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NPS Form 10-900  
(Oct. 1990)

076

OMB No. 10024-0018



United States Department of the 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 Roshek Brothers Department Store

other names/site number Dubuque Building, CyCare Building

#### 2. Location

street & number 250 West 8<sup>th</sup> Street [N/A] not for publication

city or town Dubuque [N/A] vicinity

state Iowa code IA county Dubuque code 061 zip code 52004

#### 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).

Barbara A. Mitchell DSHPO January 27 2010  
Signature of certifying official/Title Date

STATE HISTORICAL SOCIETY OF IOWA  
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 certifying official/Title Date

\_\_\_\_\_  
State or Federal agency and bureau

#### 4. National Park Service Certification

- 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.
  - removed from the National Register.
  - other, (explain:)

Joe Edson W. Beall 3-17-10  
Signature of the Keeper Date of Action

County, Iowa

Name of Property

County and State

**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
- site
- structure
- object

**Number of Resources within Property**

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	Total

**Name of related multiple property listing**

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

**Number of contributing resources previously listed in the National Register**

The Architectural And Historical Resources of Dubuque, Iowa, 1837-1955 N/A

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

**Current Functions**

(Enter categories from instructions)

Commerce/Trade/Department Store Commerce/Trade/Business

Commerce/Trade/Business

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Late 19<sup>th</sup> & 20th Century Revivals/Beaux Arts

Modern Movement/Art Deco

**Materials**

(Enter categories from instructions)

foundation Concrete

walls Brick

Stone

Roof Synthetic/Rubber

other

**Narrative Description**

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

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Roshek Brothers Department Store

Dubuque County, Iowa

**7. Narrative Description:**

The former Roshek Brothers Department Store is located on the western edge of Dubuque's downtown retail area. Dubuque is a major Iowa city that fronts on the Mississippi River in the northeast part of the state. Touted as the state's largest department store, the nine-story high building occupies an entire half-block, and a penthouse level that runs the full length of the plan adds a tenth level and makes this the city's tallest building. The principal street, Locust Street, is to the west, while West 8<sup>th</sup> (north) and West 7<sup>th</sup> streets, flanking each end. An alleyway is to the east.

The rectangular plan measures 256 feet in length (north/south) and 114 feet in width. The building's massing consists of nine floors, a full basement and a partial-sub-basement that is located north of the building's centerline. The basement extends 12 feet beyond the perimeter wall and beneath the sidewalks on the end walls and main façade and measures 280 feet by 120 feet. The structural system is that of reinforced concrete (columns, beams, floors) with 12 inch by 12-inch tile exterior walls and a hydraulic pressed brick and Bedford limestone veneer. There are four rows of 11 columns each and these are arranged so that there is a half-bay on all but the east side of the plan. On the ground floor, the two inner rows of columns are circular in section, while all other columns are square, the outside columns on the same level only being rectangular in section.

This is the largest example of the commercial Beaux Arts style in the city. It is a very restrained example, one that emphasizes vertical emphasis over ornamentation. Columns have been transformed into shallowly fluted stone pilasters and circular motifs substitute for the expected Corinthian capitals. The parapet is similar to that found on the former Union Trust & Savings Bank at 13<sup>th</sup> and Central. Four corner stone "columns" rise up and frame large brick wall planes with Chicago style windows and these are then connected horizontally by a stone and brick parapet. A Craftsman style penthouse runs the length of the plan along the east side of the roof. Under Richard Longstreth's typology, this is an enframed window wall block type.

The building style also adds components of the Art Deco style. The Art Deco is represented by the engaged exterior fluted columns, the entrance canopy ornamentation, and the interior staircase ornamentation. The building façade has three fronts and includes all but the alley/east rear wall. The façade is divided into the Classical three-part division, with a three-story base, a seven-story shaft/column and a cornice as the capital (although carved rosettes at each corner of the uppermost floor links that level with the capital section).

The façade utilizes an enframed brick veneer massing that is bordered on all sides by a Bedford limestone "frame." Each corner reads as a stone tower, each face being 1.5 bays in width. Three windows comprise the window sets on each floor. The three-story base is fully veneered with an unadorned limestone. The base wraps around the four "corner columns" and central brick massing, and is uninterrupted by any projecting pilasters. Window patterns are vertically aligned with the sections above and contain either three or two window openings in each set. A stone-faced cornice caps the bricked central section on each frontage. The cornice is further divided by brick panels that alternate with slightly taller stone sections, each of the latter being aligned with a structural bay division point. The brick sections, veneered with polychromatic colored brick, predominantly dark brown in color, is divided horizontally by seven broad yet shallow pilasters. Each defined bay contains a pair of windows. Concrete sills and lintels, placed between a second and subordinate brick pilaster, divides each of the bays vertically.

The storefront base is veneered with a gray marble of undetermined point of origin. The display windows dominate the storefront area, the intervening supports being considerably narrower than the pilasters above them. The kick plates of marble are similarly cut quite close to the ground level. The display window openings correspond with the structural bay pattern. There are two western entrances, both of which are subsumed under a single long flat suspended Art Deco style metal canopy. Two display window bays separate the openings. On each end wall, a single broad entrance is centered and there are pedestrian entrances on the northeast and southeast corners of each end wall. Current metal signage proclaims the contemporary building title, the "Dubuque Building." Identical signs are paired at each corner above the mezzanine level

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A broad stone projecting belt course caps the lower three-story base and forms the sill level for the fourth floor. The four stone corner towers have fluted pilasters that flank the vertically aligned window sets. Each of these "columns" has a decorated capital, the decorative elements being a circle, divided into six triangular sections (the lines themselves being formed from a series of triangles), carved in relief, and an incised horizontal line of triangles. These match motifs found on the stairway balustrades. A large incised "R" is centered on the cornice, above the window bays.

The current windows match the original window configuration. The ninth floor openings being taller have a rectangular center light, set on its longer dimension that is flanked by narrow faux double-hung sash sidelights. The transom above is also divided into three units, the mullions being continuous vertically. The third floor windows match those on the ninth floor, while those on the second floor are single pane windows.

The east or rear wall is the only non-façade frontage. Only the ground floor reinforced concrete frame is exposed, the remainder being veneered with the same polychromatic brick used on the façades. Like the other frontages, brick pilasters define the structural bays. All of the windows on this frontage are shorter and are metal sash industrial openings with wire glass. The shortest openings contain four over four hopper windows with just two rows of rectangular lights. The other taller openings add a four-light transom to the same window frame. The elevator bays have blank exterior walls and the outermost end bays have no windows in them. There is some variance in the number of window openings per bay. The two bays located between the elevators have three window sets, while elsewhere two, one or no windows are found.

The penthouse has a faux hip red tile roof. Each end of the penthouse features a tile roof wrap-around that appears to be a small cottage. The east wall of the penthouse is set flush with the main building east or rear/alley wall. The wall is formed of alternating brick pilasters and stuccoed panels. A cast and rounded bracket surmounts each brick pilaster and supports the eaves/soffit of the roof. The core of the penthouse has a flat roof, designed to support equipment. The central section has an exposed reinforced concrete skeleton with brick veneer (over tile) wall infill. Windows on the end walls and west wall are metal industrial sash with frosted/wired glass lights.

The roof is largely open and contains a metal catwalk (north part of the plan) and some equipment. The parapet wall rises above the roof and the roof is covered with a membrane covering. Flagpoles are mounted on the roof in each of the four corners.

The building is simply massive in its scale. The building's reinforced concrete skeleton was strong enough to support an additional floor that was not included in the original plans. Nothing is known regarding the footing system employed to support the building. It is probable that an extensive piling system, perhaps using concrete-cast supports, was used. The building was built in two phases and the south half, built last, is four feet longer than the north half. Curiously the dividing point between the two halves was made mid-point between columns. Remarkably there is no indication of settling where the floor levels join. The building concrete was hand-mixed on site and was poured into wooden forms and the board marks remain on the perimeter walls and beams. All of the ceilings were cast using a panel design and reusable metal forms. Each ceiling section is slightly arched by reducing the pour thickness from the outer panels to the inner ones. A very thin concrete pour likely preceded the regular pours so that the ceilings have a perfect smooth finish. Bays were cast in two pours at least in some instances and breaks in the pours are visible at a few points. Floors are concrete and where wood floors were installed, the floors were left unfinished and rough surfaced.

All elevators and stairwells are grouped along the east wall. Two small square-in-section passenger elevators are located on each end of this ensemble. Twin stairwells, sectored to allow for security on the former store levels, follow and are placed next

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to each elevator. On the north end, a freight elevator and two passenger elevators come next, heading south. A central main staircase is then centered on the plan and serves only the former store levels. Two passenger elevators are south of this stairway. A shipping room is located between the elevators and the southern stairwell set. It contains a large freight elevator and a small passenger elevator. Its principal use is to transport equipment to the penthouse.

The heating plant and other systems are all located in the sub-basement and a single metal stack vents the entire building. The sub-basement is situated to the south of the stack. It is five full bays in length, and is mostly two bays in width. The penthouse has a large mezzanine level in its southern half and each elevator penthouse has a floor level, at the same elevation as the mezzanine. These levels support hoist equipment. A long I-beam, suspended beneath the ceiling, above the mezzanine, is used to transport equipment horizontally along the penthouse for installation.

Floor elevations vary considerably. The sub-basement ceiling is 12 feet 6 inches in height. The basement ceiling is 15 feet high. The first floor is 10 feet 10 inches to the mezzanine and the latter is 11 feet 2 inches high. Floors two through five are 12 feet 10 inches high. Floors six through eight are 11 feet 9 inches high. The 9<sup>th</sup> floor is 11 feet 7 inches and the penthouse 8 feet 15 inches high. Structural bays are 23 feet 4 inches on center running north/south, except for the outermost full bays, which are 22 feet 6 inches wide. The half bays on each end are 12 feet 2 inches wide. East to west, the two inner bays are 27 feet 4 inches wide, while the outer bays are 24 feet 8 inches wide. The easternmost bay, where the elevators and stairwells are located, is just 22 feet 6 inches in width.

Round columns comprise the two inner rows in the basement and on the lower five floors. All columns above that level are square in section. Beams running north and south flank each column but are not centered on the columns, although east/west running beams are so centered. The original concrete construction featured cast-in-place electrical boxes and conduit.

Alterations:

Very little original building surface remained visible inside this building at the time when its redevelopment began in April 2009. The original store floor plans were for the most part open in plan through the fifth floor. From that point upwards through the ninth floor, a perimeter row of offices with an enclosed corridor encircled a central open warehouse space on each level. The floors are surfaced with a brown-toned terrazzo, the same material employed on the stairs. Each floor had a maple hardwood floor. The offices had dark-stained trim including a narrow plain baseboard, crown and molding. Today no original office walls or doors survive. The corridors evidence no historic ceiling, wall or floor surfaces, although the surviving partition walls, made of plastered pyrobloc, appear to remain in place, as do the terrazzo hall floor surfaces (they are carpeted). Dropped ceilings obscure the paneled concrete surfaces in all leased office areas. Modern office walls or cubicle areas infill all of the floor levels. The basement has two main rooms, a south-end warehouse area and an open central leased area. The elevators are all original and stairways also survive, being covered in some places. The ground floor, originally open in plan, is in filled with planters and office walls.

The Roshek Brothers Department Store Building maintains a high degree of all seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. The commercial setting of the building remains intact. The original design, reflected in its massing, exterior materials, window openings (the replacement windows match the originals and are non-reflective), entrances and original canopies, survive intact (that covering the two Locust Street entrances is 94 feet in length). The building retains its ornamental penthouse and all of the original elevators and stairs (some of which are covered over). Workmanship, reflected in the reinforced concrete support system, floors, ornamentation and construction details, is also retained. The overall form of the building has remained unchanged once it assumed its intended scale in 1932.

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The building is currently undergoing an overall remodeling to meet the needs of an enhanced mix of office and retail usage. The upper three floors will be leased to a single major office tenant (International Business Machine or IBM). Some telecommunications equipment and a new array of antennae are being relocated to the roof to make room for this new tenant. On the ground, basement and mezzanine levels, the principal ornamental features of the original Roshek Brothers department store are being restored. Notably original ceilings and column capitals will be restored and revealed.

