



# SANTA BARBARA

YACHT CLUB

## **Ludwig Hoefling, 1925**

1896-1952

The Hoefling family was one of the early prominent local families. Ludwig's father came to California in 1885 via the Isthmus route. Ludwig was a student at Santa Barbara public schools and the University of California. Ludwig served in World War I as a lieutenant in the Navy on the battleship Michigan, and on the destroyer Fairfax. He was cashier for First National Bank before the war, and after his return he partnered with Alfred Hendrickson to open the investment house of Hoefling, Hendrickson, and Company. Ludwig enjoyed all aquatic sports, and this led him naturally to yachting. He was part of the syndicate that purchased the Royal in 1917. Ludwig was at the helm of the Yacht Club when the city went through the Great Earthquake in June 1925. With Ludwig's encouragement, the Yacht Club decided to proceed with its scheduled South Coast regatta, which did much to lift the spirits of the city with a "business as usual" summer celebration.