



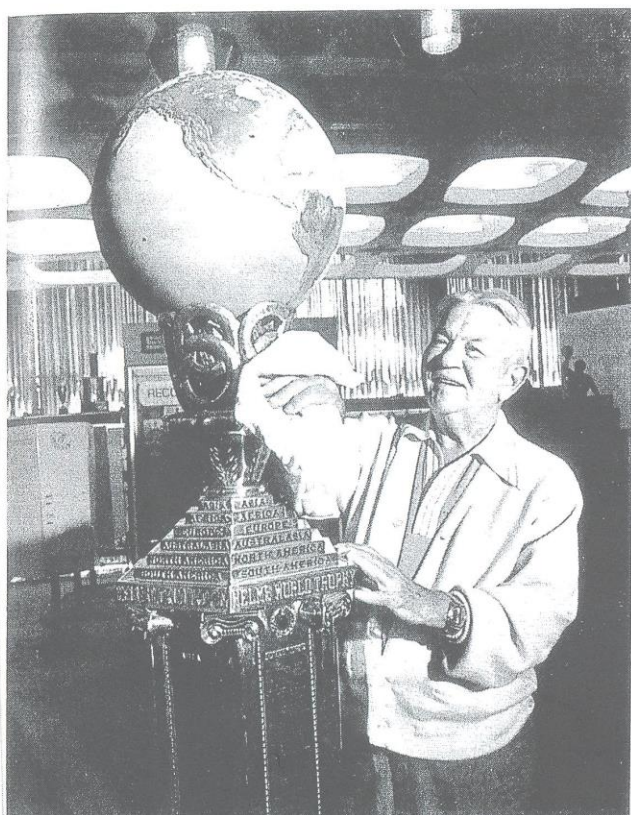
**HISTORY OF THE CALIFORNIA
INTERSCHOLASTIC FEDERATION
SOUTHERN SECTION
(CIFSS)**



35th historical “tidbit.”

A SALUTE TO MR. BILL SCHROEDER

The CIFSS office was moved to the Helms Hall in 1949 with the help of Mr. Paul H. Helms. The Helms Bakery building housed the Helms Hall of Fame with memorabilia from all the different sporting events. The Citizens Savings and Loan Athletic Foundation and Hall of Fame was started and the director was Bill Schroeder a long time supporter of the CIFSS. Bill hosted ceremonies to honor All-CIFSS athletes and presented them with All-CIFSS certificates. The CIFSS office moved to the Culver City office in 1959 and all the Helms sporting materials are now housed at the Amateur Athletic Foundation (AAF) in Los Angeles thanks to the support of funds from the 1984 Olympics.



CITIZENS SAVINGS ATHLETIC FOUNDATION

**A SALUTE TO
BILL SCHROEDER**

Athletes may come and go, but they are immortalized in exhibits at the Citizens Savings and Loan Athletic Foundation and Hall of Fame. Managing Director W. R. Schroeder, who founded the museum 43 years ago, polishes the old Helms World trophy, which recognizes the foremost amateur athletes in six areas of the world — Africa, Asia, Australia, Europe, and North and South America. Museum also features a boxing exhibit, which includes Jack Dempsey's gloves and Gene Tunney's Championship belt. Museum is in Citizens Savings building, 9800 S. Sepulveda Blvd. and is open Monday through Friday, 9 a.m. to 5 p.m., and Saturday, 9 a.m. to 3 p.m.

Three times per year Citizens Savings Athletic Foundation provides awards and hosts ceremonies to honor high school athletes, boys and girls, in most CIF-SS approved team sports.

All-CIF Honors are highly valued as Southern California athletes strive to achieve this top award. The awards for football extend back to 1937 when Frank Albert from Glendale HS was first selected Player of the Year. Other football honorees throughout the years include Glen Davis, Bonita HS (1942); Ernie Zampese, Santa Barbara HS (1953); Mickey Flynn, Anaheim HS (1955); Pat Haden and John McKay, Bishop Amat HS (1970).

Citizens Savings Press Board, a selected group of Southland Prep Sports Writers, makes the selections for the Foundation.



