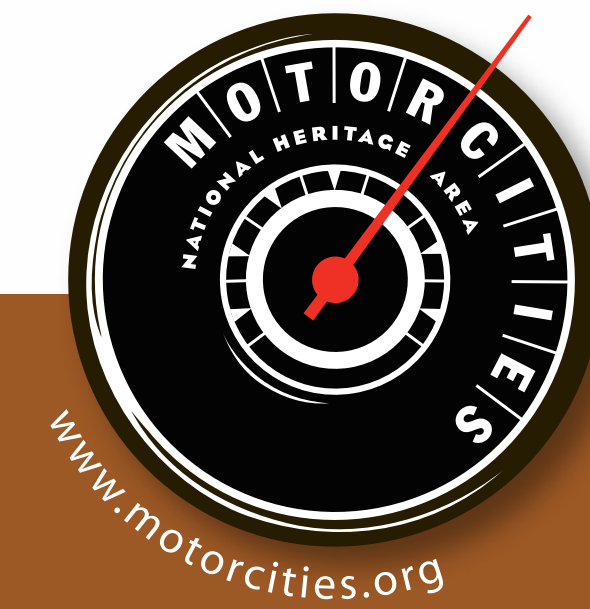




# HIGH PERFORMANCE LEGEND

## The Novi Special at the Indianapolis 500



The crowds loved the high-pitched “shriek” of its engine, and drivers were barely able to control its power. The legendary Novi Special stood out with 450 horsepower at its first Indianapolis 500 race in 1941 and the supercharged engine remained a celebrity there until the 1960s. Novi businessman Lewis Welch - owner of Novi Equipment Company, an automotive supplier along Novi Road – loved auto racing. He sponsored this high-performance powerplant and named it the “Novi Special” for his home town. Welch’s support continued for many years and many drivers, but the Novi Special gained a reputation for danger and never won a race before Welch sold it to Andy Granatelli in 1961.



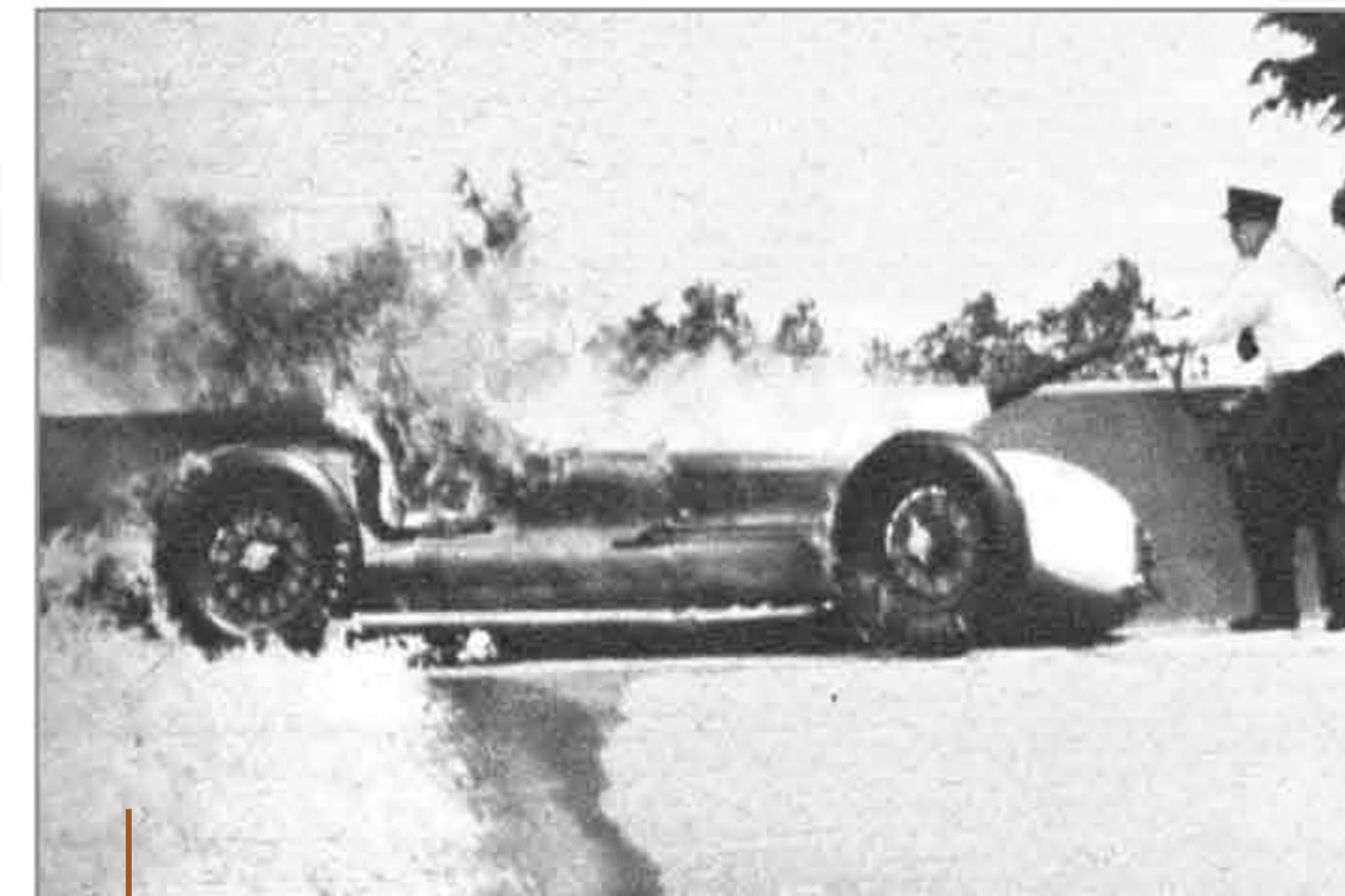
RALPH HEPBURN IN NOVI GOVERNOR SPL.  
FASTEST LAP EVER MADE - 134.449 MPH  
Indianapolis Motor Speedway, 1946

The Novi Special’s power was matched by its speed, and in 1946 Ralph Hepburn ran the fastest lap ever run at Indy. But Hepburn was killed two years later in a practice run. Photo courtesy of the Novi Historical Commission.



3RD PLACE  
DUKE NALON  
INDIANAPOLIS MOTOR SPEEDWAY, 1948

Driver Duke Nalon came in third place in the Novi Special in the 1948 Indianapolis 500, which would be the Novi’s best finish at Indy. Photo courtesy of the Novi Historical Commission.



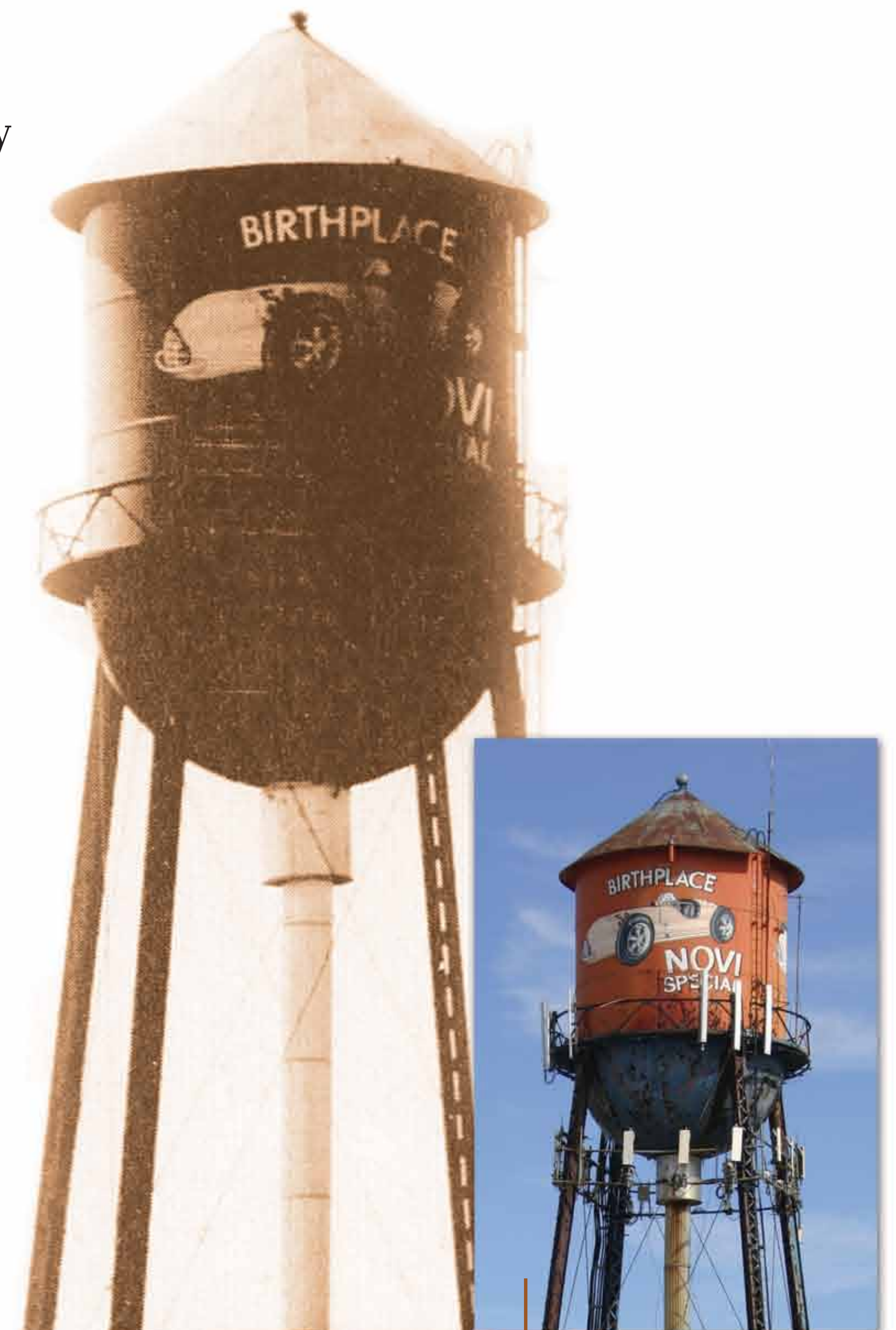
In the 1949 Indy, Duke Nalon was in a commanding lead with a Novi Special in lap 24 when he lost a wheel and survived a fiery crash. Photo courtesy of the Novi Historical Commission.