### **8. Statement of Significance**

#### **Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for 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.

#### **Narrative Statement of Significance**

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

### **9. Major Bibliographical References**

#### **Bibliography**

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

#### **Previous documentation on file (NPS):**

- 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 #

#### **Areas of Significance**

(Enter categories from instructions)

Commerce

Architecture

#### **Period of Significance**

1930-1959

#### **Significant Dates**

1930

1931

#### **Significant Person**

(Complete if Criterion B is marked above)

N/A

#### **Cultural Affiliation**

#### **Architect/Builder**

Nicol, Charles Wheeler

Yokum, William Lewis

#### **Primary location of additional data:**

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

Name of repository: #

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**8. Significance Statement:**

The Roshek Brothers Department Store is locally significant under Criteria C, as an excellent example of a simplified Beaux Arts style, and under Criteria A for its association with one of the state's most successful and long-enduring department stores, Roshek Brothers, of Dubuque, Iowa. The architectural significance of the building's reinforced concrete construction rests on its scale and its success as the city's largest such building. Historically the building is significant for its long-term association with the Roshek brothers and its sole use as their retail outlet and warehouse for the years 1931-1958. The period of significance, 1930-1959, is based upon the initiation of construction of the south half of the building in 1929 and the continued occupancy of the completed building that post-dated 1958 by 10 more years. Significant dates are 1930 and 1931, the into service dates of the two successive halves of the building.

The Roshek Brothers Department Store is the state's largest example of that building type and it is Dubuque's tallest building. While it is the only building of this type and scale that was built at this time in Dubuque, this building was very comparable to similar major department stores that were being erected across the country. The most comparable example in Iowa was the Younker Brothers' Department Store in Des Moines. That firm acquired an adjacent quarter block large building and added a unifying façade remodeling, beginning in 1928. The building is significant for its architectural design (Criterion C), which was done by the noted Midwest hotel and school designer, architect Charles Wheeler Nicol (1888-1953). The department store use continued until 1970 but the 50-year cutoff point is applied in this case. The building's location is also significant because its owner/developers extended the city's retail district by its westward construction, aided the city in response to the Great Depression by employing a great many construction workers, and was a key component of a final frenzy of large-scale new construction that represented the city's final pre-World War II building expansion.

Admittedly this building has passed under the radar of the earliest Dubuque and Iowa historical evaluations. Bruce Krivinsky failed to prioritize it in his 1971 preliminary survey but found it to have a neighborhood impact. Dubuque's later-date buildings tended to be ignored in these early surveys given the preponderance of surviving earlier buildings. David Gebhard also ignored the building in his 1993 *Buildings of Iowa* study. The building was finally recommended as being National Register eligible in 2002 as part of the Phase III downtown survey and evaluation project, by James E. Jacobsen and the MPDF under the context "An Era of Stability, 1911-1954" (Jacobsen, MPDF and Phase III survey).

The multiple property document entitled *The Architectural and Historical Resources of Dubuque, 1837-1955* (Jacobsen, 2004, pages 99, 121-2, 126, 196, 200, 202, 208, 295 and 299) recommended that this building was individually eligible for listing on the National Register of Historic Places on both architectural and historical grounds in association with Context #4, An Era of Stability, 1911-1955. The Beaux Arts style was largely reserved for public buildings in Dubuque, although the two earliest combination office/retail buildings (like Roshek's), employed this style. There is one apartment/flats design and a bank building. The list is as follows:

- 1891-1893: Third Dubuque County Courthouse, 720 Central Avenue (Listed on the National Register of Historic Places June 23, 1971)
- 1891: 2130-34 Central Avenue (flats, recommended as being National Register of Historic eligible by survey)
- 1894-95: Bank and Insurance Building, 9<sup>th</sup> and Main
- 1894-95: Security Building, 8<sup>th</sup> and Main (Listed on the National Register of Historic Places August 8, 2006)
- 1901: Carnegie-Stout Public Library, 11<sup>th</sup> and Bluff streets (Listed on the National Register of Historic Places August 1, 1975)
- 1910: Orpheum Theater, 405 Main Street (Listed on the National Register of Historic Places November 14, 1972)
- 1921: Federal Bank and Trust, 14<sup>th</sup> Street and Central Avenue
- 1930-31: Roshek Brothers Department Store



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The title for Dubuque's tallest building has two contenders, this building and the 1923 Federal Bank Building, located one block to the north, and one-block east, on the corner of Main and 9<sup>th</sup> streets. The latter building stands 12-13 stories in height (depending on how floors are counted) and its height is 142.5 feet. Roshek's, while nine stories and the penthouse adds 35 feet, and the chimney another 15 feet. Clearly the thought of exceeding the height of the Federal Bank Building was in the minds of the Roshek brothers as they added a very high ninth floor to their building plans at the last minute.

The Roshek building is also credited with extending the downtown retail-shopping district. Dubuque's retail center was long centered along Main Street south of 8<sup>th</sup> Street. The construction of the Bank and Insurance Building in 1895 extended the shopping district two blocks northward and also redefined the scale of Dubuque's commercial buildings. The first modern office building, this seven-story edifice (102-113 feet high) occupied an entire quarter block and raised the bar in terms of how high downtown buildings would arise in Dubuque. The Federal Bank Building was constructed across 9<sup>th</sup> Street immediately south of the Bank and Insurance Building and its location reinforced the primacy of Main Street as the principal commercial street. It also became the "100 percent location" in the downtown, drawing the largest retailers to that section of Main Street. As will be seen, the Roshek Brothers built their first building at 8<sup>th</sup> and Main, and then acquired the Rider-Wallis Dry Goods Company building on the southwest corner of that same block, at 7<sup>th</sup> and Locust. Locust Street, like Iowa Avenue, was lined with large industrial companies, principally clothing and shoe manufacturing. The Rider-Wallis factory building (1891) was a clothing maker until the Roshek Brothers converted it for retail use in 1919. The Roshek building, which replaced Rider Wallis (south half of the present building site) brought retail to that portion of Locust Street and other store buildings were being constructed along Locust Street, north of West 8<sup>th</sup> Street, beginning in 1929, and further extended the retail business northward.

Company History:

John J. Roshek (1873-1945) founded a dry goods store in Dubuque in 1894 with his brother Frank Herman Roshek (1870-1953) and partner A. E. Rubash. The Roshek brothers were the sons of Joseph Jerome Roshek and Margaret Stahl Roshek. Both brothers were employed with major eastern dry goods manufacturers as salesmen. Partner Rubash similarly worked as a buyer for a clothing maker. The company legend minimizes the role of Rubash as a partner and completely ignores a replacement partner, J. Arnold Aiman. The story goes that Frank Roshek was scouting for an optimal store location and, as of the early 1890s; the brothers were committed to going into business on their own. The three candidate cities were Sioux City, Fort Madison and Dubuque. The preferred building sites in the first two cities were legally tied up so Dubuque won out. In early April 1894 the store was established, occupying the Dr. Horr building, 656 Main Street (Gallagher, pp. 1-2).<sup>1</sup>

Success was premised upon a commitment to cash sales and low prices for quality goods. The firm also inaugurated the idea of a "bargain basement" in the city (the idea got shoppers to be willing to use the stairs to reach the basement, the store lacking an elevator). J. J. Roshek later recalled "We came to Dubuque with a desire to perform a service, a few ideas on how it could be done, a will to work, and with great faith in this territory." The *Herald* observed, in early 1898 "...All this substantial prosperity is the result of keen business ability; close buying for cash in large quantities, and selling at prices which competitors are unable to match. The public have long since set the firm of Roshek, Aiman & Co., down as Dubuque's most progressive and leading dry goods house." An advertisement from February 1897 titled the firm "Justly the originators of low prices" Partner Rubash died just two years into the partnership. Partner J. Arnold Aiman joined the firm and the company was re-titled "Roshek, Aiman & Company" in mid-April 1896. An advertisement that announced the new name stated, "The people don't

<sup>1</sup> The family history as recounted by Gallagher is fraught with errors and she omits the Rubash partnership completely. Census records serve to partly clarify matters. Gallagher states that the brothers' parents were born in Switzerland, yet both brothers list them as being born in Pennsylvania. Gallagher states that both brothers were born in Iowa, but census records indicate that John was born in Pennsylvania, Frank in New Jersey. The parents fail to appear at all. Son Francis H. Roshek is found in 1900-1920, living in New York, and son John J. Roshek first appears only by 1920, living in Dubuque. J. Arnold Aiman with wife Elizabeth and two children, dutifully appears in Dubuque as of 1900.

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trade here because we want them to; it is because they want to, and what makes them want to? Lessened prices, better quality, and polite way of serving” (Gallagher, pp. 2-3; *Illinois Central Railroad Magazine*, October 1930; *Herald*, April 10, 19, 1896; February 14, 1897; January 16, 1898).

A direct measure of the company’s success was its successive enlargements or relocations, each being made necessary by increased trade. The first move was made in September 1896, was to the southeast corner of 8<sup>th</sup> and Main streets. The move followed the new partnership. Three years later, that two-story building gained an additional floor in July 1899 (*Herald*, July 15, 1899; Gallagher, p. 3).

Unspecified troubles within the partnership surfaced by late February 1900 and it was announced that J. A. Aiman would buy the Roshek brothers out of the firm. An early March advertisement underscored the firm’s dissolution and announced a major sale “to pay off the entire merchandise debt of the firm.” After six weeks of negotiation, the tides turned and it was Aiman who was bought out.

The official date of dissolution was May 11. The prediction of Aiman’s re-emergence as a competitor appeared to be prescient, as a mid-May announcement linked him with the Davidson Brothers Department Store, a successful Sioux City firm that was newly arrived in the city. Aiman finally sold his Dubuque residence and moved permanently to Philadelphia in early November 1900. The nature of his relationship with the Rosheks is hinted at by their filing of a \$38 attachment suit against their former partner when he next came to town in July 1901 (*Herald*, February 27, March 4, May 13, 18, 1900; July 1, 1901).

Under the new “Roshek Brothers Company” title, J. J. Roshek assumed the presidency and Frank Roshek the vice presidency. The next very substantial business expansion came in 1906-07 when a new building was constructed immediately across Main Street to the west, on the southwest corner of 8<sup>th</sup> and Main streets. The land was acquired with a 25-year lease, that would expire in 1931 and this arrangement would eventually result in the construction of the subject building in 1929-31. The new building’s construction was delayed by three years with difficulties in securing the lease of the building site. This building remains extant and has been recommended as being individually National Register eligible.

The new store building was of fireproof construction and a special feature was the use of prism glass in the display window transoms. In 1906 the company was incorporated as the Roshek Brothers Company (*Telegraph-Herald*, September 30, 1906; December 29, 1907; Gallagher, pp. 4-5; *Telegraph-Herald and Times-Journal*, May 22, 1919).

The new building had one serious limitation, and that was the provision of a single floor for the company’s warehouse. A large Iowa Street building was acquired in late 1913. By 1900, the company was maintaining a purchasing office in New York City and brother Frank Roshek was in charge of it, along with company warehouses in that city and in Chicago (Gallagher, pp. 6-7).<sup>2</sup>

Continued company growth led the business, in 1917, to purchase the J. V. Rider factory building, locally known as the “White Elephant Factory.” The building was on the same block as the new Roshek’s building, but on the opposite corner diagonally from it. The four-story brick building, built in 1891, and added on to in 1899, was located on the northeast corner of Locust and 7<sup>th</sup> streets. The old factory building was likely a poor candidate for retailing but it provided ready and convenient expansion room for the business. It also, as previously noted, drew the downtown retail area west by a block to Locust Street. Figure 10 shows how the company, for the next twelve years, illustrated their two buildings in advertisements. The two buildings together comprised “Iowa’s Greatest Shopping Center in the Heart of Dubuque.” An underground viaduct, heated and lighted, linked the two buildings (*Herald*, January 18, 1891; July 15, 1899; Gallagher, p. 7).

<sup>2</sup> Gallagher states that the problem was that of housing the wholesale department, but there are no indications that the company was operating a wholesale business. Pending additional information, it will be assumed that it was warehousing needs rather than wholesale purposes, that were inadequate.

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Figure 15 depicts the new Roshek store on the northeast quarter of the block, and the then still operating Rider-Wallis factory building on the southwest quarter. The 1899 north addition on the latter building is also shown. Note that the area north of the factory, and the future site of the subject building, remains residential in its land use. The former factory was best suited for the firm's home furnishings departments (Gallagher, pp. 7-8).

It was likely at this time that the company began to organize itself as a "department store." One of the keys to the firm's success was a willingness to delegate responsibility to department managers. Certainly by 1919, the business was structured by departments (Gallagher, p. 8).

