



WOMEN IN AUTOMOTIVE HISTORY

A COLLABORATIVE EXHIBITION

Amoi Goldman, Matt Hocker, Jen Wolfe
ACA Library & Research Center

An Introduction



**AACA Library & Research Center
Hershey, PA**

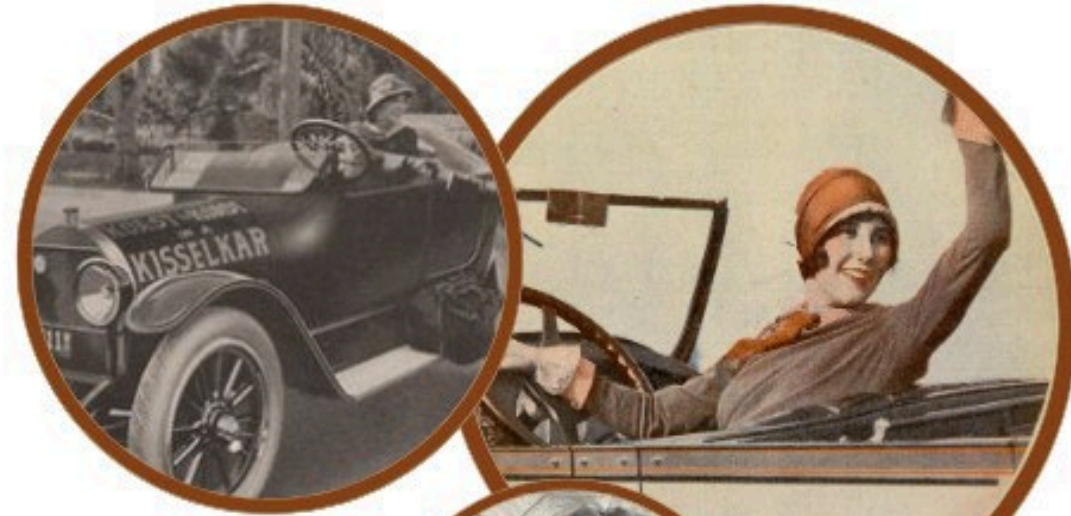


**Madlyn L. Hanes Library
Penn State Harrisburg, Middletown, PA**



**Displayed on the main floor
Madlyn L. Hanes Library**

Driving, Designing, and Defying



Women
Paving the
Way in
Automotive
History



March 11, 2024
through
December 20, 2024

A Women's History Month Exhibition Co-Curated By





AACA + Madlyn L. Hanes Library = Success!

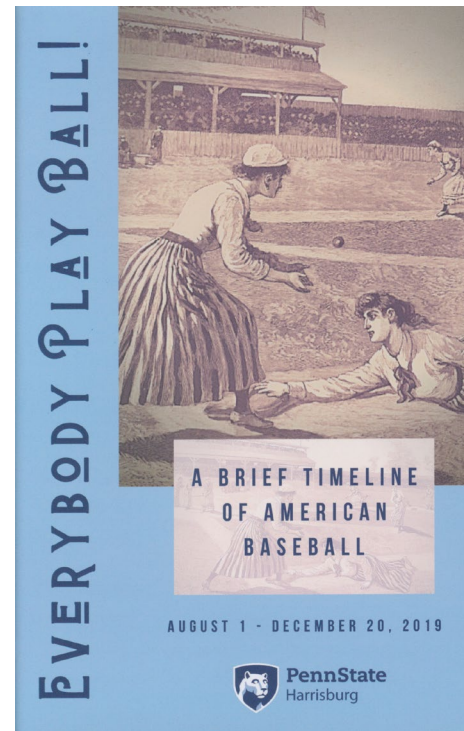


In the beginning...

- Heidi Abbey Moyer, M.A., M.L.S.
Archivist and Humanities Reference Librarian
Penn State Harrisburg
- Amoi Goldman, H.P. cert.
Librarian and Outreach Coordinator
AACA Library & Research Center
- Amoi was introduced to Heidi in 2019 through a Penn State Librarian she met at a conference

Archives Tour

- Archives and Special Collections tour included the Alice Marshall Women's History Collection
- Exhibition about the history of women and baseball
- AACA Library & Research Center invited Heidi and her staff to visit
- As a group we discussed the possibility of a collaboration