Sponsor Lewis Welch chats with driver Rex Mays in 1949. Photo courtesy of the Novi Historical Commission.

### YOU AUTO KNOW

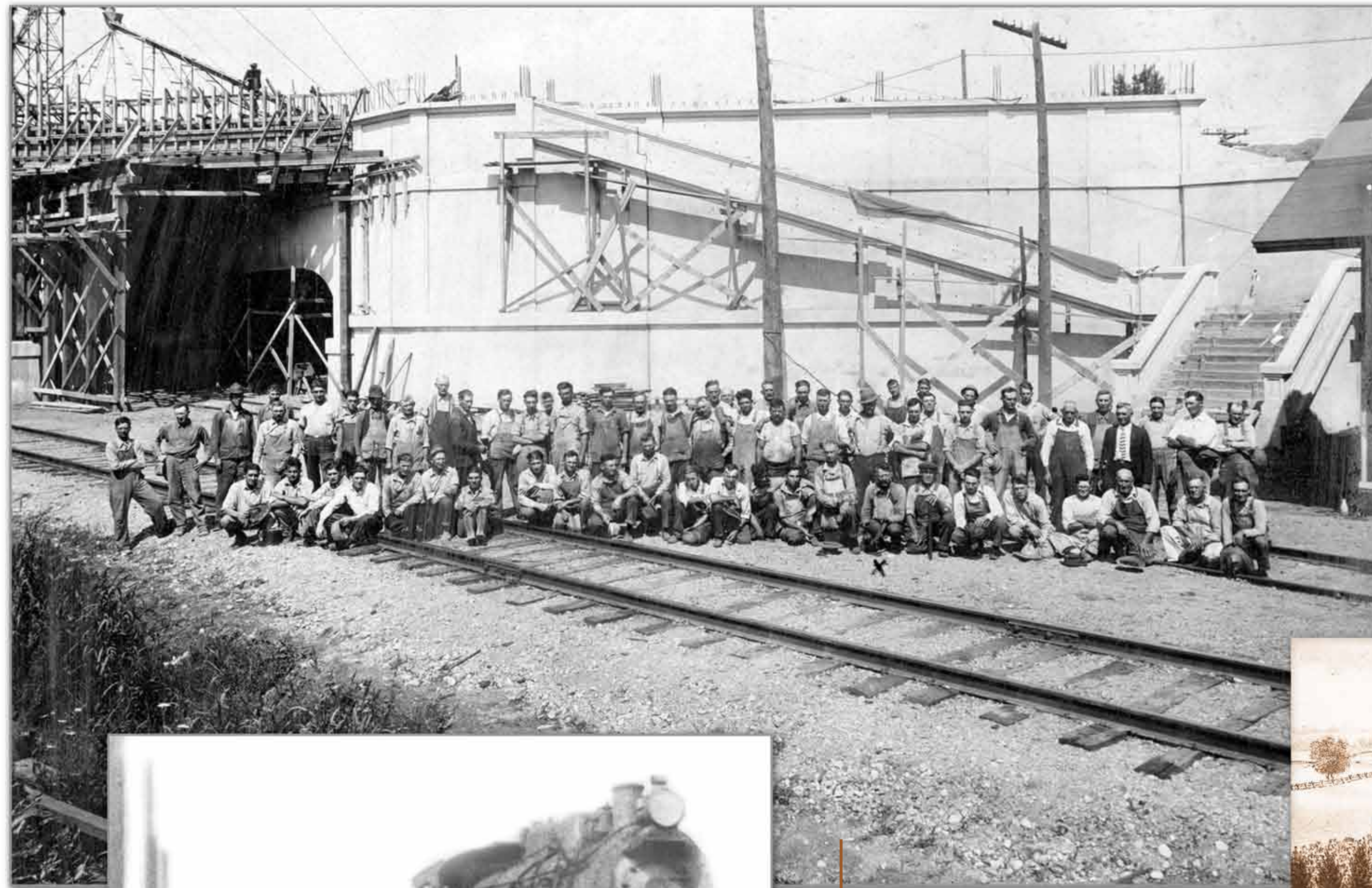
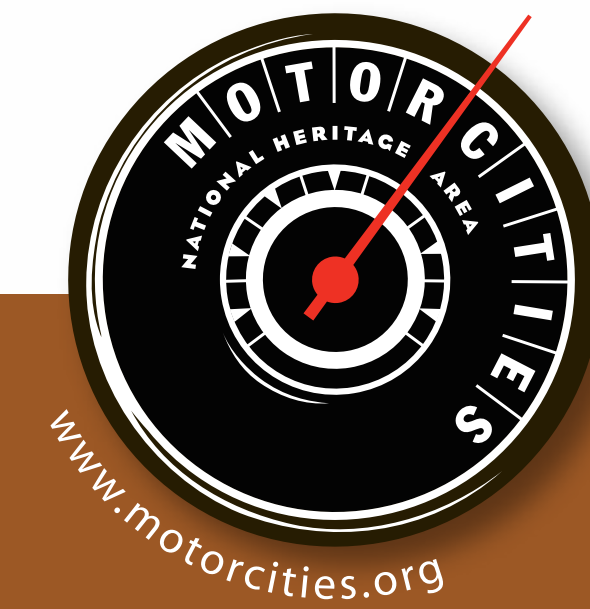
After 1945, the whole specially-designed car, not just the distinctive engine, was called the “Novi Special.”



The landmark water tower near Novi Road is all that remains of Lewis Welch’s Novi Equipment Company plant.

# NOVI'S CRUCIAL CROSSING

## The Train Station and the Grand River Bridge



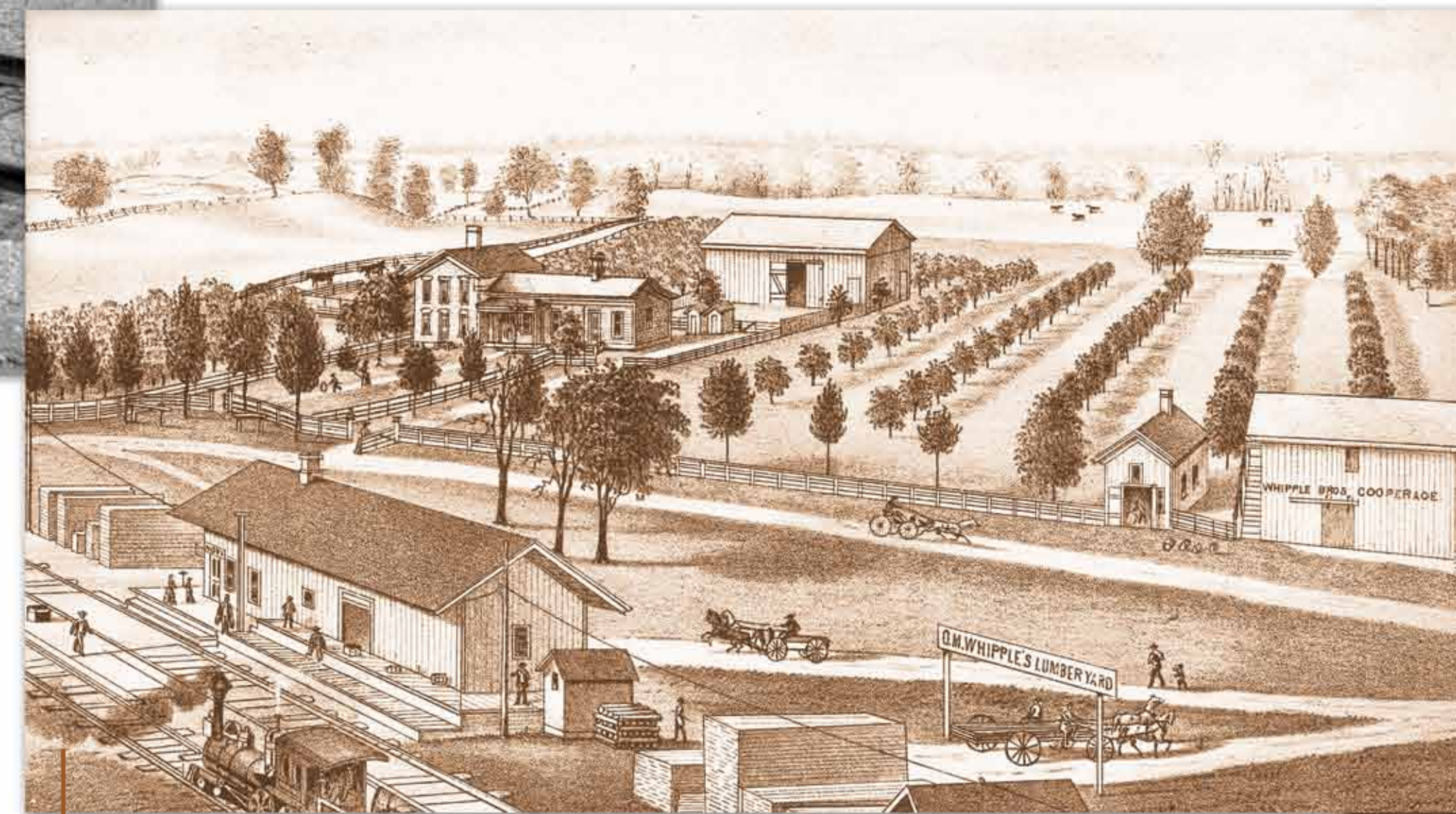
### An intersection of history...

where the Pere Marquette Railroad crossed Grand River Avenue. Built in the 1850s, Grand River Avenue was an important route between Detroit and Lansing, but transportation was limited to horseback, wagon or stagecoach. When the Pere Marquette Railroad was built through Novi in 1871, a station and storage depot were built where the tracks crossed Grand River Avenue, giving Novi farmers and merchants a way to send and receive large volumes of goods. The bridge over the tracks was built later for safety, but Novi's history of growth has been written in its access to the railroad.



