

**United States Department of Interior
National Park Service**

28

**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 Indianapolis Outing Club
other names/site number IOC

2. Location

street & number	7371 Wheeler Island Road	N/A	not for publication
city or town	Town of Three Lakes	N/A	vicinity
state	Wisconsin	code	WI
county	Oneida	code	085
zip code	54562		

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.)

Alvina L. [Signature]
Signature of certifying official/Title

January 14, 2004
Date

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

Indianapolis Outing Club
Name of Property

Oneida
County and State

Wisconsin

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

3/10/04

[Signature]
Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as apply)

private
___ public-local
___ public-State
___ public-Federal

Category of Property
(Check only one box)

building(s)
___ district
___ structure
___ site
___ object

Number of Resources within Property
(Do not include previously listed resources in the count)

contributing	noncontributing
3	1 buildings
	sites
1	structures
	objects
4	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 is previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)
DOMESTIC/ Camp

Current Functions
(Enter categories from instructions)
Domestic / Single Dwelling

7. Description

Architectural Classification
(Enter categories from instructions)
Late 19 & Early 20 Century American Movements

Materials
(Enter categories from instructions)
Foundation Concrete

walls Wood

roof Metal

other Wood

Narrative Description

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

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**National Register of Historic Places
Continuation Sheet**

Section 7 Page 1

Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

The Indianapolis Outing Club is located less than three miles from Three Lakes, Wisconsin. Three Lakes, located in Oneida County, is a small resort community in northern Wisconsin that is bustling with activity in the summer. It is ten miles south of Eagle River, a major tourist destination.

The Indianapolis Outing Club, or IOC, is reached by taking Highway 45/32 south for .54 miles, then Town Road X for one mile to fire number 7371 on Wheeler Island Drive. The unpaved private driveway leading to the property is surrounded by a mature woodland forest. The short drive to the clubhouse is less than a quarter mile long and passes by the wet boathouse and the garage, and terminates at the south elevation of the clubhouse. A 24-30-inch high stone wall begins on the east side of the drive, shortly after the garage. It meanders along the driveway and continues around the north elevation of the clubhouse. It is a contributing resource on the property.

The property also includes the clubhouse, a guesthouse, a garage, and a wet boathouse, all situated on eight acres and 800 feet of frontage on Planting Ground Lake. Planting Ground Lake, a 1,012 acre lake, is a part of the famous 28-lake Eagle River Chain of Lakes. The entire property has been left in its natural state with mature pines and other mature deciduous trees. There is no formal landscaping. It is truly a northwoods retreat.

The 1902 Indianapolis Outing Club's main building is situated on a slight rise of land, facing west, approximately 40 feet from the water. The site was excavated so that the building could be built on a flat area. A guesthouse is located on a steep hill above the main clubhouse. Originally there were two guesthouses for the women and children. One of them was moved south and west, closer to the main driveway and the lake, and became a garage. The 1915 wet boathouse was originally situated on the shore next to the clubhouse, but was moved in the 1960s to a quiet bay at the south end of the property.

The Clubhouse (C), 1902, 1924, 1938

The two-story vernacular Indianapolis Outing Club was constructed of horizontal tongue-and-groove wood, painted spruce green, with white trim. The intersecting metal hipped roof is steeply pitched and has six dormers: two hipped wall dormers on the west (main) elevation and two gabled wall dormers on both the north and south elevations. There are two chimneys. One is an exterior chimney on the south elevation built of Lannon stone. The other, an interior chimney, is of concrete block. There is no basement. Originally the building was set on wooden posts, but when they deteriorated they were replaced with a concrete block foundation. The fireplaces and individual kerosene heaters provide heat.

The original 1902 structure was very simple, but over time has had two additions. The first one was the 1924 addition on the south elevation, called the sunroom; in 1938 the back screened porch was added.

There are three entrances into the building; the front and back entrances are through the screened porches, and

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Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

the third is on the north elevation in the kitchen.

The main room, which is the heart of the building, measures 30'4" north to south, and 17'19" east to west, with a 9'10" ceiling. The walls are of framed beaver board (a manufactured material) and the floor is of 5-inch-wide pine boards. Originally, two fireplaces were constructed in the main room - one on the south wall and one on the east wall. When the 1924 sunroom was added, the south fireplace was demolished. The east fireplace is still there. In the 1960s the firebrick and lower chimney was repointed as it had become unusable. Open framing between the main room and the sunroom is separated by fishing net.