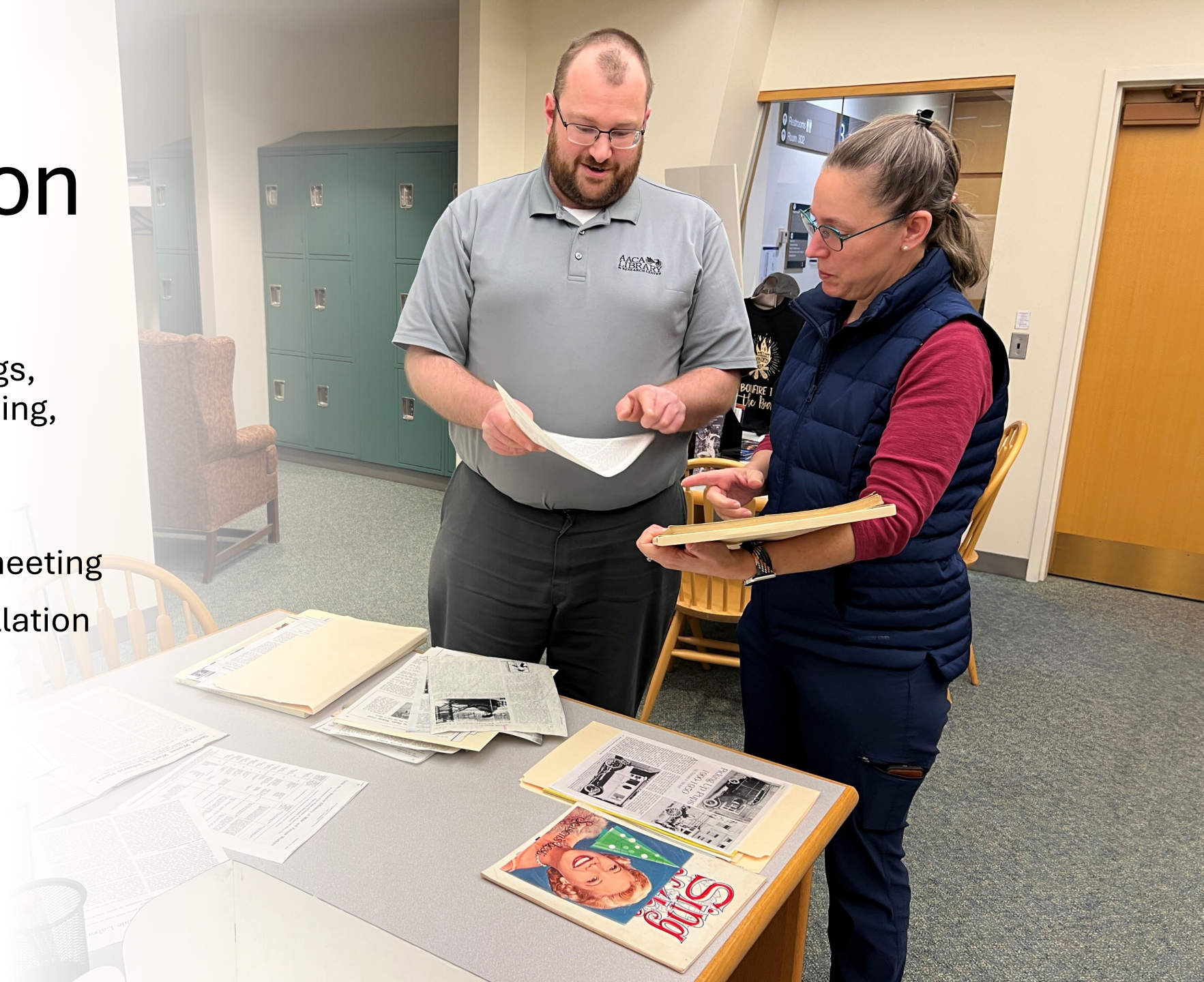
The Team

- **Heidi Abbey Moyer**, Librarian & Archivist, Penn State
- **Amoi Goldman**, Librarian, AACA
- **Matt Hocker**, Librarian, AACA
- **David Wyche**, Archives Assistant, Penn State
- **Liz McIlhenney**, Archives Assistant, Penn State



