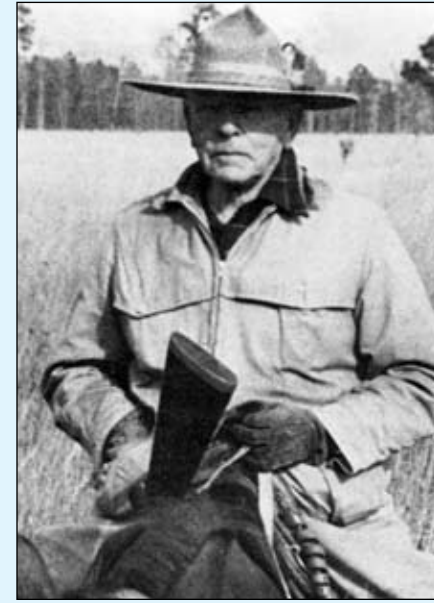




*Yacht Club member Max Fleischmann loved yachting. He owned any number of yachts, crewed for Star boat races, was made an Honorary Commodore, and with Dwight Murphy built a clubhouse on the wharf. His remarkable donation to the city was a tremendous gift which helped put a harbor finally into place.
Photos courtesy: Santa Barbara Foundation*

MAJOR MAX FLEISCHMANN



Santa Barbara Yacht Club member Major Max Fleischmann was born and raised in Ohio and was heir to the Fleischmann Yeast Company that his father and uncle had helped to found. He began with the company as a teen and worked up the corporate ladder to become head of the company and then chairman of the board of Standard Brands Foods.

Something of a playboy, Fleischmann indulged in adrenaline-driven hobbies – polo, yachting, big-game hunting, and (in his youth) amateur boxing, but he also enjoyed fishing and golfing. Max was a player and part owner of the Cincinnati Red Stockings (pro ball predecessor to the Cincinnati Reds). His first visit to Santa Barbara occurred in 1911 when he brought some of his polo ponies to this area to play. (Santa Barbara was among the earliest communities to host polo, and has one of the oldest polo clubs in the nation.) Santa Barbara made a vivid impression on him during his brief time here. Although his travels and adventures took him to nearly every part of the world throughout his life, his favorite spot would forever be Santa Barbara.

Fleischmann began his military service in the Spanish-American War with the First Ohio Volunteer

Cavalry. In World War I, with the rank of major, he headed the Balloon Section, which was used for observation. Fleischmann suffered under a German gas attack, was disabled and returned to the States. He was asked to serve as a commander for the U.S. Army Balloon School at Arcadia, California. While in California, Max and his wife Sarah drove through Santa Barbara, and they were reminded of its stunning natural beauty. In 1921, they decided to buy property and build their home on Lambert Road in the Toro Canyon area, (later became the Pacifica Graduate Institute). They named their compound Edgewood Ranch and began raising avocados and lemons there.

Max and Sarah built an unmatched legacy of philanthropy in Santa Barbara. They gave millions of dollars to the community through donations to a variety of local concerns, and their estate continued to benefit residents long after their deaths. After the Great Earthquake destroyed much of the Old Mission, Fleischmann, a Jewish man, gave money to restore the historic Catholic church, a signature landmark of the community. He also gave money to provide the pipe organ at Montecito Presbyterian Church.

His donations matched his passions. His love of polo led to the creation of Fleischmann Polo Field. To share his showcase of mounted animals from his safari and big-game expeditions throughout the world, he provided the funds for a Hall of Mammals and the auditorium that bears his name at the Santa Barbara Museum of Natural History. A sports lover, he footed the bill for flood lights so the new Peabody Stadium at Santa Barbara High School could host night games. He also helped to create the Valley Club Golf Course. Even after his death, his estate provided nearly \$2 million for the development of Las Positas Park (later renamed Elings Park).

To provide for the health and welfare of the community, the Fleischmanns financed the building of the surgical wing at Cottage Hospital, funded free insulin for juvenile diabetic patients in Santa Barbara, provided grants for diabetes research to Sansum Medical Research Foundation, and supported Hillside House for cerebral palsy patients. Many arts and youth organizations in Santa Barbara benefited from their generosity, including the Music Academy of the West, the Santa Barbara Symphony, the YMCA and the Boy Scouts.