The first locomotive through Novi in the 1870s. This part of the Pere Marquette Railway linked Plymouth to the south with Holly to the north, and the railway later reached Ludington on Lake Michigan in 1874. Photo courtesy of Northville Historical Society.

Workers at the Grand River Avenue Bridge during its construction, with the Novi train station at right, late 1920s. The heavy rail and road traffic posed danger at this intersection, and the bridge was built to separate them. Image courtesy of the Novi Historical Commission.



The Whipple estate and the train station, 1870s. The Whipples were prosperous farmers along Grand River Avenue who gained particular benefit from the establishment of the train station nearby. Image courtesy of the Novi Library.



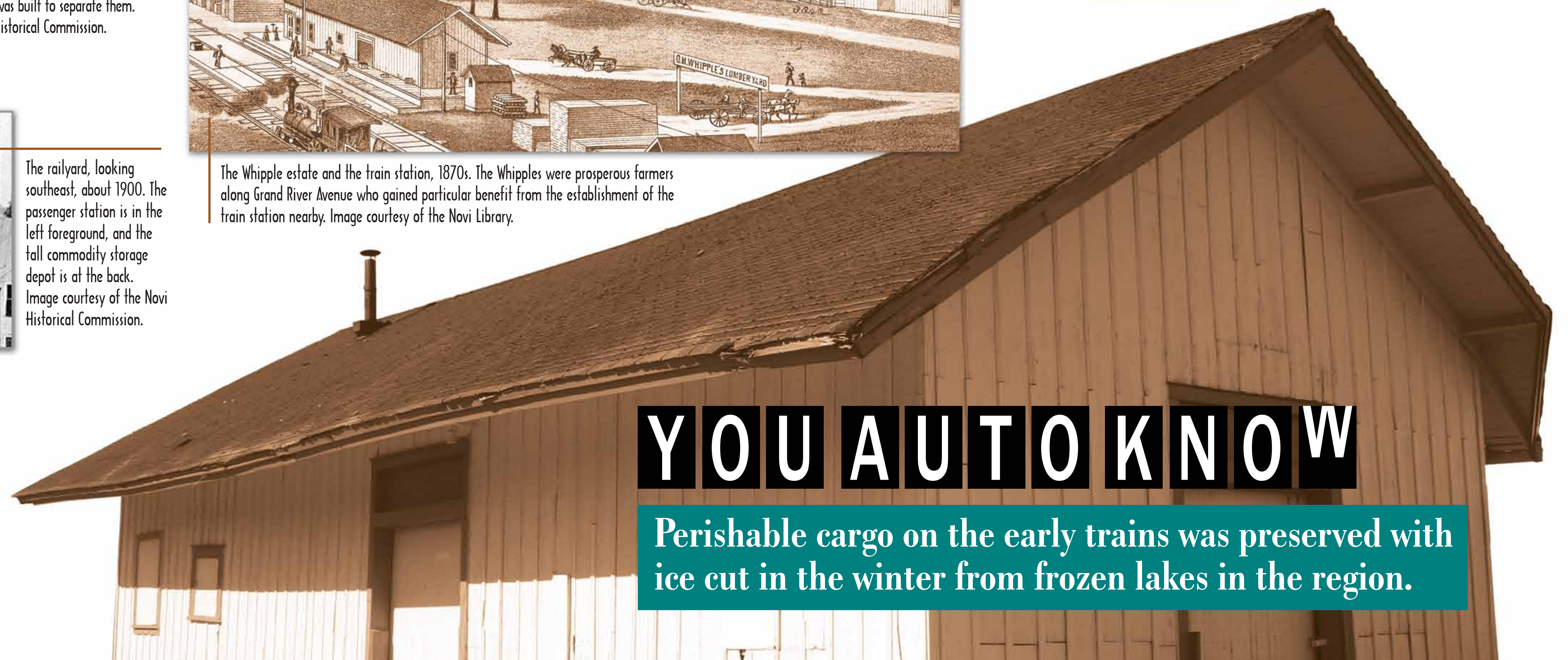
This frame building along Grand River Avenue, now a NAPA storage facility, has been called "The Wool House." It was located near the railroad to store wool from local farmers that was shipped out by rail to Detroit and elsewhere.



The rail yard, looking southeast, about 1900. The passenger station is in the left foreground, and the tall commodity storage depot is at the back. Image courtesy of the Novi Historical Commission.



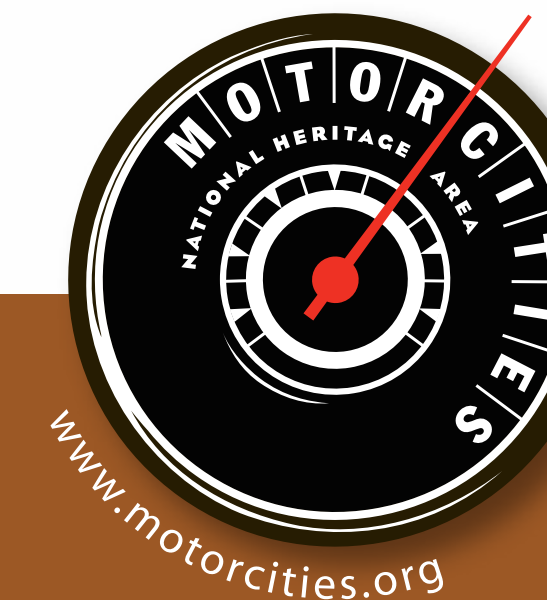
Photo courtesy of Northville Historical Society.



**YOU AUTO KNOW**

Perishable cargo on the early trains was preserved with ice cut in the winter from frozen lakes in the region.

# APPROACHING "NOVI CORNERS" Headed in Four Directions



## The focus of the Novi community...

the intersection of Grand River Avenue and Novi Road. Various buildings have come and gone, within walking distance of this crossing – stores, churches, a school, a hotel, restaurants, village offices and library. On the northwest corner, a series of general stores were followed by a couple of hamburger restaurants. On the northeast corner, an early inn was followed by a couple of gas stations before Novi Town Center came along. On the southeast corner a general store was replaced in 1929 by the current brick building, a familiar landmark amidst change and movement.



Early view of the intersection, looking west along Grand River Avenue from just east of Novi Road, about 1900. At extreme right is the Novi Hotel, a popular stagecoach inn, on the northeast corner. To the left is a Methodist church near the southwest corner. Photo courtesy of Novi Historical Commission.



Aerial view of the intersection often called "Novi Corners," looking toward the northeast corner, early 1950s. At the corner now occupied by Novi Towne Center, Leo Harrawood operated a gas and service station for many years. Photo courtesy of City of Novi.



On the southeast corner, Charles E. Goodell's store, about 1900, looking south down Novi Road past the Novi Town Hall and Baptist church toward Novi Cemetery. The store advertised "general merchandise, sewing machines." Photo courtesy of Novi Historical Commission.



Also on the southeast corner, this landmark was the Novi Inn through the 1980s, various stores since then. It was built in 1929 to be a bank, but the bank never opened due to the Great Depression.



On the northwest corner, the Moeren general store, about 1920, with Novi Road looking north at the right. Matt Moeren operated the store from 1915 to 1953 when it was torn down. Photo courtesy of City of Novi.