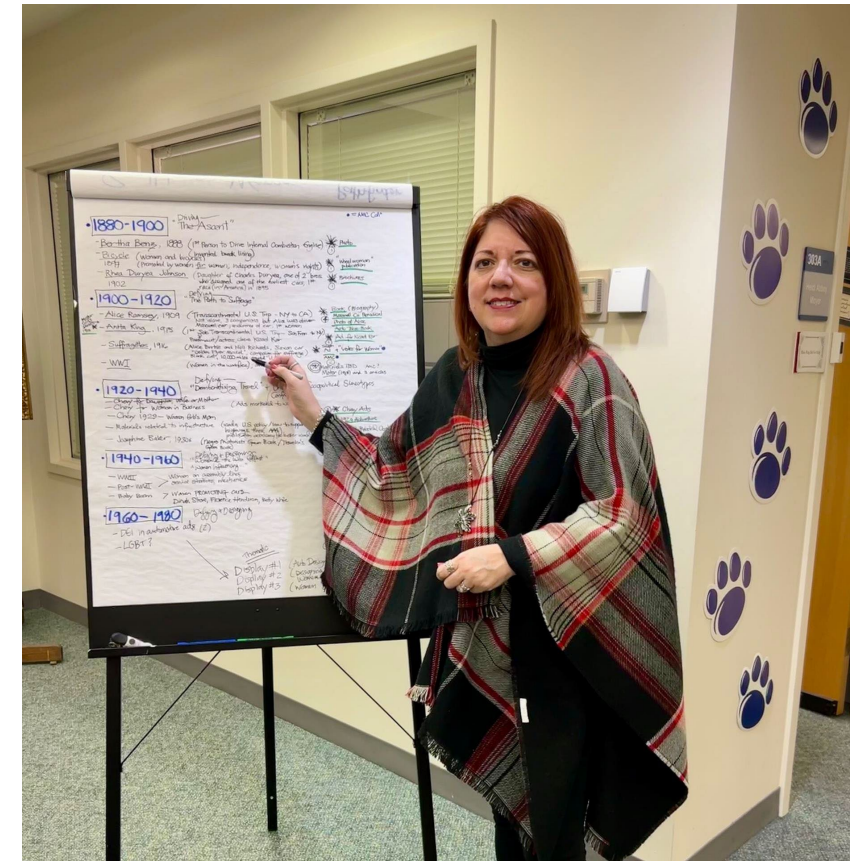
Collaboration

- We met 12 times for meetings, workdays, installation, opening, and de-installation.
- **May 22, 2023** – 1st meeting
- **November 13, 2023** – 2nd meeting
- **January 13, 2025** - De-installation



The Process

- Brainstorming sessions with Heidi at the **BOARD**
- Conceptualized a title
- Identified audience and objectives
- Selected and narrowed stories to tell within a limited display space
- Discovered crossover between collections

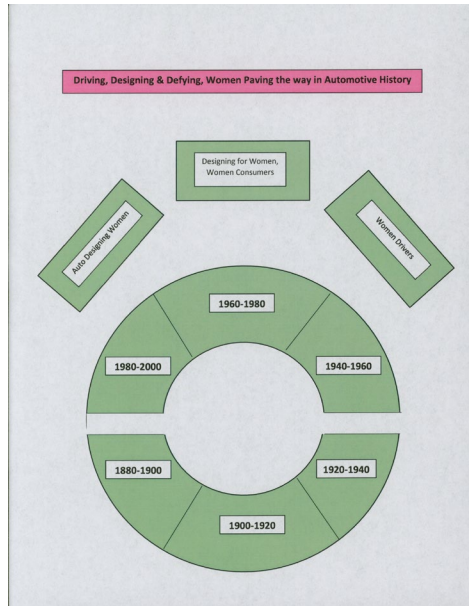




Searching, Finding, Evaluating

- Working together in Special Collections Reading Room
- Populating and organizing the **BINDER**