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MEMORABILIA ON DISPLAY AT
CITIZENS SAVINGS HALL OF FAME

BILL SCHROEDER

(Continued from Page One)

Most recently, with the girls' program, the records brag of the achievements of Denise Corlett, Marlborough HS, now at U.C.L.A., an All-CIF Player in three sports in 1975 (volleyball, basketball, and badminton) and the efforts of Nancy Brunet, Royal HS, who for four consecutive years captured the girls' diving championships and was Citizens Savings Diving Athlete of the Year from 1975 to 1978.

And, who can forget Jill Sterkel from Wilson HS (HH) whose record breaking swimming performances gained for her All-CIF honors for three consecutive years as well as being named by the Press Board as "Female Athlete of the Year" in 1978.

Special thanks to Citizens Savings and to Braven Dyer and Sally Gutierrez who have assisted Bill throughout the years with these important awards.

Helms Athletic Foundation

From Wikipedia. the free encyclopedia

The **Helms Athletic Foundation** was an athletic foundation based in Los Angeles, founded in 1936 by Bill Schroeder and Paul Helms. It put together a panel of experts to select National Champion teams and make All-America team selections in a number of college sports including football and basketball. The panel met annually to vote on a National Champion until 1982 and retroactively ranked football teams dating back to 1883 and basketball back to 1901. The Helms Foundation also operated a Hall of Fame for both college sports.

Besides collegiate athletics, the Foundation operated Halls of Fame for Professional Football, Major League Baseball, Pacific Coast League, Golf, Tennis, Swimming, Auto Racing and Track & Field.^[1]

After Paul Helms' death in 1957, United Savings and Loan became the Helms Foundation's benefactor and when United merged with Citizen Savings Bank in 1973, the Athletic Foundation became known as the **Citizens Savings Athletic Foundation**. It was again renamed in 1982 when First Interstate Bank assumed sponsorship for the foundation's final year.

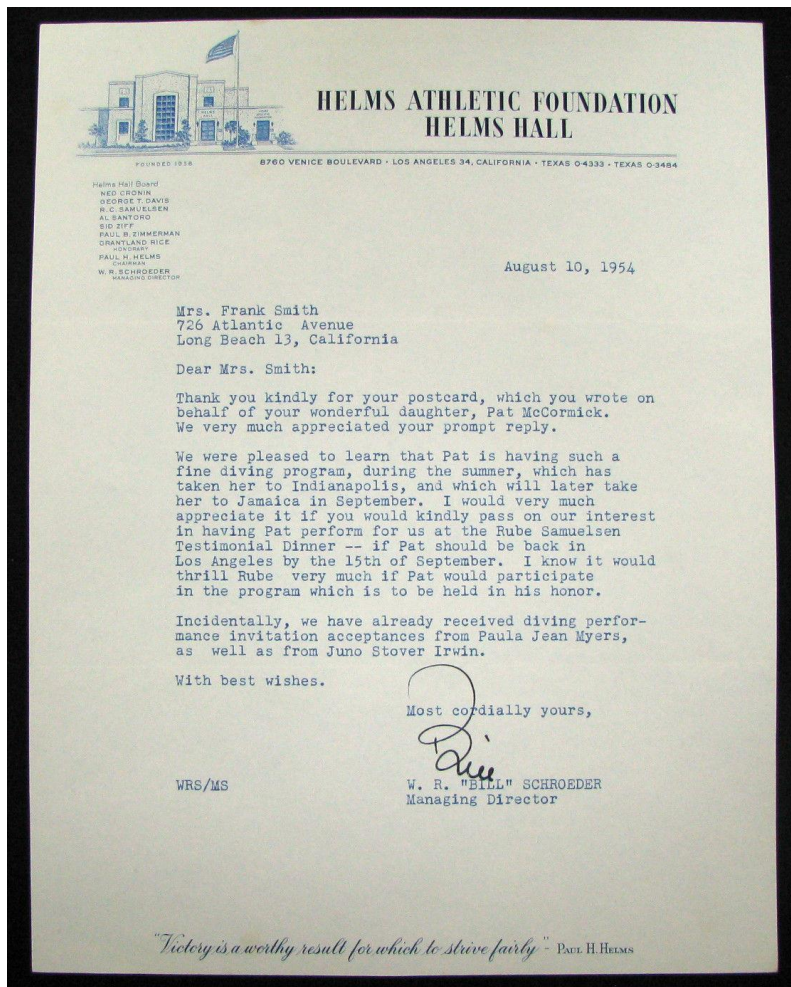
When the Helms Foundation dissolved, its historical holdings were absorbed into the collection of the Amateur Athletic Foundation.