The silver anniversary of Roshek Brothers Company in May 1919 was the occasion for a lengthy and laudatory local newspaper treatment. Termed "one of the largest department stores, west of the Mississippi," the theme for its main store was "The Store of Convenience." The first store had employed eight, and the enlarged store at 8<sup>th</sup> and Main had twenty employees. The new 1907 store gave the firm 10,500 square feet and the Rider-Wallis addition, now linked by a "bridge," provided for ten floors of retail space and 105,000 square feet of space. Rosheks' trading area surpassed the city alone:

The Roshek brothers have done much for the city of Dubuque by giving every thought in the upbuilding of Dubuque and vicinity, never lying idle for a moment; always having in mind what could be done in other cities could be accomplished in Dubuque in the way of merchandising, or increasing business, or selling high class goods at low prices. And by that Mr. F. H. Roshek's residence in New York has proven he has been able to get the newest merchandise for Dubuque ahead of larger cities, including Chicago.

Roshek Bros. Did not cater alone to business in Dubuque, but made it possible for those in rural districts and adjoining towns to come to Dubuque and trade. For years special trains on the Chicago, Milwaukee & St. Paul and the Illinois Central railroad made from two to three excursions to the city weekly. The schedule was such that made it possible for shoppers to make the trip in one day. These trains brought in hundreds of customers.

Mr. J. J. Roshek is an advocate of good roads. He believes in bringing outside trade into the city. Since the automobile has revolutionized the world, with good roads the farmer can hop into his machine and within a short time be in Dubuque, do his shopping and return.

While the merchandise business of Roshek Bros. has reached a high pinnacle, by no means has the summit even been seen, as Roshek Bros. are still young men...(*Telegraph-Herald and Times-Journal*, May 22, 1919).

Iowa's Largest Department Store:

One pressing issue was the expiration of the long-term lease with the 1907 store building at 8<sup>th</sup> and Main. As early as 1927 the Roshek Realty Company acquired the remainder of the Locust Street block to the north of the White Elephant Building to 8<sup>th</sup> Street. A land swap was made between the Archdiocese and it would appear that the latter owned the Locust Street lots and exchanged it for a property on the southeast corner of 7<sup>th</sup> and Main streets. A codicil to the deal was the allowance of continued use of the 1907 store building until the new Locust Street building was ready. An alternative building site was the Masonic Building site on the southeast corner of 7<sup>th</sup> and Locust streets. The Roshek Realty Company acquired an option of that property in the event that its preferred property could not be obtained. The first public announcement followed in late February 1929 when title to the Locust Street property was finalized (Gallagher, p. 8; *Telegraph-Herald and Times-Journal*, February 21, 1929).

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When the announcement was made, the company had determined that the new building would cover an entire half-block and "will house all the departments of the Roshek company store." No architect had yet been hired and no detailed plans yet existed. The concept of building the north half of the new building first, and then relocating store operations into that section prior to finishing the south half, was already in place (*Telegraph-Herald and Times-Journal*, February 21, 1929).

By mid-August the plans were complete and contracts were awarded for a nine-story \$1,000,000 building. The architect was Charles Wheeler Nicol and the general contractor was W. L. Yokum (see biographical sections, pages 42-43). Construction work was begun on August 12 and the demolition of the row houses on the site was likely already done. The architect designed an eight-story building, although it was also designed to support up to ten stories. Bids were secured based on just eight stories and the surviving plans cover only that elevation and the penthouse. No explanation was offered as to how the contractor's bids for the lesser building were to be adjusted but action on awarding the sub-contracts for plumbing, heating, ventilation, electrical and elevators was deferred (*Telegraph-Herald and Times-Journal*, August 11, 1929).<sup>3</sup>

The building was to consist of six floors of retail department store space and three floors of mixed leased office and store warehousing space. The latter occupied the inner core of the uppermost three floors. The retail store space totaled 200,000 square feet, the leased offices 42,000 square feet, and the warehouse 45,000 square feet. The newspaper noted:

The building when completed will be one of the finest retail mercantile structures in the state and will embrace all the latest and most up to date features of retail mercantile and office structures found in the larger centers of the country. The new building will give the Roshek company more than twice the space than in its present buildings and will house any number of new departments which are not included in the present structures for lack of room.

The pace of construction was to be very ambitious, with the entire building to be finished by October 1930 (*Telegraph-Herald and Times-Journal*, August 11, 1929).

The public had its first picture of the planned building by late October 1929. The architect's sketch was published and additional detail about the interior arrangement of the store building was made available. It is important to note that this building was always represented in the local newspaper in its whole form, using this same architect's drawing. No construction photos or half-completed building images ever appeared during its lengthy construction. The estimated cost was, by this time, increased to \$1,200,000. A tea room was to occupy a part of the ninth floor. The mezzanine would hold a lunch room, beauty parlor, barber shop and other similar services. The housing and china departments were to occupy the sixth floor, store workrooms and shipping the seventh and the eighth floor was for storage. The work on the massive foundation, already completed, was described further:

An idea of the magnitude of the building can be seen from the fact that six carloads of cement mixed into concrete and 98 tons of steel reinforcing rods were used to construct the underground foundations for the north half of the building. In excavating for this section of the building more than 20,000 yards of earth were removed, the earth being used to fill for additional dock facilities at the municipal river and rail terminal (*Telegraph-Herald and Times-Journal*, October 20, 1929).

<sup>3</sup> The architect had considerable influence in the awarding of contracts. Architect Nicol had designed and superintended the construction of a number of large buildings in Benton Harbor, Michigan. An initial announcement stated that F. L. Lerch of that city had been awarded the \$80,000 plumbing contract for the new building. Lerch planned to bring 30 employees to the Dubuque worksite. A week later it was announced that the Federal Plumbing Company, also from the same city, was the contract recipient (*The News-Palladium*, [Benton Harbor, Michigan], August 19, 26, 1929).

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The construction of the north-half of the building claimed two lives, each during December in 1929 and again in 1930. John Weiler (1899-1929), an employee of W. L. Yokum, was wheeling concrete across a heavy frame covering over a stairwell opening and it failed, plummeting him from the fifth floor to the first floor. He was using a "buggy" and its weight successively broke through each temporary covering within the stairwell. He survived remarkably but died the next day. He left a wife and son. From a historian's perspective, the tragedy provides a status report on the construction progress. First, the building was up to the fifth floor, and second, not only did the accident occur on a Sunday (which means the work was being pushed), but concrete was being poured at the end of December, which means that the building was enclosed and was sufficiently warmed to allow for that type of work. This particular winter was an early and hard one. The temperature reached four degrees below zero on November 29, the first such low reading since 1898. The second fatal accident involved Charles Baldwin, who lived in Schullsburg, Wisconsin. He fell down one of the elevator shafts in the south half of the building in mid-December 1930. A non-fatal elevator accident occurred soon after the opening of the completed two-part building. Night watchman Edward McGrath opened a first-floor elevator to take a tenant architect upstairs. Assuming the cab was on that level, he stepped into the dark void and fell a dozen feet into the shaft, striking his head (*Telegraph-Herald and Times-Journal*, December 30, 31, 1929; January 1, 1930; August 4, 1931 *Mason City Globe Gazette*, December 11, 1930).

The historical context for this building, started just before Black Tuesday (October 24, followed by the actual stock market crashes of October 27, 29, 1929), is central to appreciating the history of this building. It is not remarkable that new construction in Dubuque was at a record high at \$3 million. Such was the case nationally and most cities were erecting their largest buildings, emulating the construction of the Empire State Building in New York City. A notable companion construction project was the Telegraph-Herald Building, located just a block west, where work began June 3. It took some time for the Great Depression to impact the Midwest but as late as mid-1930, Dubuque's new construction continued at an impressive level. The Sisters of the Visitation were building an addition, the Masons were erecting a new fraternal building, the Grand Opera House was undergoing a \$30,000 makeover, while several new service stations and a new Firestone Tire Company building and a new \$50,000 funeral home were underway. Most notably, by that time work had just started on the second phase of the Roshek building, at a cost of \$255,000. By the end of September 1930 just two Iowa cities, Dubuque and Ottumwa, had increases in the number of new residences being built, compared to the previous year. By late November 1930 Dubuque's unemployment level remained low and "far from serious." The city had just opened an odd-jobs bureau and its street improvement fund had run out of money. Local industries had cut back to an eight-hour work day and a weekly 5.5 workday schedule. The massive woodworking plants were operating at normal levels. Notable construction efforts including, most notably, the second half of the Roshek building contributed to the low unemployment level. During construction, the weekly labor costs were \$3,674, and materials costs \$4,790. These figures are equivalent to \$44,896 and \$58,438 respectively in current dollar value. These were weekly figures (*Telegraph-Herald and Times-Journal*, September 1, 1929; September 29, November 21, 1930; July 12, 1931; *Cedar Rapids Tribune*, July 18, 1930).

This massive construction project received surprisingly little local newspaper progress as it was built. Many press notices were indirect. In mid-June 1930 the City Council was considering a declaration of intention to widen Eighth Street by two feet on each side. J. J. Roshek strongly opposed the street widening. The first half of his new building had its north entrance on Eighth Street and he wanted to keep his 12-foot-wide sidewalk along that frontage, already laid. One of the councilmen offered "Mr. Roshek should receive a great deal of consideration from the Council inasmuch as he is putting up a million dollar building and is one of Dubuque's leading business men." A month later, Roshek had marshalled his store department heads in opposition to the street widening and was reinforced by other property owners at the west end of Eighth Street. The Council prudently washed its collective hands of the matter and turned the issue over to the one-year old Planning and Zoning Commission (*Telegraph Herald and Times-Journal*, June 18, July 9, 17, 1930).

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The completion of the north half of the building replaced the Wallis Building, one of the two company store buildings. The Rider-Wallis Building had to be demolished to make room for the south half of the new building and with the opening of the north half of the store, the Roshek Brothers business continued to operate from two storefront locations, the other being the building at Main and Eighth streets. The finished north half of the building was described as follows, in early June 1930:

The north half of the Roshek Brothers company building is now complete except for the installation of elevator cabs, lighting fixtures and some store equipment such as shelving, and it is planned to occupy a part of the building within a week. Departments of the Roshek Brothers company now located in the annex, at the northeast corner of Seventh and Locust streets, are to be moved into the new building as soon as the annex has been vacated. The razing of that building will be immediately started in preparation for the erection of the south half of the new building.

The opening of the first part of the new department store, scheduled for the latter half of June 1930, was delayed a week by the non-arrival of electronic transformers, necessary to help power the building's electrical system and elevators. The first announcement of the new building was ready for occupancy on June 28 and opened for business the next day (*Telegraph Herald and Times-Journal*, June 8, 22, 29, 1930).

When building contractor William Yokum filed his building permit for the south half of the building in early July 1930, he ran straight into the buzz saw of street widening. The City Council wanted a wider Locust Street, a wider Fourth Street and, as noted, a wider Eighth Street. Mr. Yokum got his building permit but he was required to cast the outermost two feet of his Locust Street sidewalk in a separate removable slab. In the event of the successful widening of Locust Street, that section could be readily removed (*Telegraph Herald and Times-Journal*, July 9, August 10, 1930).

The demolition of the Rider-Wallis Building began on July 7, 1930. It is curious that there was no local coverage of the loss of this landmark business building. The demolition debris filled two thousand truck loads. The construction site was cleared and excavation work began on July 18. The Cedar Rapids *Tribune* noted in mid-July 1930 that "the second unit of the nine story Roshek Brothers department store will be started as soon as the old annex building is razed. This work is now in progress." This account would seem to indicate that delays had slowed the completion of the first half of the building (*Telegraph Herald and Times-Journal*, July 12, 1931; Cedar Rapids *Tribune*, July 18, 1930).

The *Illinois Central Magazine* featured the new building in its October 1930 issue. That source states "part of [the new building] has just been completed and the rest of which will be completed and occupied about February 1, 1931." This issue also directly addresses the key contributions made by the new building's location:

Unusual significance attaches to the new Roshek company building, in the opinion of business observers in the Dubuque territory, first as a symptom of changing conditions in that community and second, as the revelation of the forceful personality of J. J. Roshek, president of the Roshek Brothers company. It is generally believed that the huge new department store will cause a relocation of the downtown retail business district of Dubuque and will prove an effective step in the modernization of the city. The growth of the store from a small one-story establishment in 1894 to a ten-story institution occupying almost an entire block and drawing its trade from substantial portions of three states in 1931 is the measure of President Roshek's activity in the business affairs of those sections of Iowa, Wisconsin and Illinois that center around Dubuque...