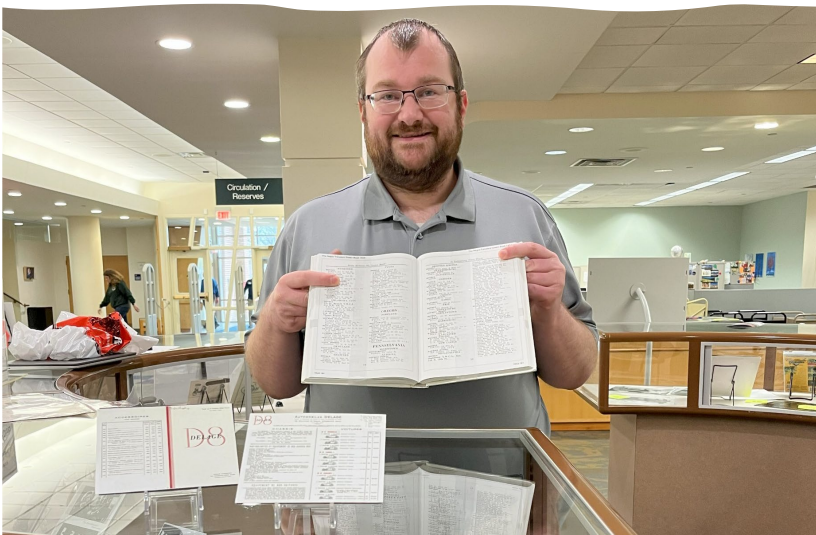
Diagram of exhibition space



Antique Automobile Magazine Article March/April 2024

“Women Paving the Way” by Amoi Goldman and Matt Hocker





Installation

- Arranged and rearranged
- Made surrogates of original items that were too large or too delicate
- Protected originals with polyester sleeves
- Placed numbers in cabinets. Had to make additional numbers
- Kept a record of AACCA collection items on loan
- Late night with signal horn demonstration by Matt

Installation Challenges

- Positioning items in tight awkward spaces
- Lock issues with display cabinets
- Conflicting events during set up



Designed Guides

Driving, Designing, and Defying

Women Paving the Way in Automotive History

March 11, 2024 through December 20, 2024

A Women's History Month Collaborative Exhibition

About the Exhibition

Automotive history reflects the pivotal roles that cars and the auto industry have had in shaping our culture and society around the world. But, do you know how **women** have contributed to the use, marketing and promotion, design, and engineering of automobiles in numerous ways? For example, Bertha Benz was the first woman to drive long-distance in a motor car with an internal combustion engine in 1888 when she traveled from Mannheim to Pfalzheim, Germany. She also used her ingenuity to unclog a fuel line with her hatpin and insulate a faulty ignition wire with her garter. In 1905, Mary Anderson, a female entrepreneur from Alabama, invented and patented the first manual automotive windshield wiper. Learn about these pioneering women and other amazing "firsts for women" in this Women's History Month display.

This exhibition represents another first: a multi-year partnership between the Antique Automobile Club of America (AACA) Library and Research Center and Archives and Special Collections (ASC) in the Madlyn L. Hanes Library at Penn State Harrisburg. Working together since January 2022, curators at both institutions have collaborated to install the largest exhibition ever offered in the Hanes Library. The display includes over 100 items from the 1880s to the 2020s. It highlights women and their many achievements in automotive history as documented in the AACA Library's extensive collections and in the ASC's Alice K. Marshall Women's History Collection. A combination of original materials and reproductions from both institutions are displayed and range from advertisements, automobilia, automotive brochures, books, magazine covers, photographs, road maps, as well as a rare woman's vintage linen duster, or mechanic's coat, and dress from the early 1900s. We hope you enjoy learning more about the women and automobiles celebrated in this exhibition!

Page 1

List of Items

1880-1900

Women Driving - "The Ascent"

- (Three Items) - "Benz Patent-Motorwagen automobile, patented in 1886," 2001, Mercedes-Benz automotive brochure; "Benz Motor Car (1888)," ca. 1880s, postcard; and "4 hp Benz Patent-Motorwagen," 1885, photograph.
- "Bertha Benz Riding 1.5 hp Benz Velo," ca. 1893-1894, photograph.
- "Wheelwoman: Costume Wheels & Cycling News, March 1897, magazine cover.
- "Duryea Power Co., Reading, PA," August 1, 1902, brochure.
- Duryea model on wood base and AACA logo, ca. 1980s, trophy and brass emblem.

1900-1920

Women Driving - "The Path to Suffrage"

- (Three Items) - *Veil, Duster, and Tire Iron* by Alice Huyler Ramsey, 1961, book; Signed end pages of Alice's book, 1961; "Alice Ramsey holding her book," ca. 1960s, photograph.
- (Two Items) - "Maxwell," ca. early 1900s, felt pennant; "Maxwell The Co-Operator," with image of Alice Ramsey in her Maxwell DA on cover, May 1, 1909, trade journal.
- "Madam C. J. Walker in her Waverley Electric Brougham," ca. 1910s, photograph" used with permission courtesy of the Madam Walker Family Archives / A'Lelia Bundles.
- "The Cleanest Electric, Waverley 1910 Model," McClure's Magazine, ca. 1910, magazine ad.