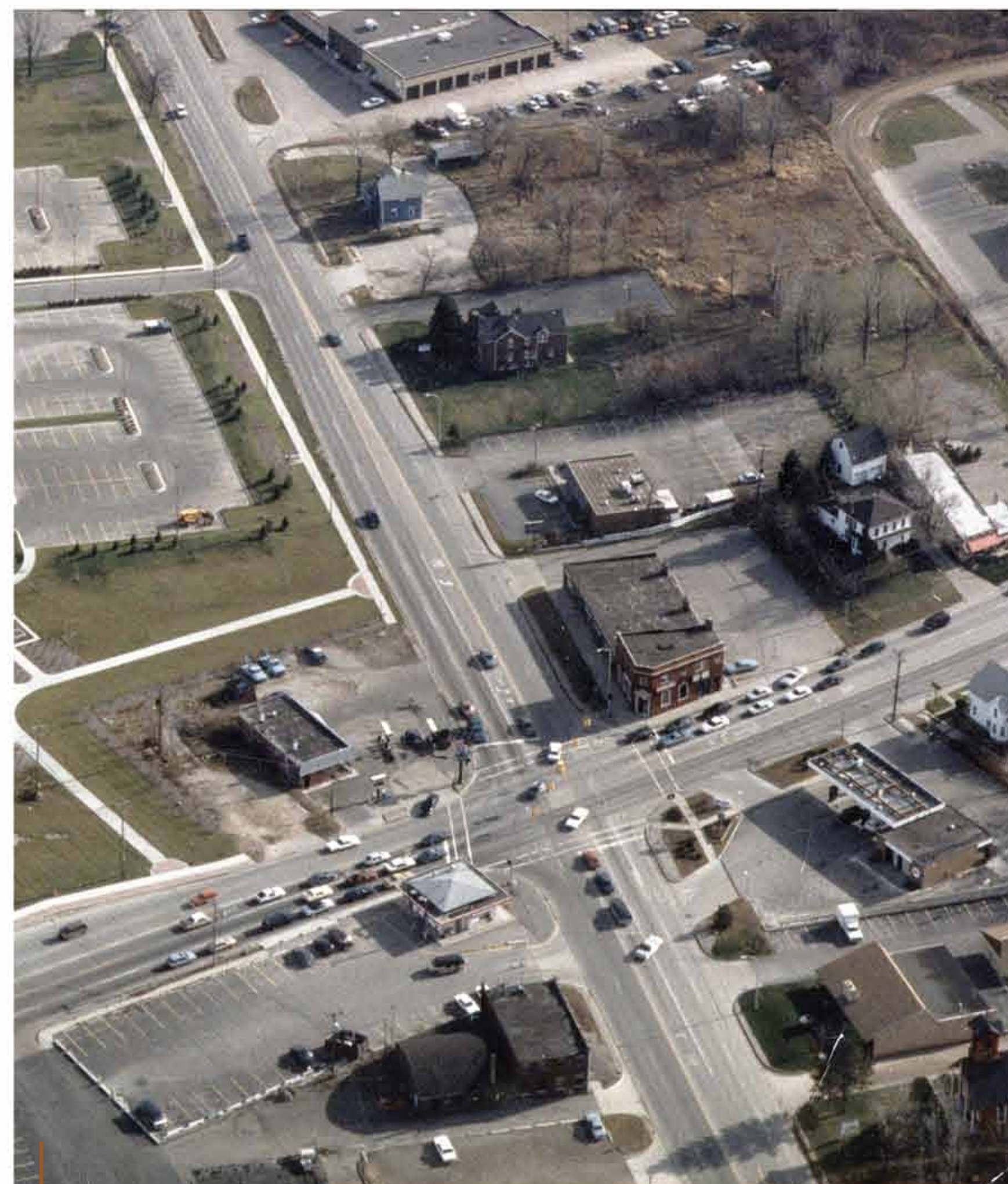
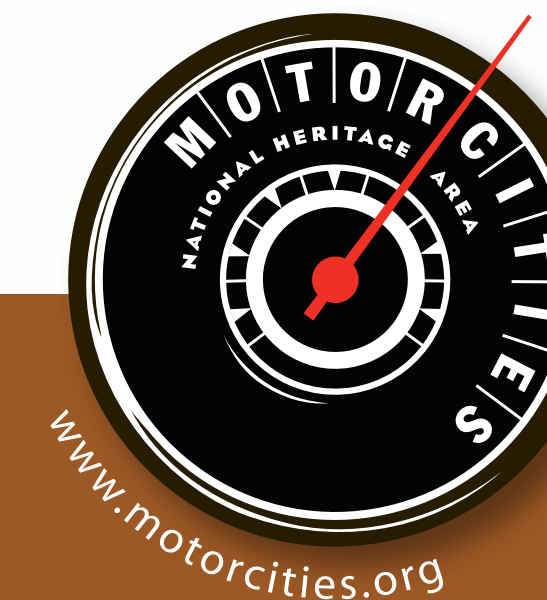
Also on the northwest corner, Bates Hamburgers purchased the site from Dave's Hamburgers in 1985. Photo courtesy of Novi Library.

## YOU AUTO KNOW

Moeren's store had the first gas pump in the township before the First World War, on a wood platform with a hand-operated pump.

# GRAND RIVER AVENUE

## Life Along Novi's "Main Street"



Looking southwest along Grand River Avenue where it crosses Novi Road, late 1970s. Photo courtesy of Novi Historical Commission.

**Novi has grown with major transportation,** and Grand River Avenue has been the community's corridor of history. The route's first segment was cut through the landscape in the 1830s from Detroit to Brighton, and many of Novi's earliest settlers were merchants along Grand River Avenue pursuing commerce with farmers and travelers. In the 1870s, the Pere Marquette Railroad built a storage depot where the rails crossed Grand River Avenue, giving local farmers unequalled access to markets. In the early 20th Century, the first automobiles carried city dwellers along this route to Walled Lake's booming resort attractions.



A rural view of Novi in the early 1900s, looking west on Grand River Avenue, called "Main Street," from east of Novi Road. Photo courtesy of Novi Historical Commission.



Memorial Day parade along Grand River Avenue in Novi, 1952. Photo courtesy of City of Novi.



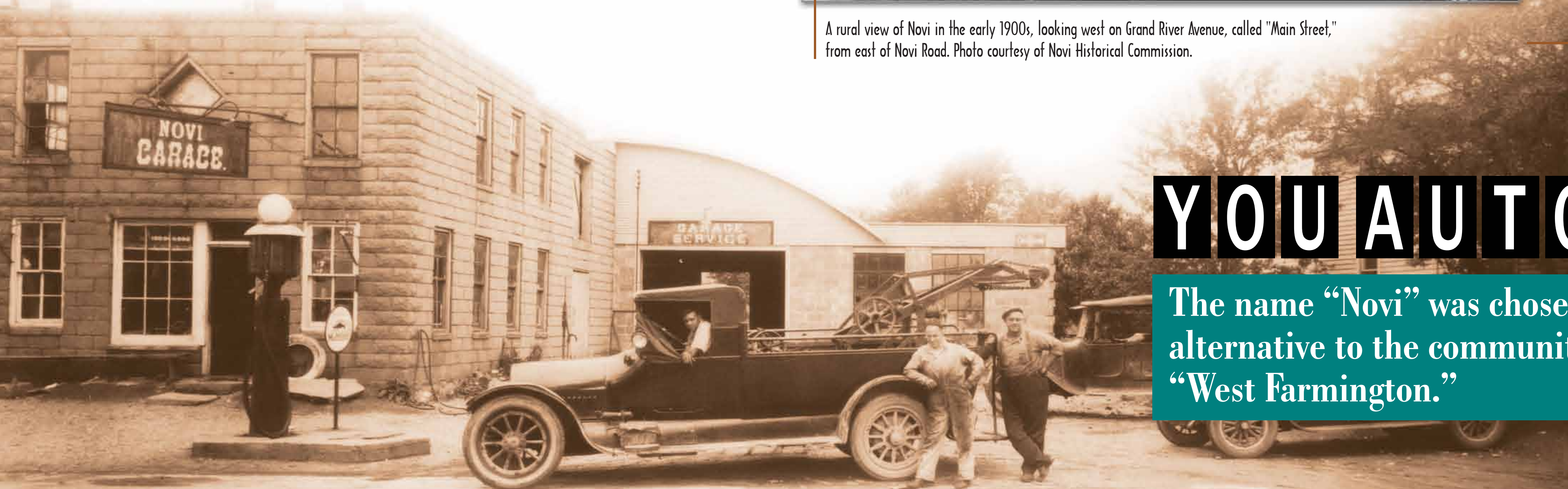
Saratoga Farms, on Grand River Avenue just west of Meadowbrook, was advertised as having a "dining room, coffee shop, cocktail lounge, dancing weekends." Photo courtesy of Novi Historical Commission.



Grand View Orchards was typical of Grand River Avenue roadside markets selling local seasonal fruit and vegetables. Photo courtesy of City of Novi.



Jansen's Buttermilk, along Grand River near Novi's eastern border. Advertised as "the best you ever tasted," the secret buttermilk formula was sold in 1979 to Guernsey Farms Dairy when Frank and Erma Jansen sold their popular buttermilk stand on Grand River in Novi. Photo courtesy of City of Novi.



Novi Garage was one of the businesses serving automobile drivers along Grand River Avenue in the early 1900s. Photo courtesy of City of Novi.

### YOU AUTO KNOW

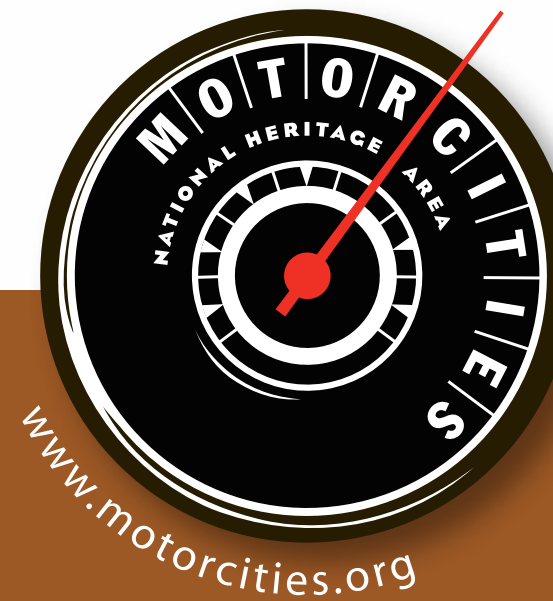
The name "Novi" was chosen in the 1830s as a shorter alternative to the community's original name of "West Farmington."



