

561-319



United States Department of Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Peacock Inn
other names/site number Sisters Saloon

2. Location

street & number 8780 State Highway 70 N/A not for publication
city or town Town of St. Germain N/A vicinity
state Wisconsin code WI county Vilas code 125 zip code 54558

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

John DeAngelis Signature of certifying official/Title Date 11/22/16
State Historic Preservation Office - Wisconsin
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title Date
State or Federal agency and bureau

Peacock Inn | Vilas | Wisconsin
 Name of Property | County and State

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register
 See continuation sheet.
 determined eligible for the National Register.
 See continuation sheet.
 determined not eligible for the National Register.
 See continuation sheet.
 removed from the National Register.
 other, (explain):

Edson H. Beall 1-17-17

lay
Signature of the Keeper

Date of Action

5. Classification

Ownership of Property (check as many boxes as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)		
<input type="checkbox"/> public-local	<input type="checkbox"/> district	1	1 buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> structure		sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> site		structures
	<input type="checkbox"/> object		objects
		1	1 Total

Name of related multiple property listing:
 (Enter "N/A" if property not part of a multiple property listing.) N/A

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
COMMERCE/TRADE/restaurant	COMMERCE/TRADE/restaurant

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
Late 19 th and Early 20 th Century American Movements	foundation stone
Other: Rustic	walls log
	roof asphalt
	other

Narrative Description
 (Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Entertainment/Recreation (A)
Architecture (C)

Period of Significance

1930 to 1966

Significant Dates

1930

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Zellner, Joseph C. (Builder)

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Peacock Inn
Name of Property

Vilas
County and State

Wisconsin

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- X State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreage of Property less than one acre

UTM References (Place additional UTM references on a continuation sheet.)

1 16 303568 5088180
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Patricia Lacey	date	2-3-2016
organization		telephone	715-743-4799
street & number	W5055 US HWY 10	zip code	54456
city or town	Neillsville	state	WI

Peacock Inn
Name of Property

Vilas
County and State

Wisconsin

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title	Cherie L. Anderson (home phone 715-356-3804)	date	2-3-2016
organization		telephone	Cell 715-614-1938
street & number	1547 Englewood	zip code	54568
city or town	Arbor Vitae	state	WI

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Section 7 Page 1

Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Introduction

The Peacock Inn¹ is located at 8780 State Highway 70, in south central Vilas County. It is located within section 30 of the largely rural Town of St. Germain. The primary (south) façade of the Peacock Inn faces State Highway 70. The north- and east-facing façades of the Peacock Inn overlook a small lake known as Fawn Lake. Fawn Lake connects to the famous fishing lake Big St. Germain, through a small connecting channel.

The St. Germain area has been, and still is, a tourist destination for many Wisconsin, Minnesota, and Illinois residents. The many spring fed lakes have provided a location for an abundance of privately owned cottages, rental cottages and resorts, which are located along their shorelines. The backdrop for the Peacock Inn is the rustic allure of Wisconsin's north woods complete with mature pines, fresh air, pristine lakes and, a slower way of life.

The Peacock Inn is a fine local example of Rustic style architecture which gained popularity during the first half of the twentieth century. The style was familiar for its use in mountain resorts of the northeastern United States and expanded in popularity with the widespread use by the National Park Service between 1916 and 1942, as well as by its use by the Civilian Conservation Corps, and the Works Progress Administration during the same time period. The Rustic style became strongly evocative of a rustic, natural setting and was popular during a time when Americans romanticized nature, and rustic retreats were a popular vacation destination. The style became the natural choice for resort and vacation property owners in Wisconsin's north woods. The style neatly tied in to the image of an authentic north woods vacation experience and was used for cabins, lodges, and associated amenities including restaurants such as the Peacock Inn. In the north woods of Wisconsin, the Rustic style was interpreted by self-taught builders, such as Joseph C. Zellner, who used simple tools, shared techniques and native materials (peeled pine logs, saplings, twigs, bark, and stones) to build lodges and cabins for the newly emerging early-twentieth century northern Wisconsin tourist industry. The Peacock Inn remains today, an intact local example of Rustic architecture and a window into the early years of the tourism era in Northern Wisconsin.

¹ *Vilas County News-Review*, Eagle River, Wisconsin, August 22, 1935, name used in article announcing the death of Joseph Peelen, Courtesy of Vilas County Historian Ken Jackson's Document and Photo Collection

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Section 7 Page 2Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Exterior

Primary (South) Façade

The Peacock Inn is a rectangular, one-and-one-half story, side-gabled building. The overall dimensions of the building are 72' in length and 28' in width. The main entry façade faces south and is almost symmetrical. The use of large peeled horizontal logs resting on an un-coursed native stone foundation creates a low silhouette, paralleling the surrounding strata.

The builder alternated the laying of a large horizontal log and then the laying of a slightly smaller horizontal log, as the walls of the first floor rose to its completed height. The logs are allowed to protrude from the ends of the exterior walls from both *interior* and *exterior* walls. From the bottom of the extended log ends to the top of the extended log ends the logs are cut in increasingly shorter lengths. This shortening technique creates the illusion of buttresses.

The buttress-like corners of the building utilize the most common corner system of log construction. The saddle notch, sometimes referred to as the "shrink-to-fit" system, is designed to become tighter as the logs settle and shrink. It consists of a rounded void cut into the bottom of each log. This void fits snugly over the round log below creating the corner junction. Most times, as in the case of the Peacock Inn, the notch is made several inches to a foot from the end of the log creating the corner log junction which we are the most familiar with. The craftsmanship of builder Joseph Zellner had the logs fitting together extremely tightly. There is little evidence of chinking.

The main entry porch is located slightly west of the center of the building. The entry is sheltered by a projecting gabled roof which is supported by a post and beam structure of large logs. The gable end of the porch roof contains decorative curved sapling trusswork. The porch has been entirely enclosed, but the method of enclosure left the original decorative elements exposed. A 24"- high brick wall that extends 16' to the west and 9'6" to the east of the main entry, has been used to replace two lower logs which were damaged by roof water run-off.

A pair of double-hung windows is located to the east of the main entrance and has been covered with a wooden plaque decorated with the motif of two small girls. Directly east of the plaque-covered windows is a band of three, double-hung windows. Directly west of the main entry is another set of the double-hung windows, and further west on the wall is a band of four, double-hung windows. Both window bands are set into simple wood surrounds and have a three-plank shutter, with an applied pine tree motif mounted on either side of the window groups.

The large roof, which encloses the half-story, has wide overhanging eaves that exhibit the exposed log rafter ends. These rafter ends create a continuous rhythm across the front of the façade.

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Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Two gabled dormers are located on the roof to either side of the main entrance. One dormer is centered in the east half of the roof and the other dormer is centered in the west half of the roof. The log ends of the side- and front-walls of the dormers are executed in the same fashion as the log ends of the walls of the first floor. Each dormer has a grouping of three, double-hung windows. A perpendicular log is centered above each window group and it rises into the peak of the gable end. Angled logs radiate from the perpendicular log, mirroring the angle of the roof pitch.

When the Peacock Inn was originally built, the log fascia boards at the front end of all three gables extended upward past the roofline and crossed each other forming an "X". Since these details were completely exposed to the weather, they deteriorated and are no longer present.

Side (West) Façade

The west side of the building is composed of a simple gabled wall. At the first floor is a door and windows and at the upper half-story is a group of windows centered under the gable.

At the first floor, a single door is positioned slightly south of the center of the façade. A small, open stoop with three steps and one railing accesses the entry. A small gabled roof, which rests on angled log braces, covers the door. A band of three, double-hung windows is located directly south of the door. A single, double-hung window is located to the north of the door and has been covered with a wooden plaque decorated with the motif of a small girl.

Centered in the gabled end is a band of three, double-hung windows. A large log has been placed horizontally above the window band extending to the eaves of the roof. A perpendicular log, centered above the window band, rises from the horizontal log located over the window group into the peak of the gable end. Angled logs radiate from the perpendicular log, mirroring the angle of the roof of the gable end.

The log ridge beam and the top plate log beams project outward from the wall plain and past the front edge of the roof. Originally, the peak of the gable end had the same extension of the log fascia to form an "X" above the roofline as found on the front façade. This detail has deteriorated and is no longer present. The saddle notch corners are treated in the same way as the primary façade.

Rear (North) Façade

The rear façade is composed of the long wall of the back of the building, a long dormer with a shed roof, and a rear kitchen addition. The kitchen addition was necessary to allow the building to continue its original use as a restaurant. Increasing state health regulations required restaurants to install

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Peacock Inn

Town of St. Germain, Vilas County, Wisconsin

commercial dishwashers and updated refrigeration and the original kitchen area could not support the additional equipment. A 17'- 6" x 18'- 4" kitchen bump-out addition is centered on the north-facing wall. The kitchen addition rests on a concrete block foundation, has a simple hipped roof and has walls of T 1-11 Yellow Pine planked siding. A small sliding window is located at the southwest corner of the west wall, and a door is located at the southeast corner of the east facing wall of the addition.

A small, open, lean-to shed, which is directly west of the kitchen addition, covers stored bagged material on the north wall of the main body of the building. A 14'- 2" x 8'- 10" flat-roofed walk-in cooler is located six feet to the east of the kitchen addition. The walk-in cooler rests on a concrete pad. The cooler has an entry door across from the entry door to the kitchen addition.