Page 2

Driving, Designing, and Defying: Women Paving the Way in Automotive History

Milestones

- 1888** - Bertha Benz was 1st woman to drive a motor car and the 1st person in the world to drive long distance.
- 1893** - Margaret A. Wilcox received patent for car heater.
- 1896** - Margaret Knight, inventor and co-founder of Knight-Davidson Motor Company, granted several patents for rotary engine parts.
- 1901** - Rhea Duryea Johnson started test-driving Duryea cars for her father, Charles Duryea, at age 15.
- 1901** - Mary Anderson received patent for the 1st manual automotive windshield wiper.
- 1903** - Dorothy Levitt was one of the earliest British women race car drivers and automotive author.
- 1905** - Joan Canoe was one of the earliest women race car drivers in the U.S.
- 1909** - Alice Ramsey became the 1st woman to drive across the U.S. in a 1909 Maxwell.
- 1915** - Actor Anita King, known as "Paramount Girl," became 1st woman to drive solo across U.S. in a 1915 Kisselcar.
- 1915** - Emily Post, 1st woman automotive journalist, wrote series of articles, "By Motor to the Fair" for Collier's; these were expanded into book, *By Motor to the Golden Gate*, in 1916.
- 1916** - Suffragettes, Alice Burke and Nell Richardson, traveled 10,000 miles, coast-to-coast, and border-to-border in a Sixton to promote the vote for women in America.
- 1917** - WWI American Red Cross Motor Corp employed women as ambulance drivers.
- ca. 1917-1918** - On the home front, 40 women established *Colored Women's Motor* African American soldiers returning.
- C.J. Walker's daughter, A'Lelia W**
- 1918** - Vaudeville performer, Charlotte Bridgwood, received patent for "Starm Windshield Cleaner," an electronically operated windshield wiper.
- 1920** - Dorothea Pullinger, Chalfonty Motors Ltd. in Scotland, introduced 1st car designed for women by all-women team.
- 1920** - Maria Luhring, designer for Mack Trucks, admitted as 1st woman member of Society of Automotive Engineers.
- 1930s** - Geologist, Helen Blair Bartlett, working for General Motors (GM) in the AC Spark Plug Division, invented spark plug insulation. Bartlett became the 1st woman to attain a top technical position at GM.
- 1935-1938** - Helen Dryden designed interiors for Studebaker and received top billing in marketing.
- 1940s** - Helene Rother named respect as auto designer at GM.
- 1941-1942** - Actor and inventor, Hedy Lamarr, applied for and received patent for frequency hopping signal device, which paved the way for Wi-Fi, Bluetooth, and GPS.
- 1941-1943** - After U.S. entered WWII, approximately 5 million women joined workforce, including auto industry.
- 1949** - 1st women joined NASCAR driver, Sara Williams Christian, competed in 1st NASCAR race.
- 1950s-1960s** - Rise of TV ownership prompted auto makers to utilize women, such as Dinah Shore and Betty White, as spokespeople for automotive advertising.
- 1958** - Maria Teresa de Filippis was 1st woman to compete in a Formula One race.
- 1977** - Janet Guthrie was 1st woman to compete in Indy 500.
- 1978-1985** - Dr. Gladys Mae West, African American mathematician, completes work with earth-mapping satellites that served as foundation for modern GPS.
- 1980-1991** - Cheryl Linn Glass became 1st African American professional race car driver, formed Glass racing team. In 1992, she received National Cardiac Award for Trailblazing from National Coalition of Black Women.
- 2008** - Danica Patrick won Indy Japan 500 at Motegi, Japan. Next made her 1st woman winner in IndyCar racing.

Antique Automobile Club of America
AACA Library & Research Center
Penn State University Libraries
Madlyn L. Hanes Library, Penn State Harrisburg

A Women's History Month
Collaborative Exhibition
March 11, 2024
through
December 20, 2024

- Heidi guided the process
- Researched information for content
- Used Canva program
- Sought permission for photograph



The Opening Day – March 26, 2024

Penn State Library Discovery Hour

- May 16, 2024
- Madlyn L. Hanes Library
- 2023 Library of the Year by the Pennsylvania Library Association

 PennState
University Libraries

You're Invited

A Celebration of Excellence:

Honoring
The Madlyn L. Hanes Library

Named 2023 Library of the Year by the
Pennsylvania Library Association

Thursday, May 16

6:00 p.m. | presentations at the Mukund S. Kulkarni Theatre

7:00 p.m. | reception at the Madlyn L. Hanes Library

Penn State Harrisburg
777 W Harrisburg Pike
Middletown, PA 17057
Parking provided on campus

**LIBRARY
DISCOVERY
HOUR**





“This is awesome!
I’ve never thought
about the history of
women drivers so in
depth.”