Several doors and windows are in the main room. The only door on the east wall is the door leading to the back screened porch. A double hung window, one over one, also is on this wall. Two interior doors on the north wall lead to the hall and the pantry. The west elevation has a half-light double door and a single five-paneled door leading to the front screened porch. There also are two double hung, one-over-one windows on this elevation.

The sunroom, added in 1924, is one story and has a gabled roof with rafters under the eaves. The clapboard siding is painted the same color as the rest of the building. A tornado in 1924 took out several large pines so it was decided to add another room in that space. A stone fireplace was originally constructed on the east wall at the time of the addition. However, it was poorly built and situated so that one could not view the lake and the fireplace at the same time. Consequently, it was demolished and moved to the south end of the sunroom in the 1960s. Lannon stone was used to construct the new fireplace. In 1970, the Lannon stone was replaced with native fieldstone. The sunroom features an open ceiling with rafters. There are five casement windows on both the west and east elevations; each window has eight lights. A similar window is found on either side of the stone fireplace, on the south wall. The room measures 17'10" by 17'17". There are no interior walls except for the south wall that is paneled. The east and west walls are exterior walls with the studs showing.

The front screened porch is accessed from the west side of the main room. The porch is almost the same length as the main room. It measures 29'6" north to south and is 11' wide. The shed roof is metal now; however, the cedar shakes are still visible in the ceiling of the porch. When the clubhouse was built, the entire roof had cedar shakes. On the south end of the porch is a screen door which leads outside. There are four wooden steps, with a railing on each side, which lead to gravel and wood steps to the lake or to a small landing of gravel and wood in front of the sunroom addition.

The back screened porch on the east wall of the main room was added in 1938. It measures 17'6" north to south and is 11'2" wide. When the porch was added, a toilet stall and a storage closet were added on the west wall of the porch. Both compartments have five-paneled doors.

The kitchen, which is in the northeast corner of the building, is 17'6" square in configuration. The kitchen can be accessed from the small pantry, which measures 7'8" north to south and 5' in width. The pantry, which is used as a bar area today, connects to the main room. Two other doors are located in the kitchen: one on the

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Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

south wall leading to the back screened porch and another on the north wall leading to the outside. The fenestration includes two six-light windows, one on either side of the north door. Another opening is a shuttered screen, located over the sink, which can be opened by pulling a cord. The west wall has box car siding painted white. Cupboards made of unpainted particle board, built by Mr. Swain, were added in 1975. The Swains owned Swain Industries in Seymour, Indiana, which manufactured this material. A small walled-off room within the kitchen, measuring 9' by 11'5", separates the laundry room and workshop from the rest of the kitchen. Originally this room, in the northeast section of the kitchen, was the maid's room. The Swains state that the kitchen was updated in the 1930s, probably in 1935, the same year that the building was electrified.

On the opposite side of the pantry is the hall and stairway, which leads to the second floor. The stairway and hall measures 9' north to south, and 9'5" east to west. The stairway is on the north wall and ascends 12 steps to a landing that has one double hung window, one over one; the stairway turns to the south and five more steps lead to the second floor hall.

The hall is finished with 2-inch box car siding and is 3 feet wide by 20 feet long. Four bedrooms and two baths are on the second floor today. Originally, the second floor provided eight small cubicles for the men who were members of the Indianapolis Outing Club. After women were admitted, the cubicles were removed in order to create the four separate bedrooms.

The largest bedroom of the four is the one on the east side. It measures 17'6" in length, north to south, and is 13'9" wide. A double hung, one-over-one window is located at each end. The ceiling height is 8'6" and the walls are paneled in two-inch box car siding. There are two full baths on this side of the main hall. The last one was installed in the 1960s.

Two more bedrooms are found across the hall and one at the south end of the hall. The bedroom at the south end has three double hung windows, one over one. One is found on the south wall and two matching ones on the west wall. The room measures 13'7" by 13'7" and is finished in the same box car siding.

The middle bedroom has one double hung window, one over one, with a shuttered screen, 24 inches square, which can be opened by pulling a cord. The north end bedroom has two double hung windows, one over one. A shuttered screen measuring 24" by 46" is on the north wall.

All of the bedrooms have four-paneled wooden doors; the ceilings are finished with framed beaver board.

Guest Cottage (C), 1924

The guest cottage, or as the owners call it "hill cottage," is situated on a steep hill above the main clubhouse. The guesthouse was one of the two houses where the wives and children were housed when it was an all men's club. There are 40 gravel and wooden steps leading to the front door. The guesthouse also has its own driveway approaching from the north.

