when a person buys a product in Arizona which has been manufactured outside the state, the manufacturer spends only about 4.5 per cent of the sales dollar here, with 95.5 per cent going out-of-state.

In order to help counteract this unfavorable economic balance, Hayden Flour Mills in 1968 led a drive in the Arizona food industry to create an "Arizona Food Week."

This concept was expanded to include all other facets of the state's manufacturing and service compa-

nies, and was called Arizona Products Month, later to become the Arizona Super Corporation, with Hayden Mills as a charter member.

A statewide, nonprofit organization, the Arizona Super Corporation is dedicated to the promotion and development of Arizona products and services.

As Arizona's only flour mill, the company purchases virtually all milling wheat produced in the state, with its several brands of flour and its advertising bearing the "Big A" logo of the Arizona Super Corporation, thus identifying their local origin for the consumer.

By participating in the Arizona Super Corporation, Hayden Mills, along with other association members, hopes to aid the state's economy.

Consequently, a continuing statewide public relations program has been designed to educate Arizona's consumers in the economic importance of buying the more than 1,200 "Made in Arizona" products and many thousands of services provided by Arizona companies. □



## NATIVE SON

THE ONLY ARIZONA SUGAR



We could say "Congratulations"  
Instead, we'll say "THANKS A LOT"

One of the reasons Hayden Flour Mills has stayed in business for a full century is its concern for the Arizona consumer.

Hayden has contributed to community betterment in many ways. Their field work with the retail food stores throughout Arizona is helpful to us in meeting our objectives—highest standards of practice among our members. And that benefits you, the consumer.

Staying in business for 100 years in Arizona—or any place else, for that matter—is a considerable achievement. For that, "Congratulations."

But it only happens because it follows other achievements—the ones that benefit you and us. And for that, "Our most sincere thanks."

**RETAIL GROCERS ASSOCIATION  
of ARIZONA, INC.**

604 East Pierce Street, Phoenix

## General Mills Salutes

# Hayden Flour Mills

our Long Time  
**PARTNERS IN PROGRESS  
IN ARIZONA**  
on their 100th Anniversary



Bakery Sales Service

# Hayden Flour Mills: Built On Quality Service, Products



This fountain, now enclosed and an integral part of Monti's La Casa Vieja Restaurant, was formerly out of doors and surrounded by the old Hayden family home. Gathered around the fountain are Hayden C. Hayden, president of Hayden Flour Mills; Irv Manley, vice president of production; E. J. McCully, secretary-treasurer, and R. E. Cooper, executive vice president.



HAYDEN C. HAYDEN  
President

Successful modern business operations are built on the quality of service and product which they provide, and Hayden Flour Mills is no exception.

For as many years as any of their major buyers, the Arizona supermarket operators can recall, both service and products have been highly regarded.

In fact, such regard by one store executive, Ted Babbitt, of Babbitt's Markets, with stores located throughout Northern Arizona, is traced to the founding of his company in 1887, the same year it first purchased barrels of Hayden Flour. That was just six years after the founding of the mill in Tempe.

Babbitt observed that "Hayden Mills has always been a reputable firm, furnishing quality products and services."

His observation that the company has always been willing to be of assistance to merchants is supported by many other retailers.

According to Eddie Basha of Basha's Markets, "It is probable Basha's wouldn't be in existence today without the compassionate credit extended by Hayden Flour Mills when we first went into business. With this foundation, Hayden Flour Mills and Basha's have enjoyed a wonderful relationship through the years."

Others, such as Roger Hagel, president of A. J. Bayless Markets, who has been in the grocery business for 35 years, points out that in working with Arizona's retailers and consumers during the past 100 years, Hayden Flour Mills has made many contributions to the welfare of their employees, the community and the state.

"As one of Arizona's oldest continuous businesses, the company has had a significant impact on the growth of Arizona over the years, providing jobs and homes for hundreds of people, while providing a variety of essential food products," he observed.