“Wonderful exhibit!”

“LOTS OF SURPRISING HISTORY.”

Visitor Statistics

- Visitor book - 18 signatures and 9 comments
- Hundreds of students, faculty, staff, alumni and other library visitors viewed the exhibition
- Madlyn L. Hanes Library door counts are usually at least 500,000 per year



Your virtual
tour is right
around the
corner...

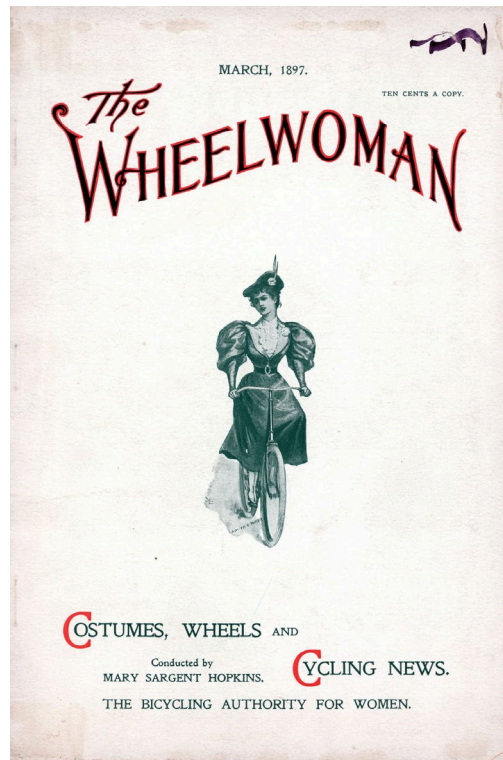
Driving, Designing, and Defying Women Paving the Way in Automotive History



Exhibition opened March 2024 to coincide with Women's History Month

The Ascent

1880-1900



Cars & Parts
BOX 482
SIDNEY, OHIO 45367

Duryea Power Co.
READING, PA.
August 1, 1902

OUR LEADER. PRICE, \$1,250

EIGHT STYLES

Three Wheeled Phaeton
Four Wheeled Phaeton
Rumble Seat Phaeton
Surrey for four to six people
Trap for four to six, dos-a-dos
Tonneau for 6 to 10 or more
Delivery Wagons, Launches and Motors
Cabs and Coupes with Glass Fronts

