Finding Aid for

WILLIAM M. SCHMIDT PAPERS, 1950-1962
Accession 1672

Finding Aid Published: December 2011

Electronic conversion of this finding aid was funded by a grant from the Detroit Area Library Network (DALNET)
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BENSON FORD Research Center

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OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
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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 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

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