**R. E. COOPER**  
Executive Vice President



**E. J. McCULLY**  
Secretary-Treasurer



**L. I. MANLEY**  
Vice President—Production



**EARL BOONE**  
Manager  
Manufactured Grocery Products



**GLENN HENDERSON**  
Salesman  
Bakery & Institutional Sales



**BOB CUNNINGHAM**  
Salesman  
Hayden Mills and Brokerage



**BOB JOHNSON**  
Tucson Resident Salesman  
Bakery & Institutional Sales



**RON DEERING**  
Salesman  
Hayden Mills and Brokerage



**BILL MITCHELL**  
Warehouse Superintendent



**FRANK KRUPER**  
Salesman  
Bakery & Institutional Sales



**ART MITCHELL**  
Traffic Manager

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# FERRY TALE



One hundred years ago, a grist mill . . . with a river ferry to serve it — was built by a Connecticut-born trader who decided Arizona looked better.

To give Arizonans an even better look, Arizona Public Service put in the first street lights a dozen years later.

Since then, "Don Carlos" Hayden's mill has become the state's biggest manufacturer of bakery supplies. And APS has become the state's biggest supplier of modern energy.

That's no fairy tale!

**aps.**  
ARIZONA PUBLIC SERVICE CO.

## "We Salute" . . . Hayden Flour Mills

BABBITT'S . . . SERVING NORTHERN ARIZONA SINCE 1889, TAKES A GREAT DEAL OF PRIDE IN THE FACT THAT THEY ARE THE OLDEST CONTINUOUS CUSTOMER OF THE HAYDEN FLOUR MILLS.



**Babbitt's**  
THRIFTWAY MARKETS IN:  
FLAGSTAFF, WINSLOW, HOLBROOK  
WILLIAMS, GRAND CANYON and  
PAGE.



**DON BIRBERICK**  
Vice President—Sales  
Hayden Brokerage

### Hayden Brokerage supplies Arizona grocery needs

A significant portion of the overall Hayden business is performed by Hayden Brokerage, which supplies retailers a great many products sold through Arizona retail food stores.

As representatives for the complete line of Stokley-Van Camp foods in Arizona, orders for shipments as large as railway cars are taken from supermarket food buyers.

These orders are then forwarded to Stokley-Van Camp distributing points, with shipments being made directly to the supermarket warehouses for distribution to individual stores.

Headed by Don Birberick, the brokerage staff also sells a complete line of paper products manufactured by the Brown Paper Company and Ponderosa Paper Products, Inc., which is located in Flagstaff.



**HOWARD PHILLIPS**  
Tucson Resident Salesman  
Bakery & Institutional Sales



**STEVE NORTH**  
Salesman  
Hayden Brokerage



Congratulations, Hayden Flour Mills,  
on your 100th year of continuous  
operation.

*L. A. Hearne*  
*Warehouse Company*

MAIN OFFICE  
Telephone (408) 285-5441  
P.O. Box 925, King City, California 93930

# Arizona's Pioneers Believed in Hearty Meals

Southwest pioneers believed in hearty "stick-to-the-ribs" kinds of meals, particularly during the cool winter months.

Usually prepared from easily obtained staples such as flour, beans, meat, shortening, fruits and vegetables, recipes were basic and simple to prepare leaving busy frontier housewives as much time as possible for other tasks.

Knowing that such dishes still retain wide popularity with western families, Hayden Flour Mills is offering a new series of centennial recipes collected by Miss Sallie Hayden, daughter of the mill's founder, Charles Trumbull Hayden.

Reproduced here are two of the 20 recipes which are available, complete with a metal recipe box from Hayden Mills. To receive the collection, simply collect 10 coupons from packages of Family Kitchen Flour or Rose Flour and send them to Sallie Hayden Centennial Recipes, P. O. Box H, Tempe, Arizona.

For the recipes only, send just five coupons.

## Old-Fashioned Apple Dumplings

- 2 cups sifted Family Kitchen or Rose flour
- 1 T. baking powder
- 1 tsp. salt
- $\frac{3}{4}$  cup milk
- 6 T. shortening
- 4 apples, peeled, cored, and halved
- $\frac{1}{2}$  cup orange marmalade
- cinnamon

Sift together flour and baking powder. Cut in shortening until like meal. Stir in milk. Round up on lightly floured surface and knead five times. Roll out biscuit dough to a thickness of about  $\frac{1}{4}$ -inch. Cut into 4-inch squares. On each square place half an apple, 1 tablespoon orange marmalade and a pinch of cinnamon. Pull the corners of the dough up around the apple, moisten slightly, and press to seal. Tie each dumpling in a square of cheesecloth and drop in a pan of boiling water. Cook for 20 minutes, or until the dumplings test done. Serve hot with soft custard sauce. Makes 8 dumplings.