The 27' log wall of the main body of the building, which is located to the west of the kitchen addition, maintains its original logs and its original exposed roof rafter ends. A single original door enters the building on this wall.

The 13' – 6" log wall of the main body of the building, which is located to the east of the walk-in cooler, maintains its original logs and exposed roof rafter ends. A Chicago-style window, which is composed of a rectangular fixed center pane and small double-hung window on either side, is located immediately east of the walk-in cooler. This window is not original.

A long roof dormer was added to expand the upper ½ story living area. The roof of the dormer is almost flat with just a slight slope to assist water run-off. The eaves are open exposing the 2" x 4" rafter ends. Two side-by-side- sliding windows are located on the north-facing wall of the roof dormer and are spaced to either side of the kitchen addition roof.

Side (East) Façade

The east side of the building was originally just the gabled end wall with windows on the first and upper floors. Historic photographs of the Peacock Inn indicate that there were two, double-hung windows on the first floor and a band of three, double-hung windows centered in the ½ story of the gable end. This wall has since been modified by the addition of a 7'- 9" x 4'- 4" one-and-one-half story enclosure. This enclosure houses a second furnace and the ductwork needed to vent the furnace. The only access to the furnace is through a door in the enclosure. The lower portion of the enclosure is wider and has a hipped roof; the upper portion resembles a chimney and has a shed roof which faces south. The upper portion of the furnace enclosure covers the southern-most window opening of the three-window grouping; the two remaining double-hung windows are intact.

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Peacock Inn

Town of St. Germain, Vilas County, Wisconsin

A Chicago-style window, which contains a rectangular fixed center pane and small double-hung window on each side, is located immediately north of the furnace enclosure. This window is not original to construction.

The entire building has been painted a light brown. The entry doors, log ends, rafter ends, beam ends, shutters, window surrounds and the lower ½ of the log porch supports have been painted orange-red. The roof is clad with brown asphalt shingles. An interior chimney rises above the roof west of center and just to the north of the main roof ridge. This chimney is of stone.

Interior

First Floor

The interior of the Peacock Inn was crafted by a master artisan. The geometry and beauty of the hewn logs is striking. The large logs and unique branch detailing add ruggedness to the interior space. The warm glow of the patina of the logs was created with coats of shellac and years of graceful aging.

Upon entering the building through the main entrance, the space is very open. The interior is divided into two primary spaces: a barroom to the east of the door and a small dining room to the west of the door. The bar itself is located along the north wall. The only enclosed areas within the expanse of the interior are a 27' x 10' storage room, located in the northwest quarter of the building's first floor and a 10' - 8" x 10' area, located directly east of the store room, which is divided into two bathrooms. The entire interior is constructed of logs with saddle notch assembly.

The south-facing wall of the storage room and bathrooms forms a 37' - 8" long log wall in the dining room, a focal point of the room. This wall contains an original doorway and door which accesses the storage room. The various sizes of logs and the saddle notch assembly create a visible wall sculpture that can be enjoyed by diners.

The massive 19' x 7'8" log bar is the overall focal point of the interior of the Peacock Inn. The bar resides against the north wall and at a distance of 12' from the east wall. The large matched logs of the bar surround create horizontal emphasis, which is only interrupted by saddle notches. Equally large logs are cut into increasingly shorter lengths from the bottom to the top log; however, the top saddle notch log then protrudes further outward than those below. The top saddle notch log is located under the top horizontal log of the bar. A large, non-original step, used as a foot-rest, is located in front of the log bar.

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Peacock Inn

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Four feet south of the bar, the double-log ceiling header is supported by a large arch created out of two matching arched logs. A single log and a branched sapling connect the east and west sides of the arch to an upright log support. Both the arch and the supports appear to be growing upward out of the floor.

An intricate back-bar is located behind the bar and is constructed, in part, by twigs assembled in a delicate and refined manner. The back bar is comprised of two identical twig-detailed, two-door cabinets, which flank inset wood shelving used for displaying liquor bottles. The east and west edges of the inset shelves are flanked by two curvaceous logs, which have been cut in half. The placement of each half-log mirrors the other half-log.

The twigs of the two-door matching cabinets and above stationary panels are cut in half length wise and are nailed to each door creating a vertical and horizontal pattern. A vertical center twig-panel and two, vertical, door-edge twig-panels are stained darker than the horizontal twigs used to complete the design. The stationary panel above each two-door cabinet is decorated with a diamond motif. Each diamond is created with two triangular twig pieces. The stationary panel above the inset liquor display shelving has a large center arched twig flanked on either side by gradually larger twig squares. The squares are created with four triangularly shaped twigs.

The twig detailing found in the Peacock Inn may appear to be simplistic in nature, but only a skilled craftsman could assemble the tight joints of this twig composition. This art form is labor intensive and very time consuming. One also has to take into consideration the time it would take to gather and prepare the materials for such a project as this.

Log ceiling joists connect the north and south walls of the Peacock Inn. The ceiling of the first floor is comprised of planks which are placed east to west. Hardwood covers the entire first floor. The kitchen addition is accessed through a doorway on the north wall between the bar area and the bathrooms. The second floor is accessed by an original stairway that is located on the east wall of the storage room.

Second Floor

The second floor contains two bedrooms, a bathroom, kitchen, and living room. Prior to the addition of the long north-facing roof dormer, it is doubtful that this upper level was used as living quarters. It most likely was used for storage space for the tavern and restaurant. The second floor has been remodeled and the walls and ceiling have been covered with dry wall and paneling. Only in one small area are the original logs exposed.

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Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Alterations

Exterior

The Peacock Inn has experienced minimal alterations which do not affect the overall architectural and historical integrity of the building. These changes have been made by owners over time in order to continue its original use as a restaurant and bar.

At the main façade, two lower logs at each side of the main entry have been replaced with a 24" high brick wall. The brick wall could easily be removed and replaced with peeled logs. The pair of windows located to the east of the main entrance has been covered with a two wood plaques each containing the motif of a small girl. These two windows are extant, encased between the exterior plaque and an interior wall. The main entry has been enclosed to provide a weather-relief area for patrons entering the restaurant. The walls were constructed behind all of the entry construction details and do not compromise their integrity.

The west wall is minimally altered. The single window located to the north of the entry door has been covered with a wood plaque containing the motif of a small girl. This window is visible on the west wall of the storage room.

At the rear of the building, kitchen and the cooler additions were added to the north wall. The northeast corner of the building has had a Chicago style window installed on both the north and east facing walls. There is no doubt that the addition of these large windows gave patrons a much better view of Fawn Lake. The rear roof has had the addition of a roof dormer. Prior to this addition the ½ story was used for storage. When the dormer was added, this area was transformed into living space.

The east facing wall has had the addition of a furnace enclosure. Although the furnace enclosure covers a window on both the first and upper floors, it does not compromise the log work.

Interior

The first floor of the interior has excellent integrity, is in very good condition and retains all of its original elements. The ½ story, with the addition of the roof dormer, was transformed into living area. The date of this alteration is unknown.

Integrity

Other than the kitchen and cooler additions on the north side, the modifications that have been made to the building are minor and do not impact the significance of the building. The modifications that have

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Peacock Inn

Town of St. Germain, Vilas County, Wisconsin

been made to the building enabled the Peacock Inn to be in continuous use and not be abandoned due to antiquated and outmoded facilities.

The exterior and interior retains a high level of integrity which is demonstrated by the historic photos that have been included with this nomination. The quality of materials that were utilized on both the building's exterior and interior, along with the craftsmanship of Joseph Zellner, certainly added years to the building's longevity. The Peacock Inn remains a highly intact building built in northern Wisconsin during the peak of the Resort Era.

Non-contributing Resources

An original 14'- 6" x 17'- 6" Rustic style vertical log cabin is located on the down slope of the hill between the Peacock Inn and the shore of Fawn Lake. This building is non-contributing because it does not influence the unique construction of the Peacock Inn, and is a different property type which does not relate to the significance of a north woods rustic restaurant and bar. Due to the steep nature of the slope of the hill, the one room cabin rest on a seven foot high poured exposed concrete foundation. The lines left behind from the wood concrete forms are visible on the concrete walls.

Vertical log construction was commonly used for the construction of early north woods cabins and cottages. Logs eight feet in length were set upright and spiked into a sill course. Spikes were then driven into the adjoining logs.² This is the construction method utilized in the building of this cottage.

The cabin has a pair of six-light casement windows on the southwest façade and two pairs of six-light casement windows on the northeast façade. A 7' x 9' screened entrance porch, on wood posts, is located at the southwest corner of the cabin. The screened-in porch has vertical log construction and a shed roof. A 7'- 6" x 5' - 3" bathroom addition is located at the northwest corner of the cabin. The addition rests on wood posts. The bathroom addition utilized similar vertical log construction as is found in the original construction of the cabin. The bathroom addition has a shed roof. The windows and doors of the cabin have simple wood surrounds. The vertical log cabin has a pyramidal roof. The cabin, porch, and bathroom addition roofs are shingled with asphalt shingles.

The northeast façade of the exposed poured concrete foundation has two large centered doors which are flanked on each side by a single-light square window. When opened, the doors provide a wide entry into the basement of the cabin. The nature of the doors and their location suggests that the basement area was used to store row-boats and lawn chairs in the winter.