The effect that the new store will have on the downtown section of Dubuque is likely to be noteworthy inasmuch as the building stretches a block along Locust street, between Eighth and Seventh streets. For several years a real estate company, working in the interest of Roshek Brothers, acquired many parcels of property in

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the downtown district. The sites purchased by this company included not only the land occupied by the new Roshek store but also several adjoining lots on Locust street, on which it is predicted new buildings will soon be erected, thus adding in one stroke a modernized street to the business district of Dubuque.

The article concentrated on the successful business methods employed by the company from its inception and documented the claim that the "bargain basement" concept was indeed to be credited to Roshek Brothers. J. J. Roshek was quoted as saying "we undertook an investigation that we carried to considerable lengths a while ago and we were convinced that our bargain basement was the first of its kind." Roshek also credited the loyalty of his patrons for the company's success:

I wish to emphasize one fact, however, and that is immediate profit never has been the Roshek store's main objective. Our first aim is to render service to our customers. We take pride in the fact that our customers are our friends for life. Our business never would have reached its present proportions if we could not have earned the respect and faith of our customers. Whatever profits we have made are incidental to the service we endeavor to render (*Telegraph-Herald and Times-Journal*, October 1, 1930).

The February 1931 completion target date came and went and it wasn't until mid-July 1931 that the entire firm was relocated into its completed building and was assuming regular operation. The preparatory removal sale started May 24 and continued through July 3. The first advertisement for the new building followed on July 9. It wasn't until the completion of the move that it was finally claimed that the Roshek building was "the newest and highest building in Dubuque." It bested the 1923 Federal Bank Building by just by three and a half inches (not counting weather beacons, flagpoles, etc.). The *Telegraph-Herald and Times-Journal* rated the finished building "one of the most beautiful department stores in America." With the new building, the Roshek Brothers Company could close its Main and Eighth streets storefront and finally consolidate at a single site.

What was described as being "the largest and finest grille and soda fountain in the state" was opened in the new building in early July 1931. The serving capacity was 100 patrons and the counter tops and fronts, as earlier described, were made of marble. Mr. H. T. Devlin remained the department manager and it was still intended to open a tea room that fall. Devlin had previously served as a steward at the Chicago Palmer House and also worked for the Waldorf-Astoria Hotel in New York City. Patrons were once again assured that the basement air would be continually refreshed with "washed air" (*Telegraph-Herald and Times-Journal*, July 12, 1931).

Significant (or interesting) Features of the Roshek Brothers Building (*Telegraph Herald and Times-Journal*, July 12, 1931) :

From an engineering and design standpoint, the two-phase construction of this building is quite remarkable. This approach was modeled on at least two successful Chicago building efforts, the Palmer House and the Boston Store. The Roshek building was built in two-fifths (north section) and a three-fifths section (south part). The split was made between bays. The architect had to calculate the settling that had taken place on the north part, while he anticipated similar settling for the south part. Today the joints at the junction of the two sections is absolutely level.

The building was entirely fireproof, a fact that by this time was not unusual. Above the first floor, only reinforced concrete was used (ignoring the wood floors, see below) and the architect's design provided a cast ceiling paneling that could be directly painted. This arrangement provided higher ceiling heights, the introduction of more natural light, and enhanced ventilation. The painting directly on concrete was credited to the close control of the moisture in sand in the concrete mix. Wetter sand causes the sand to swell, less sand is used in the mix, and the result is a pitted concrete surface resulting from the shrinkage. The architect's construction superintendent was credited with overseeing this special approach.

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The elevator arrangement is a special one. Usually elevators are massed within the plan for functional efficiency. In this instance, the architect distributed the elevators, six passenger and two freight elevators, in pairs across the plan.

The unified design of the mezzanine and first floor was also credited to the architect. Commonly the two areas conflicted one or detracted from the other. The original color scheme for the building interior was a dark colored trim with walls painted a lily of the valley green. The latter color was also employed on the exterior windows.

The display windows, 24 in number and comprising 490 feet in total length, were said to be "unknown to the majority of buildings of this type." The architect chose a small store window module, combined with a neutral background to highlight the displayed merchandise.

The building contained three functional components, the department store that fully occupied the lowermost five floors; the warehouse that occupied the interior area of floors six through eight. The north half of the ninth floor was initially reserved for a restaurant tea room that was never opened, while the south half was for office use. The third component, leased offices, occupied the outer north, west and south perimeters of floors six through eight. The architect worked with initial tenants to build partition walls to suit their specific spatial needs. The offices were also furnished and decorated by the architect for each tenant.

The basement and first floor had its separate mechanical heating system. Ventilation was accomplished using roof-top fans and ducts. The remainder of the building was serviced by plumbing and heating services that utilized main risers that ran to the penthouse and then distributed those services to each successive level.

The building finally cost \$1.5 million. It contains 300,000 square feet of floor space. The foundation alone consumed 11 carloads of cement, and 110 tons of reinforcing steel. In total 20,000 barrels of cement, 14,000 cubic yards of sand, 7,000 cubic yards of crushed stone and 2,00 tons of reinforcing steel were used in the entire building. The excavation work removed 27,000 cubic yards of dirt. The maple flooring required 390 kegs of nails to tie it down.

Subsequent Building Use History:

The company's 39<sup>th</sup> anniversary was observed with the usual sales and a full-page company history that appeared in the *Telegraph-Herald and Times-Journal*. In 1934 the Dubuque artist Miss Kate Van Duzee hosted a show of her works at the city's Y.M.C.A. and one of her studios was the new Roshek Building. The building was by that time a recognized local landmark (*Waterloo Daily Courier*, February 16, 1934).

With the passage of time, the founders of the company passed away. Mabel Rubel Roshek (1884-1941), wife of John J. Roshek, died while on summer vacation in Wisconsin in early July 1941. She was born in Waterloo and married John Roshek in 1904. She was survived by sons John Jr., Roger, and Thomas B. Roshek, and daughter Elnore Roshek. John J. Roshek died in 1945 at the age of 73 years. John Roshek was the only family member to appear in the 1940 *Who's Who In Iowa*. His entry credited him with assisting in the development of the hard road system in the northeast part of the state. He was also much involved in advocating for the Mississippi River as a potential national park. He served as a director on the Northwestern National Park Association board as of mid-1928. He was president of the Dubuque Club and a director from 1918 until 1938. Frank H. Roshek died in Dubuque in early 1953, having finally returned to the city from New York at some point. John Roshek's sons John J. Roshek Jr. and Thomas E. Roshek, and Frank J. Roshek, son of Frank H. Roshek, continued to be involved in the management of the family company after the deaths of their respective fathers (*Waterloo Daily Courier*, July 2, 1941;



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*Telegraph-Herald*, March 15, 1945; *Mason City Globe Gazette*, June 28, 1928; *Cedar Rapids Gazette*, February 3, 1953; Gallagher, p. 12).

A six-day truck driver's strike against the company in early 1938 made statewide news. The company quickly conceded and signed a new labor contract, paying drivers \$24 a week and their helpers \$18. A year later the drivers charged the company with attempting to transfer the ownership of the company's delivery truck fleet to avoid fulfilling its labor contract with the drivers. The action, they said, violated the Wagner Act (*Oelwein Daily Register*, January 19, 1938; *Cedar Rapids Tribune*, December 15, 1939).

The Roshek Brothers Department Store continued in operation in this building until the end of 1969, when it relocated to the newly-built Kennedy Mall in West Dubuque. At its height it employed 380 persons in the building. The long-enduring partnership between Frank and John Roshek ended at sometime prior to 1945. The brothers divided the company, with Roshek Realty Company going to brother Frank and the retail business to brother John. The control of the realty business also made Frank Roshek the owner of the store building on Locust Street. John Roshek then leased the building. The company ownership passed to John Roshek's two sons and they traded off the company presidency each year, until the death of Thomas Roshek in 1963. John J. Roshek Jr. then sold the company to Alden, Inc. on February 1, 1964. The agreement required the buyer to retain the Roshek name. When Frank H. Roshek, Jr., head of Roshek Realty Company refused to renew the building lease when it expired in 1969, it was forced to relocate. The W. S. Shepley Company, a local real estate company, purchased the building and re-named it the Dubuque Building. The Roshek Department Store was again sold in 1970 to Skogmo-Gamble and finally went out of business in 1982. The former Roshek Building was re-named the CyCare Plaza in 1986 and the Dubuque Building title returned in 1999 (Gallagher, pp. 12-14; *Des Moines Sunday Register*, September 2, 1973).

Other Building Use:

A sampling of city directory listings serves to trace the nature and intensity of tenant occupancies on the 6<sup>th</sup>-9<sup>th</sup> floors. Despite elevator access a clear pattern across the years 1934-70 indicates that the lower floors were more readily leased. As of 1934 for example, there were 12 tenants on the 6<sup>th</sup> floor, 7 on the 7<sup>th</sup>, 8 on the 8<sup>th</sup> and just one on the 9<sup>th</sup> floor. Three years later, the numbers were more uniform, with 13, 11 and 10 tenants on the lowermost floors and just 2 on the 9<sup>th</sup> floor. Most notably there were seven vacant suites on the 9<sup>th</sup> floor at the time. The tenant mix was predominantly doctors, dentists, insurance offices, an optical company, investment companies and lawyers. After World War II, larger firms were using the 9<sup>th</sup> floor. By 1952 Dubuque Fire and Marine Insurance Company was the only listing and the Westinghouse Elevator Company had offices in the penthouse. By 1970 Fuerste and Carew, a law firm, occupied the 9<sup>th</sup> floor. The Durrant Group, an architectural firm, had its offices there beginning in 2000 (Dubuque city directories, 1934, 1937, 1950, 1970).

The Building Architect:

Architect Charles Wheeler Nicol (1888-1959, see Figure 34) was a successful and noted architect in Lafayette, Indiana, as early as 1914 when his work was featured in the *Ohio Architect, Engineer and Builder*. At that time he was designing larger residences, schools and smaller commercial and institutional buildings. He seems to have been constantly on the move. He was born in Ohio, and by 1910, was living with his family in Rockford, Illinois, aged 11 years. His Scottish-born father (his mother was Canadian-born) was a traveling salesman and sold monuments. By 1910 the family lived in Lafayette, Indiana, and the father, Hugh Nicol, was working as a sports director and son Charles, then aged 20, was listed without an occupation. He married Bernice Duryea in October 1914. By 1920 Charles Nicol, by this time an architect, was married to his wife Bernice and there were two children, Robert and Janet. By 1915 he was a partner in Nicol & Dietz, in Lafayette. During the 1920s he partnered with Walter Scholer and \_\_\_\_\_ Hoffman, in the design firm Nicol, Scholer & Hoffman, which was the city's premier

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architectural firm. The building architect still resided in Lafayette when he designed the Roshek Brothers building in Dubuque. While he remained in a design partnership, only his name is directly attributed to that building's design. Nicol removed to Chicago where he practiced independently. By the mid-1950s he was partnered with son Robert Scott Nicol (1916-post-1966) as Nicol and Nicol, architects and engineers. That firm specialized in school design and construction and Charles Nicol was still actively involved up until his death in 1959. He also served as president of the Chicago Building Congress, 1947-48 (Hammond [Indiana] *Times*, December 3, 1959; Lafayette *Journal and Courier*, October 24, 1914; New York *Times*, December 4 1959; [www.chicagobuildingcongress.org](http://www.chicagobuildingcongress.org); <http://b-levi.com/research/arch/nicol>).

By the early 1920s his design work focused on hotels. Based upon available evidence, he is credited with no major building designs after 1929, the year he designed the Roshek building. When Charles Nicol died in 1959, he claimed to have drawn plans for at least 1,260 buildings in 17 states. His career was a lengthy one and his survival over the Great Depression was no small accomplishment. Known larger examples of his design work are quite comparable to his Roshek Brothers Company building design. He was certainly capable of and apparently known for his ability to accomplish major building design work. He was competent working with reinforced concrete. Many of his commissions combined limestone with brick, the former on lower levels of his plans. Most of his designs employed the base-shaft-capital division and he was known for his use of ornamentation and sculpture. Several of his designs carried bays and towers above the parapet level, usually with a gable roof cap. He liked to play with massing, using stepped-back upper levels or alternatives to block-like designs. When he had to employ a plain rectangle, as with the Roshek design, he used contrasting materials to break up the massing. Images of many of his major designs follow in Section 11 (Figures 35-45), appearing chronological order of their construction.