## Soft Custard Sauce

- $\frac{1}{2}$  cups milk
- 2 eggs
- $\frac{1}{4}$  cup sugar
- $\frac{1}{4}$  tsp. salt
- 1 tsp. vanilla extract

Scald milk in top of double boiler over direct heat. Beat eggs in a small bowl. Blend in sugar and salt. Gradually stir in scalded milk. Return mixture to top of double boiler. Cook over simmering water, stirring constantly. When custard coats a silver spoon, remove from heat and cool quickly. Blend in vanilla. Serve over apple dumplings.

## Whole Wheat Rolls or Biscuits

- 2 cups milk
- $\frac{1}{2}$  cup shortening
- 2 pkg. active dry yeast
- $\frac{1}{2}$  cup sugar
- 2 tsp. salt
- 4 cups Family Kitchen whole wheat flour
- $2\frac{1}{2}$  to 3 cups sifted Family Kitchen or Rose flour
- 2 eggs

Measure milk and shortening into saucepan; heat until warm. Meanwhile mix yeast, sugar, salt, and 2 cups of whole wheat flour. Add liquid to dry ingredients. Beat for 2 minutes at medium speed of electric mixer, scraping bowl occasionally. Add 1 cup of whole wheat flour and eggs. Beat on high speed for 2 minutes, scraping bowl occasionally. Stir in remaining 1 cup of whole wheat flour and enough Family Kitchen or Rose flour to make a soft dough. Mix with spoon until smooth. Turn onto lightly floured surface; knead 5 minutes. Round up in greased bowl. Cover with a damp cloth. Let rise in a warm place until double, about  $1\frac{1}{2}$  hours. Punch down; let rise again until almost double, about 30 minutes. Divide to make  $1\frac{1}{2}$  to 2 dozen rolls. Shape in cylindrical shapes with tapered ends for dinner rolls or in balls  $\frac{1}{2}$  size desired for old-fashioned biscuits. Place dinner rolls on greased baking sheets and biscuits close together in a greased round pan. Let rise until light, about 15 to 20 minutes. Bake in 400 degree F. oven for 12 to 15 minutes. Serve piping hot. □

Congratulations  
on the first 100 years!



Depend on  
HAYDEN FLOUR MILLS  
and RUSTCO  
for quality  
BAKERY SUPPLIES!



**Rust Sales Company**

General Offices: Denver, Colorado 80204  
Los Angeles • Albuquerque • Salt Lake City

## CONGRATULATIONS

to Hayden Flour Mills on their  
100th Anniversary!

It's been a pleasure doing business  
with you over the past 23 years.

Howe  
Richardson

**SCALES**



**SOUTHWESTERN SCALE COMPANY**

1447 E. 20th Street

Phoenix, Arizona 85034

Phone 275-5413

Congratulations  
to  
Hayden Flour Mills  
on its  
100th Birthday

**PHELPS DODGE  
MERCANTILE COMPANY**

Serving Southern Arizona  
both retail and wholesale  
since 1886

# Civilization depended on wheat

Since the cultivation of wheat by man apparently pre-dates his ability to keep records, it is not known exactly where the plant originated.

It is widely accepted, however, that the grain was cultivated in Southwestern Asia, the area where modern man is believed to have first appeared.

In 1948, University of Chicago ar-

chaeologists uncovered a village in Iraq, established as being 6,700 years old, and in the ancient ruins discovered grains of wheat similar to those types grown today.