² Heritage Research Ltd., *Historic Resorts of Vilas County*, prepared for Wisconsin Historical Society, August 31, 2004, pages 3-29

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Section 8 Page 1Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Introduction

The Peacock Inn is being nominated to the National Register of Historic Places under Criterion C as a fine local example of Rustic style architecture. In the north woods of Wisconsin, during the early-twentieth century, self-taught local builders who relied on simple tools, timeworn techniques and native materials, built lodges and cabins for the newly emerging tourist industry. The Rustic style was easily adapted to local environments, where relatively inexpensive indigenous materials were used to execute the characteristic composition of the style based on the American pioneer cabin, the Adirondack summer homes of New York and buildings reflecting the romanticism of nature promoted by the National Park Service. The effect was the creation of a nostalgic building which complimented the surrounding natural environment.

The building is also nominated under Criterion A in the area of Entertainment/Recreation as an intact example of a resort era restaurant: one of the types of resources constructed to serve the growing tourist population traveling to the north woods of Wisconsin. This building reflects the different property types that were introduced after the introduction of the automobile and the evolution of resort plans from being all-inclusive, including meals in a large lodge dining room (the American Plan) to the later era where vacationers simply rented a cottage and meals were arranged for separately (the Housekeeping Plan). This change in the arrangement of vacation resorts meant that vacationers sought out restaurants for many of their meals. Hundreds of tourists journeyed to the Wisconsin north woods to fish and relax away the stresses of America's big cities. The Peacock Inn is a nostalgic reminder of the early-twentieth century north woods Wisconsin vacation era. It remains today a visible and enduring contributor to the twenty-first century tourist industry of northern Wisconsin.

Summary of Significance

Near the end of the logging era in the north woods of Wisconsin, passenger trains began to bring fishermen to Vilas County who had hopes of landing a record breaking muskellunge. Inns and lodges, like the Peacock Inn, would submit stories to the local newspaper such as the *Vilas County News-Review*. One of these stories reported that a Peacock Inn guest had landed a thirty-eight pound musky on a cane pole.³ The muskellunge was continuously advertised as "the fish with a hundred fights in him" and was used as an advertising device to entice tourists.

³ *Vilas County News-Review*, July 18, 1946, Courtesy of Vilas County Historian Ken Jackson's Document and Photo Collection

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Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

In the early-twentieth century there was a renewed interest in connecting to the unspoiled forest. This was an era when many city dwellers saw their urban environment disintegrating. At first tourist travel was confined to only the wealthy, but the popularity of the affordable automobile and the cementing of the forty-hour work week⁴ opened up travel and the annual vacation for the ordinary working American. When the Peelen brothers built their restaurant near the highway, they were able to capitalize on the additional opportunity to offer food, and perhaps illicit spirits (during Prohibition) to the traveling tourist.

The ambiance of the north woods was further advanced by Rustic style architecture, which was a complete departure from architecture of the Victorian, Classical Revival, and Arts and Crafts styles found in their home cities. The log style cabin captivated the romanticism of the American wilderness and made a simple fishing trip feel like an excursion into uncharted territory.

Period of Significance

The period of significance is from 1930 to 1966. This period of time begins with the year of construction and ends with the year 1966 (50 year closing date). The Peacock Inn has been in continuous operation since its opening.

History of St. Germain, Vilas County, Wisconsin

In 1893, Vilas County was formed with territory removed from Oneida County. Additional area from Forest County and Oneida County were added in 1897. In 1905 a small portion of Vilas County was given back to Oneida County and additional land was removed from Forest County and added to Vilas County. These are the boundaries which remain today. The City of Eagle River was designated as the County Seat.⁵

The Township of Farmington was established on January 31, 1907 by the Vilas County Board. When farming this far north failed, the name seemed inappropriate and it was changed to the Township of St. Germain on June 20, 1930.⁶

The early tote roads or trails plunging north through Vilas County to Lake Superior began to open Vilas County for logging operations. In the 1850s, the Ontonagon Mail Trail was built from Wausau,

⁴ Encyclopedia.com, *Labor Laws*, www.encyclopedia.com/searchresults.aspx?q=fair%2blabor%2bstandards%2bact%2b1938,

⁵ *History of Lincoln, Oneida and Vilas Counties, Wisconsin*, George O. Jones, (H. C. Cooper Jr. & Co., Minneapolis – Winona, MN, 1924), pages 162-169

⁶ Genealoger, Family History and Genealogy Services, St. Germain, <http://genealoger.com/wisconsin/Counties/vilas%20county.htm>, accessed 1-2016, page 6

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Wisconsin to Ontonagon, Michigan passing near the Eagle River Chain of Lakes, Wisconsin. In 1872, the Military Road was built from Fort Howard in Green Bay to Fort Wilkins on Lake Superior. It passed within nine miles of what would become Eagle River, Wisconsin.⁷

The northern Wisconsin forest was comprised of maple, hemlock, yellow birch, burr oak and white oak trees as well as the preferred majestic white and red pine stands. In 1878, a dam was built on the Wisconsin River at Otter Rapids. The northern logging boom was on with the influx of lumbering financiers such as John Phelps, J. D. Ross and John O' Connor. At first the harvested logs were floated down smaller streams into the Wisconsin River. 272 million feet were floated on the Wisconsin River in 1884; however, the Wisconsin River was not like the Black River or the Chippewa River. It was a difficult river on which to float logs as it had many changing sandbars, rapids and bends. It soon became apparent to the loggers that a railroad was desperately needed to continue to harvest the north woods forests.

Two railroads were extended into Vilas County in the mid to late 1800s. The Chicago and NorthWestern Railroad was completed to Antigo in 1881 and then it was extended through Eagle River in 1883. An extension of this line was built to Woodruff in 1888. The Chicago Milwaukee and St. Paul Railroad built a line from Merrill to Minocqua in 1886. In 1894, the CM & St. P extended their service through Woodruff and on to Star Lake. The cut logs and milled lumber could now move by rail.

As with other areas of Wisconsin, Vilas County timber resources were a finite supply. By the turn of the century it was clear that the resource was dwindling. It had been assumed that as the Vilas County forest was removed, an interest in agriculture would arise and the cut-over land would be turned into crop land. Farmers did locate to the area, but they soon realized that the soil quality and short northern growing season was not conducive to crop production. A new industry was just on the horizon which would offer prosperity that would last far into the future.

The logging that was conducted in Vilas County devastated the area, leaving a wasteland dotted with lakes. As nature always does, the land became green again and the 1,300 lakes offered an oasis to the city dwellers of Milwaukee, Chicago and Minneapolis. Farmers discovered that there was money to be made building and renting cottages on the shores of Vilas County's many lakes. The railroads both brought the city dwellers to the north woods and promoted the newly emerging tourist industry. They gladly transported the tourists and sportsmen by seeking the recreational dollar as enthusiastically as they did the lumbering dollars.

⁷ *History of Lincoln, Oneida and Vilas Counties, Wisconsin*, George O. Jones, (H. C. Cooper Jr. & Co., Minneapolis-Winona, MN, 1924), pages 169-171

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In 1890, the Milwaukee, Lake Shore & Western Railroad placed an advertisement in the *Eagle River Review* stating “the most celebrated fishing resorts for bass and muskellunge in the Northwest are all reached by this line.” The following year the M, LS & W published a thirty-one page booklet titled *Summer and Fishing Resorts in the Lake Region of Northern Wisconsin and Michigan*. Again the lure of the muskellunge was touted stating that the northern Wisconsin lakes held muskellunge that weighed as much as thirty-seven pounds. In 1892, the *Eagle River Review* published an article about two fishermen who had landed forty-six muskellunge, 112 bass, twelve pike and seven pickerel in only six days of fishing.⁸ The thrill of potentially landing a large muskellunge on a hook and line would entice people to the north woods for many decades to come.

As early as 1901, Vilas County farmers and other entrepreneurs began building resorts on such lakes as Big St. Germain Lake, Little St Germain Lake, Lost Lake, Finley, Fawn, and Plum Lake. These and other smaller lakes were located between the unincorporated villages of Arbor Vitae, Sayner, and St. Germain. Red Oak Resort was built on Finley Lake in 1902, Hunters Log Cabin Resort was built on Big St. Germain Lake in 1904, Carley’s Lakeside Farm Resort was built on Little St. Germain Lake in 1901, and Musky Inn was built on Big St. Germain Lake in 1907.⁹

All of the early northern resorts combined guest services with farming, as they all operated their resorts under the American Plan. Since the tourist traveled to their destination by train, the resort in which they stayed would have to provide all of their meals. Generally served in the resorts main lodge dining room, the meals consisted of vegetables, eggs, meat, and milk produced on the resort’s farm. When the automobile became the preferred mode of transportation, resorts dropped the American Plan in favor of what was known as “housekeeping”, whereby the tourist brought along their own staples and cooked their own meals in their cabin.

Industrialization and urbanization transformed the American city into crowded dirty spaces. By the turn of the century and with the invention of the affordable automobile many middle and upper class Americans sought refuge in the pristine north woods. Many viewed the north woods as the last remaining unspoiled frontier.