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Town of Three Lakes, Oneida County, Wisconsin

The one-story house faces west. The low pitched, side gabled roof is covered with felt and tar paper and has rafters under the eaves. A chimney appears on the north side. It is made of metal with wood surrounding it. The full facade screened porch is on the main elevation and has a center entrance with a small projecting roof over the entrance. It is held up by supports. The outside of the house mimics the main building. The interior was extensively remodeled and winterized in the 1980s, at which time a partial basement was dug out for a furnace and a water heater. All of the windows were replaced at that time. The interior has a living room with a modern stone fireplace, an open kitchen, three bedrooms and a bath.

Garage (NC), 1924, moved after 1926

The garage has a very low, slightly pitched gabled roof finished in metal. This building was built as and once served as the other guest cottage for the women and children. There are two enclosed rooms at the north end of the building. Each has its own entrance. The one on the east side has one light on the three-paneled door and leads to the playroom. The other door, which has no lights, is built with vertical boards and leads to the ice house. No fenestration is found on the south or the west elevations. Two sets of double wooden doors are on the south elevation. On the east there is another double wooden door. A four-over-four double hung window is on each side of this door.

Stone Wall (C) A stone wall begins on the east side of the drive and meanders along the driveway and continues around the north elevation of the clubhouse.

Boathouse (C), 1915

The 1915 wet boathouse was moved from its original site in the 1960s. The two-slip boathouse was originally sited next to the shore, near the clubhouse. The new site is in a quiet inlet in a more protected area at the south end of the property. Because of its similar new setting and because of its importance to the history of the complex, the boathouse remains a contributing building on the property.

The boathouse has the same low pitched gabled roof as the garage and guesthouse. It is finished in rolled felt and tarpaper. The building has vertical board and batten and is painted in the same color as the other buildings. The only entrance is at the north end on the west elevation. A small wooden dock runs along the west side of the boathouse. Two square four-light windows are on this elevation and are again repeated on the east elevation. There are two overhead doors for the two slips.

All of the buildings on this property reflect the types of building constructed for vacation use, lacking any high architectural style. Except for the guest cottage, which was remodeled in the 1980s, most of the buildings are original in shape and retain their original windows and doors. Those changes that have occurred reflect the changes in use of the property or a desire to provide more amenities, such as the addition of a sunroom and screened porch on the main house. When the property ceased use as a club, the private owner remodeled one of the guesthouses for garage use. These changes do not diminish the overall historic integrity of the property.

Indianapolis Outing Club
Name of Property

Oneida
County and State

Wisconsin

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

Period of Significance

1902-1924

Significant Dates

1902
1915
1924

Significant Person
(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

unknown

Narrative Statement of Significance

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

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Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

HISTORICAL SIGNIFICANCE:

The Indianapolis Outing Club is being nominated to the National Register of Historic Places for its local significance under Criterion A in the area of Entertainment/ Recreation. The period of significance is from 1902, when the clubhouse was built, to 1924, the year Burton Swain assumed full and private ownership of the property of the Indianapolis Outing Club. This club represents the transition of the northwoods from a pine studded forest to a tourist destination. The Indianapolis Outing Club was an extension of a social and or business group from the Indianapolis area. Their commonality was their love for fishing, hunting, and the northwoods. The money these clubs brought to northern Wisconsin and the local economy was enormous. Besides helping the permanent residents make a living, the publicity that these socially prominent people brought was significant in establishing the area as a tourist attraction. Because farming was not the answer after the logging was over, the residents in this area had only one other option for making it possible to remain. These clubs helped to cement tourism as a way to survive.

HISTORICAL BACKGROUND:

Oneida County is said to have been named for the New York Indian tribe of that name, a branch of the Iroquois, who removed to Wisconsin early in the nineteenth century. Early settlers in this area encountered a wild and diverse environment. Most of the area consisted of a highland plateau scoured by ancient glaciers. Covering it was a spectacular forest in which scattered pines towered over the surrounding birches, maples and basswoods.

This abundance of trees fueled Wisconsin's lumber industry, which reached its peak in 1892, with northern mills producing an astonishing four billion board feet of lumber. The white pine that attracted the loggers was totally depleted by the late 1890s. Many people strongly believed that farming would replace lumbering as a livelihood, but in spite of efforts to clear land and develop agriculture, many found the soil too sandy and the growing season too short.

"The forested lands of northern Wisconsin was expected to become farmlands after the pine was cut. But the plow did not follow the axe. Northern Wisconsin land was for sale by lumber companies, railroads and speculators. Even the University of Wisconsin College of Agriculture encouraged farming in the north."¹

From 1900 to 1920, 25,000 farms were established in northern Wisconsin. However, by 1920 it was very evident that farming was not the answer. The cutover land was not that good for farming. The acidic soil from the years of being a pine forest was not good for growing crops. The huge pine stumps left behind had to be

¹ Wyatt, Barbara. Cultural Resource Management in Wisconsin. Volume II. Madison: Historic Preservation Division; State Historical Society of Wisconsin, 1986.