The first wheat was probably discovered by man as he wandered about through the forests and grasslands searching for food. Upon discovering that he could eat seeds from this particular kind of grass,

## Names you can count on when protection is important

*It is with considerable pride we have represented the following highly-respected insurance industry leaders for many years — most of them for more than a third of a century.*

ROYAL-GLOBE INSURANCE COMPANIES  
HOME INSURANCE COMPANY  
CONTINENTAL INSURANCE  
FIREMAN'S FUND INSURANCE  
UNITED STATES FIRE INSURANCE  
FIDELITY & DEPOSIT COMPANY  
GREAT AMERICAN INSURANCE  
U.S. FIDELITY & GUARANTY  
GLENS FALLS INSURANCE  
HARTFORD STEAM BOILER  
INDUSTRIAL INDEMNITY COMPANY  
LLOYD'S OF LONDON



**THE WADDY NATIONAL COMPANY**  
*Insurance*

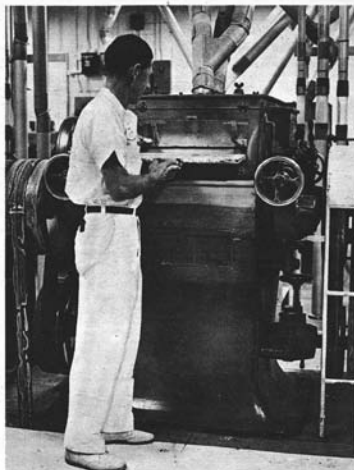
Ground Floor  
Security Building • Phoenix, Arizona  
Telephone 254-2191



*Congratulations*

to a great company,  
**Hayden Flour Mills**  
from

**T.E. EGLESTON, INC.**  
Food Brokers  
2446 West Lincoln, Phoenix



Checking the progress of the flour grinding operation is Larry L. Verlon, head miller at the mill, who has 40 years of experience in the business. The best method of determining the "break" of the flour is by touch.

## OUR THANKS TO HAYDEN MILLS FOR A CENTURY OF SERVICE

We're proud to be a part of the modern Hayden Mills success story. Our Clark lift trucks help keep Hayden's vast handling and storage operation moving with a maximum of efficiency.

To get the most out of your operation — call us. We're the "total" material handling specialists.



**NAUMANN CLARK**  
EQUIPMENT  
NAUMANN LIFT TRUCKS INC. — PHOENIX • TUCSON • YUMA

*Bags Full Of  
Good Wishes!*

May  
**Hayden Mills**  
have another  
successful century.

**Surlog Bags • Sood Bags**  
Victoreen Polyethylene  
Surlog Yardage

**ARIZONA BAG COMPANY**

Serving the State of Arizona

2530 West Buckeye Road, Phoenix  
Telephone 278-8508

*Congratulations*

To ...

**HAYDEN FLOUR  
MILLS**

on their ...  
**100th ANNIVERSARY**  
from ...

**PHOENIX LINEN  
& TOWEL SUPPLY**  
110 S. 3rd St., Phoenix

*"Home owned and operated  
for 50 years"*

took note of the location, returning there in subsequent years.

As time passed, man found that wheat could be stored during the winter and that the surplus could be planted in the spring for a new crop.

In this way, man the wanderer became man the farmer, and his early settlements near the better places for growing food started him on the road to civilization.

No longer forced into a nomadic way of life, man found time to think and plan ways to improve his shelter, his crops and, in general, his way of life.

Most people today take wheat for granted, since so many foods are either made from or contain the grain, with the most popular use of wheat food being in bread.

A form of bread was found in the remains of a Swiss lake dweller village which has been dated to the Stone Age, but the grain itself, stripped of its husk, or "glumes" was probably the first wheat food.

A later method of preparing wheat and other grains for eating was to heat the kernels until they popped, as we do today with popcorn.

Many of the primitive methods of preparing wheat still persist in parts of the world, and crude instruments

equivalent to those used thousands of years ago remain in daily use.

As man learned to make records, his dependence upon wheat became a part of his written history.

The grinding of wheat and making bread in Assyria are depicted on bronze tablets from the Ninth Century B.C., and Herodotus, the Greek historian of the fifth century before Christ, wrote of Egyptian bread baking.

Murals found in tombs along the Nile river depict the planting, harvesting, grinding, and subsequent making of bread from wheat. Egypt is generally regarded as the area where leavened bread originated.

References to wheat by earlier civilizations have been found throughout the world, from the ancient Chinese to the later Greeks and Romans.

The combined archaeological findings of written records and art in the excavations of ancient cities have revealed the progressive steps made in milling and baking grains from earliest recorded history through modern times.

Much speculation has been done, however, regarding the discovery of leavened bread since the event was apparently not recorded by the ancients. It was more than likely dis-

covered through the process of adding water to ground wheat to make some type of gruel, porridge or "mush."