As early as 1910, the automobile was having a great social and economic impact in the United States. It began replacing the railroad as the means of access to the north woods. Automobile ownership increased from 8 million in 1920 to 23 million in 1929. Another significant reason for the explosion of automobile ownership was the expanding network of improved roads. In 1918, the State of Wisconsin authorized the building of a 5,000 mile system of state trunk highways. Additional miles of highways

⁸ Heritage Research Ltd , *Historic Resorts of Vilas County*, prepared for Wisconsin Historical Society, August 31, 2004, pages 3-28

⁹ Ken Jackson, *Vintage St. Germain Volume 1*, (Worzalla Publishing Co., Stevens Point, WI, 2013), page 36

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were added in 1919. By 1920, the improved highway system which served the north woods became more defined. The State of Wisconsin also began to publish maps which aided the tourist to their destinations.¹⁰

The building of resorts in the St. Germain area remained strong in the 1920s. As people increased their automobile travel, the concept of a yearly family vacation was becoming a tradition. By 1911, outboard motors began to appear on some boats. Fishing was the foremost resort activity and people dressed up for staged fish photographs back at the resort.¹¹

The combination of the natural lakes, transportation, and the promotion of these resources proved to be the recipe for success for the north woods tourism industry. The Wisconsin Conservation Commission survey in 1920 estimated 300,000 tourists spent over \$7 million while vacationing in the state. Other complementary businesses developed to support and serve the recreational industry. Boat rentals, fishing guides, grocery stores, gas stations, and restaurants such as the Peacock Inn all were important amenities which were needed to support the growing tourist industry.¹²

Joseph A. and Andrew L. Peelen

Joseph A. Peelen was born in Milwaukee, Wisconsin (b. September 20, 1890¹³ d. 8-16-1935) to first generation immigrants to the United States Theodore A. Peelen (b.1853 in the Netherlands) and Augusta M (born in Germany). His father's occupation was listed as "Captain Lakes" on the 1900 Federal Census. Nine children were produced by this union. As a young man, Joseph studied at Marquette University in Milwaukee before going to work for Allis-Chalmers Motor Company. Later Joseph became the assistant production manager for the International Harvester Company in Milwaukee.¹⁴

Joseph was married on October 4, 1921 to Selma Ahola and to this union were produced four children; Joseph A. (b. c1924) Theodore L. (b. June 28, 1925 d. June 15, 1996), Geraldine M. (b. c1929)¹⁵ and Sally Ann (b. 1934, d. 2001).

¹⁰ *Historic Resorts of Vilas County*, Heritage Research Ltd, For Wisconsin Historical Society, August 31, 2004, pages 12-14, 27-28

¹¹ Ken Jackson, *Vintage St. Germain Volume 1*, (Worzalla Publishing Co., Stevens Point, WI 2013), pages 92, 96, 106

¹² *Historic Resorts of Vilas County*, Heritage Research Ltd. For Wisconsin Historical Society, August 31, 2004, pages 12-14, 27-28

¹³ World War II draft card, Joseph Andrew Peelen

¹⁴ *History of Lincoln, Oneida and Vilas Counties*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), pages 492-493

¹⁵ 1930 United States Federal Census

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Andrew L. Peelen was born (b. June 1, 1889, d. August 24, 1946) in Milwaukee, Wisconsin where after attending business school at Spencerian Business College, he became the assistant manager for the Wallace and Smith Company of Milwaukee.¹⁶

Andrew was married on September 23, 1919 to Martha Mages and to this union was produced two children; Genevieve (b. c1921) and Louis (b. c1924).¹⁷

Joseph and Andrew Peelen arrived in Vilas County in the fall of 1921. They purchased the home and 48 acres of land owned by Joseph Blair, which was located on the south shore of Big St. Germain Lake.¹⁸ Their property was adjacent to Olof Valley's 110 acre Normandy Court Resort, which was also located on the south shore of Big St Germain Lake.¹⁹

Their resort became known as Peelen's St. Germaine (spelling found on their advertisement) Lakes Lodge. The Peelen brothers advertised their resort as being in the heart of the northern wilderness offering rustic cabins, excellent dining, big game fishing, bathing and recreation. Patrons were told that they could "roam about to the soothing murmurs of the great forest."²⁰

Peelen's resort consisted of a 30' X 70' main lodge which enclosed a lounge, office, large kitchen and 30' X 40' dining room. They also had five cottages which they rented to tourists. As with most of the area resorts, Peelen's St. Germaine Lakes Lodge operated under the American Plan and provided their guests with all of their meals. They provided much of the food that they served in their lodge dining room from their large garden, with fish caught from the lake and from milk produced from their dairy cows.²¹

On April 19, 1926, the Peelen brothers sold Peelen's St. Germaine Lakes Lodge along with all of the boats, vehicles and kitchen equipment to William Spafeil and Robert Rossen.²² After the sale, the Peelen brothers purchased property on the southeast and southwest shore of Fawn Lake. These new

¹⁶ *History of Lincoln, Oneida and Vilas Counties*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), pages 492-493

¹⁷ 1930 United States Federal Census

¹⁸ *History of Lincoln, Oneida and Vilas Counties*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), page 492

¹⁹ *History of Lincoln, Oneida and Vilas Counties*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), page 20-21

²⁰ Newspaper advertisement, Courtesy of Vilas County Historian Ken Jackson's Document and Photo Collection, exact date unknown

²¹ *History of Lincoln, Oneida and Vilas Counties*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), pages 492-493

²² Deed Vol. 58, page 220, Courtesy of Vilas County Historian Ken Jackson's Document and Photo Collection,

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parcels of land were adjacent to Highway 70 on the south and to Fawn Lake on the east and on the west. Fawn Lake is a small body of water from which one can gain access to Big St. Germain Lake through a small connecting channel.

Peacock Inn

The Peelen brothers recognized that a location along Highway 70 would offer them access to traveling automobile tourists who were just passing through as well as the tourist who wished to stay for an extended period of time. Highway 70 was the artery which connected the north woods tourist areas of Eagle River, St. Germain, and Arbor Vitae. Improvements to Highway 70 were on-going. A new wider bridge was installed over the St. Germain River at the southern end of Fawn Lake in June of 1923.

It was at this location that the Peelen brothers began their next business venture. On a tract of land which was situated between State Highway 70 and the west shores of Fawn Lake, they employed local builder Joseph C. Zellner to construct a rustic inn. The inn overlooked southern Fawn Lake at the junction of the St. Germain River. It was constructed entirely out of dimension lumber and exhibited elements of the Arts and Crafts style (note photo).²³ They named their new inn the Peacock Inn, opening as a restaurant that catered to tourist clientele. The Peelen Brothers also built five cottages along the west shore of Fawn Lake, adjacent to the inn. Of these cottages, only three remain and two are owned by others. These cottages are not included in this nomination, and the single cottage on the subject property is considered non-contributing to this nomination because they are outside of the area of significance for which the Peacock Inn is being nominated.

Unfortunately there was a fire in 1929 and the first Peacock Inn burned to the ground.²⁴ The Peelen brothers again hired area builder Joseph C. Zellner and had him construct a one-and-one-half story Rustic Style log inn.²⁵ The Peelen brothers operated it as a restaurant and a log inn. Since the inn also contained a log bar, it is possible that spirits were provided even though prohibition would last until 1933. They also rented five cottages located on the southwest shore of Fawn Lake. This partnership continued until the sudden death of Joseph A Peelen in 1935.²⁶ In 1939, the resort was sold to Oreen Johnson who operated the inn and cottages under the name Peacock Lodge.²⁷

²³ *Vilas County News-Review*, Eagle River, Wisconsin, August 22, 1935

²⁴ Jim Draeger, *Bottoms Up A Toast to Wisconsin's Historic Bars & Breweries*, (Wisconsin Historical Society Press, 2012), page 101

²⁵ Ibid

²⁶ Our St. Germain Your Internet Guide to St. Germain and the Surrounding Area, *Peacock*, ourstgermain.tripod/what.html

²⁷ 1920-1939 Assessors Log book St. Germain Sec. 30, T40N, R8E, pages 30- 31, Courtesy of Vilas County Historian Ken Jackson's Document and Photo Collection,

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Twenty years, later in November of 1959, the resort was sold to Mr. and Mrs. Peter Balcer and Mr. and Mrs. John Kaplan residents of Chicago, IL.²⁸ From 1959 until 1995 the property had several owners. In 1995, sisters Cherie and Anna Anderson purchased the property and changed the name to the Sisters Saloon. Anna eventually left the partnership leaving Cherie Anderson as the sole owner of the property.

Architecture – Rustic Style

Rustic architecture emerged from the traditions of domestic and resort architecture found in rugged and scenic places such as the Adirondacks of New York, the Sierra Madre of California and our countries National Parks. The National Parks Movement began with the creation of Yellowstone National Park in 1871 and Yosemite National Park in 1872. At first there was no central organization to manage the oversight of these parks. In 1915, millionaire Stephen T. Mather crusaded for the establishment of a National Parks Service. In 1916, the National Parks Service was established placing Stephen T. Mather as the first National Park Service director.²⁹ Both Mather and Thomas Vint, the National Park Service chief architect, supported the Rustic Style and its concept of naturalist design,³⁰ lending to its utilization in the design of park buildings throughout the National Park System.

As the idea of developing nature and the wilderness for personal pleasure expanded, an increasing number of public parks at the local, state and national levels adopted the rustic style of architecture for park structures.³¹ The philosophy of this design is discussed in *Patterns from the Golden Age of Rustic Design*, which was published in three volumes in 1938 by the Department of the Interior and National Parks Service. When describing the elements of the Rustic Style of architecture in Volume 1; “Successfully handled, it is a style, which through the use of native materials in proper scale, and through the avoidance of severely straight lines and over-sophistication, gives the feelings of having been executed by pioneer craftsmen with limited hand tools. It thus achieves harmony with natural surroundings and with the past. The building must be reasonably over-scaled to avoid being unreasonably under-scaled to the surrounding large trees.”³² Thus the building becomes an accessory to nature.