Mr. E. R. Hawkins served as the architect's superintendent of construction for this building (*Telegraph Herald and Times-Journal*, July 12, 1931).

**The Builder:**

The building general contractor, William Lewis Yokum (1883-1941, see Figure 46) was born in Chicago and came to Dubuque in 1913. The federal census in 1910 and 1920 place him in Chicago, working as a building estimator for a contracting firm. By 1922 he had his own contracting firm (W. L. Yokum, Inc.) and was still operating it at the time of his death. Despite the newness of his firm, Yokum was able to secure a number of major construction contracts, a list that included the Masonic Temple, the Roshek Brothers Department Store, the Neisner Brothers store, the McClellan building, the Visitation Academy convent, Holy Trinity School, and a substantial addition to the Dubuque Packing Company. His other significant building projects were located at Mount Carmel, Illinois (the Frances Schirmer School), Rock Island, Illinois (Augustana College), and Freeport, Illinois (Crum and Fisher Insurance Company). At the time of his death his firm was erecting a large packing plant in Indiana. Yokum was appointed First District Director of the Works Progress Administration in August 1935. His northeast Iowa district comprised 25 counties. Yokum was described as being "a well known building contractor who has constructed many of the larger buildings in Dubuque and other cities" and "for years was one of the foremost building contractors of Iowa." He organized the district program and resigned a year later to return to his private business, stating that his original commitment was to do just that, put the administrative program into operation. Yokum was elected president of the Master Builders of Iowa at the end of 1939. It is of some importance that Mr. Yokum was able to remain in business throughout the Great Depression and that he was so successful as a builder of major construction projects (*Waterloo Daily Courier*, August 7, 28, 1935; May 31, 1936; November 11, 1941; Mason City *Globe Gazette*, December 7, 1939; *Telegraph-Herald*, November 18, 1941).

Ed O'Neil served as the superintendent of construction for the W. L. Yokum Company. Other key building contractors or suppliers were (*Telegraph Herald and Times-Journal*, July 12, 1931):

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Plumbing and heating: Mullen Brothers & Company, Dubuque  
Electrical Work: United Electric Company, Dubuque  
Elevators: Westinghouse Electric Elevator Company, Chicago

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The Echo. Chicago: Pontiac Engraving and Electrotype Company, 1930

The Echo. Chicago: Pontiac Engraving and Electrotype Company, 1937

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\_\_\_\_\_, \_\_\_\_\_. Iowa Historic Sites Inventory Form, Roshek's Department Store, 700 Locust Street. Des Moines: History Pays, June 19, 2003

\_\_\_\_\_, \_\_\_\_\_. Iowa Historic Sites Inventory Form, Roshek's Brothers Company Building, 799 Main Street. Des Moines: History Pays, June 19, 2003

\_\_\_\_\_, \_\_\_\_\_. *Phase III Architectural and Historical Survey Report-Downtown Dubuque*. History Pays, June 19, 2003

\_\_\_\_\_, \_\_\_\_\_. *Dubuque—The Key City: The Architectural and Historical Resources of Dubuque, Iowa, 1837-1955* [MPDF]. History Pays, June 30, 2004

Iowa Press Association. The Iowa Press Association's Who's Who in Iowa, 1940. Des Moines: Iowa Press Association, 1940

Loras College, Center for Dubuque History (photographs and manuscripts as otherwise cited)

Nicol, Charles Wheeler. Plans for Roshek Department Store, Dubuque, Iowa. Chicago: undated original plans

**Internet Sources**

[www.rockislandpreservation.org/postcards/fortarmstrong.html](http://www.rockislandpreservation.org/postcards/fortarmstrong.html) (accessed November 9, 2008)

[www.photopixels.com/cbc/pages](http://www.photopixels.com/cbc/pages) (accessed November 9, 2008)

[www.dunelady.com/laport/Mich/Cityphotos.htm](http://www.dunelady.com/laport/Mich/Cityphotos.htm) (accessed November 9, 2008)

[www.chicagobuildingcongress.org](http://www.chicagobuildingcongress.org) (accessed November 9, 2008)

[http://www.preserveindiana.com/pixpages/nw\\_ind/garycrds.htm](http://www.preserveindiana.com/pixpages/nw_ind/garycrds.htm) (accessed November 9, 2008)

<http://www.emporis.com/en/cd/cm/?id=charleswheelnichol-layfayette-in-usa> (accessed November 9, 2008)

<http://www.hmdb.org/marker.asp?marker=1629> (accessed November 13, 2008)

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Roshek Brothers Department Store

Dubuque County, Iowa

Newspaper Sources:

Des Moines *Sunday Register*, September 2, 1973

Dubuque *Herald*, January 18, 1891; July 15, 1899; February 27, March 4, May 13, 18, 1900; July 1, 1901

Dubuque *Telegraph-Herald*, September 30, 1906; December 29, 1907

Dubuque *Telegraph-Herald and Times-Journal*, May 22, 1919; February 21, August 11, September 1, October 20, December 30, 31, 1929; January 1, June 8, 22, 29, July 9, 12, August 10, September 29, October 1, November 21, 1930; July 12, August 4, 1931; November 18, 1941; March 15, 1945

Cedar Rapids *Gazette*, February 3, 1953

Cedar Rapids *Tribune*, July 18, 1930; December 15, 1939

Gallagher, Liz. "Roshek Brothers Department Store: A History, 1894-1978." [Unidentified student typed manuscript, Center for Dubuque History, Loras College, Dubuque, Iowa], c. 1978

Hammond [Indiana] *Times*, December 3, 1959;

Lafayette [Indiana] *Journal and Courier*, October 24, 1914;

Mason City *Globe Gazette*, June 28, 1928, December 11, 1930; December 7, 1939

Oelwein *Daily Register*, January 19, 1938;

New York *Times*, December 4 1959

Waterloo *Daily Courier*, February 16, 1934, August 7, 28, 1935; May 31, 1936; July 2, 1941; November 11, 1941

**Federal Census Records:**

J. Arnold Aiman:

1900 T623 R430 p. 267

Charles Nicol:

1900 T623 R356 p. 177

1910 T624 R381 p. 175

1920 T625 R469 p. 83

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Roshek Brothers Department Store

Dubuque County, Iowa

Francis Herman Roshek:

1900 T623 R430 p. 262  
1910 T624 R1027 p. 156  
1920 T625 R1198 p. 153

John J. Roshek:

1920 T625 R488 p. 255

William Lewis Yokum:

1900 T623 R288 p. 286  
1910 T624 R282 p. 254  
1920 T625 R488 p. 20

**10. Geographical Data**

**Acreage of Property** Less than one acre

**UTM References**

(Place additional UTM references on a continuation sheet.)

1 [1]5 [6]9[1]6[8]0 [4]7[0]7[7]2[0]  
Zone Easting Northing

2                  
Zone Easting Northing

3

4

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 James E. Jacobsen

organization History Pays! Historic Preservation Consulting Firm date January 13, 2010

street & number 4411 Ingersoll Avenue telephone 515-274-3625

city or town Des Moines state IA zip code 50312-2415

**Additional Documentation**

Submit the following items with the complete 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 Dubuque Initiatives

street & number P. O. Box 1745 telephone 563-589-4393

city or town Dubuque state Iowa zip code 52004

**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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Roshek Brothers Department Store

Dubuque County, Iowa

10. Geographical Data:

Legal Description:

City Lots 141, 142, 143, 143a, 144 and 145, Original City Plat.

Boundary Justification:

This is the parcel of land that is fully occupied by the subject building and with which it has been historically associated.

Map:

[refer to Figure 47, page 43]

Photographs:

Name of Photographer: James E. Jacobsen  
Date of Photographs: October 15, 2008  
Location of Original Negatives: Property owner  
Description of views:

Frame:	View:	Description:
1	southeast	north facade on West 8 <sup>th</sup> Street, portion of west wall (to right)
2	southwest	north facade on West 8 <sup>th</sup> Street, entrances
3	northeast	principal façade on Locust Street from West 7 <sup>th</sup> Street
4	southeast	principal façade on Locust Street from West 7 <sup>th</sup> Street, entrance and canopy detail
5	northeast	south facade
6	northeast	south façade, upper façade detail
7	northwest	south façade, entrances detail
8	northwest	rear/alleyway wall, east penthouse wall
9	southwest	rear/alleyway wall, east penthouse wall



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Roshek Brothers Department Store

Dubuque County, Iowa

Original Plans:

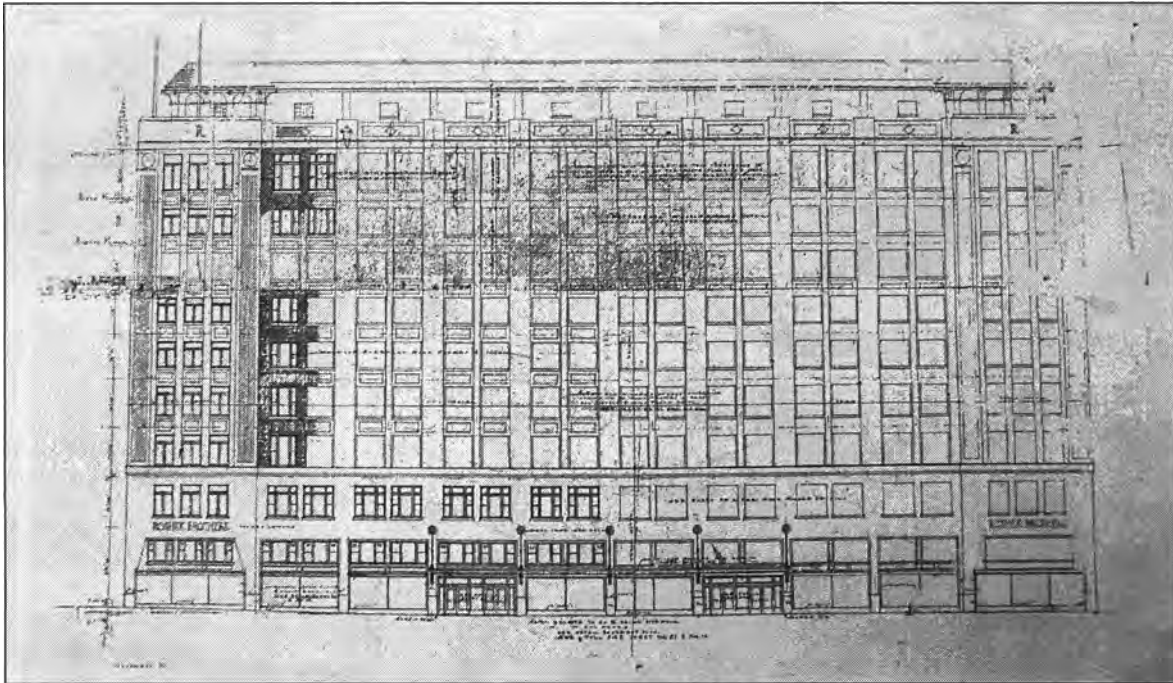


Figure 1: Main elevation

(Original plans, architect Charles Wheeler Nicol, undated, courtesy Jeffrey Morton, Architect)

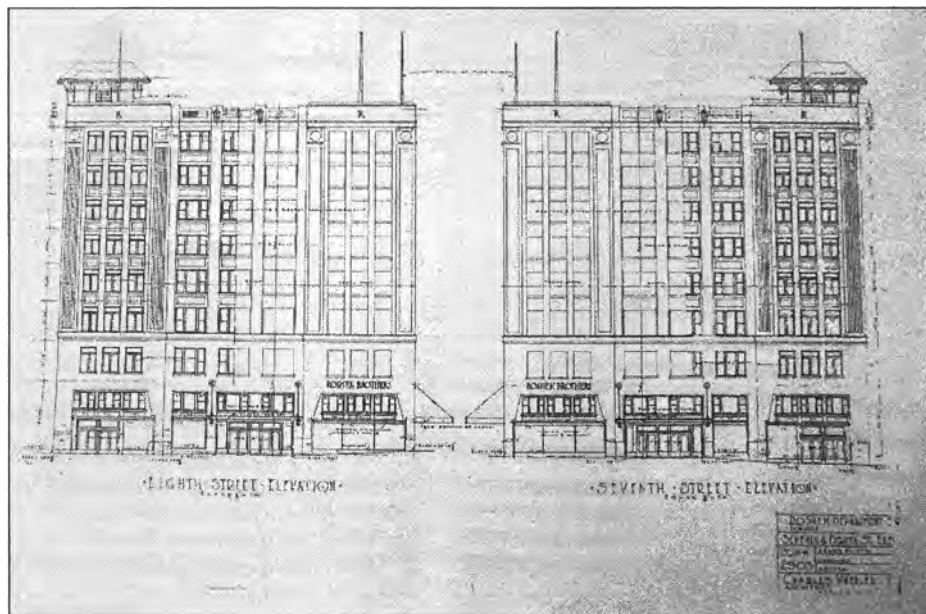


Figure 2: End wall elevations

(Original plans, architect Charles Wheeler Nicol, undated, courtesy Jeffrey Morton, Architect)