ONE MECHANISM

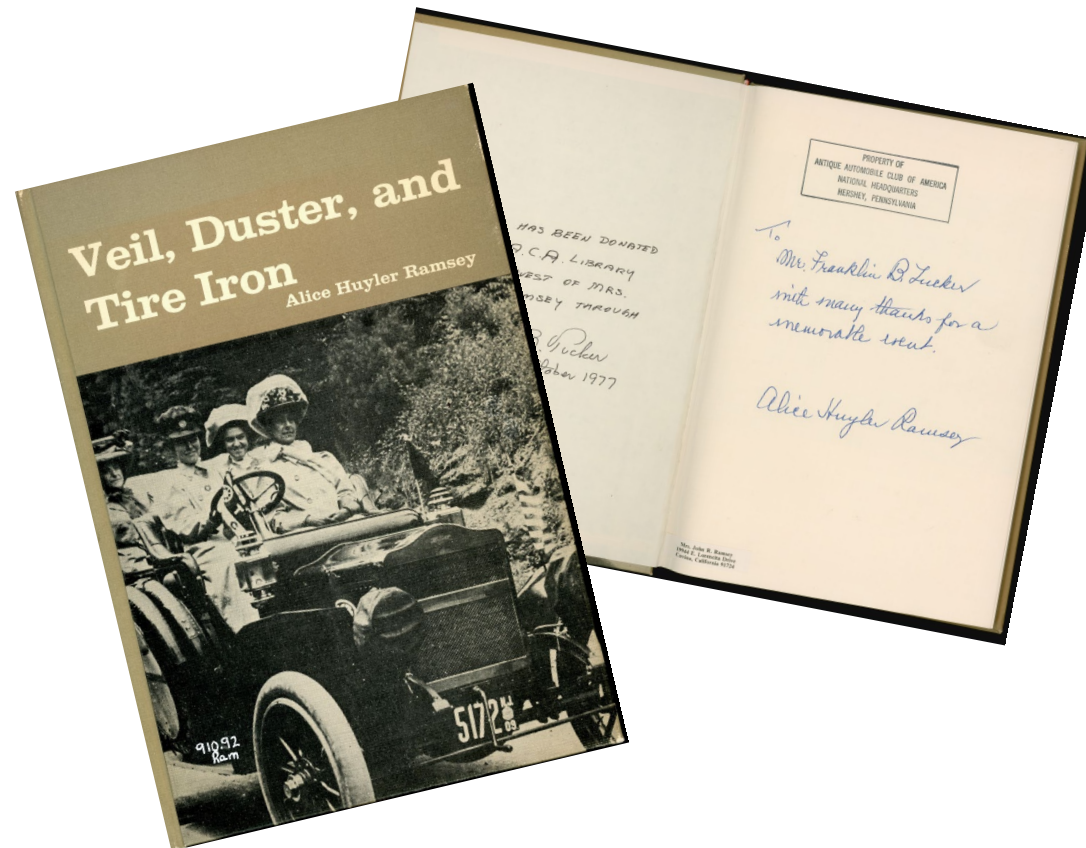
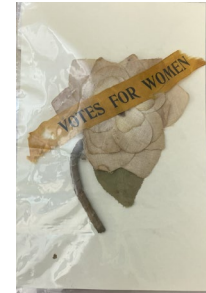
The advertisement for Duryea Power Co. features a central illustration of a vintage motor car with a driver and a passenger. The car has large spoked wheels and a high seat. Text on the left provides contact information for 'Cars & Parts' in Sidney, Ohio. Text on the right identifies the company as 'Duryea Power Co.' in Reading, PA, dated August 1, 1902. Below the illustration, it states 'OUR LEADER. PRICE, \$1,250'. At the bottom, it lists 'EIGHT STYLES' and 'ONE MECHANISM'.

The Path to Suffrage

1900-1920



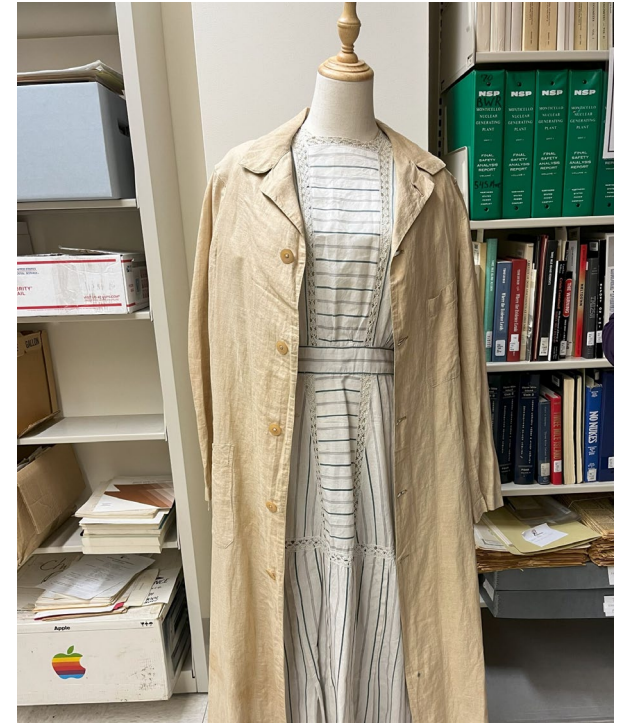
The Path to Suffrage 1900-1920



Highlights

The Path to Suffrage

- Linen dress and duster c. 1910-1920 was loaned by AACA member Tracy Leshner
- Belonged to her mother, Janet Ricketts, the first woman AACA Board President in 1999
- Heidi and Archives Assistant, Payton Becker, M. Sc., provided archival housing and textile condition reports as a thank you



Democratizing Travel

1920-1940



Highlights

Democratizing Travel



De la Moulin Rouge et son cabriolet

Her habit of measuring time in terms of dollars gives the woman in business keen insight into the true value of a Ford closed car for her personal use. This car enables her to conserve minutes, to expedite her affairs, to widen the scope of her activities. Its low first cost, long life and inexpensive operation and upkeep convince her that it is a sound investment value. And it is such a pleasant car to drive that it transforms the business call which might be an interruption into an enjoyable episode of her busy day.

