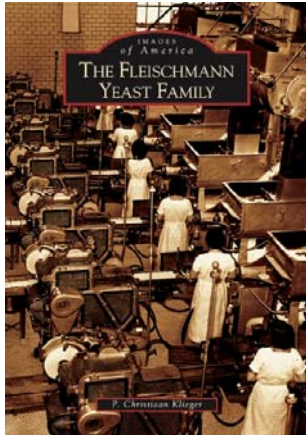


## New Book On Time-Honored Family

For the first time, a book has been written on an American family that changed home-baking in 1868, and whose contributions in American kitchens and American society can be felt to this day. The book is titled **The Fleischmann Yeast Family**.



The Fleischmann's were an industrious, generous Jewish family from Austria-Hungary, who lived in American headlines beginning in the late 1860s and continuing throughout much of the twentieth century. **The Fleischmann Yeast Family** traces how the Fleischmann family's trek left a mark wherever they went -- from Cincinnati, Ohio, to New York City and New York's Catskills, and, in later generations, to Hawaii.

The Fleischmann's became famous when they introduced innovations in the production and distribution of yeast, capturing the leading market share in household yeast sales more than 100 years ago -- which endures to this day. The Fleischmann's -- with their advertising agencies -- conceived many innovations in mass marketing (they were early pioneers of couponing, cookbooks and baking contests), and later sponsored of the first network variety show on radio. The Fleischmann's were even innovators in philanthropy: Louis Fleischmann opened America's first bread line for poverty-stricken New Yorkers.

It's a story of larger-than-life characters like founder Charles Fleischmann, and his children. They led seemingly charmed lives, but survived set-backs and scandals, too...from huge factory fires to tangling with the Federal Trade Commission over advertising claims, to lives cut short by heart attack and suicide. A major undercurrent of the Fleischmann family story is their struggle against discrimination as Jewish-Americans in the late nineteenth and early twentieth centuries. (When shut-out of New York society, they went to the Catskills and built their own resort town, which was eventually named Fleischmann's, New York.) Prohibition was the last major business struggle the Fleischmann's endured before selling the family business prior to the Stock Market Crash of 1929, but their impact on American life was far from over. From 1960 to 1980, two Fleischmann foundations alone donated \$192 million to a wide variety of deserving causes.

**The Fleischmann Yeast Family** is a chronicle of their characters, their values, and their passions -- including politics (founder Charles "Papa" Fleischmann was an informal advisor to U.S. presidents, and son Julius Fleischmann became mayor of Cincinnati). Julius' sister Bettie was one of the east coast's major benefactors of symphonies. Brother Max founded museums. And every generation was taken with a passion for yachting and the sea.

Perhaps the most striking part of The Fleischmann family story is the speed of their accomplishments. In 1866, Charles Fleischmann was an immigrant "fresh off the boat," and just 20 years later, he was amassing a fortune that -- adjusted for inflation -- would today be in the billions. When son Julius was elected mayor of Cincinnati, he was the youngest-ever...just 28 years old. They built a hospital. They owned the Cincinnati Reds (then known as the Red Sox). They built a planetarium. They lived life, at all times, in high gear.

Their story is inspiring.



Dr. P. Christiaan Klieger, the book's author, spent nine years carefully researching this 128-page book, digging-up dozens of portraits, candid, paintings and antique advertisements. It is the most thorough examination of the Fleischmann family ever available to the public.

Dr. Klieger is senior curator of history at the Oakland Museum of California and research associate at the California Academy of Sciences in San Francisco. A cultural anthropologist, he has done fieldwork in Burma, Tibet, India, Nepal, and Hawaii, and is the author of many books on the people and history of those areas.

**The Fleischmann Yeast Family** costs \$19.99 MSRP at Amazon.com at <http://tinyurl.com/6kl2g>,<sup>1</sup> or can be purchased direct from the publisher (Arcadia Publishing) at <http://tinyurl.com/6sphl>.<sup>2,3</sup>

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Full Internet Web addresses, if preferred:

<sup>1</sup> <http://www.amazon.com/exec/obidos/tg/detail/-/0738533416/qid/103-6117228-7867854>

<sup>2</sup>

[http://www.arcadiapublishing.com/Merchant2/merchant.mvc?Screen=PROD&Store\\_Code=arcadia&Product\\_Code=0738533416&Product\\_Count=&Category\\_Code=](http://www.arcadiapublishing.com/Merchant2/merchant.mvc?Screen=PROD&Store_Code=arcadia&Product_Code=0738533416&Product_Count=&Category_Code=)

<sup>3</sup> TinyURL.com is a Web site that compresses long URLs into short URLs, free-of-charge. TinyURL is a trademark of Gilby Productions.