This combination, left in the open under proper conditions, will ferment, turning into a kind of "sour-dough" bread. With added amounts of water, it will become a primitive kind of beer. Thus, baking and brewing developed simultaneously.

Of its most important characteristics, one of the most significant is that wheat is the only cereal grain possessing the property which provides the cellular structure of leavened baked products. □



Carl Hammond, head packer at the Hayden Flour Mills, checks equipment weighing each bag of Rose Flour, adding just the right amount to bring the weight to five pounds. The bags are then automatically sealed and packed for shipping.

## Congratulations

... to The Hayden Flour Mills on your (100) one hundred years of successful service in the Valley of the Sun.

Much Good Luck and Best Wishes to you for your second hundred years.



Grocery & Dept. Stores



## LITTLE RED HEN DECLARED "NO LONGER RELEVANT" IN TODAY'S COMPLEX SOCIETY.

The fabled fowl allegedly was able to plant, reap and grind the wheat all by her lonesome, but experts today cast serious doubt upon her story. They point out that progressive millers — such as centennial-celebrating Hayden Flour Mills — commonly call in outside help. Hayden, for example, regularly uses our Perma-Guard D-10 to protect stored grain against insect damage. They recognize this type of control is ecological in nature, rather than chemical (a distinction Little Red Hen would doubtless applaud) and that there's never any poisonous chemical residue. And while Little Red Hen's qualifications as a baker remain undisputed, today's Average American Homemaker is no slouch, either, and she can testify that baking and nutritive qualities of the grain we've protected are not affected one whit. And the U.S. Department of Agriculture will back her up on this all the way.

# PERMA-GUARD

CORPORATION

A Division of Phoenix Gems, Inc.

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Write for information about our Household and Garden & Plant insecticides that provide insect protection without poisonous chemical residue.

## Congratulations

to another old-timer in the food business!

Our shortenings and cooking oils, which Hayden distributes to the restaurant and bakery trade, have been a part of the Arizona scene since territorial days.



PROCTER & GAMBLE

*Congratulations*

to a great company  
in a great industry,  
but most particularly  
to a great people --  
Hayden Hayden and crew!

**JACK ROSS** LINCOLN  
MERCURY

655 West Main Street, Mesa • Telephone 984-2414

100th Anniversary!

**CONGRATULATIONS**

To All of You at . . .

**HAYDEN  
FLOUR MILLS**

from all of us at . . .

**VALLEY MACHINE WORKS**

701 W. Jackson--Phoenix, Ariz.

"Since 1909"

Hayden Flour Mills Advertising Section, Feb. 28, 1971

Arizona's Hayden Family . . .

## Building for Tomorrow



This view of the north end of Mill Avenue was photographed during the 1880's. The Hayden Flour Mill is at the lower right, with the Hayden family home, La Casa Vieja, immediately to the left and across the street. Serving as the community's jail was the small black building at the center. The bridge across the Salt River was built for the Maricopa and Phoenix Railway.

Affectionately known by Tempe pioneers of territorial Arizona as "Don Carlos" or "Judge Hayden," Charles Trumbull Hayden, the founder of Tempe, was born in Connecticut in 1825.

A direct descendant of the yankee state's settling pioneers nearly two centuries earlier, young Charles turned down an appointment to West Point, and with the thought in mind of studying law, taught school for a time in New York.

Then, because of his health, he migrated west, bringing 14 oxen-drawn wagons, filled with trading goods. Traveling via the Santa Fe Trail in 1848, he made stops in New Mexico, Arizona and California. He established a freighting business in Santa Fe, moving to Tucson later.

During a wagon trip from Tucson to Prescott in 1869, he was delayed by the flooding Salt River, and to pass the time, climbed a butte which was later to bear his name.

His vision of the area's future, as seen from that butte, led to the establishment two years later of the community of Hayden's Ferry, later known as Tempe, and currently the state's fourth largest city.

As Tempe grew, Hayden recognized the need for educating the town's young residents. In 1885, together with his store manager John S. Armstrong, he helped establish the Arizona Territorial Normal School, later to become Arizona State University.

In 1876, at the age of 51, Hayden

married Sallie Calvert Davis, a California school teacher, and brought her to the small desert community.