²⁸ *Vilas County News-Review*, November 1959, *Peacock Lodge Sold*, Courtesy of Vilas County Historian Ken Jackson’s Document and Photo Collection

²⁹ *U. S. National Parks - In the Beginning*, travel.nationalgeographic.com/travel/national-parks/early-history, accessed 1-2016

³⁰ Colorado Historical Society, *Rustic Style Architecture in the Colorado State Register of Historic Properties*, (Office of Archaeology and Historic Preservation, 2006), page 1

³¹ Linda F. McClelland, *Historic Park Landscapes in National and State Parks*, (National Register of Historic Places Multiple Property Documentation Form, August 1995), E: 27

³² Albert H. Good, *Patterns from the Golden Age of Rustic Design, Park and Recreation Structures from the 1930’s*, (Roberts Rinehart Publishing, Landam, MD, 1938), Vol. 1 page 5

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Cultural Resource Management In Wisconsin (Volume 2), states that the rustic Wisconsin north woods retreat followed the traditions of early Yankee cabins while attempting to evoke romanticism about nature and the American frontier.³³ The Rustic Style of architecture which is found in the St. Germain, Wisconsin area is characterized by the use of natural, local materials, and handcrafted finishes. The lodges and cabins blended wonderfully with the natural north woods environment by complementing the landscape instead of competing with it.

The resort owners relied on the skills of local tradesmen. Very rarely was an architect hired to design these log buildings.³⁴ Books offering plans for log cabins were available during the end of the nineteenth and the beginning of the twentieth century starting with *Log Cabins: How to Build and Furnish Them*, in 1889.³⁵ Whether the local carpenters followed a published plan or relied on their years of accrued knowledge of log construction, they combined traditional building techniques, hand craftsmanship, and local materials to create rustic and romantic buildings. Often times the logs which were cleared to prepare the site for construction were used in the building. These log buildings fit the tourist's romantic notion of the simple life in the unspoiled wilderness.

The Peacock Inn and other Wisconsin north woods lodges also drew on the influences of the Adirondack style of architecture.³⁶ Examples of this style are found in America's Gilded Age vacation estates of J. P. Morgan and Alfred G. Vanderbilt, in the Adirondack region of New York. The use of twigs and saplings on both the interior and exterior of these buildings was drawn from the Native American culture's use of these materials in traditional Iroquois longhouse construction.³⁷

The pine logs for the body of the building were optimally felled in the summer when the bark is loose and easily removed.³⁸ In the case of the Peacock Inn the most common corner system of construction was implemented. The saddle notch, sometimes referred to as the "shrink-to-fit" system is designed to become tighter as the logs settle and shrink. It consists of a rounded void cut into the bottom of each log. This void fits snugly over the round log below creating the corner junction. Most times the notch is made several inches to a foot from the end of the log creating the corner log cabin junction we

³³ Barbara Wyatt, *Cultural Resource Management In Wisconsin Volume 2 A Manual for Historic Properties*, (Historic Preservation Division, State Historical Society of Wisconsin, June 1986), page 4-3

³⁴ *Historic Resorts of Vilas County*, Heritage Research Ltd., Prepared for the Wisconsin Historical Society, August 31, 2004, page 26

³⁵ William S. Wicks, *Log Cabins: How to Build and Furnish Them*, (Forest and Stream Publishing Co., New York, 1889), pages 1-48

³⁶ Jim Draeger, *Bottoms Up A Toast to Wisconsin's Historic Bars & Breweries*, (Wisconsin Historical Society Press, 2012) pages 100-101

³⁷ Robbin Obomsawin, *The Adirondack Cabin*, (Gibbs Smith Publishing, Salt Lake City, Utah, 2004), page 23

³⁸ Ann Stillman O'Leary, *Adirondack Style*, (Clarkson Potter Publishing, New York, 1998), page 48

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are the most familiar with.³⁹

Twigs and saplings were also peeled and in some instances treated with stain, oil or wax to increase the integrity of their longevity.⁴⁰ Local artisans contorted twigs and branches into flowing sculptures which gracefully add ornamentation to both the exterior and interior of the buildings.⁴¹

Rustic Architecture was utilized in our country's National Parks System and vacationing areas from approximately 1916 to 1942. It saw resurgence in the late-twentieth and early-twenty-first centuries, mainly in vacationing areas.

Builder - Joseph C. Zellner

Joseph C. Zellner was born in Staulding Bavaria, Germany (b. Jan. 30, 1886,⁴² d. June 24, 1966). Joseph immigrated to the United States in 1909⁴³ where he took up residence in the home of Michael Froehlich, a German-born Vilas County resort owner. He worked for Froehlich at his Lost Lake Resort as a handyman. Also taking residence as a border in the Froehlich home was Edward M. Gabe.⁴⁴ At the time, Gabe was working as a ranger and patrolman for the State of Wisconsin, having left the employ of the Good Year Lumber Company as a lumber scaler.⁴⁵ Zellner and Gabe were the same age and struck up a friendship.

Michael Froehlich purchased the 94.3 acres of land on Lost Lake (St. Germain area) on January 20, 1903.⁴⁶ Here, Froehlich homesteaded the property establishing the Lost Lake Resort, building two cottages and a lodge.⁴⁷ The lodge was destroyed by fire. After the fire, Froehlich sold the resort to Clarence Shannon in 1911.⁴⁸ Froehlich moved north to Plum Lake purchasing property in 1913 and building a hotel.⁴⁹ Froehlich's son William followed, purchasing the Sayner Lodge on Plum Lake,

³⁹ *Types of Log Notches*, How Discover, www.ehow.com/link_8346903_types-log-notches.html, accessed 1-2016

⁴⁰ Ann Stillman, *Adirondack Style*, (Charles Potter Publishing, New York, 1998), page 17, 23

⁴¹ Robbin Obomsawin, *The Adirondack Cabin*, (Gibbs Smith Publishing, Salt Lake City, Utah, 2004), page 23, 42

⁴² 1942 Draft Card Joseph C. Zellner, Ancestry.com

⁴³ U. S. and Canada Passenger and Immigration Lists 1500s -1900s, Ancestry.com

⁴⁴ 1910 United States Federal Census, Ancestry.com

⁴⁵ *History of Lincoln, Oneida and Vilas Counties Wisconsin*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), pages 422,423

⁴⁶ U. S. General Land Office Records 1796-1907, Ancestry.com

⁴⁷ *History of Lincoln, Oneida and Vilas Counties Wisconsin*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), page 419

⁴⁸ *Vintage St. Germain Volume 1*, Ken Jackson, (Worzalla Publishing Co. St. Point, WI, 2013), page 170

⁴⁹ *History of Lincoln, Oneida and Vilas Counties Wisconsin*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), page 419

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which had been built by Orrin Sayner in 1892. He renamed it Froelich's (current spelling) Sayner Lodge.⁵⁰

In October of 1911 Joseph Zellner's friend Edward M. Gabe purchased the Lost Lake Resort from Clarence Shannon. The property now consisted of 47 acres and had two cottages. In 1912 Gabe built a new 24' x 72' log and wood lodge with decorative log detailing (which was claimed by fire in October of 1980). Gabe continue to expand his resort by adding 13 cottages (some log and some wood construction), an eighteen car garage, a club house known as Buck Inn⁵¹ and an Adirondack style decorative log entrance⁵².

It seems as though Joseph Zellner may have received his initial training in log construction and the use of natural materials and Adirondack-inspired detailing from working for both Michael Froehlich and Edward M. Gabe while building lodges and cottages at the Lost Lake Resort and Sayner Lodge.

Joseph Zellner then went on to build or detail several resorts and lodges in the St. Germain, Wisconsin area. Known works which he can be directly connected to are: the first and second Peacock Inns on Highway 70, St. Germain, WI (c1927, 1930); Molgaard's Indian Lodge, St. Germain (1931), now Golden Pines Restaurant; Murmuring Waters Lodge, Sayner, WI (c1927); Clearview Lodge, Sayner, WI (1923); and Sayner Lodge. He also did caretaking and remodeling work at Musky Inn on Big St. Germain Lake.

As well as heavy log construction, Joseph Zellner created stunning back-bars and designated lounge areas with bent logs, natural twig details and log pieces.

Joseph married Marion Allen (b. c1904) and together they had six children Joseph C. (b. c1924); Lee R. (b. c1927); John B. (b. c1929); Margaret J. (b. c1935); and Patricia M. (b. c1937). By 1940 Joseph and Marion were divorced⁵³ and by 1942 he was living in Sayner, WI.⁵⁴ Joseph Zellner died on June 24, 1966 in Eagle River, WI⁵⁵

Conclusion: Criterion C – Architecture

⁵⁰ *Lakeland Times*, Minocqua, WI *Sayner – a village steeped in History* by Joyce Laabs, March 4, 2011

⁵¹ *History of Lincoln, Oneida and Vilas Counties Wisconsin*, George O. Jones, (H. C. Cooper, Jr. & Co., Minneapolis, Winona, MN, 1924), page 423

⁵² *Vintage St. Germain, Volume 1*, Ken Jackson, (Worzalla Publishing Co. St. Point, WI. 2013), photo page 175

⁵³ 1940 United States Federal Census, Marion J. Zellner, Ancestry.com

⁵⁴ 1942 Draft Card Joseph Zellner, Ancestry.com

⁵⁵ Social Security Death Index 1935-2014, Ancestry.com

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The Peacock Inn is architecturally significant under Criterion C as an excellent local example of early-twentieth century Rustic style architecture as described in *Patterns from the Golden Age of Rustic Design*, published by the National Parks Service in 1938.