WORLD ATHLETES HONORED—Paul Helms, founder and sponsor of Helms Athletic Foundation and Helms Hall, admires world trophy, honoring world's greatest athletes as Bill Schroeder, managing director of hall, looks on. Helms Trophy is over six feet tall.





Bill Schroeder, 83, Dies; Began Helms Museum

December 24, 1987 | PETE THOMAS | Times Staff Writer

Willrich R. (Bill) Schroeder, founder and managing director of the sports museum and library originally known as the Helms Athletic Foundation, died Wednesday morning after a lengthy illness. He was 83.

Schroeder was known primarily for building an extensive collection of sports memorabilia--which includes such artifacts as boxing gloves worn by Jack Dempsey, a baseball bat used by Ty Cobb and a uniform worn by Babe Ruth--but he will also be remembered by many for his love of sports and their participants.

"He was a great friend of athletics and athletes," said Bud Dyer, an assistant to Schroeder since 1950 and now an adviser for the Amateur Athletic Foundation of Los Angeles.

"If anybody had a problem, he would be there."

Schroeder's museum, which will be housed at 2141 West Adams Blvd. in Los Angeles upon completion next fall, began as a boyhood obsession.

By the time he was a young man, Schroeder had acquired an extensive collection of sports mementoes and eventually was able to talk Paul F. Helms of the Helms Bakery firm into sponsoring the sports museum, which opened in 1939.

In 1969, Helms died and Schroeder realized he would need new sponsors, a problem he dealt with on several occasions.

In 1970, Citizens Savings came forward and he moved the collection to its office building near Los Angeles International Airport. But that sponsorship ended in 1981. "I hope we can stay in California, and Los Angeles if possible," Schroeder said at the time.

That became a reality when Peter Ueberroth, then president of the Los Angeles Olympic Organizing Committee, and his wife, Ginny, came to Schroeder's aid. They became the personal benefactors of the foundation until a new sponsor could be found. Ueberroth called the museum "the best there is."

Most notable among the museum's contents is the Olympic section, containing perhaps the most extensive collection in the world, with displays depicting the Olympics from ancient Greece to Johnny Weissmuller in the 1920s to Bruce Jenner in 1976.

Ueberroth was able to interest First Interstate Bank, which became the sponsor in 1982. Shortly thereafter, the entire operation was given to the Amateur Athletic Foundation of Los Angeles.

"Nobody living or dead has presented more recognition to athletes over half a century," Dyer said.

Schroeder has been involved in presentation of thousands of awards from the high school to professional ranks, going all the way back to '39.