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Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

removed before the land could be plowed. In addition to these liabilities, the growing season was too short. Farming rapidly became a thing of the past. Many had tried farming potatoes, others ginseng as early as 1908, and others had small farms to sustain the family with a small dairy operation.²

RECREATION AND RESORTS

One thing that the landscape did provide, with its wonderful lakes and forests, was a respite from the heat of the city during the summer months. And because of the wilderness conditions, a less strict dress code was observed. The main attraction was the wonderful fishing in the ubiquitous lakes. The loggers and lumbermen who worked in the woods were well aware of the beauty of the lakes and the seemingly limitless supply of fish. Many of these same men began using the abandoned logging camps for their fishing and hunting trips. At first it was mainly men who did this, but gradually the women and children were allowed to join the men. Soon it became apparent that many people loved the northwoods. From 1890 to 1920, western Vilas and northwestern Oneida counties had the greatest concentration of commercial resorts in the Upper Great Lakes.

Recreation in the north had modest beginnings, but the coming of the railroad changed all of that. The Milwaukee, Lake Shore and Western arrived in 1883 and became a part of the Chicago and NorthWestern system on June 30, 1893. The railroad reached Eagle River in 1883.³ As a result, the first visitors after logging, the sport fishermen, came by train. From 1891 to 1905 transportation from the Chicago area to Eagle River was by rail and then an often lengthy journey to the lake of their choice.

According to Mark Davis' article in Wisconsin Magazine of History: "In the 1920s two new entrepreneurial options emerged to help the struggling families in the north country. The first, based on America's unquenchable thirst for alcohol, was the illegal but apparently profitable traffic in moonshine. The other was rooted in a new perception of the region's forest and lakes. The boosters of logging, railroads and agriculture began to see that their most valuable resources lay all around them, and with typical enthusiasm and hyperbole they turned to promoting tourism." Many of the settlers took note and began building small cabins on their farms to rent out to the summer tourists. They realized that if they wanted to survive they needed to find a new livelihood and tourism became their salvation.

As the arrival of the train had done in the late nineteenth century, the automobile again changed the face of the northern areas in the early twentieth century. When the state realized that farming was not a prosperous way of life, it began to organize a campaign for tourism. But in order to get the tourists to the remote areas of the northwoods, better roads were needed and a "good roads movement" began in 1928. By 1930 the state was putting one million dollars into advertising the natural beauty of Wisconsin.

² Ibid.

³ Bawden, Timothy. Landscape of Northern Wisconsin, 1890-1920, pp. 1-4.

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Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

THREE LAKES REGION

Three Lakes has been a part of several different counties. Today, it is in Oneida County. Prior to March 3, 1879, it was part of Oconto County; from March 3, 1879, to February 19, 1881, it was part of New County; from February 19, 1881, to April 1885, it was part of Langlade County; from April 14, 1885, to April 29, 1897, it was part of Forest County. Finally, on April 29, 1897, it became part of Oneida County and has remained part of that county for over 100 years.⁴

"Three Lakes was located more or less on an 'island' flanked to the west and the south by vast marsh areas and on the east and north by beautiful lakes."⁵ These marshes and cedar swamps around Three Lakes provided a place for preserving the ice and snow from the winter season. Today these marshes are used for growing cranberries.

"The old Military Road linked Fort Dearborn (Chicago) with Fort Howard (Green Bay) and Fort Wilkins (Copper Harbor, Michigan), passing through what is now the Nicolet Forest." The road passed near Anvil Lake nine miles east of Eagle River. Supplies ammunition and mail could be transported between the two destinations. The road was completed in 1872 and after that mail could be delivered regularly by foot in the summer and by dog team in the winter.⁶

The railroad chose Three Lakes for a depot because it was the shortest distance to the Military Road. One account says that the depot was just a large hollow stump at first and was used by the first railroad agent, Frank Steiner. He used the stump as his desk until the railroad brought in a box car to serve as a depot.⁷ Railroad surveyors named Three Lakes. According to Walt Goldsworthy, a long-time resident of Three Lakes, it was because railroad surveyors could not "shoot" a line north. Each time they tried they were stopped by a lake -- Maple, Townline and Rangeline. Hence, the name Three Lakes emerged. The forest was so dense that it was impossible to see the lake until they got close.⁸

Lumbering was an important industry in Three Lakes. The Three Lakes Land and Lumber Company began logging here in the early 1880s. In December of 1886 there were seven firms logging in the pineries east of

⁴ Western Historical Company. The History of Northern Wisconsin, Chicago, 1881, p. 654.