In northern Wisconsin, self-taught craftsmen such as Joseph Zellner used simple tools, timeworn techniques, and native materials to craft charming lodges and cabins for the emerging, then expanding, Wisconsin tourist industry. Joseph Zellner employed indigenous materials, the characteristics of the Rustic style, and using twig, log, and stone materials created a nostalgic building that appeared visually unified with its surrounding natural environment. The horizontal orientation of the large peeled pine logs is one of the traditional methods of log construction. Zellner's use of saddle notch corners and exposed rafter ends reflects the traditions of rustic building, and his sapling and twig detailing is creative and artistic, imparting his designs with distinctive character.

Wisconsin's historic property database contains three comparable properties within the town of St. Germain. All of these operated as restaurants or taverns; all were built around 1930; and all are of log construction. The Frank Zaruba tavern which was located on STH 155 was demolished in 1997. Thunderbird Pass (1021 Parkway Drive) lacks the Peacock Inn's elaborately crafted exterior and Molgaards Indian Lodge Restaurant (now Golden Pines Supper Club) is a larger establishment, more restaurant than tavern, and lacks the Peacock Inn's elaborate bar.

The Peacock Inn manifests the Rustic style of the early-twentieth century Northern Wisconsin Resort Era. The picturesque yet unsophisticated atmosphere which is interpreted in the Peacock Inn was just what the large-city dweller envisioned for his fishing trip or family vacation. The Peacock Inn continues to convey the Wisconsin Resort Era's history, character and essence of time. The inn retains excellent integrity both on the interior and exterior as well as its location, design, setting and significant architectural features which leads to the judgment of eligibility.

Conclusion: Criterion A – Entertainment/Recreation

The Peacock Inn is significant under Criterion A in the area of Entertainment/Recreation as an intact example of a resort era restaurant: one of the types of resources constructed to serve the growing tourist population traveling to the north woods of Wisconsin. This building reflects the different property types that were introduced after the introduction of the automobile and the evolution of resort plans from being all-inclusive, including meals in a large lodge dining room (the American Plan Resort) to the later era where vacationers simply rented a cottage and meals were arranged for separately (the Housekeeping Resorts beginning in the 1920s). This change in the arrangement of vacation resorts meant that vacationers sought out restaurants or taverns such as the Peacock Inn for many of their meals. Hundreds of tourists journeyed to the Wisconsin north woods to fish and relax

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away the stresses of America's big cities. The Peacock Inn is a nostalgic reminder of the early twentieth century north woods Wisconsin vacation era. It remains today a visible and enduring contributor to the 21st century tourist industry of northern Wisconsin and represents a unique type of property related to early 20th century north woods Wisconsin tourism.

North woods taverns such as the Peacock Inn served as important social centers, catering to both visitors and local residents. With the increase in tourism and travel flexibility that came with increased automobile use, came an increase in the need to provide additional tourism amenities outside of the resorts, including restaurants and taverns. As such, the Peacock Inn is a highly intact example of this type of tourism amenity that continues to play an integral role in the north woods recreational experience.

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Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

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Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

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Section 10 Page 1

Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Verbal Boundary Description:

Document 455985, Warranty Deed Vol. 1498 page 102 June 6, 2007 to Anna and Cherie Anderson, 0.570 acres.

PARCEL A

A parcel of land in the Northeast Quarter of the Southeast Quarter (NE ¼ SE ¼), Section Thirty (30), Township Forty (40) North Range Eight (8) East of the Fourth Principal Meridian, St. Germain Township, Vilas County, Wisconsin more particularly described as follows:

Commencing at the one-quarter corner common to Sections 25 and 30, marked by a railroad spike in the centerline of State Trunk Highway "70", witnessed by a Highway Commission brass capped iron pipe bearing N. 51° W., 91.80 feet and 12" Pine stump bearing N. 61° W., 110.0 feet, thence S 87° 15' 48" E., 3816.27 feet to an iron pipe where the Easterly right of way line of Fawn Lake Road intersects with the Northerly right of way line of State Trunk Highway "70"; thence S. 58° 30' 18" E., 88.97 feet along the Northerly right of way line of State Trunk Highway "70" to an iron pipe, thence 265.59 feet along the arc of a curve concave Northerly with a radius of 1112.92 feet, the chord of which bears S. 65° 20' 30" E., 264.96 feet to the PLACE OF BEGINNING, marked by an iron pipe on the Northerly right of way line of State Trunk Highway "70" thence 190.0 feet along the arc of a curve concave Northeasterly with a radius of 1112.92 feet, the chord of which bears S 77° 04' 09" E., 189.77 feet to a right of way post, thence S 81° 57' 36" E., 35.00 feet along the Northerly right of way of State Trunk Highway "70" to an iron pipe near the Westerly shore of Fawn Lake; thence N. 18° 25' 30" W. 138.50 feet along the shore to a point; thence N. 26° 41' 54" W., 42.00 feet along the lake to an iron pipe; thence S. 78° 25' 43" W., 41.45 feet to an iron pipe; thence S. 46° 47' 46" W., 45.88 feet to an iron pipe; thence S. 88° 47' 56" W., 37.20 feet to an iron pipe; thence S. 16° 23' 42" W., 40.00 feet to an iron pipe; thence S. 38° 56' 46" W., 54.90 feet to the Place of Beginning. The above lateral lot lines bearing N. 78° 25' 43" E. and S. 81° 57' 36" E., extend to the lake.

PARCEL B

A parcel of land in the Northeast Quarter of the Southeast Quarter (NE ¼ SE ¼), Section Thirty (30), Township Forty (40) North Range Eight (8) East of the Fourth Principal Meridian, St. Germain Township, Vilas County, Wisconsin, more particularly described as follows:

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Section 10 Page 2

Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Commencing at the one-quarter corner common to Sections 25 and 30 marked by a railroad spike in the centerline of State Highway "70" witnessed by a Highway Commission brass capped iron pipe bearing N.51° W., 91.80 feet and a 12" Pine stump bearing N. 61° W., 110.0 feet, thence S. 87° 15' 48" E., 3816.27 feet to an iron pipe where the Easterly right of way line of Fawn Lake Road intersects the Northerly right of way line of State Trunk Highway "70"; thence S. 58° 30' 18" E., 88.97 feet along the Northerly right of way line of State Trunk Highway "70" to an iron pipe; thence continuing along the Northerly right of way line of State Trunk Highway "70" Easterly 222.21 feet along the arc of a curve concave Northeasterly with a radius of 1112.92 feet, the chord of which bears S. 64° 13' 30" E., 221.84 feet to the PLACE OF BEGINNING, marked by an iron pipe; thence N. 11° 57' 11" E., 91.77 feet to an iron pipe; thence S 78° 09' 46" E., 107.30 feet to an iron pipe; thence S 88° 47' 56" W., 37.20 feet to an iron pipe; thence S 16° 23' 42" W., 40.00 feet to an iron pipe; thence S. 38° 56' 46" W., 54.90 feet to an iron pipe on the Northerly right of way line of State Highway "70"; thence Westerly along said right of way line 43.38 feet along the arc of a curve concave Northeasterly with a radius of 1112.92 feet, the chord of which bears N. 71° 03' 41" W., 43.38 feet to the Place of Beginning.

PARCEL C

A parcel of land in the Northeast Quarter of the Southeast Quarter (NE ¼ SE ¼), Section Thirty, Township Forty (40) North Range Eight (8) East of the Fourth Principal Meridian, St. Germain Township, Vilas County, Wisconsin, more particularly described as follows:

All of the land which abuts the above described PARCELS A and B and lies south of the above described PARCELS A and B and is bounded on the south and west as follows:

(A) Bounded on the south by the following described line; Beginning at the Point of Intersection of the easterly right of way line of Fawn Lake Road and the northerly right of way line of S. T. H. 70 that is 215.76 feet northerly of and perpendicular to the centerline of S.T.H. 70 as laid out and traveled May 1, 1989; thence S 27° 18' 09" E., 207.37 feet to a point that is 50 feet northerly of and perpendicular to said S.T.H. 70 centerline; thence S. 80° 22' 06" E. and 50 feet parallel to said S.T.H. 70 centerline a distance of 223.20 feet; thence S. 88° 55' 44" E., 221.69 feet to a point that is 83 feet northerly of and perpendicular to said S.T.H.70 centerline; thence S 80° 22' 06" E., 60 feet, more or less, to the point of intersection with the west high water line of Fawn Lake which is the point of termination of the line hereby described; (B) Bounded on the west by a line extending from the PLACE OF BEGINNING of the above described PARCEL B along a bearing of S. 11° 57' 11" E. to the line described in (A) immediately above.

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Section 10 Page 3

Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Boundary Justification:

The unusual shaped parcel is the historic parcel associated with the Peacock Inn tavern and is what remains after the division of the larger property sometime after 1959. The current parcel contains the historic resource in its entirety.