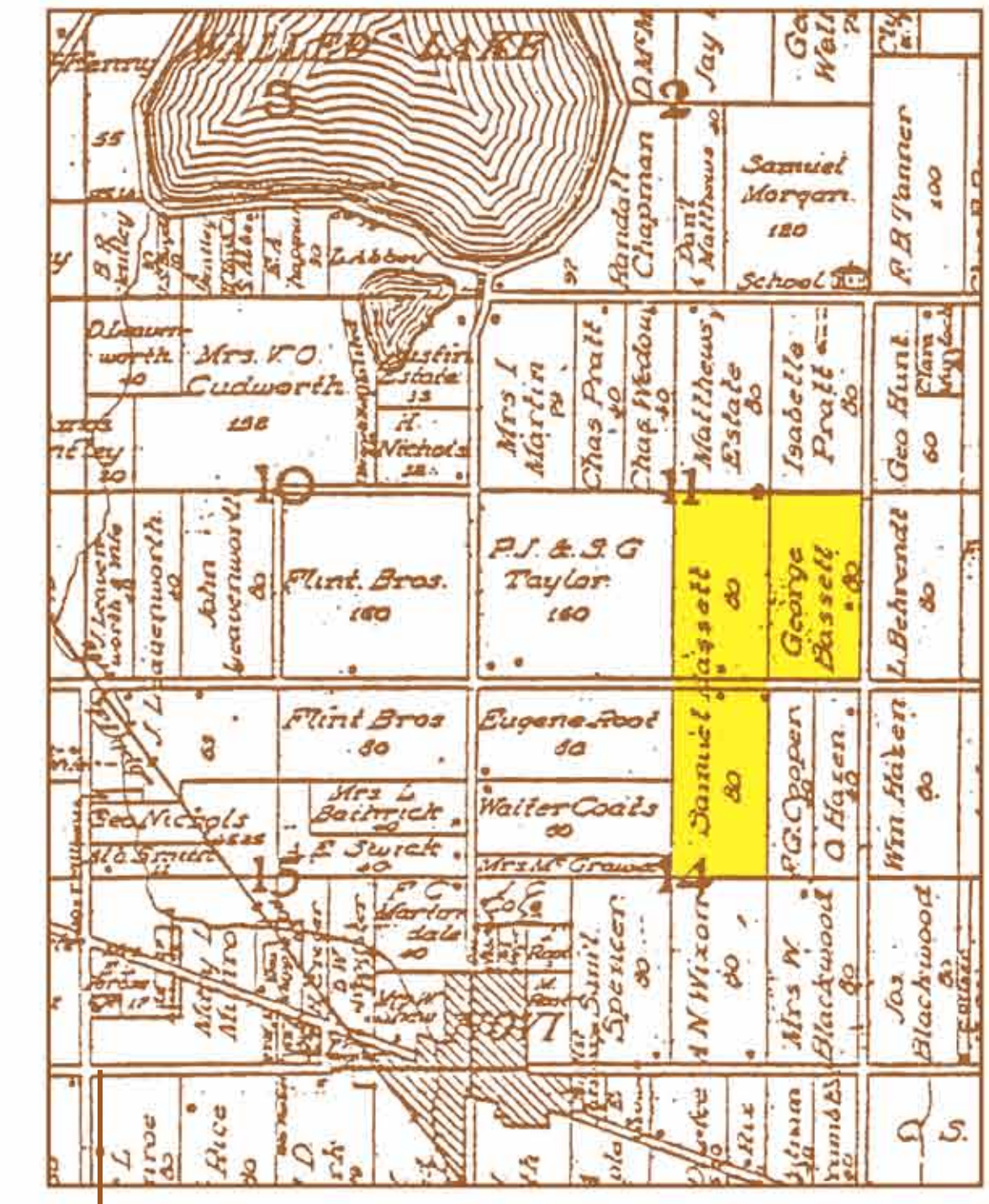
Novi Auto Parts has served Novi since 1925. Originally on the north side of Grand River, just west of Novi Road, the business moved in the 1970s to its current location east of Novi Road. Photo courtesy of City of Novi.

# SHARING THE BOUNTY

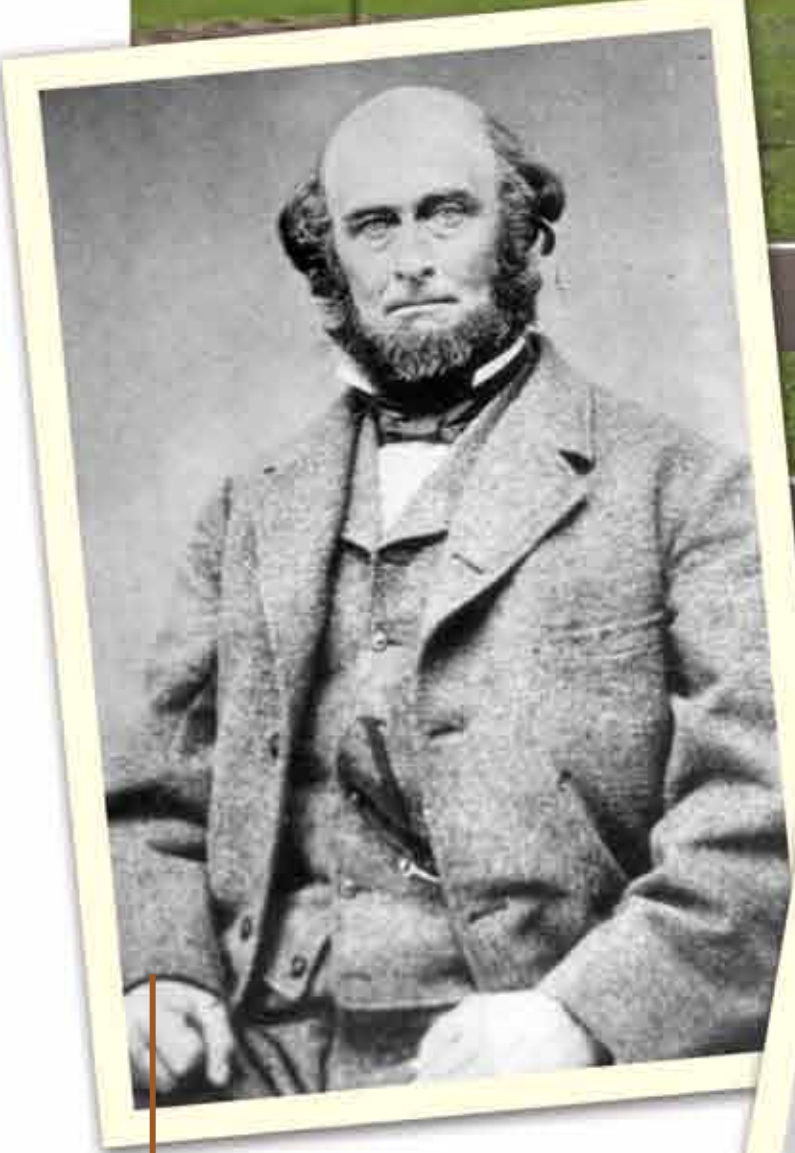
## Novi's Agricultural History at Tollgate



**The Michigan State University Tollgate Farm** is the latest in a line of stewards of this precious land. 160 acres were first settled by John and Ervilla Bassett in 1837 here at Twelve Mile and Meadowbrook Roads. The farm grew with access to the main route of Grand River Avenue a mile away, and the Bassett family nurtured the property until 1951. New owners Adolph and Ginger Meyer owned auto supply companies in southeast Michigan. The Meyers maintained Tollgate as a working farm. In 1978, the Meyers established the Americana Foundation to promote farmland preservation. In 1987 this foundation donated a portion of the farm to Michigan State University as a living education center.



The Bassett farm is indicated in yellow in this 1908 map of the Novi area, little more than one mile north of Grand River Avenue. Photo courtesy of Novi Library.



John and Ervilla Bassett built the farm and raised eight children there. Photo courtesy of MSU Tollgate.

One of the oldest farms in Novi, Tollgate is now a center for agricultural and natural resources education. Photo courtesy of MSU Tollgate.



Edna and Charles Bassett, grandchildren of John and Ervilla, at the farm about 1910. Photo courtesy of MSU Tollgate.



Many advertising photographs for vehicles have been taken in the beautiful rolling terrain of the farm. Photo courtesy of MSU Tollgate.



The Bassett home and farm along Meadowbrook Road are shown in this 1877 illustration. Photo courtesy of Novi Library.

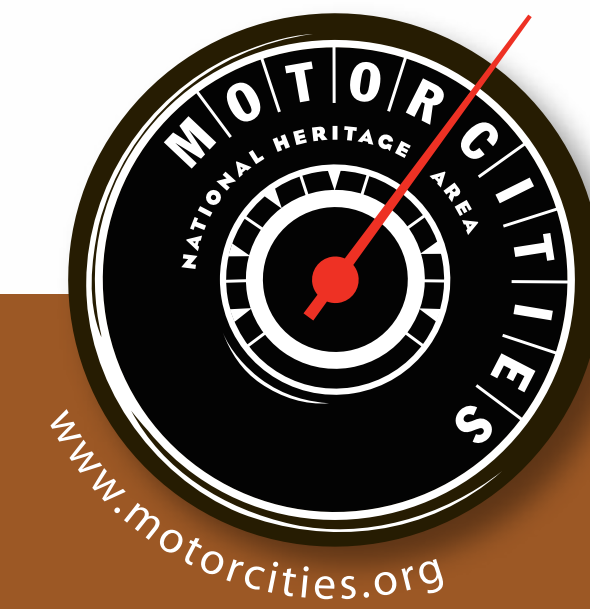


The farmhouse was built by John Bassett in 1845, facing Meadowbrook Road for easy access. Access to nearby roads and freeways still offers advantages, as the homestead and farm buildings now house classrooms, demonstration projects and offices for MSU Extension.

### YOU AUTO KNOW

Over the years, the farm has included an orchard, dairy, livestock and row crops.

# BUILT FOR FUN on the Shores of Walled Lake



SCENE AT WALLED LAKE  
L-1185 MICH.  
The beach scene at Walled Lake, 1920s. Photo courtesy of the City of Novi.