⁵ Three Lakes Historical Society. The Pine, the Plow, and The Pioneer, A History of Three Lakes and Clearwater Lake, Wisconsin, 1881-1894, Volume I, p. 5.

⁶ O'Jones, George; McVean, Norman S., and others. The History of Lincoln, Oneida, and Vilas Counties, Minneapolis: H.C. Cooper, Jr., and Company, 1924, p. 169.

⁷ Ibid, p. 5.

⁸ Three Lakes Historical Society. The Pine, The Plow, and The Pioneer; A History of Three Lakes and Clearwater Lake, Wisconsin, 1881-1894, Volume I, p. 1.

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Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

Three Lakes. For a short time, from 1891 to 1900, Joseph Lane started a sawmill and ran it for ten years until it was destroyed by fire. In the 1880s, the forests around Three Lakes had few pines; mostly it was forested by beautiful hardwood timber, with many giant maples. When the loggers came through they cut the pine and burned the hardwood timber. The Civilian Conservation Corps replanted the forest in the 1930s.⁹

Following the pine and logging era and discouraging attempts at farming, residents turned to tourism. "The key to the popularity of Three Lakes as a vacation paradise lies in the fact that a chain of 28 lakes stretches north from its waterfront to Eagle River, every mile navigable with no portaging, except around the water control dam at Long Lake exit. There are over 100 miles of scenic shoreline, cradling 7,000 water-acres of sportsman's utopia."¹⁰ By 1924, Three Lakes had 20 resorts; by the 1940s there were 60. Only a handful are left today.¹¹

THREE LAKES RESORTS AND CLUBS

Around the turn of the century another phenomenon began. Private clubs began to spring up in northern Wisconsin. Lumbermen who became acquainted with the northwoods realized the potential for creating a sportsman's paradise. Many used abandoned lumber camps for their lodging. Others found out about the wonderful fishing and banded together to buy large tracts of land in order to establish private fishing camps. At first the conditions were very primitive at these camps, but as more and more women insisted on being included, they improved. Three located in the Three Lakes area were: the Indianapolis Outing Club, on Planting Ground Lake; the Norway Club, on Lake Julia; and the Three Lakes Rod and Gun Club, between Spirit and Laurel Lake.

The Indianapolis Outing Club, or IOC, began when Burton Swain and six other men from southern Indiana and Kentucky purchased land on the east shore of Planting Ground Lake continuing across to the west shore of Island Lake. They formed this association in order to establish a fishing camp. The Articles of Incorporation, dated December 8, 1902, states that the whole purpose of the organization was to control and carry on a pleasure resort, to erect and maintain a club house, boat house and other necessary buildings and to buy, hold, improve and control land for such purposes upon the terms and conditions expressed in the following written articles: This due under a statute of the state of Indiana relative to the incorporation of voluntary association for the purpose of becoming corporate and politic body.¹²

The Articles of Incorporation established the name and the capital stock of the association, \$2500 divided into 25 shares at \$100 each, and the fact that even though the association would be in Oneida County, Wisconsin, its

⁹ Ibid.

¹⁰ Ibid, p. 1.

¹¹ Lakeland Times, 2000. "Century of Memories, Welcoming a New Millennium." Unpaged.

¹² Articles of Association of Indianapolis Outing Club, December 8, 1902.

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Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

chief office of business was located in Indianapolis, Marion County, Indiana. Five of the stockholders would serve as directors. The first members, besides Swain, were: Eugene Buehler, William A. Bogardus, John W. Bowlus, Albert Lieber, Harry D. Tutewiler, C. N. Elliott, Samuel P. Stoddard, and Charles Bookmalter.¹³

In 1902, according to their schedule, the main clubhouse was built. The Swains, the present owners, feel that Preston Rubush, senior partner in the architectural firm of Rubush and Hunter of Indianapolis, might have designed the main building. Mr. Rubush was a member of the club and later designed his own summer residence on the same lake.

In 1904, the articles were amended to allow for ten new members so the stock went up to \$3500. The membership increased from 7 to 35 by 1904. After the clubhouse was built, the group purchased equipment, such as a large gasoline motor launch named "Natalie," five row boats, and an Evinrude motor, in order to enjoy the lakes, later building a boathouse to store them.