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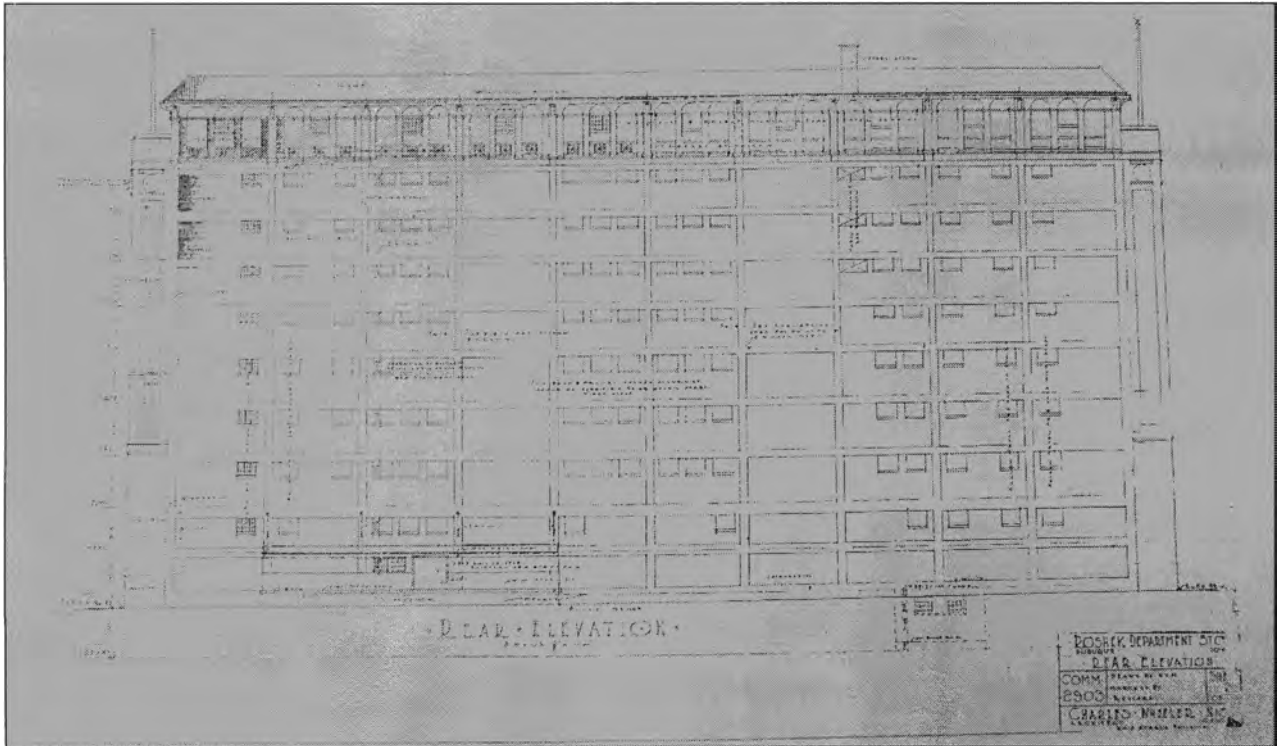


Figure 3: Rear elevation  
(Original plans, architect Charles Wheeler Nicol, undated, courtesy Jeffrey Morton, Architect)

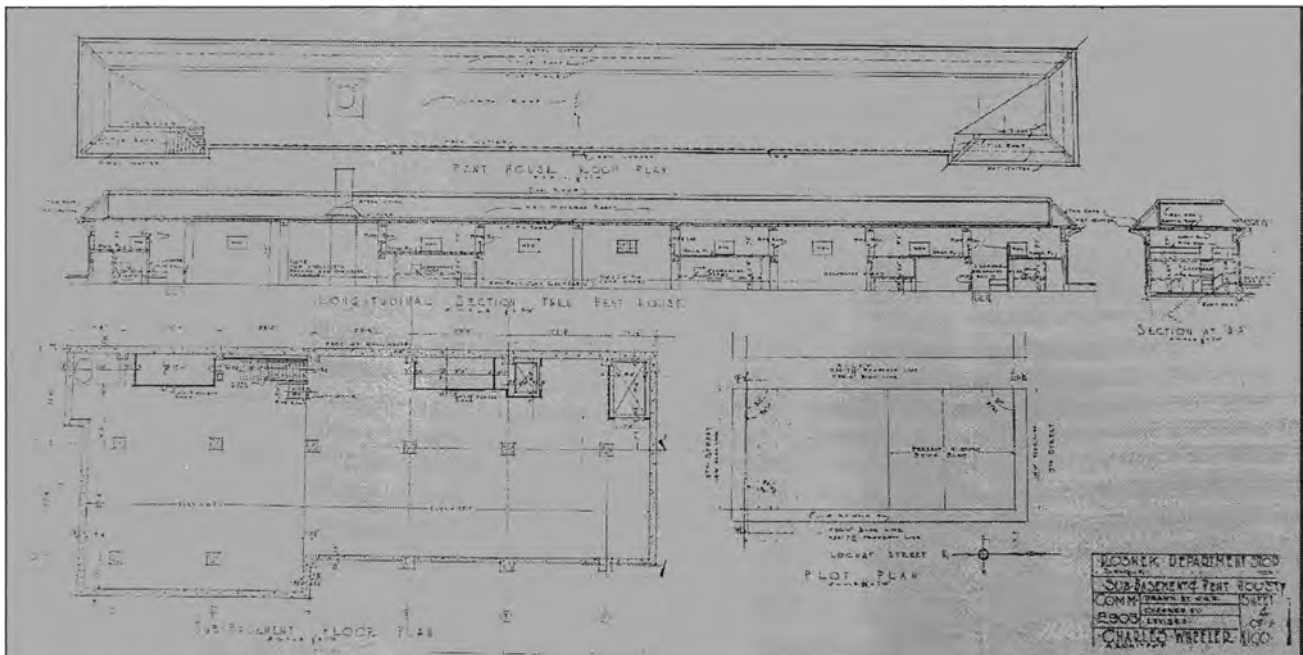


Figure 4: Sub-basement, penthouse plans  
(Original plans, architect Charles Wheeler Nicol, undated, courtesy Jeffrey Morton, Architect)

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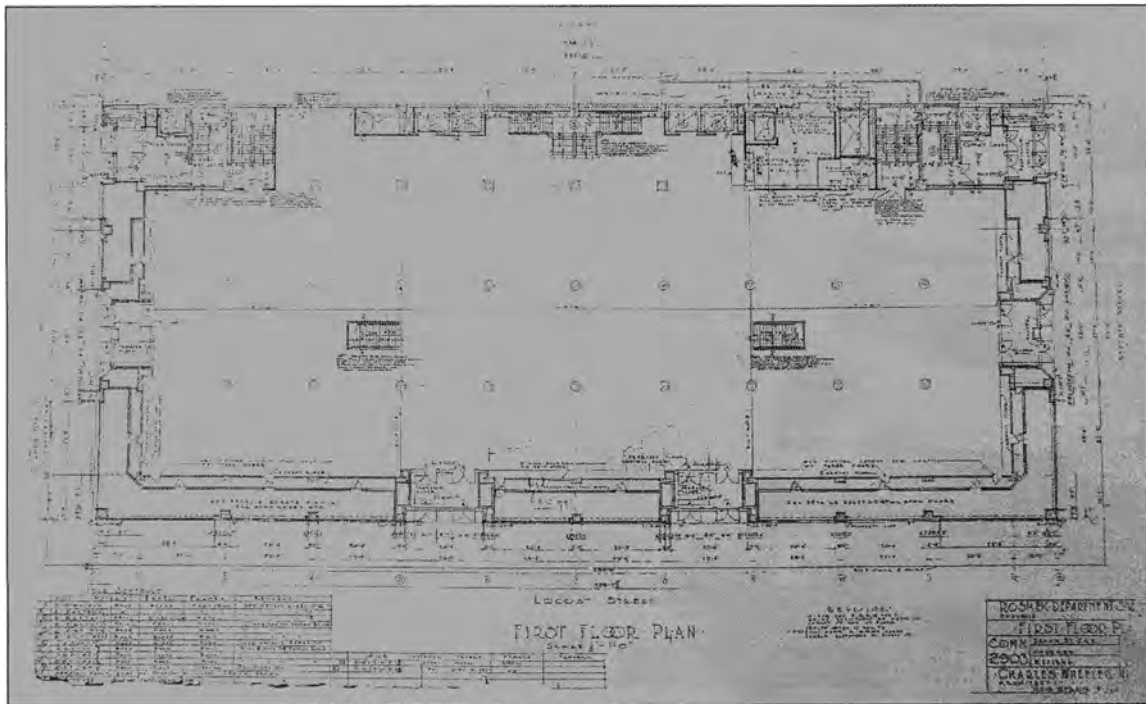
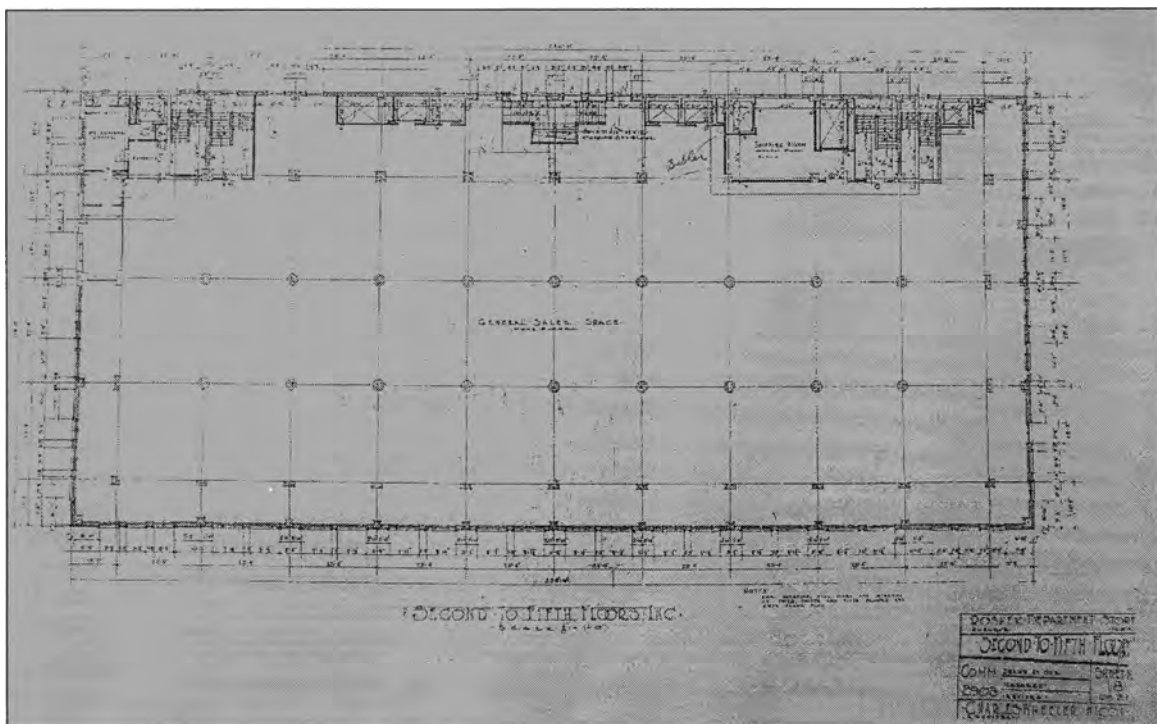


Figure 5: First floor plan  
(Original plans, architect Charles Wheeler Nicol, undated, courtesy Jeffrey Morton, Architect)



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Figure 6: Second to fifth floor plan  
(Original plans, architect Charles Wheeler Nicol, undated, courtesy Jeffrey Morton, Architect)