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National Park Service

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Continuation Sheet

Section photos Page 1

Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Name of Property: Peacock Inn
City or Vicinity: St. Germain
State: Wisconsin
Name of Photographer: Patricia Lacey
Date of Photograph: January 2016
Location of Original Digital Files: State Historic Preservation Office,
Wisconsin Historical Society, Madison, WI
Number of Photographs: 16

Photo 1
South-facing façade
Camera facing northeast

Photo 2
West-facing façade
Camera facing east

Photo 3
Rear façade
Camera facing southeast

Photo 4
Rear north-facing façade
Camera facing south

Photo 5
Northeast corner of rear north facing façade
Camera facing south

Photo 6
East-facing façade
Camera facing northeast

Photo 7
South-facing dining room wall
Camera facing northeast

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National Park Service

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Section photos Page 2

Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Photo 8
Interior saddle notch
Camera facing north

Photo 9
Log bar
Camera facing northeast

Photo 10
Twig back bar cabinet
Camera facing north

Photo 11
Shelving area back bar with twig details
Camera facing north

Photo 12
Full view of twig back bar
Camera facing east

Photo 13
Log Arch
Camera facing northeast

Photo 14
Southwest-facing façade of upright log cabin
Camera facing northeast

Photo 15
Northeast-facing façade of upright log cabin
Camera facing southwest

Photo 16
North-facing façade of upright log cabin
Camera facing south

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National Park Service**

**National Register of Historic Places
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Town of St. Germain, Vilas County, Wisconsin

List of Figures

- Figure 1: Sketch site plan
- Figure 2: Sketch plan drawing, first floor
- Figure 3: Sketch plan drawing, second floor
- Figure 4: Historic Photograph, c1930
- Figure 5: Historic Photograph, c1935
- Figure 6: Historic Photograph, c1940

Figure 1: Sketch site plan



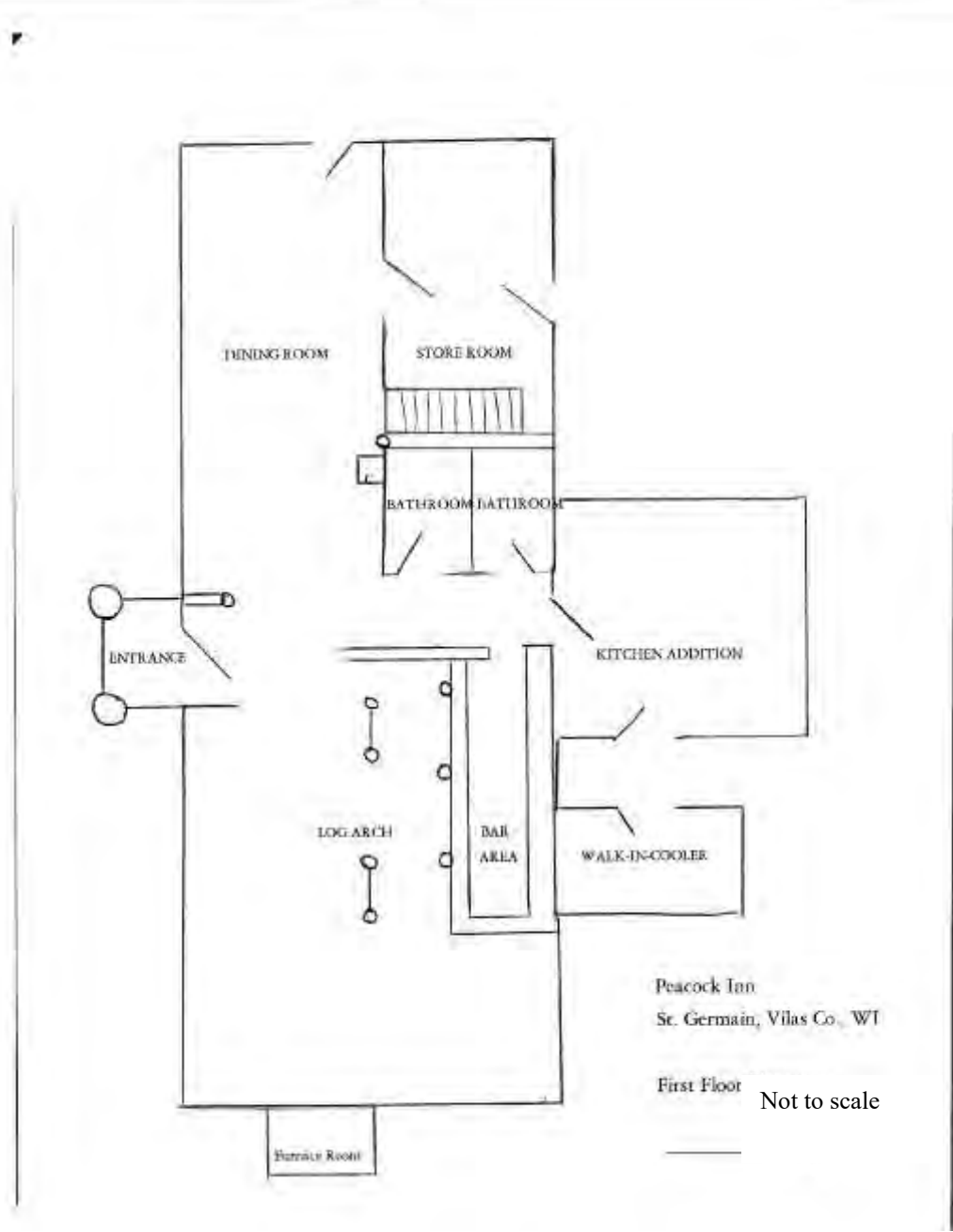
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National Park Service

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Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Figure 2: Sketch plan drawing, first floor



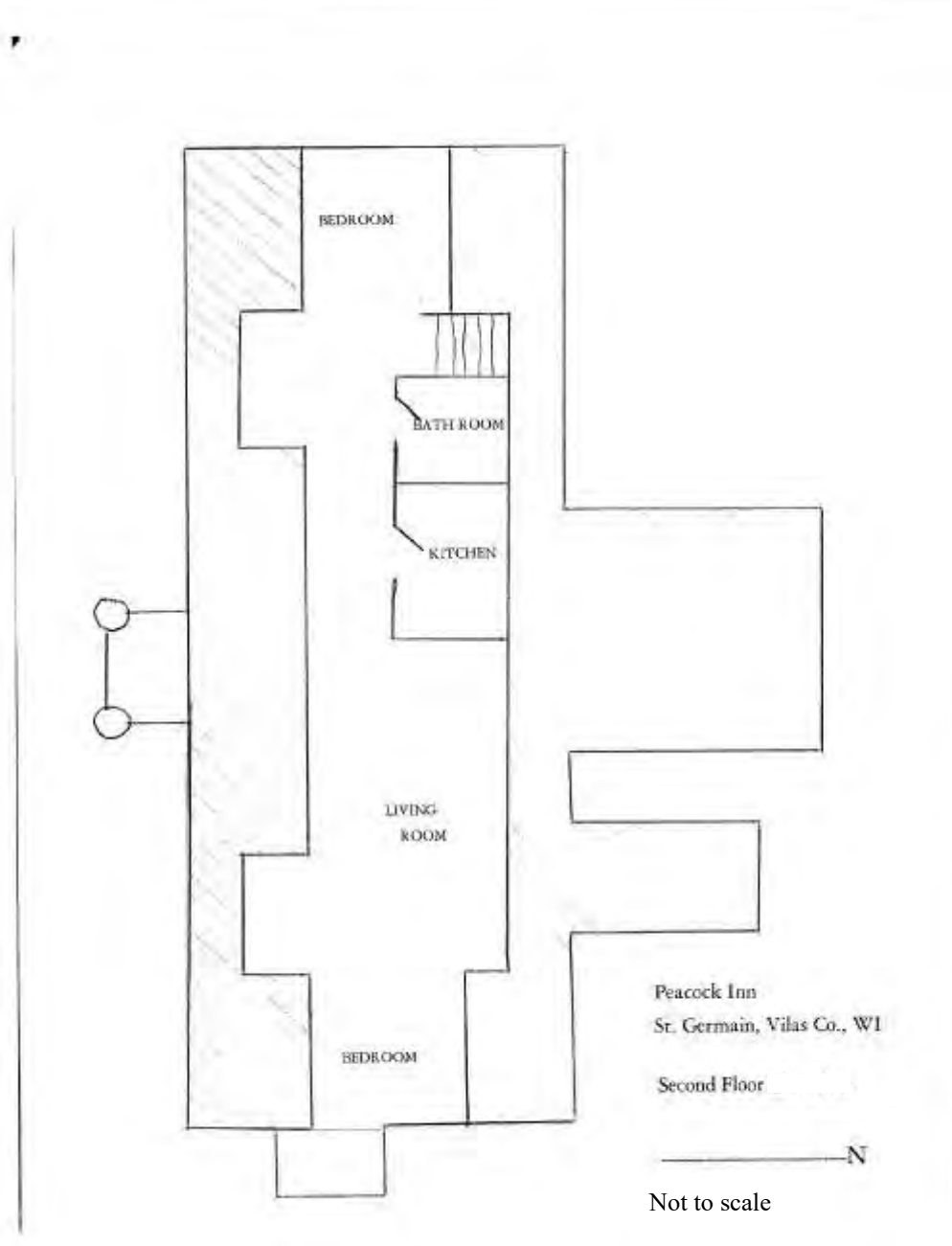
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Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Figure 3: Sketch plan drawing, second floor



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National Park Service

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Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Figure 4: Historic photograph, c1930

Figure 5: Historic photograph, c1935

Peacock Inn
St. Germain, Vilas County, Wisconsin
Courtesy of Vilas County Historian Ken Jackson's
Document and Photo Collection.