In 1910, the corporation purchased 12 additional acres of land from William Neu and a mortgage was taken out for \$900. According to Helen Swain, "Several years later attrition from age, death and disinterest prompted the organization of a new group, however retaining some of the old members, and it was called the Indianapolis Outing Club Incorporated and was registered with the Secretary of State."

Because the mortgage was never satisfied, the IOC was sued for nonpayment. None of the members came forward to make payment. On February 4, 1920, Burton F. Swain purchased the property at a sheriff's sale on the steps of the Oneida County Courthouse in Rhinelander. The price was \$1,265.71, the amount owed on the mortgage plus certain other costs.¹⁴

It seems as though the new members maintained an agreement to use the facility. But in 1924, when the Three Lakes area was hit by a violent tornado, the members refused to pay for the expenses incurred. Swain then took it as his property alone. This marks the end of the period of significance of the property.

The IOC corporation continued until 1947 when it was finally dissolved. On July 30, 1947, the corporation was found in default because no annual reports, which were required by law, had been filed from 1926 to 1946. The Articles of Incorporation were forfeited and rights to do and carry on business were revoked. The property has remained in the Swain family since 1920. When Burton Swain died in 1933 the property rights were transferred to his wife Catherine. In 1967, the property went to B. F. Swain, Jr. In 1980, the three children of Helen and D. Billings Swain received the property. Since 1983, Swain Pentech has owned the Indianapolis Outing Club.

¹³ Ibid.

¹⁴ Judgement on Funding of Corporate Default, November 13, 1947.

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Town of Three Lakes, Oneida County, Wisconsin

Other clubs like the Indianapolis Outing Club were built in the area, such as the Norway Club. Constructed in 1902 as a private retreat for Wisconsin author Zona Gale, it was a log structure measuring 25 by 60 feet. It was quite unique in that it was divided into two sections. One side had a kitchen, dining room and bedroom; the other side was a large living room, with a huge fireplace and three bedrooms. In between the divided sections was an area for winter boat storage.¹⁵ Only three years after it was built the ten-member Norway Club incorporated and purchased the lodge for \$1,000. Member families took turns using the cabin and even rented it out to friends and associates who were not members. By 1910, the club dissolved and the land was subdivided among the members according to the shares that they held.¹⁶

The oldest private club in Three Lakes is the Three Lakes Rod and Gun Club. In 1884, a group of sportsmen from Batavia, Illinois, began camping on Lake Gogebic in Michigan. They called themselves "The Gogebic Club." They began looking for a spot to establish a permanent and private club. The group came to Three Lakes and began camping on French's Point, now called Denby Island.¹⁷

On September 27, 1898, an organizational meeting was held. On January 3, 1899, an Illinois charter was issued for the Three Lakes Rod and Gun Club. They thought that they had purchased 143 acres of land, but it turned out to be only 60 acres because the 1916 installation of the dam on the Eagle River Chain of Lakes raised the water several feet.¹⁸

The first cottage was constructed in 1900 for T. W. Snow; the next one was built for A. D. Mallery and another for W. D. Turned. As the club grew they had their own special Pullman car leaving in the afternoon from Batavia, a suburb of Chicago. The train arrived in Three Lakes at 4:00 a.m. and the men were met by two men with wagons and teams of horses who took them to the clubhouse.¹⁹

At first, the sportsmen concentrated on fishing and only used pistols for target practice. It really never became a hunting club. When electricity was added to the site in 1928, more and more women and children began spending their entire summers at the club. Today, the sixth generation of club members is still coming to the Three Lakes Rod and Gun Club. Perhaps this private club is still strong and active because the members built separate houses and felt more ownership than just sharing a building with other members.

Another very strong and vibrant club that is a short distance from Three Lakes is the Big Sand Lake Club near

¹⁵ Three Lakes Historical Society. The Pine, The Plow, and The Pioneer, A History of Three Lakes, Clearwater Lake, Gagen, Hiles and Monico, Wisconsin, Volume II, p. 74.

¹⁶ Ibid.

¹⁷ Ibid, p. 39.

¹⁸ Three Lakes Historical Society. The Pine, The Plow, and The Pioneer, A History of Three Lakes, Clearwater Lake, Gagen, Hiles and Monico, Wisconsin, Volume II, p. 39.

¹⁹ Ibid.

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National Register of Historic Places
Continuation Sheet

Section 8 Page 7

Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

Phelps, Wisconsin.

In 1891, the Eagle River Fishing and Shooting Club was organized and incorporated in Illinois. The group bought 800 acres of land for one dollar per acre. In the beginning, they used the remnants of a logging camp for their housing. But in 1900 a basic clubhouse, known affectionately as "the flop,"²⁰ was constructed.