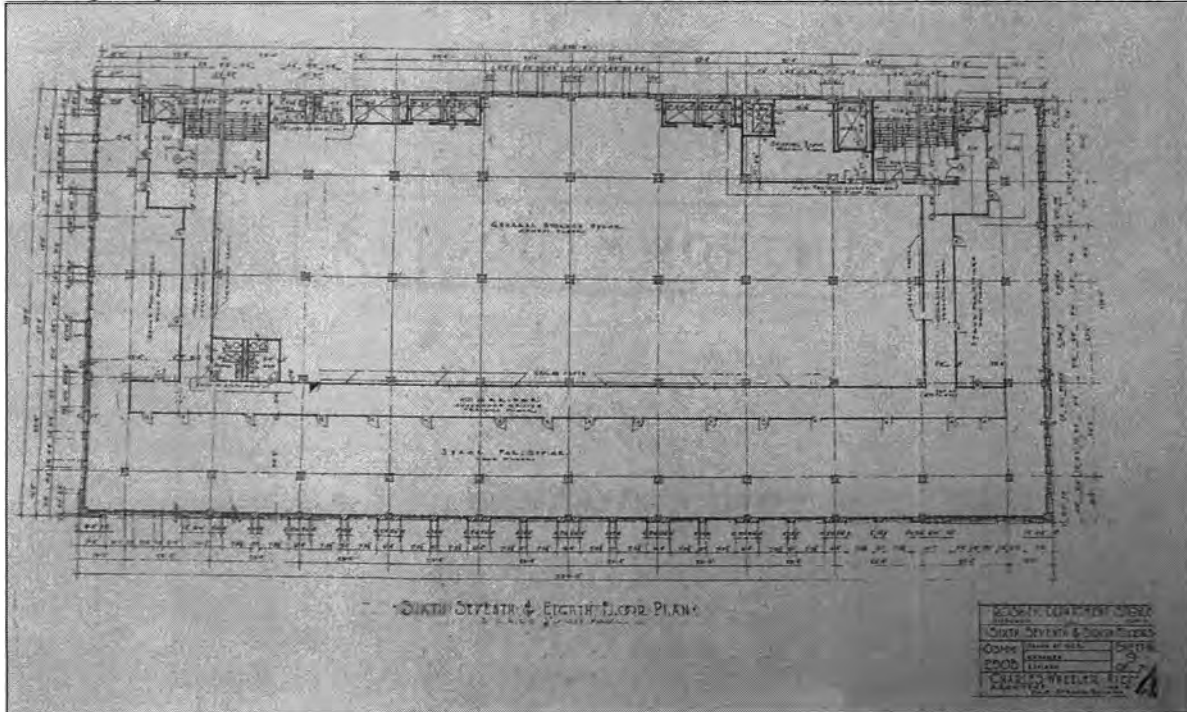
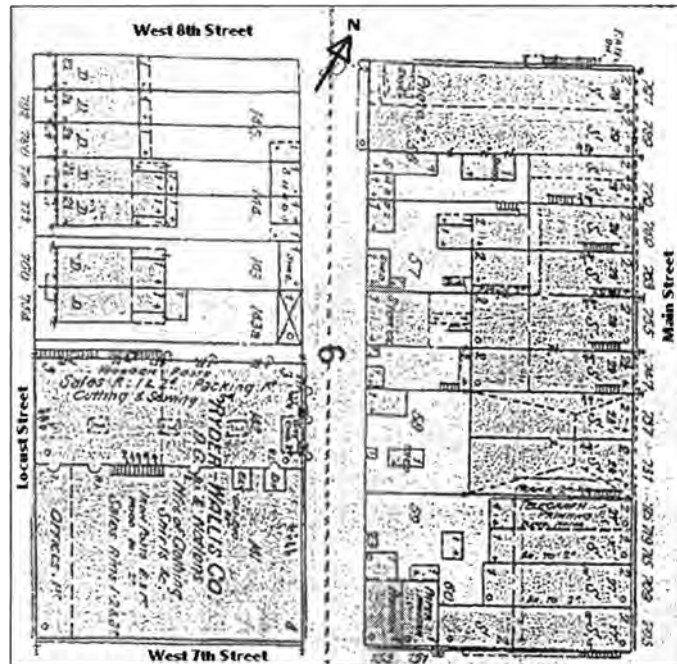


Figure 7: Sixth to ninth floor plan  
(Original plans, architect Charles Wheeler Nicol, undated, courtesy Jeffrey Morton, Architect)



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Roshek Brothers Department Store

Dubuque County, Iowa

Figure 8: Detail, 1891 Sanborn Fire Insurance Map

Five rowhouse buildings and a duplex were demolished to make room for the new Roshek store on the northeast corner



Figure 9: Architect's elevation sketch, 8<sup>th</sup> and Main streets, view southwest, first all-new Roshek Brothers Department Store (*Telegraph-Herald*, September 30, 1906)

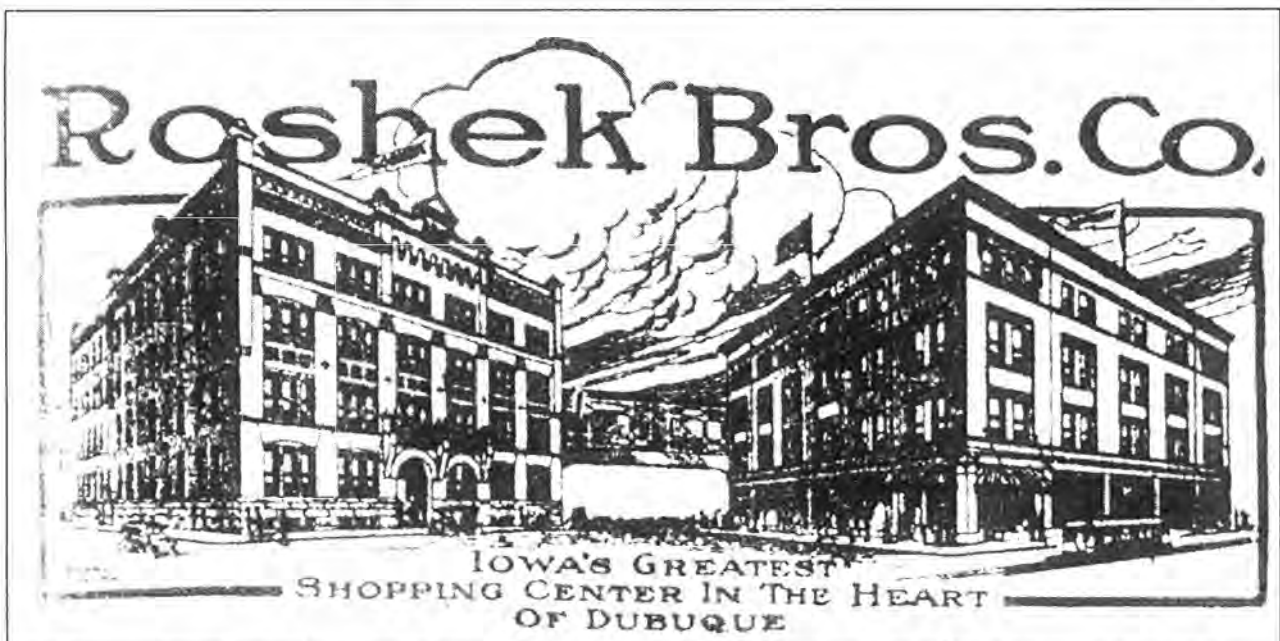


Figure 10: Roshek Brothers Advertisement (White Elephant to the left, 8<sup>th</sup> and Main to the right)

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(Telegraph-Herald, July 27, 1919)

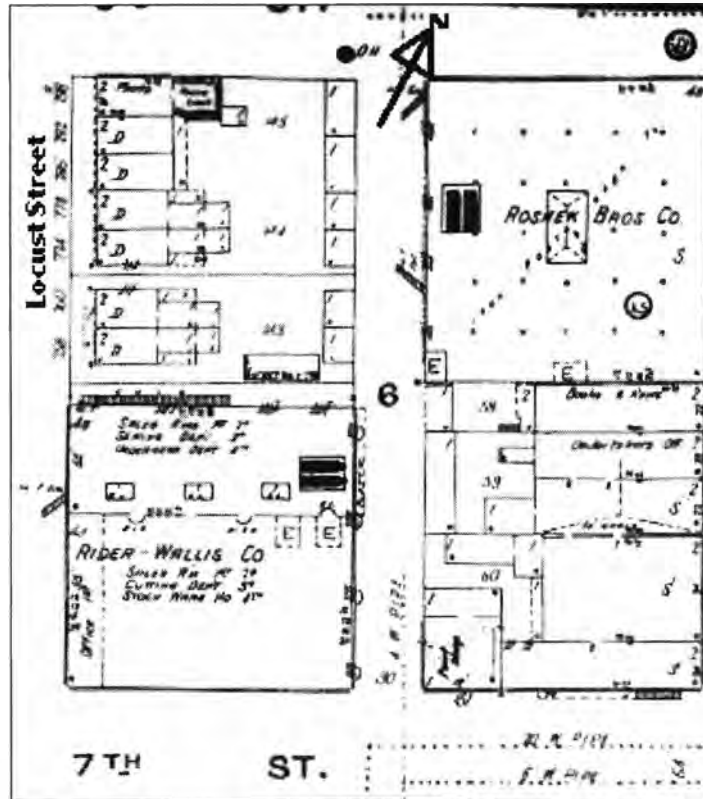


Figure 11: Detail, 1909 Sanborn Fire Insurance Map

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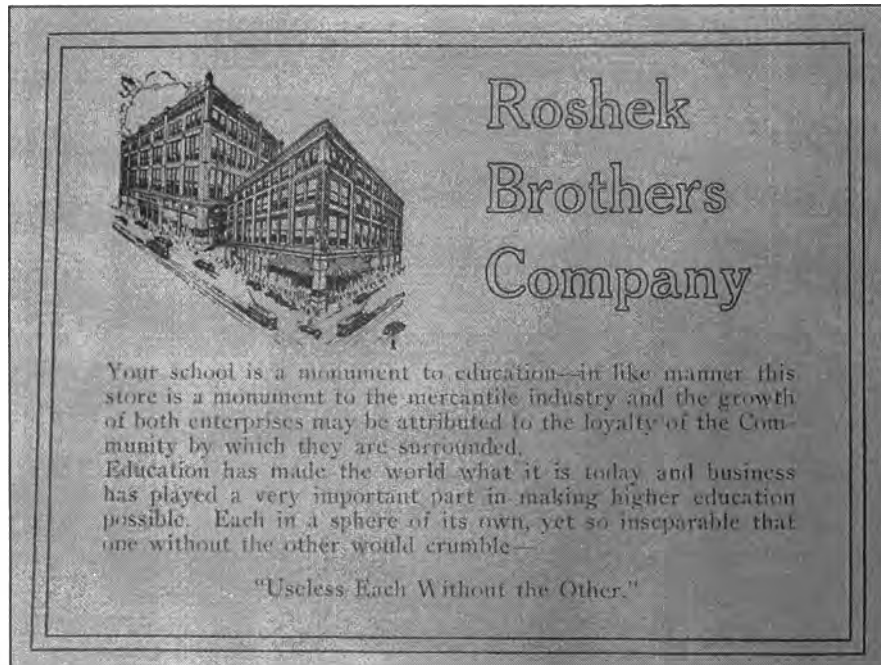


Figure 12: Company advertisement in the 1928 Dubuque High School Echo  
(Loras College, Center for Dubuque History)



Figure 13: Architect Charles Weber Nicol's elevation sketch  
(*Telegraph-Herald-Times-Journal*, October 20, 1929)

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Figure 14: Rider-Wallis south façade, looking northeast from Washington Park  
(Loras College, Center for Dubuque History, Photo NGL-1673)