The daughter of a southern plantation owner, Sallie had run away from home to obtain an education. She attended a convent in Tennessee and then normal school in Illinois before traveling to the Pacific Coast, where she was to meet her future husband.

One year following her marriage, she became the mother of the first Anglo-American baby born in Tempe.

Carl, the first of their three children, was to become Arizona's first member of the U.S. House of Representatives and one of her most illustrious sons.

Educated in local public schools, he was graduated from the Normal School in 1896, and studied at what is now Stanford University at Palo Alto, California, from 1896 to 1900.

His popularity at the California school, as center for the football team and a member of the debate squad, carried him to a runoff election for student body president. His loss by two votes ranks as his only defeat at the polls in nearly 70 years of campaigning.

While he became temporarily involved in the family's flour milling business following his father's death in 1900, public life held a stronger attraction for him than business.

Named to the Tempe town council



Former U. S. Senator Carl Hayden, standing in front of the Hayden Library on the Arizona State University campus, is flanked on the left by grandnephew Carl Hayden and on the right by grand-niece Catherine Hayden. The young Haydens are the children of Mr. and Mrs. Hayden C. Hayden of Tempe.

In 1902, young Hayden held a succession of offices, including a term as Maricopa County treasurer from 1904 until 1907, when he was elected county sheriff.

He served as chief county law officer until 1912, when he was elected a U.S. Representative from Arizona. He took his seat February 19, 1912, five days after Arizona was officially declared a state.

After serving seven successive two-year terms in the lower house of Congress, Hayden was elected to the U.S. Senate in 1926, with re-election at six-year intervals until his retirement in 1968. His career of 56 years on Capitol Hill exceeded in length that of any legislator in U.S. history.

A champion of reclamation, the establishment of a national highway system, and creation of new national parks, Hayden was a favorite of early-day "women's lib" advocates, then known as suffragettes, since he voted for the 19th Amendment, which enfranchised women.

As chairman of the Senate Appropriations Committee for many years, Hayden helped direct the nation's finances, and was elected president pro tempore of the Senate in 1957.

Hayden's wife, Nan Downing, whom he married in 1908, and who died in 1961, has clear title as the "Betsy Ross of Arizona."

She designed and made the flag which was to become Arizona's official banner, from copper, gold and blue cloth, to be carried by the Arizona National Guard rifle team as their emblem in the National Rifle Matches at Camp Perry, Ohio in 1911.

As captain of the Tempe company

of the guard, Hayden competed in the matches for three years, winning the national long-range shooting title in 1911, scoring 15 bullseyes of a possible 15 at 1,000 yards.

Following his retirement from the Senate, Carl Hayden returned to his Tempe home near the first tee at Shalimar Country Club. Now 93 years of age, he spends much of his time reading and taking daily walks.

Three days each week are devoted to the dictation of letters and work on a biography of his father at his two-room office on the fifth floor of the Hayden Library at Arizona State University.

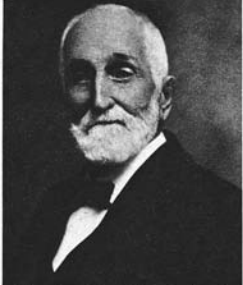
Currently, the Hayden Mill, after several mergers and reorganizations, is in full ownership of Hayden C. Hayden, a grandson of the founder.

He has been president and owner since 1955, previously being employed for eight years as a salesman for the company's products.

Actively involved in a variety of community and professional organizations, he has served as the president or director of several. He is currently on the President's Advisory Council for Arizona State University, and is president of the Tempe Diablos, the special events group of the Tempe Chamber of Commerce.

From 1964 to 1967 he served as a Tempe city councilman, and is presently a director of the First Federal Savings & Loan Association.

Hayden and his wife, Catherine, who make their home in Tempe, have three teen-age children. Two of them, Carl and Sallie, are named for the children of their pioneer ancestor, Charles Trumbull Hayden, while Catherine is named for her mother. □



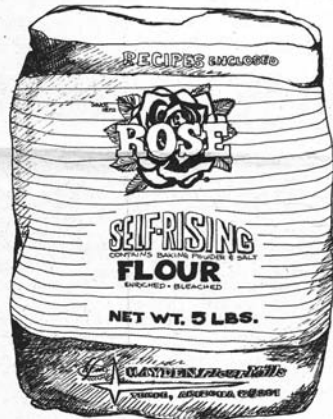
An educated merchant and a free-thinker, Charles Trumbull Hayden, founder of Hayden's Ferry (later Tempe) and Hayden Four Mills, typically wore a boiled shirt, bow tie and coat, a sharp contrast to the roughly dressed gun-carrying frontiersmen of the day.

