



Finding Aid for

WILLIAM M. SCHMIDT PAPERS, 1950-1962
Accession 1672

Finding Aid Published: December 2011



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OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
www.thehenryford.org
research.center@thehenryford.org

ACCESSION NUMBER: 1672

CREATOR: Schmidt, William M.

TITLE: William M. Schmidt papers

INCLUSIVE DATES: 1950-1962

QUANTITY: 0.4 cubic ft.

LANGUAGE: The materials are in English

ABSTRACT: William M. Schmidt worked as an automotive stylist and designer at Ford Motor Company, Packard Motor Car Company, Chrysler and his own private studio. His papers include photographs and clippings about various cars he helped design.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is open for research
- COPYRIGHT:** Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Donated by William M. Schmidt, 1984
- RELATED MATERIAL:** Related material held by The Henry Ford: Automotive design drawings collection, 1935-1987 (bulk 1940-1979)
- PREFERRED CITATION:** Item, folder, box, accession 1672, William M. Schmidt papers, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Benson Ford Research Center staff, September 1984. A portion of the collection was later moved to the Automotive design drawings collection at an unknown date.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared and published by Benson Ford Research Center staff in September 1984.
- Finding aid prepared by Elyssa Bisoski, December 2011, and published in December 2011.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

BIOGRAPHICAL NOTE

William M. Schmidt began working as an automotive stylist in the Lincoln-Mercury Division of Ford Motor Company in 1940. By the time Schmidt left Ford in 1955 he had risen to Chief Designer and worked on various Mercury and Lincoln vehicles. He was instrumental in developing the Lincoln Futura concept design that was used as one of the original Batmobiles in the 1960s television show Batman. After leaving Ford, Schmidt moved on to design automobiles and trucks at Packard Motor Car Company and was Executive Stylist at Chrysler when he left the automobile industry in 1959 to form his own custom design studio, William M. Schmidt Associates.

SCOPE AND CONTENT NOTE

The William M. Schmidt papers consist of photographs and clippings of various Ford, Lincoln, Mercury, Packard and Studebaker automobiles and trucks. The papers include photographs and drawings of the Lincoln Futura concept car used in the Batman television series in the 1960s. There are also examples of custom and specialty designs created in the William M. Schmidt Associates studios for private customers. Researchers should note that a portion of this collection containing design drawings and sketches has been removed and placed in the Automotive design drawings collection, 1935-1987 (bulk 1940-1979).

SUBJECT TERMS

Names, Personal or Corporate

Schmidt, William M.

Ford Motor Company

William M. Schmidt Associates

Subjects

Automobile industry and trade

Automobiles--Drawings

Automobiles--Design and construction

Drafting and industrial drawings

Ford automobile

Industrial designers

Lincoln automobile

Mercury automobile

Packard automobile

Studebaker automobile

Trucks--Design and construction

Genre and Form

Photographs

Design drawings

CONTAINER LIST

Box no.	Description
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Box 1

1962 Chrysler; William M. Schmidt Associates (images 1672-15 through 1672-23)
1957 Packard (images 1672-24 through 1672-43)
1957 Clipper; 1958 Clipper; 1957 Studebaker (images 1672-44 through 1672-59)
1958 Studebaker; Predictor Show Car (images 1672-60 through 1672-72)
1955 Lincoln Futura Show Car (images 1672-73 through 1672-85)
1956 Packard; 1956 Clipper; 1956 Studebaker (images 1672-86 through 1672-101)
1956 Studebaker Trucks; 1956 Lincoln; 1955 Lincoln (images 1672-102 through 1672-116)
1954 Lincoln; 1954 Mercury; 1953 Lincoln; 1953 Mercury; 1952 Lincoln (images 1672-117 through 1672-130)
Lincoln 50th Anniversary Show Car; 1952 Mercury; 1951 Lincoln Customizing Program; 1951 Lincoln; 1951 Mercury; 1950 Lincoln (images 1672-131 through 1672-145)
1950 Mercury; 1949 Lincoln; 1949 Mercury; Presidential Lincoln Limousine (images 1672-148 through 1672-153)
X-400 Limousine; 1953 Lincoln Show Car - "Maharajah" (images 1672-164 through 1672-179)
Proposed Show Cars - "Manta"; "Yachtsman" Special Car; Dual Cowl Phaethon Convertible; Dual Cowl Phaethon Town Car (images 1672-180 through 1672-193)
1952 XL-500 Lincoln Show Car; 1952 Lincoln (images 1672-194 through 1672-205)
1952 Mercury; Bumper-Grille Design Studies; 1948 "Flop-Top" Continental; Continental Bumper-Grille Theme (images 1672-206 through 1672-218)
Proposed All-new body for Lincoln Continental (images 1672-219 through 1672-226)
1949 Proposed Lincoln Continental; Lincoln and Mercury Seats; 1952 Mercury and 1952 Lincoln Instrument Panel Studies (images 1672-227 through 1672-242)
1952 Mercury "Interceptor" Instrument Panel Program; 1950 Mercury Instrument Panel; 1950 Lincoln and Lincoln Cosmopolitan Instrument Panels (images 1672-243 through 1672-250)
Proposed Instrument Panel "Telespeed" - 1952 Lincoln; 1951 Ford Steering Wheel; 1951 Ford Instrument Panel (images 1672-251 through 1672-260)
Binnacle-type Instrument Cluster; French Ford Vedette; Ford Sportsman Convertible (images 1672-261 through 1672-271)
List and captions from scrapbook