1924

TUDOR SEDAN, \$590	FORDOR SEDAN, \$685	COUPE, \$525	(All prices f. o. b. Detroit)
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Ford
CLOSED CARS

1924



Women on the Home Front

1940-1960



Highlights

Women on the Home Front



Women Expressing Independence

1960-1980



Highlights

Women Expressing Independence





Women as Influencers

1980-2000

Highlights

Women as Influencers



JAGUAR'S NEW X-TYPE IS "ALL FOR YOU"

Janet Jackson and Michelle Cervantez, vice president of marketing, Jaguar North America, photographed with the all new 2002 Jaguar X-Type, kick off the new Jaguar X-Type Janet Jackson "All For You World Tour 2001."

Driving, Designing, Defying

Display Cabinets



Driving





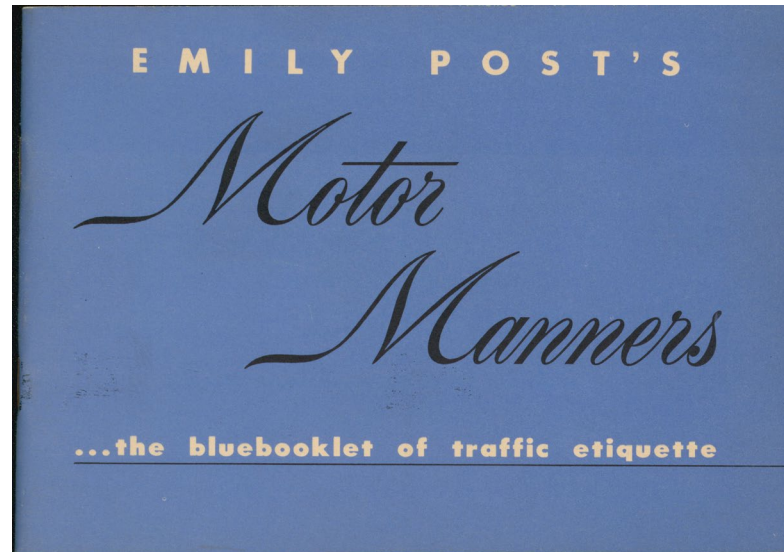
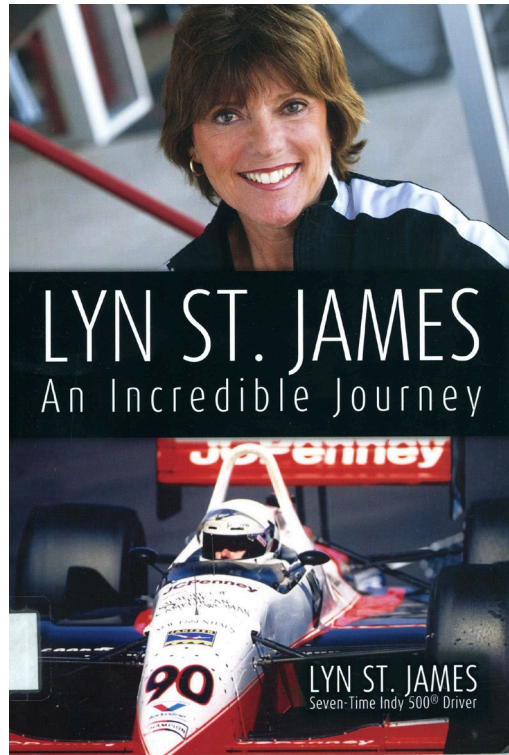
Designing

Defying



Highlights

Defying



Dismantling the Exhibition





What we learned

- The exhibition process from start to finish
- How to design a purposeful display, including narrowing items for display
- Newfound appreciation for the level planning and time that goes into an exhibition
- Working on a project with another institution can be mutually beneficial.



Thank you for attending!

Amoi Goldman agoldman@aacaa.org

Matt Hocker mhocker@aacaa.org

Jim Kapoun jkapoun@aacaa.org

Jen Wolfe jwolfe@aacaa.org

The Chris & Kathleen Koch

AACA

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717-534-2082

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