All of the members of this club were from Chicago and many of their club meetings were held in Chicago. One of the leaders of the club was a man named Homer Galpin. Mr. Galpin is credited with the success of the club. He was the head of the Republican Party in Chicago and many of his political associates became club members. During the "roaring twenties," the club became an extension of Chicago's high society. In 1927, the Eagle River Fishing and Shooting Club changed its name to the Big Sand Lake Club. Perhaps the name was changed because club members recognized that the huge, new, log clubhouse was grander than "the flop," which had burned in 1924. Or perhaps the name was changed because more sophisticated activities were taking place. It was no longer just a fishing and hunting club, holding black tie dinner dances twice a year for the members and other activities equal in many ways to their life in Chicago.²¹

Like the Three Lakes Rod and Gun Club, the Big Sand Lake Club had separate lots with houses owned by the members. It was possible to stay in the main lodge, but most desired their own private residence where the wives and children could spend the entire summer. Many even brought their servants along for the summer.

SUMMARY

The Indianapolis Outing Club is locally significant under Criterion A as an alternative organizational form for northwoods recreation. After logging ceased, northern Wisconsin made a short-lived transition to farming, followed by a much more successful economy based on tourism. Early recreational history in this part of the state was dominated by the emergence of privately operated summer resorts, until the advent of the automobile fueled the construction of individual summer homes. The hunting and fishing club was an alternative economic model for recreation based upon the voluntary organization of individuals to form a cooperative corporate entity for the purpose of purchasing and maintaining recreational property. Although relatively short-lived, the IOC maintains its essential character today and is able to convey the role that hunting and fishing clubs played in the development of northern Wisconsin. Like many of these clubs, the IOC ceased to exist when improved transportation made it easier to build their own summer residences, and they failed to compete economically with the growing numbers of summer resorts. The IOC is an intact assemblage of buildings that represent a pattern of physical development of privately owned clubs.

²⁰ National Register of Historic Places nomination for Fort Eagle, 934 Eagle Lane, Phelps, Wisconsin. Placed July 14, 1998.

²¹ Ibid.

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Continuation Sheet**

Section 8 Page 8

Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

Criteria Consideration B

Two of the buildings on the grounds have been moved. One of the guesthouses was moved and then remodeled for use as a garage. It no longer contributes to the significance of the property. The boathouse has also been moved. However, its use and its setting have remained the same. The building still reflects the historic period and continues as a significant component of the complex.

Indianapolis Outing Club
Name of Property

Oneida
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:

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

Name of repository:

10. Geographical Data

Acree of Property 8 acres

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

1 16 333525 5076258
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	Mary Jane Hettinga, Executive Director	date	1/7/03
organization	Marathon County Historical Museum	telephone	715-842-5750
street & number	410 McIndoe Street	city or town	Wausau
city or town	Wausau	state	WI
		zip code	54403

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**National Register of Historic Places
Continuation Sheet**

Section 9 Page 1

Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

Books:

Campbell, Ballard. Wisconsin Stories; The Good Roads Movement in Wisconsin, 1890-1911;
State Historical Society of Wisconsin. 1980.

National Register of Historic Places nomination for Fort Eagle, 934 Eagle Lane, Phelps, Wisconsin.
Placed July 14, 1998. (Mary Jane Hettinga)

O'Jones, George; McVean, Norman S., and others. The History of Lincoln, Oneida, and Vilas Counties,
Minneapolis: H.C. Cooper, Jr., and Company. 1924.

Three Lakes Historical Society. The Pine, The Plow, and The Pioneer; A History of Three Lakes and
Clearwater Lake, Wisconsin. 1881-1984.

Three Lakes Historical Society. The Pine, The Plow, and The Pioneer; A History of Three Lakes,
Clearwater Lake, Gagen, Hiles and Monico, Wisconsin. Volume II.

Western Historical Company. The History of Northern Wisconsin, Chicago. 1881.

Wyatt, Barbara. Cultural Resource Management in Wisconsin: Volume II.
Madison. Historic Preservation Division; State Historical Society of Wisconsin. 1986.

Periodicals/Newspapers/Etc:

Articles of Association of Indianapolis Outing Club, December 8, 1902.

Judgment on Funding of Corporate Default, November 13, 1947.

Lakeland Times, 2000. "Century of Memories; Welcoming a New Millennium." Unpaged.

Landscape of Northern Wisconsin, 1890-1902, by Timothy Bawden, pp. 1-4.

Wisconsin Preservation News, July/August, 1998. "Escape to Wisconsin: The Early Resort.