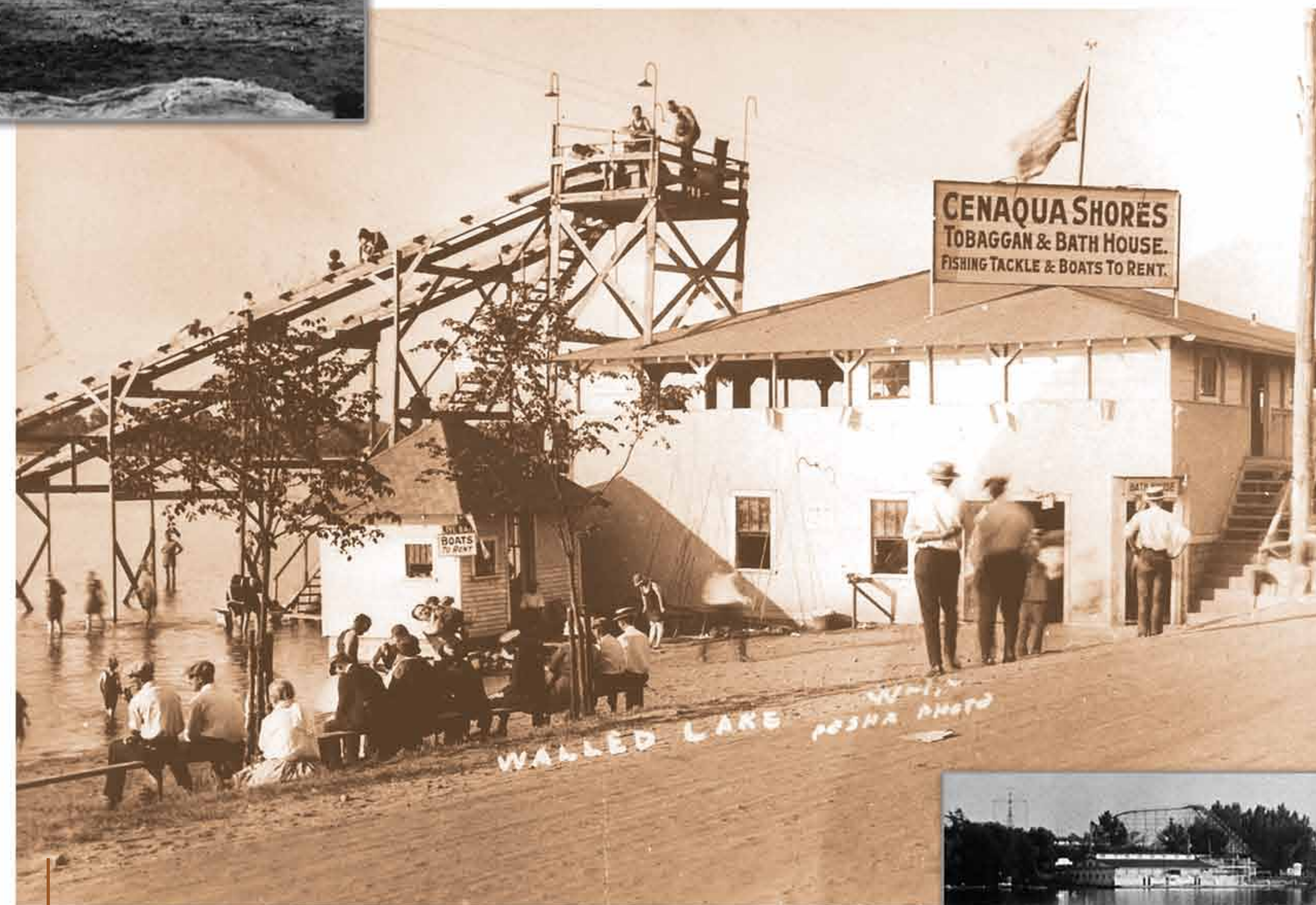
**A wonderful tumble of attractions grew beside Walled Lake** in the early 20th Century. The lake had been known for fishing, swimming and boating, but the development of automobiles and highways brought great numbers of mobile city dwellers seeking other entertainments. Starting in 1919, local entrepreneurs built boathouses, bathhouses, docks, cabins and campgrounds. By the mid-1920s, local life included Detroiters dancing at various music halls, powerboats on the lake, and people flying down a huge waterslide into the water. For decades, Walled Lake's popularity endured in music and dancing at Walled Lake Casino and thrill rides at Walled Lake Amusement Park.



ICE-BOATING ON WALLED LAKE, MICH.  
Ice boating, about 1900. Walled Lake offered quieter pleasures for local residents before automobiles brought city visitors in the early 20th century. Photo courtesy of the Novi Historical Commission.



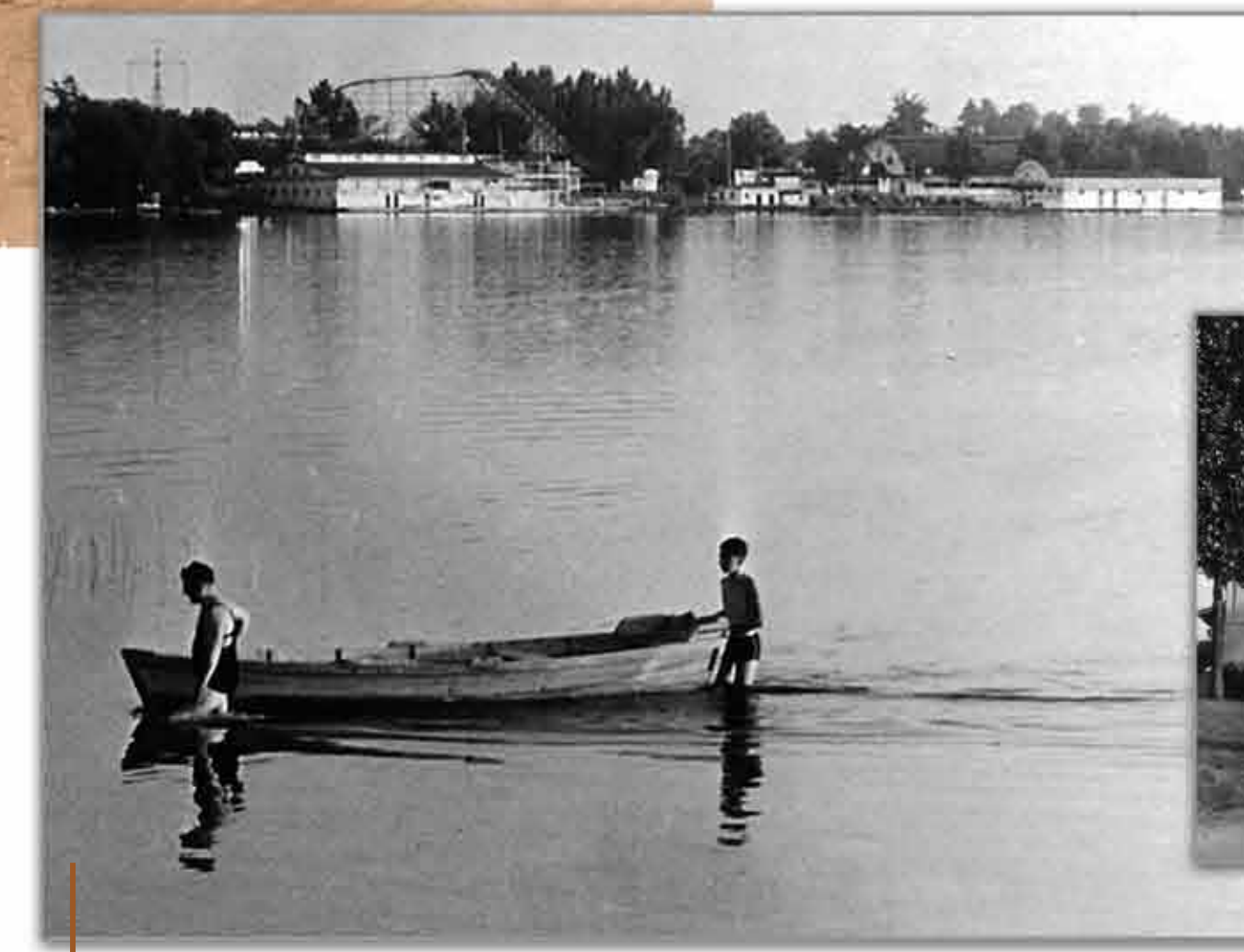
Fishing on Walled Lake, about 1900. Photo courtesy of the Tinder Collection of Michigan Photography, Clements Library, University of Michigan.



Cenaqua Shores, with dancing, swimming and boat rentals, 1920s. Its large wooden slide into the water was popular, but accidents included falls and collisions with swimmers. Photo courtesy of the City of Novi.



L-982  
WILLOW CAMP CABINS, WALLED LAKE, MICH.  
Willow Camp Cabins, 1940s. Cabins and campgrounds attracted visitors for weekend or seasonal stays. Photo courtesy of the Tinder Collection of Michigan Photography, Clements Library, University of Michigan.



Lakeside attractions developed along the south end of the lake. Photo courtesy of the Novi Historical Commission.



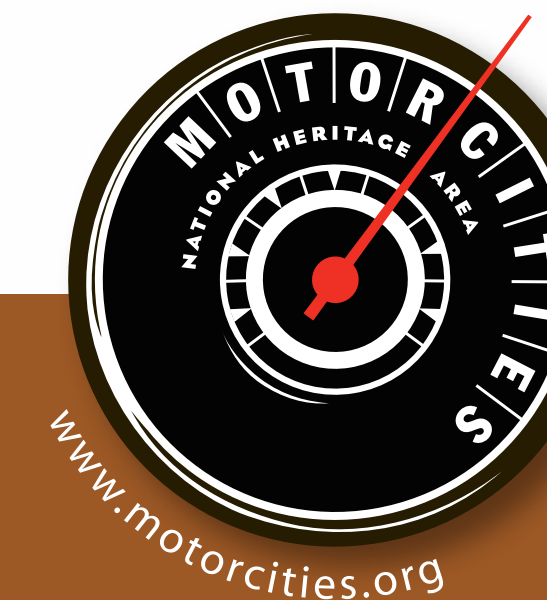
One of the original dance halls in Walled Lake was remodeled and opened in 1923 as the Casino Shore Dance Pavilion and Bath House. Photo courtesy of the Tinder Collection of Michigan Photography, Clements Library, University of Michigan.