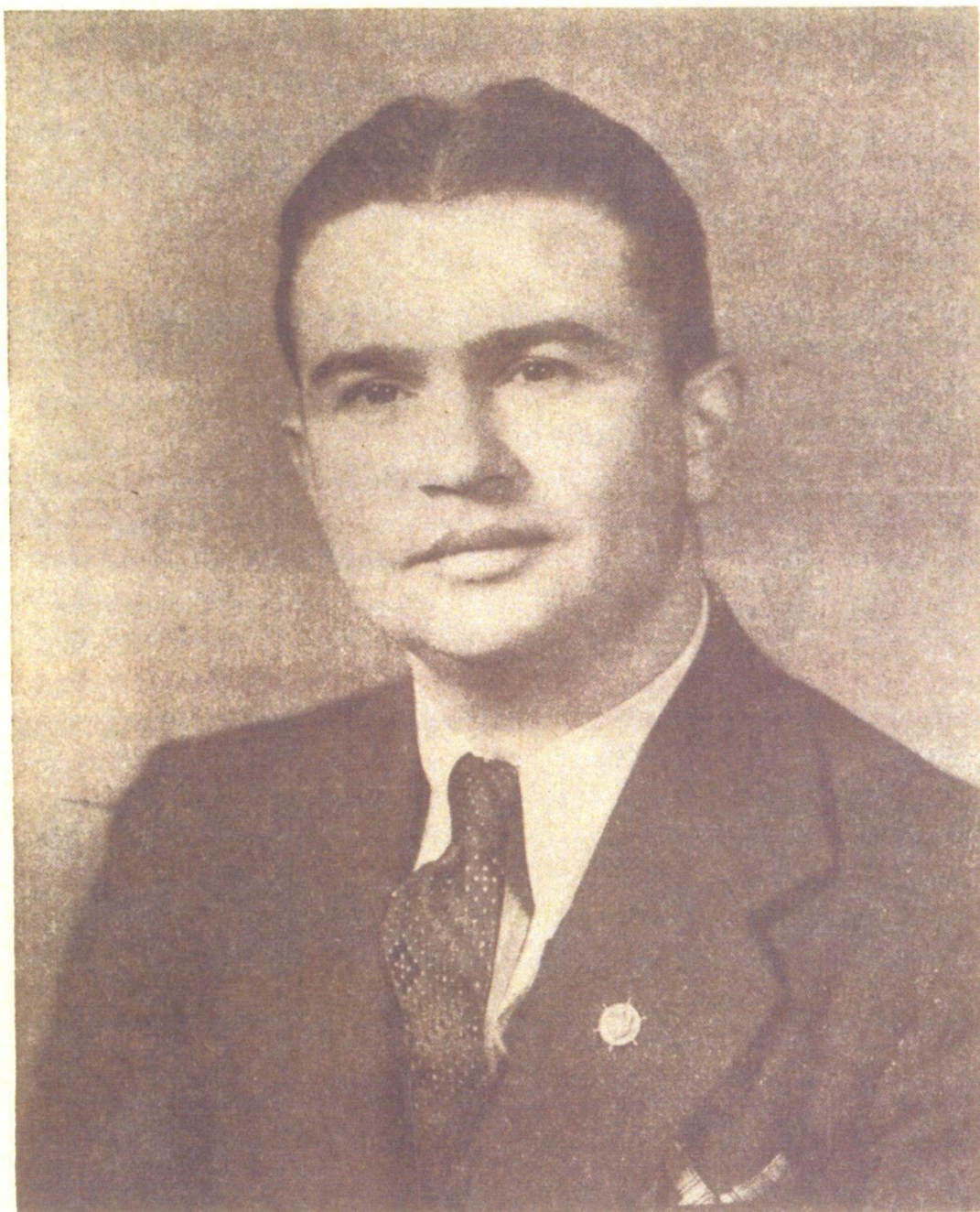
Schroeder is survived by a daughter, Jan Iverson of Whittier. Funeral arrangements are pending.

Bill Schroeder



Dedication

To you, Bill, a real friend of all our schools, we gratefully dedicate
this tournament - Father Richard A. Nagle O. Carm.



BILL SCHROEDER, Managing Director
HELMS ATHLETIC FOUNDATION

WHEN THE ONE GREAT SCORER COMES
TO MARK AGAINST YOUR NAME,
HE WRITES—NOT THAT YOU WON OR LOST—
BUT HOW YOU PLAYED THE GAME.

—Grantland Rice



PRESENTATION OF SPECIAL PLAQUE BY MR. B. L. BERGSTROM,
PRESIDENT OF THE EXECUTIVE COMMITTEE OF THE CIF, SOUTHERN
SECTION, TO MR. BILL SCHROEDER, MANAGING DIRECTOR OF THE
HELMS ATHLETIC FOUNDATION. FEBRUARY 7, 1959

HELMS HALL TO BE HONORED BY CIF AT CEREMONY TODAY

Los Angeles Times (1923-Current File); Feb 7, 1959;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. A5

HELMS HALL TO BE HONORED BY CIF AT CEREMONY TODAY

Helms Athletic Foundation will be presented a plaque and its managing director, Bill Schroeder, will receive a gold life pass this morning by the California Interscholastic Federation in recognition of the many courtesies extended the CIF during its 10-year Helms Hall residence.

The presentations will be made at 10:15 at Helms Hall by Dr. B. L. Bergstrom, superintendent of the El Monte High School District and chairman of the CIF executive committee.

The CIF is moving its office from the hall and will take over its new building March 10.