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Continuation Sheet

Section 10 Page 1

Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

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

A parcel of land, being a part of Government Lot Two (2), Section Thirty-Two (32), Township Thirty-Nine (39) North, Range Eleven (11) East, of the Fourth Principal Meridian, more particularly described as follows:

The point of beginning being an iron pipe marking the Northeast corner of Government Lot Two (2) and from which a Norway pine tree 6 inches in diameter bears South 50 degrees East, 16 feet distant, and an oak tree 12 inches in diameter bears South 72 degrees West, 29 feet distant; thence South 10 degrees 8 minutes West along the East line of Government Lot 2, a distance of 833.25 feet to an iron pipe; thence South 89 degrees 32 minutes West on a line parallel with the South line of Government Lot 2, a distance of 510.7 feet to a stake marking the intersection with an old line fence; thence North 23 degrees 58 minutes West along the line of the old fence a distance of 334 feet to a stake situated on the Southeasterly shore of Planting Ground Lake; thence North 49 degrees 32 minutes East on a straight line along the Southeasterly shore of Planting Ground Lake, a distance of 178 feet to a point; thence North 20 degrees 00 minutes East on a straight line along the shore of Planting Ground Lake, a distance of 170 feet to a point; thence North 23 degrees 46 minutes East on a straight line along the shore of Planting Ground Lake a distance of 295.5 feet to an iron pipe marking the intersection with the East-West 1/4 line of Section 32, the same being the North line of Government Lot 2; thence South 86 degrees 52 minutes East a distance of 481.1 feet to the point of beginning,

Exempt Section 77.25 (30).

The boundary also includes the area over the lake that corresponds to the footprint of the boathouse.

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

The boundaries of the Indianapolis Outing Club encompasses 8 acres and 800 feet of frontage on Planting Ground Lake. These 8 acres comprise the historic core of the original property. In addition, all of the original buildings associated with the IOC are present, even though two of them have been moved on the property.

Indianapolis Outing Club

Oneida

Wisconsin

Name of Property

County and State

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	D. Billings Swain		date	1/7/03
organization	Swain Pentech, Inc.		telephone	715-546-2216
street&number	7065 Batagowski Drive		city or town	Three Lakes
city or town	Three Lakes	state	WI	zip code 54562

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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**National Register of Historic Places
Continuation Sheet**

Section photos Page 1

Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

Photo 1 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August 2002
Negative at Wisconsin Historical Society
Camera facing north

Photo 2 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August 2002
Negative at Wisconsin Historical Society
Camera facing northeast

Photo 3 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August, 2002
Negative at Wisconsin Historical Society
Camera facing east

Photo 4 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August, 2002
Negative at Wisconsin Historical Society
Camera facing north

Photo 5 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August, 2002
Negative at Wisconsin Historical Society
Camera facing southeast

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Continuation Sheet**

Section photos Page 2

Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

Photo 6 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August, 2002
Negative at Wisconsin Historical Society
Camera facing north

Photo 7 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August, 2002
Negative at Wisconsin Historical Society
Camera facing east

Photo 8 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August, 2002
Negative at Wisconsin Historical Society
Camera facing south

Photo 9 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August, 2002
Negative at Wisconsin Historical Society
Camera facing northwest

Photo 10 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August, 2002
Negative at Wisconsin Historical Society
Camera facing east

**United States Department of the Interior
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**National Register of Historic Places
Continuation Sheet**

Section photos Page 3

Indianapolis Outing Club
Town of Three Lakes, Oneida County, Wisconsin

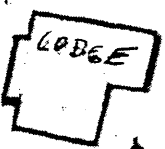
Photo 11 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August 2002
Negative at Wisconsin Historical Society
Camera facing southwest

Photo 12 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August 2002
Negative at Wisconsin Historical Society
Camera facing north

Photo 13 of 13
Indianapolis Outing Club
Three Lakes, Oneida County, WI
Photo by Mary Jane Hettinga
August 2002
Negative at Wisconsin Historical Society
Camera facing southeast

ING LAKE GROUND

IRON PIPE
E-W 1/4 LINE SEC. 32
S. 26°-52'E 481.1'



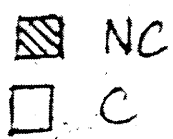
TOWN 2 ROAD

M. 80-010
S. 26°-52'E

OLD LINE FENCE

INDIANAPOLIS OUTING CLUB
TOWN OF THREE LAKES
ONEIDA COUNTY, WISCONSIN

Key:



no scale

534
N. 25°-58' W.

510.7
S. 25°-32' W.

120.34
IRON PIPE