Photo c 1930
South-facing
Lot grading not yet completed



Photo c 1935

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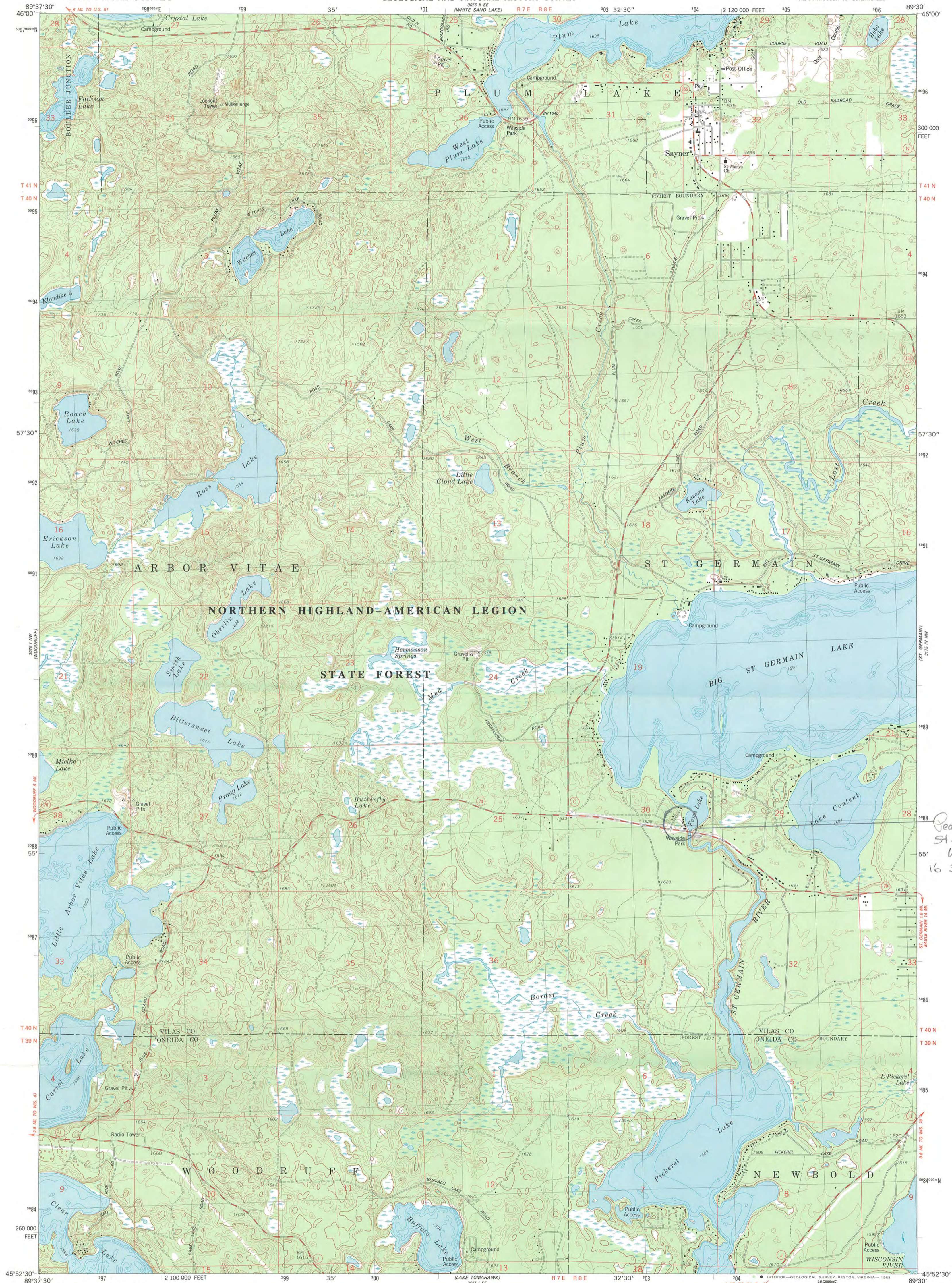
Section figures Page 5

Peacock Inn
Town of St. Germain, Vilas County, Wisconsin

Figure 6: Historic photograph, c1940

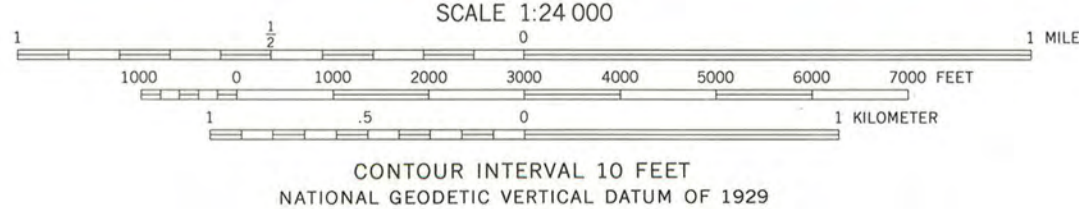
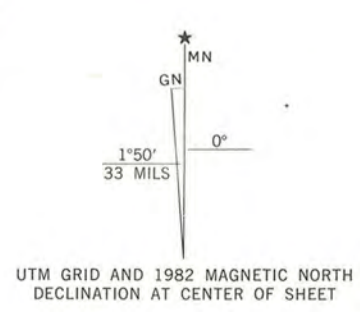


Courtesy of Vilas County Historian Ken Jackson's
Document and Photo Collection



Pearock Inn, Vilas County
St. Germain, Wisconsin
16 303568E 5088180N

Mapped, edited, and published by the Geological Survey in cooperation with the Wisconsin Division of Highways and Wisconsin Geological and Natural History Survey. Control by USGS and NGS/NOAA. Topography by photogrammetric methods from aerial photographs taken 1964. Revised from aerial photographs taken 1978. Field checked 1979. Map edited 1982. Hydrography compiled from information furnished by Wisconsin Department of Natural Resources. Projection and 10,000-foot grid ticks: Wisconsin coordinate system, north zone (Lambert conformal conic). 1000-meter Universal Transverse Mercator grid, zone 16 1927 North American Datum. To place on the predicted North American Datum 1983 move the projection lines 6 meters north and 10 meters east as shown by dashed corner ticks. There may be private inholdings within the boundaries of the National or State reservations shown on this map. Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is unchecked.



ROAD CLASSIFICATION

Primary highway, hard surface

Secondary highway, hard surface

Light-duty road, hard or improved surface

Unimproved road

Interstate Route

U. S. Route

State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

SAYNER, WIS.
NE/4 MINOCQUA 15' QUADRANGLE
N4552.5-W8930.7.5
1982
DMA 3075 1 NE-SERIES V861















EXIT







PACKERS DRIVE

1919

SPOOKY PUPPETS

DRINK TIP-UPS
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APPLE PIE
SHOT
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&
CASSIE
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It's How You Wiggle Your Worm!*
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Bikini



THE GLENLIVET
12

JAMESON

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SAPPHIRE

JIM BEAM
Fire

YUKON JACK

CHIVAS REGAL

CRUZAN
Citrus Rum

CRUZAN
Banana Rum

CRUZAN
Pineapple

CRUZAN
Black Cherry Rum

Orange

Raspberry

Peach

Cherry

Double Cherry

360

PEARL
VODKA

TV LIGHT
VODKA

Pinnacle
Cake

SMIRNOFF

SMIRNOFF
MOHAWK
VODKA

BAKON

BURNETT'S
BLUE RASPBERRY

PEACH TREE

AMARETTO

AMARETTO

AMARETTO

AMARETTO

PEPPER MINT

PEPPER MINT

PEPPER MINT

PEPPER MINT

PEPPER MINT

PEPPER MINT

PEPPER MINT





\$15.00
Minimum
On
Charge Cards
Please close
all bar tabs
before entering
the dining room
Thank you

Best
Bar



81
POINTS

19

PLUS

BACKERS

THE GREEN

I GOT LEFT

TRY OUR
APPLE PIE
SHOT
\$2.50







UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/2/2016 Date of Pending List: 12/27/2016 Date of 16th Day: 1/11/2017 Date of 45th Day: 1/17/2017 Date of Weekly List: 1/25/2017

Reference number:

Nominator:

Reason For Review:

Accept Return Reject 1/17/2017 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Edson Beall Discipline Historian

Telephone _____ Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



WISCONSIN
HISTORICAL
SOCIETY



TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Twenty-second day of November 2016, for the nomination of the Peacock Inn to the National Register of Historic Places:

- 1 Original National Register of Historic Places Nomination Form
- 1 CD with NRHP Nomination form PDF
- Multiple Property Nomination form
- 16 Photograph(s)
- 1 CD with image files
- 1 Map(s)
- 6 Sketch map(s)/figures(s)/exhibit(s)
- Piece(s) of correspondence
- Other:

COMMENTS:

- Please ensure that this nomination is reviewed
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do or do not constitute a majority of property owners
- Other: