

Helms Athletic Foundation

HELMS HALL, 8760 VENICE BOULEVARD, LOS ANGELES 34, CALIFORNIA

Helms Athletic Foundation was founded by Paul H. Helms, Southern California sportsman and philanthropist, on October 15, 1936.

It was created for the purpose of serving in the interest of wholesome athletics, with the thought of contributing to their programs.

Cost of operation which, in its first thirteen years, exceeded one-half million dollars, has been borne entirely by Paul H. Helms.

Included in its sponsorships is the donating of trophies and awards to deserving athletes and athletic teams, as well as to those who contribute to wholesome athletics in a noteworthy manner. During its first thirteen years of operation, this Foundation made available more than 1000 trophies, more than 5000 medallions, and more than 15 000 scroll awards, at cost of more than \$75 000.00.

On November 28, 1949, Paul H. Helms unveiled, the \$10,000.00 World Trophy, which serves to honor the foremost amateur athlete of each continent of the world, including Africa, Asia, Australia, Europe, North America, and South America. Selections have been dated back to 1896.

This Foundation possesses what is probably the most complete sports library in existence. This library, complete with volumes on all sports, in all divisions, is open to the public for special research. It is continually used by historians and sports authorities.

It has developed Halls of Fame in many sports, including football, baseball, track and field, basketball, tennis, golf, swimming, etc.

In 1939, although selections date back to 1900, Helms Athletic Foundation, with the cooperation of its Hall Board instituted its Athlete of the Year, and Athlete of the Month programs.

Although many of the activities of the Foundation are centered around sports in the major divisions, Paul H. Helms has seen to it that the youngsters, and high school-age students are well remembered with awards for their achievements. In this connection, the Foundation supports an active schedule, citing the teen-agers for their outstanding performances.

It maintained an aggressive war-time program, serving the All-Pacific Recreation

Fund, and serving as Chairman organization for a number of athletic programs which brought more than \$150,000.00 net for war charities.

THE HELMS HALL AND ATHLETIC MUSEUM

The athletic museum and headquarters of Helms Athletic Foundation was erected by its Founder, in 1948. The first unit of the two-story building was completed on October 18, 1948, at cost of more than \$125,000.00.

The second unit, a \$150,000.00 addition, was completed on November 28, 1949. A third unit, which will cost in excess of \$150,000.00 is now on the calendar.

When completed, the Hall will have, in addition to the present offices of the Foundation, its sports library, Hall of Fame chambers, main entry, Athlete of the Year and Athlete of the Month rooms, second-story offices and display rooms, and the Olympic Room, a large auditorium, radio and television rooms, Press Club, and additional Hall of Fame chambers.

Adjoining to it is a patio auditorium, of attractive appearance, which is now used for special award programs, banquets, etc.

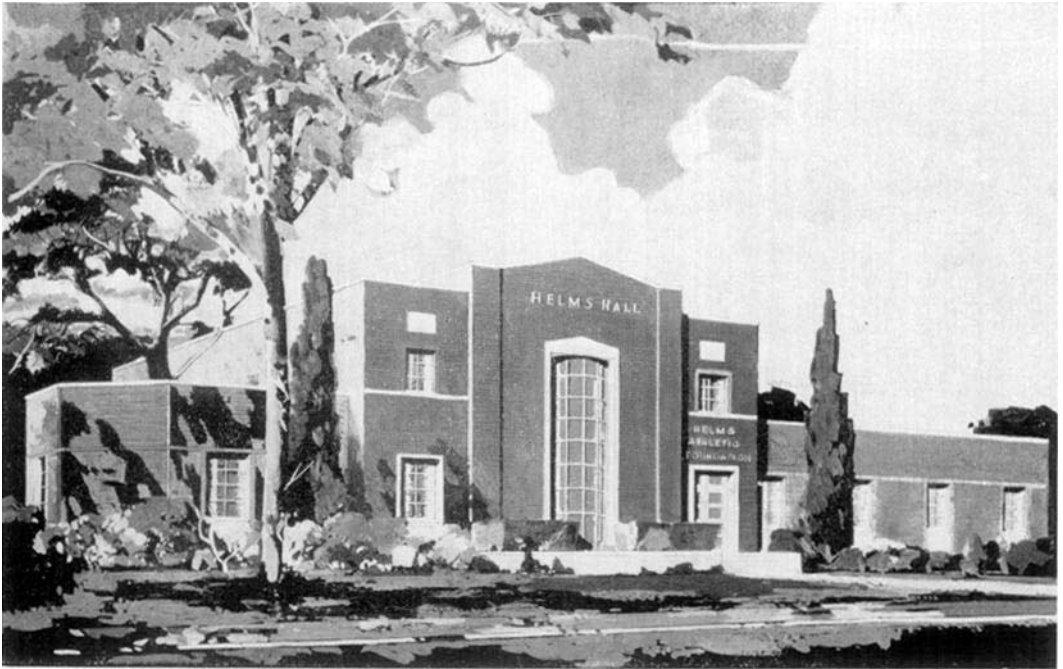
Helms Hall is the setting for the famed and costly World Trophy, which serves to honor the foremost amateur athlete of each continent of the world, annually. Selections date back to 1896, coreving the continents of Africa, Asia, Australia, Europe, North America and South America.

