



LUDWIG JOSEPH HASHER

Born 1900 in Germany. 1900-1965. Member of Viking Ski Club of Los Angeles & Los Angeles Council of Ski Clubs.

California Ski Association's first ski champion, winning the "langlauf" 18 KM cross-country race, with a time of 56 minutes, 53 seconds; also winning the 50 KM cross-country race from Truckee, across Brockway Summit, and circled back to Tahoe City.

Ludwig (Vic) Hasher was born Ludwig Joseph Hascher in Munich, Germany, on December 6, 1900, and emigrated to the United States in 1926, where he joined the Viking Ski Club and continued promoting his passion for skiing for over 30 years, participating as a ski jumper, cross-country racer, ski instructor, snow surveyor, ski patrolman and ski businessman.

In the mid-1930s, Vic participated in ski jumping tournaments in San Pedro on straw and in the Hollywood Bowl on imported snow as well as other locations including giving ski lessons in Downtown Los Angeles atop May Co and Bullock's Department Stores.

During the 1940s, Vic had his own business in Big Bear Lake, California, Big Bear Ski Hut and Alpine Ski School, the very first ski school in the area, while equipment and attire could be acquired at the Ski Hut.

During WW II, Vic was a member of the National Ski Patrol, No. 714, and volunteered for the National Ski Patrol Plane Search Unit, where he was often involved in search and rescue missions in the nearby mountains.

From 1947-1949, Vic and his wife Beatrice spent these winters in Mineral King, near Sequoia National Park, surveying the area as a potential ski resort. This survey provided exacting data on the snow conditions of the mountains of Mineral King and formed the basis for moving forward to develop Mineral King into a ski resort extraordinaire. During this time, many visitors, including George and Phoebe Hearst, Lowell Thomas, Lowell Thomas, Jr., Otto Steiner, Fay Lawrence, Corty Hill, A. Andrew Hauk and Andre Roche, were welcomed to ski with the surveyors.

After 25 years of SkiSport promotion to his credit, Vic established the importation of a line of ski equipment with distribution nationwide through Vic's association with Dartmouth Skis in Hanover, New Hampshire. As the business grew rapidly, Vic became a member of the Western Winter Sports Representative Association, and expanded ski equipment imports from Europe and distribution to retail sellers in the USA. The imports included Fischer Skis, Kastle Skis, Marker Bindings, and Obermeyer ski apparel.

Vic's business venture created a link between Europe and the United States by providing quality ski equipment for anyone wanting to learn the sport here in the USA, as skiing was rapidly becoming a national pastime.

Nationally, as an importer and distributor of state-of-the-art ski equipment throughout the USA, Vic Hasher supported athletes competing in Olympic trials and official competitions, supplying them with equipment and encouragement. Vic was always on the roster and a familiar face to athletes and coaches at such events as the 1960 Winter Olympics at Squaw Valley.

1960 highlighted Vic's career when he represented Dartmouth Skis of the USA and Kastle Skis of Austria during the Winter Olympic Games at Squaw Valley, bridging Europe and the United States in the promotion of the sport of skiing, supplying equipment and encouragement to athletes competing from all over the world.