From one pioneer to another,  
Happy 100th Birthday

**OMALLEYS**

Phoenix - Tempe - Mesa - Buckeye - Glendale  
Nogales - Yuma - Tucson - Scottsdale

Congratulations  
to the  
state  
flour.



Expect a  
great  
second  
hundred,  
too.

It's in the bag.

NU-TRED Tire Stores (all five locations)

# GO AHEAD... YOU CAN BAKE IT!



**(WE'LL HELP YOU.)**

We've been doing just that for a hundred years. Here's the recipe. And here's the flour to use. Family Kitchen. Or Rose. Arizona's finest flours. Both from Hayden Flour Mills, where this year we're celebrating our Centennial as Arizona's oldest manufacturer.

We've helped Arizonans eat well since the early 1870's. Today we'd like to help you.

Shall we start with Golden Anniversary Pound Cake?

#### GOLDEN ANNIVERSARY POUND CAKE

- |  |                          |
|--|--------------------------|
| 2 cups sifted Family Kitchen or Rose flour | 1 tsp. grated lemon peel |
| 1 1/4 tsp. salt                            | 1 T. lemon juice         |
| 1 tsp. baking powder                       | 2/3 cup milk             |
| 2/3 cup soft shortening                    | 3 eggs                   |
| 1/4 cups sugar                             | Confectioners' sugar     |

Grease 9 1/2 x 5 x 3-inch loaf pan or mini-bundt. Sift together flour, salt, and baking powder. Cream shortening and sugar until light and fluffy (about 3 minutes on medium speed of mixer). Add lemon peel and juice. Add milk and stir enough to break up creamed mixture. Add sifted dry ingredients to creamed mixture and mix until smooth (about 2 minutes on low speed of mixer), scraping bowl often. Add eggs, 1 at a time, beating thoroughly after each (1 minute on low speed). Beat additional 1 minute at end, scraping bowl often. Pour into prepared pan. Bake in 300° F. oven for 1 hour and 25 minutes. Remove from pan and cool on rack. When thoroughly cool, sift confectioners' sugar over top.

This is just one of the 20 delicious new recipes included in our CENTENNIAL RECIPE PACKET.



### Free "Centennial" Recipes...

Hearty main dishes, tempting rolls and breads, mouth-watering desserts... there are 20 recipes in all in our new Sallie Hayden CENTENNIAL RECIPE PACKET, sent to you in a sturdy and colorful metal file box. Just mail us ten of the coupons you'll find packed in Family Kitchen or Rose Flour (any size). If you'd like just the recipes alone (no file box), send only five coupons. NOTE: Many of you have already collected all the other recipes from Sallie Hayden's Family Recipe File, so we'd like you to know that the recipes in the CENTENNIAL RECIPE PACKET are all new and different. We think you'll like them!



**HAYDEN Flour Mills**

IT'S HAYDEN'S HUNDRETH YEAR!



## This old house was made for livin'!

... and we can tell you, folks, it's seen a lot of life! Charles Trumbull Hayden built a sturdy adobe hacienda here back in 1871 that came to be known as The Old House, or La Casa Vieja. It was here that Hayden's Ferry across the turbulent Salt was headquartered; it was here that "Don Carlos" started the Hayden Flour Mill now celebrating its centennial; and it was here that Judge Hayden's wife Sallie gave birth to their son, Carl, who served more years than any other man in the Senate of the United States.

And it's here, today, that Monti's continues a quarter-century-old tradition of serving the Southwest's finest steaks in the historic atmosphere of the Old West. Come in, browse around, see mementos of the historic past of Arizona Territory. Then settle yourself down to some real western style hospitality, and the kind of good hearty eating that has made Monti's famous for steaks the world over. The old walls still stand, the old hospitality still prevails, at Monti's La Casa Vieja.



West 1st Street & Mill Avenue, Tempe  
Phone 967-7594

**MONTI'S** RESTAURANT  
**La Casa Vieja**