The Olympic Room which is restricted to Olympic Games awards, has in its trophy cases the trophies and medals which were won by some of the world's most famous athletes.

HELMS WORLD TROPHY

With the thought of honoring annually the foremost amateur athlete, either man or woman, of each Continent of the World, Paul H. Helms, Founder and Sponsor of Helms Athletic Foundation, and Helms Hall, in Los Angeles, California (U. S. A.), is creating the Helms World Trophy.

Making it possible for the World's foremost amateur athletes of the past, since 1896



HELMS ATHLETIC FOUNDATION

This Hall has been erected in 1948 by Paul H. Helms. Its cost was of Dollars 250 000,—. An additional unit which will cost in excess Dollars 150 000, — is now on the calendar.

(the date of the first of the Modern Olympiads), to become recognized permanently for their noteworthy achievements, Paul H. Helms has elected to have engraved upon the Trophy the names of those, since that period, who may be chosen for Athlete of the year honors.

This Trophy is being made of bronze, silver and gold. The base is of marble, and silver, upon which extends six Sterling silver panels which are set in pillars of Grecian design. Atop the panels and pillars are six steps which mount to a platform, upon which there is a sturdy, Olympic-type torch. A replica of the World, made of bronze and silver, rests upon the torch. Surrounding the World are two groups of solid-gold rings, entwined, each representing a Continent, which, with the thought of friendly understanding and good-will among all Peoples, link the Continents of the World.

The Trophy, when completed, will stand approximately six feet in height, and it will cost its donor in excess of five-thousand dollars.

HELMS WORLD TROPHY BOARD

The Board will serve as the World Trophy Selection Committee. The members of this Board will elect an Athlete of the Year for each year since 1896, through 1948, from each

Continent — Africa, Asia, Australia, Europe, North America, and South America.

The members of the Board are:

Mr. Clinton Conger, Mr. Ned Cronin, Mr. George T. Davis, Mr. Robert Hoenig, Mr. R. C. Samuelsen, Mr. Al Santoro, and Mr. Paul Zimmerman. Mr. Paul H. Helms is Chairman of the Board. Mr. W. R. Schroeder is Secretary.

The names of all athletes chosen for honors, since 1896, through 1948, as well as in the future, will be engraved upon the World Trophy.

Helms Hall scrolls, bearing the signatures of the members of the Trophy Board, will be presented to those, now living, who have been chosen for honors since 1896.

Beginning with the year 1949, smaller replicas of this Trophy will be presented to each of the six Athletes of the Year — one from each Continent. Plans for the presentation of such awards will be announced later.

TROPHY LOCATION

The Trophy will be lodged permanently at Helms Hall, Los Angeles 34, California, U. S. A.

Posted at in that Hall will be the likenesses and photographs of all of the athletes who

are chosen for Trophy honors. Lodged there, also, will be the awards won by the honored athletes.

The Trophy Board will also make an effort to secure official emblems from each of the Nations and Kingdoms which the honored athletes represented when chosen for honors.

THE TROPHY COMMITTEES

The Trophy Board will designate advisory Committees in each of the Continents — Africa, Asia, Australia, Europe, North America, and South America — to recommend athletes in their respective Continents, for honors. Their recommendations will be considered annually by the Trophy Board, the members of which will make final selections.

THE HELMS WORLD TROPHY

Which serves to honor the foremost amateur athletes of the World annually, with selections dating back to 1896.



PAUL H. HELMS

Founder and Sponsor of Helms Athletic Foundation and Helms Hall. Their activities concern international sport, in all fields.