## YOU AUTO KNOW

The first silent movies in the area were shown in the Cenaqua Shores Dance Pavilion in the early 1920s.

# WALLED LAKE CASINO

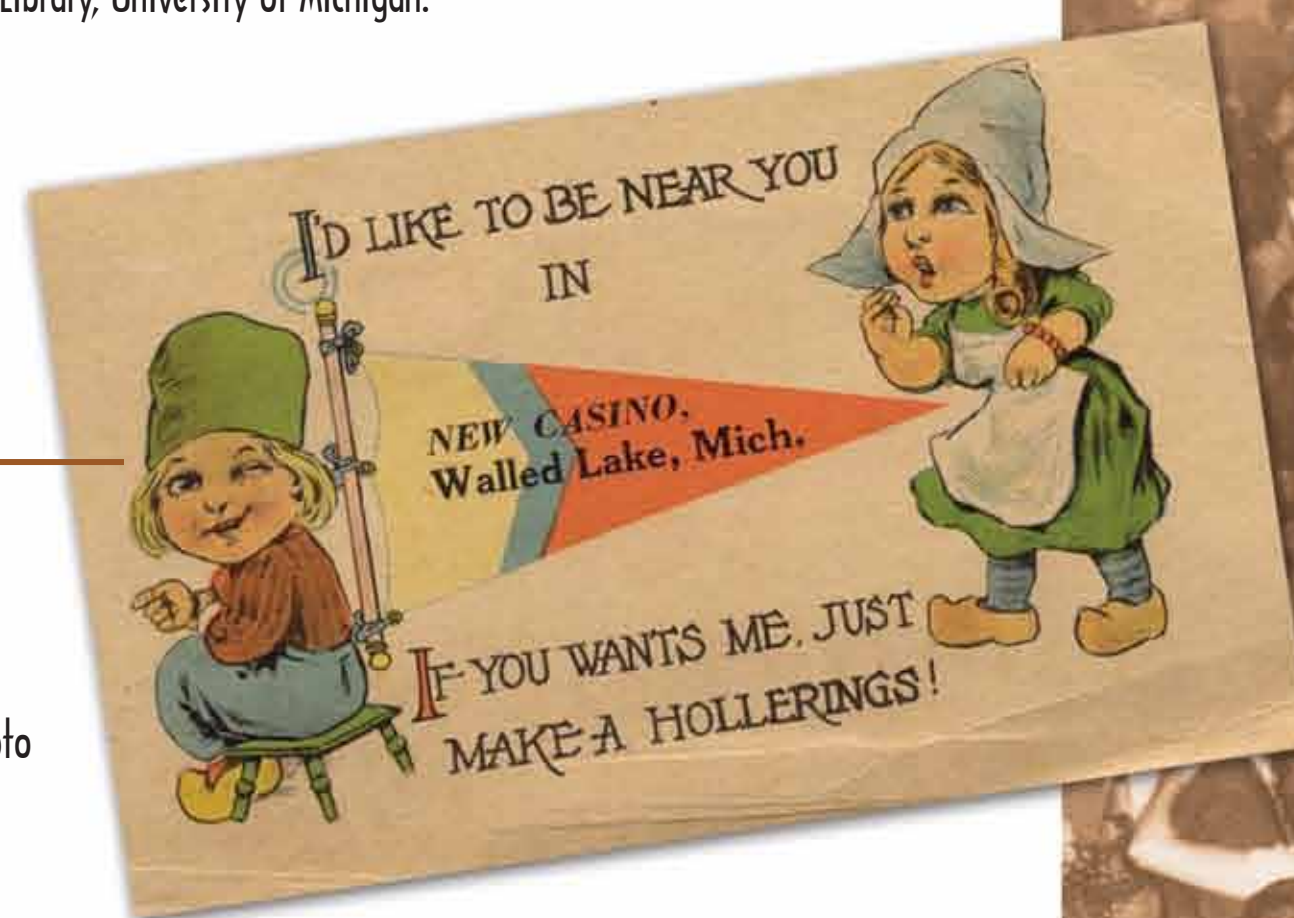
## Where Detroiters Came to Dance



The casino entrance, in the late 1930s, near the lake at the intersection of South Lake Drive and 13 Mile Road. Photo courtesy of the Tinder Collection of Michigan Photography, Clements Library, University of Michigan.

### The huge dance floor was the center of things

for the people who drove to Walled Lake Casino for forty years. The word “casino” originally meant a large building for civic or entertainment activities, and early automobiles allowed city dwellers to explore this distant pleasure, built in 1925. As the “Roaring Twenties” gave way to the Great Depression in the 1930s, Walled Lake Casino became even more popular with music by Benny Goodman, Louis Armstrong and Guy Lombardo. Live radio broadcasts spread the casino’s fame nationwide. Dancing continued here with performers like Chuck Berry, the Four Seasons and Stevie Wonder until the building burned down in 1965.



A quaint invitation to socializing at the “New Casino.” In the 1930s it came to be called the Walled Lake Casino. Photo courtesy of the Novi Historical Commission.



Teddy Phillips’ Orchestra, based in Chicago, was one of the last dance bands that played the Walled Lake Casino into the 1950s. Photo courtesy of the Novi Historical Commission.



Casino operators Elmer and Albert Talletene, nephews of original owner Louis Talletene. They saw entertainment shifting away from dance bands and began to book vocal acts like Mel Torme and the Kingston Trio in the 1950s. Photo courtesy of the Novi Historical Commission.

On weekends, thousands of dancers from Detroit and the surrounding area created bumper-to-bumper traffic in the area around the dance hall. Photo courtesy of the Novi Historical Commission.



At first called the “New Casino,” the spectacular dance pavilion had a polished hardwood dance floor of almost 17,000 square feet. Photo courtesy of the Novi Historical Commission.



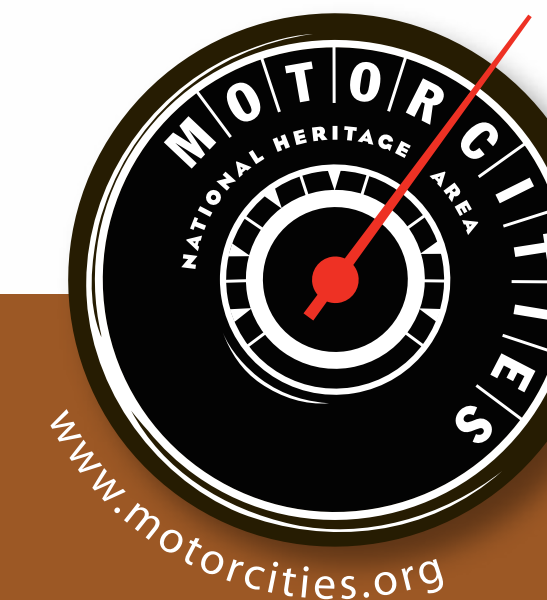
The casino under construction in 1924. Owner Louis Talletene joined a flurry of development of bath houses and dance pavilions at the lakeshore that began in 1919. Photo courtesy of the Novi Historical Commission.

## YOU AUTO KNOW

The dance hall closed during World War II because gasoline rationing cut back on patrons driving to Walled Lake.



# WORTH THE DRIVE to Walled Lake Amusement Park



It was a destination for all of southeast Michigan,

“The Picnic Wonderland,” made possible by the automobile and the creation of major highways like Grand River Avenue. Interurban trains didn’t travel to Walled Lake, so visitors came in automobiles from Detroit and elsewhere for Walled Lake Amusement Park’s rides and roller coaster when it opened in 1929. In fact, many local youngsters were not allowed to visit the park because it was considered a place for “folks from the big city.” The park also was popular for company picnics and events until it closed in the 1960s.