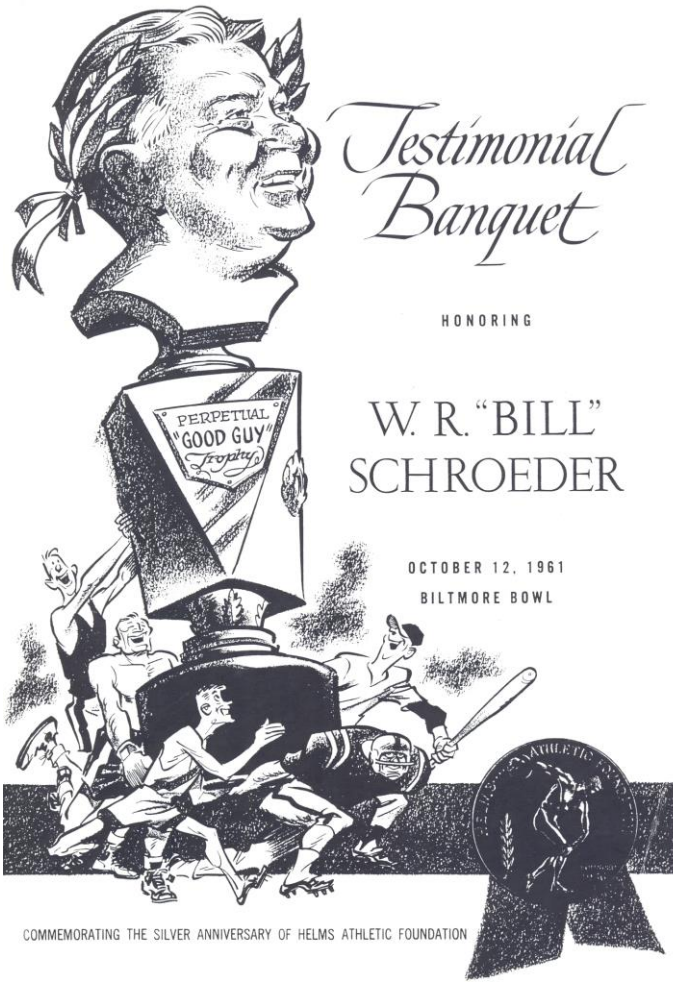
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Bill Schroeder: with the Helms Foundation World Trophy.

Willrich "Bill" Schroeder (1904–87) was not a playground supervisor, baseball coach, or baseball scout, but he was a pivotal influence in the development and popularity of high school baseball in the Los Angeles area. Schroeder was born in Beaumont, Texas, but grew up in Hollywood, where he played third base for the 1923 Los Angeles City Baseball Champs, Hollywood High School. Schroeder loved to reminisce about his idolization of Frank Shellenback and playing with Solly Mishkin and Les Haserot. While working as a banker, Schroeder enlisted the funding of Paul Helms (Helms Bakery) and established the Helms Athletic Foundation in 1936. The Foundation established a sports museum with an amazing collection of exhibits and the largest sports library in the world. Schroeder, however, wanted to have an active foundation that not only enabled fans to recall the past, but also kept pace with the present. The Foundation selected Athletes of the Year and Athletes of the Month in many sports. Awards programs were developed to honor local high school all-star teams. Bob Lemon, Duke Snider, Tony Gwynn, Rollie Fingers, Don Drysdale, and many other major league stars were honored by the Foundation. Helms became the center for high school sports in Southern California and flourishes today as LA 84. Braven Dyer Jr., Schroeder's longtime assistant director said, "Schroeder was the most influential individual in Los Angeles sports during the forties, fifties, and sixties."¹⁵ Schroeder also found time to compile the first PCL Record Book and was the president of three minor leagues: the California League, the Sunset League, and the Far West League.





Testimonial Banquet

HONORING

W. R. "BILL" SCHROEDER

OCTOBER 12, 1961
BILTMORE BOWL

COMMEMORATING THE SILVER ANNIVERSARY OF HELMS ATHLETIC FOUNDATION

PAUL HELMS AND BILL UNVEIL WORLD TROPHY AT HELMS HALL IN 1950

BILL AND HIS FAVORITE GIRL IN GAZE AT THE 1960 OLYMPIC GAMES

FAMILY ALBUM



HIS "BEAVER" RAISED PLENTY OF CONTRIBUTIONS FOR THE 1952 OLYMPIC FUND

"IRISH" LED HOLLYWOOD HIGH TO TITLE IN 1922 AS AGE THIRD BASEMAN

BILL PRESENTS CORNELIUS WARMERDAM TRACK HALL OF FAME AWARD

YOU CAN JUST TELL BILL'S DESTINED FOR GREAT THINGS!

BOW TIE "WILLIE" AND HIS CALIFORNIA BANK FIVE