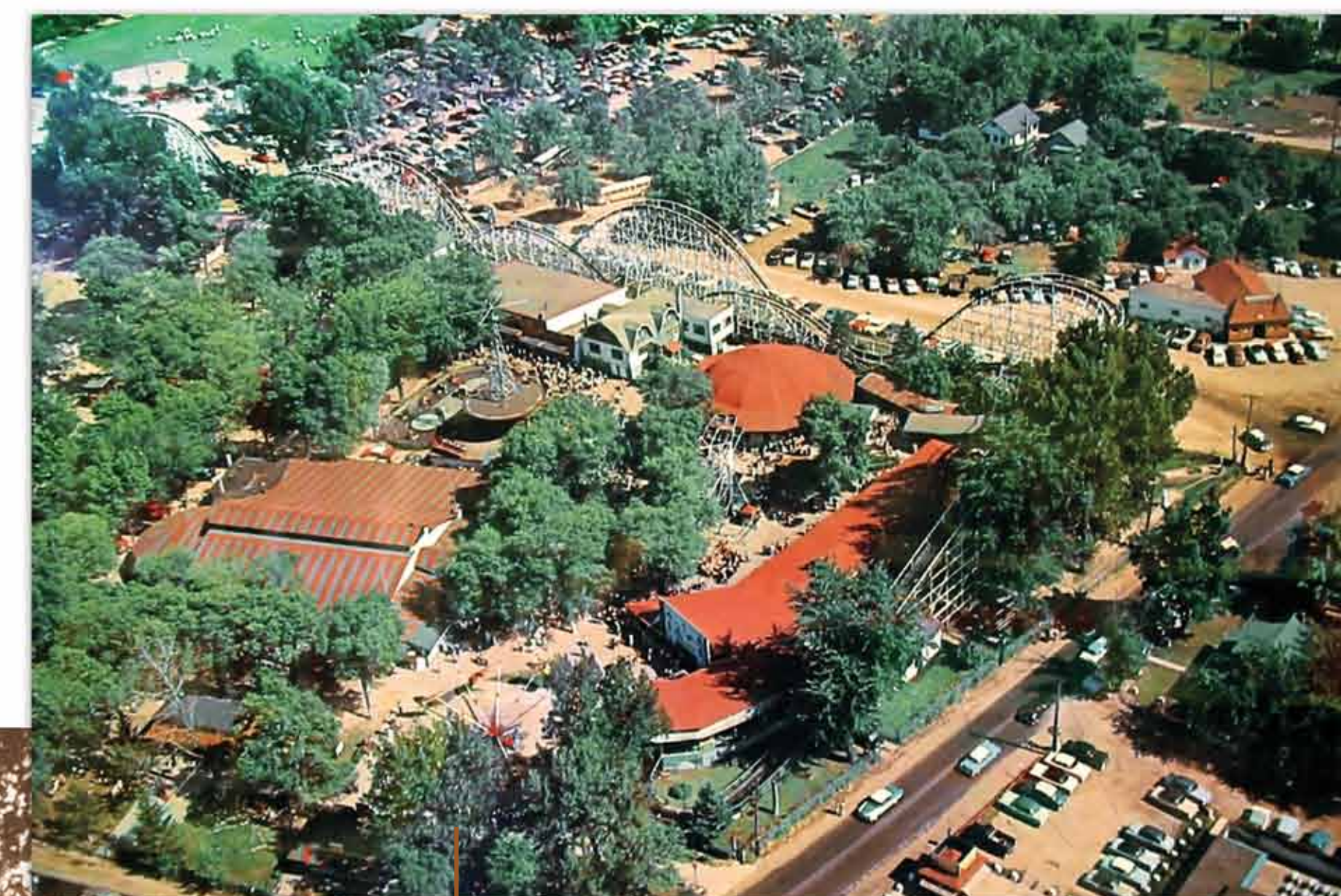
A sign in Novi at the intersection of Grand River Avenue and Novi Road guides visitors to “Walled Lake Park,” 1930s. Photo courtesy of the Novi Historical Commission.



The main entrance to Walled Lake Amusement Park, 1930s. Photo courtesy of the Novi Historical Commission.



The popular roller coaster, overlooking 13 Mile Road, soon after the park opened in 1929. Photo courtesy of the Novi Historical Commission.



Aerial view of the park in the early 1950s, facing southeast, including picnic grounds at the upper left. The park was the site of many company outings, including the growing automobile companies. Photo courtesy of the Novi Historical Commission.



Crowds at the ferris wheel, 1930s, looking north toward Walled Lake. Photo courtesy of City of Novi.



The merry-go-round (right) and roller coaster on a summer day in the late 1930s. Photo courtesy of the Tinder Collection of Michigan Photography, Clements Library, University of Michigan.



Ticket for renting a boat on Walled Lake. Image courtesy of Geraldine Hochstetler.



“The Flying Dragon” (right) was the name of the roller coaster that was the heart of Walled Lake Amusement Park. Photo courtesy of City of Novi.

## YOU AUTO KNOW

Park owner Fred Pearce had built 27 roller-coasters at other locations around the country.

## DURANT AND DORT Flint's Blue Ribbon Team



### *They were a remarkable partnership.*

William Gray Durant and Josiah Butler Dort transformed the small Flint Road Cart Company into the giant Durant-Dort Carriage Company. The company's vast production helped make Flint one of the world's largest carriage manufacturers. Its main factory and office building are nearby along Water Street.



Historical photograph of Durant-Dort Carriage Company factory building along Water Street in Flint, Michigan.

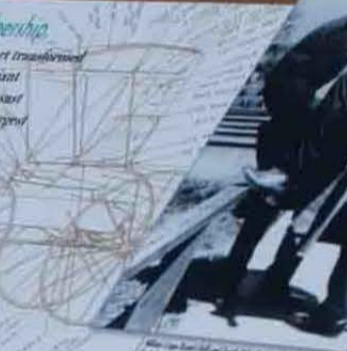


Illustration of a carriage chassis, showing the intricate wire mesh structure used in the manufacturing process.

### *Durant and Dort had plans.*

To control the cost of their carriages and wagons, they had to control their suppliers. So they acquired factories to produce parts and paints, and bought forestland to provide quality wood. To produce vehicles for a variety of customers, they created a variety of companies – from the high-end Diamond Buggy to the more affordable Webster Carriage. Durant used these strategies again in 1908 when he founded General Motors Corporation.



Black and white photograph of a group of men, likely the founders and key figures of the Durant-Dort Carriage Company.



Historical photograph of a large industrial building, likely a factory or warehouse associated with the Durant-Dort Carriage Company.

### YOU MIGHT KNOW

Learn about the company's products and how they were used in the early 20th century. Visit the Flint Historical Society for more information.



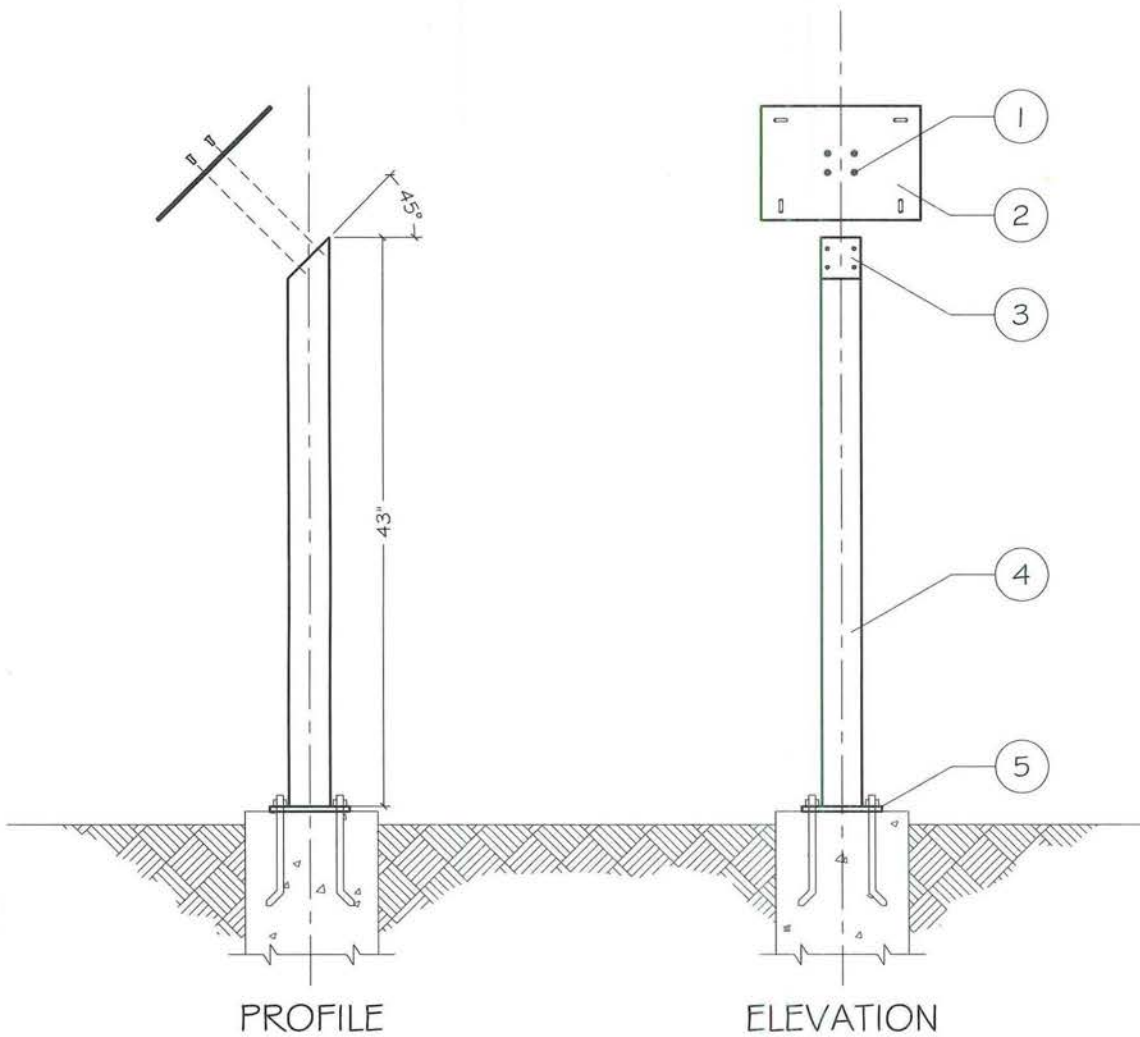
**WASH AND CHRYSLER**  
*from the "Cradle" in Flint*

**RODOLFO BAZZANI**  
*Executive Director*

**Wash**  
 was born in Italy and came to the U.S. in 1905. He worked for the Ford Motor Company, which later became General Motors.

**Chrysler**  
 was born in Italy and came to the U.S. in 1905. He worked for the Ford Motor Company, which later became General Motors.

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TWO PEDESTAL SUPPORTS w/ 6" x 12" MOUNTING PLATE

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- 2: 12" x 12" x 3/16" Standard Steel mounting plate with (4) oval holes (see mounting plate detail) \*\*other plate sizes available upon request
- 3: Welded post cap with (4) threaded holes (to receive flat-head screws securing mounting plate to post)
- 4: 3" x 3" x 1/8" Square steel post
- 5: 6" x 6" x 3/8" Baseplate with (4) holes 5/8" diameter (see baseplate detail)

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