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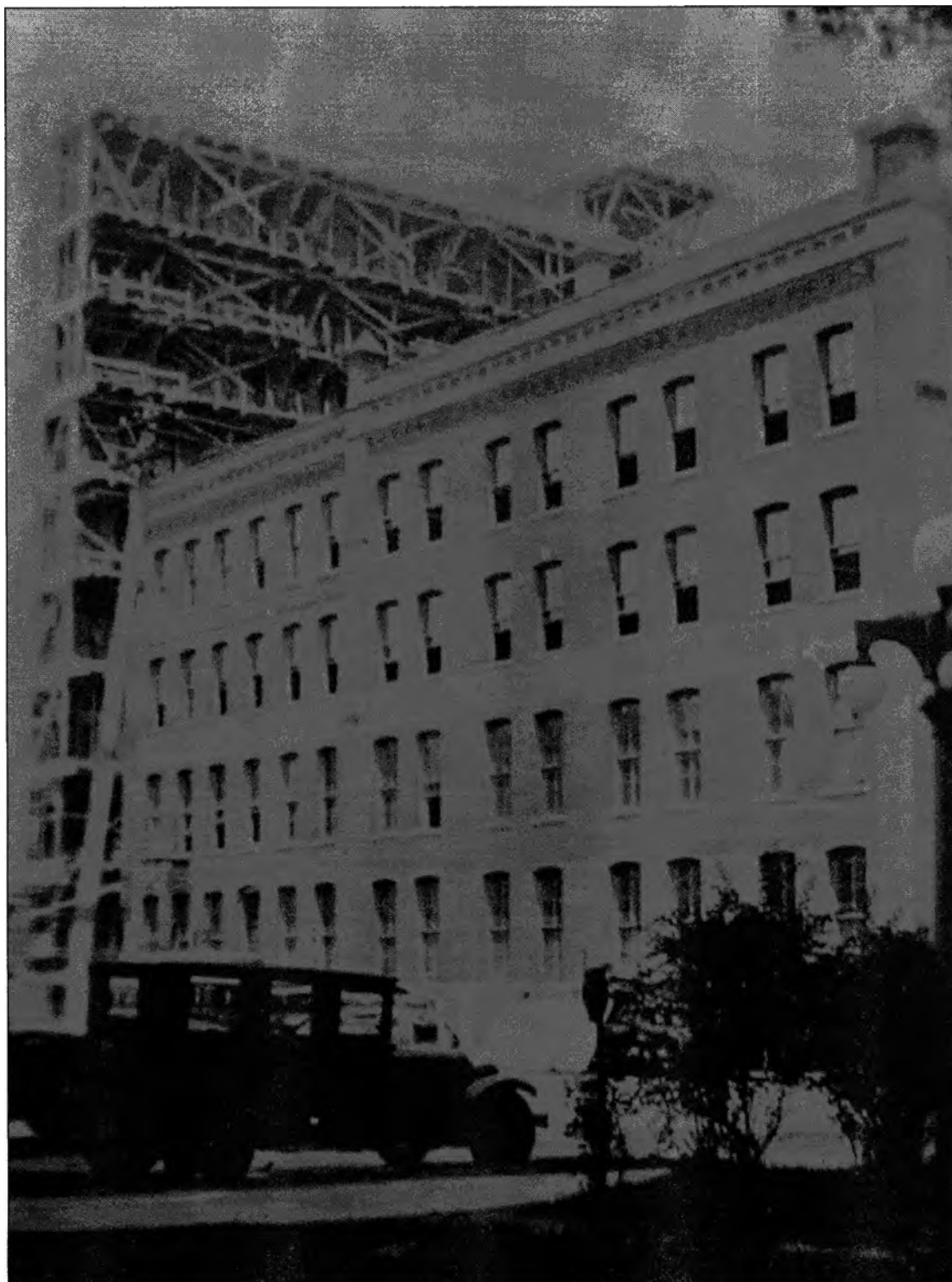


Figure 15: Roshek construction photo, mid-1930, view north east  
(Loras College, Center for Dubuque History, Photo NGL-1671)

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Figure 16: Roshek building construction photo, view north, mid-1930  
(Loras College, Center for Dubuque History, Photo NGL-1672)

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Dubuque County, Iowa

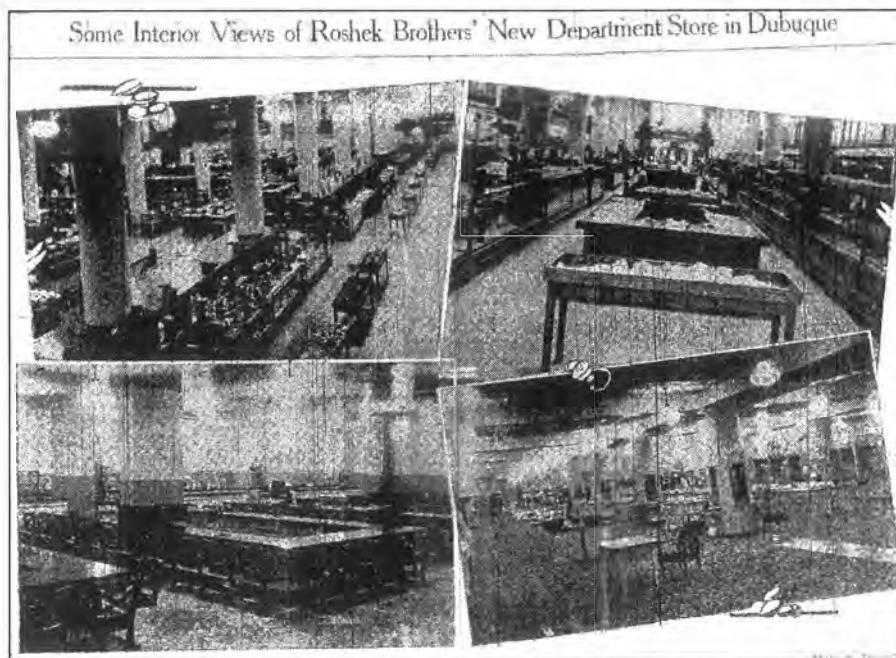


Figure 17: Four interior views of the completed store; upper left first floor from mezzanine; upper right first floor looking south; lower left, basement grille counter; lower right, third floor millinery department (*Telegraph-Herald*, July 12, 1931)

Wouldn't You Like  
To Have—

**Your Offices**

Located in  
**IOWA'S MOST  
BEAUTIFUL AND MOST  
MODERN BUILDING**



*All Offices Contained In The  
Roshek Building*

(illustrated above) are light, airy, fire and sound proof. Suites may be arranged to suit the convenience of tenants. All offices have outside exposure.

—All office floors are easily accessible from either Seventh or Eighth Street by rapid and efficient elevator service.

**For Inspection Appointment  
Phone 5200**

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Figure 18: Office space advertisement, completed building  
(*Telegraph-Herald*, July 3, 1931)



Figure 19: Iowa's Largest Department Store, view southeast  
(*Telegraph-Herald*, July 6, 1931)



Figure 20: 39<sup>th</sup> Anniversary review of Roshek Brother's store locations (left to right, 622 Main, southeast corner 8<sup>th</sup> and Main, southwest corner 8<sup>th</sup> and Main, and the two Main and Locust streets locations occupied previous to the new building  
(*Telegraph-Herald*, August 6, 1933)

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Roshek Brothers Department Store

Dubuque County, Iowa

Following  
the Trail

THE present year marks the 100th anniversary of the departure of the first wagon train from St. Louis, Missouri, to the Oregon country. Pioneers, they were who braved the great plains much as the Ancient Mariner braved the Deep for new conquests.



OUR NEW STORE--1930-31

THOSE of you who are graduating at this time are also pioneers . . . not of the physical forests and prairies or the great Deep, for these have been conquered for you, but rather, as developing units of a great wide world.

WE have, also, pioneered and our years of pioneering in the mercantile world have brought our labors to full fruition. We are established as a large progressive selling organization in the midst of a great and prosperous Community where the war whoop of the Indian and the growl of the bear once formed the boundaries of the frontier.

YOU have sought education as an aid to progress . . . use what you have earned with all your might . . . "follow the trail" and play the game square as the frontiersman of long ago and there is little to retard you on your journey.

**ROSHEK BROTHERS COMPANY**

Figure 21: New building featured in advertisement, Dubuque high school yearbook, 1930 Echo  
(Loras College, Center for Dubuque History)



Figure 22: 8<sup>th</sup> and Locust, view southeast, c.1940  
(Loras College, Center for Dubuque History, Photo FMP 3891)

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Figure 23: 8<sup>th</sup> and Locust, view west from east of Locust, c.1940  
(Loras College, Center for Dubuque History, Photo FMP 3920)



Figure 24: Overview of Roshek Building, view northeast, pre-1970  
(Loras College, Center for Dubuque History)

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Figure 25: Telegraph-Herald newspaper clipping, c.1958, 8<sup>th</sup> and Locust streets, view southeast (Loras College, Center for Dubuque History, Business Vertical File, Department Stores, F-3)



Figure 26: Postcard view, c.1940, view southeast, c.1940-50

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(Loras College, Center for Dubuque History, Photo-GRS 3479)



Figure 27: Overview of Roshek Building, view northeast, c.1990  
(Loras College, Center for Dubuque History, NEW 860)

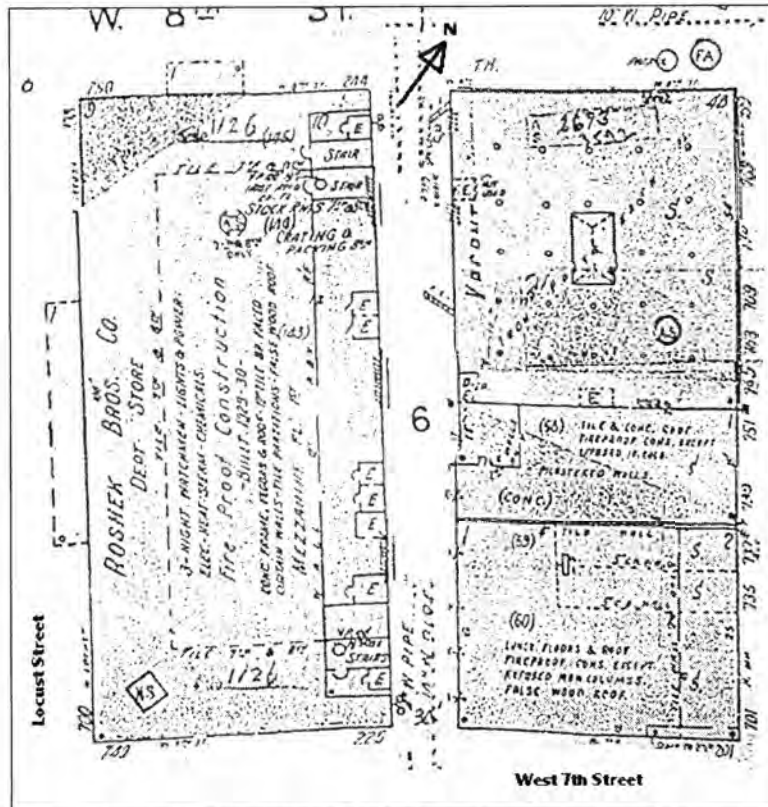


Figure 28: Detail, 1934 Sanborn Fire Insurance Map



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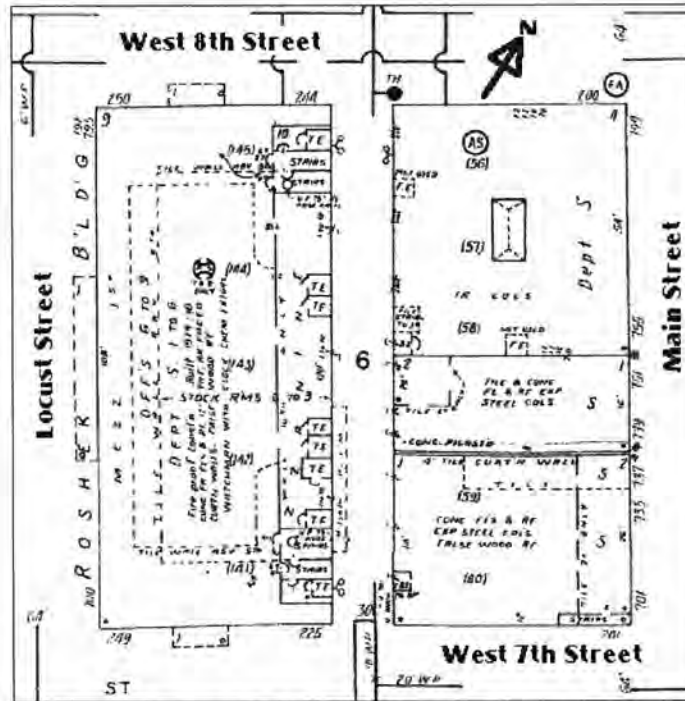


Figure 29: Detail, 1950 Sanborn Fire Insurance Map

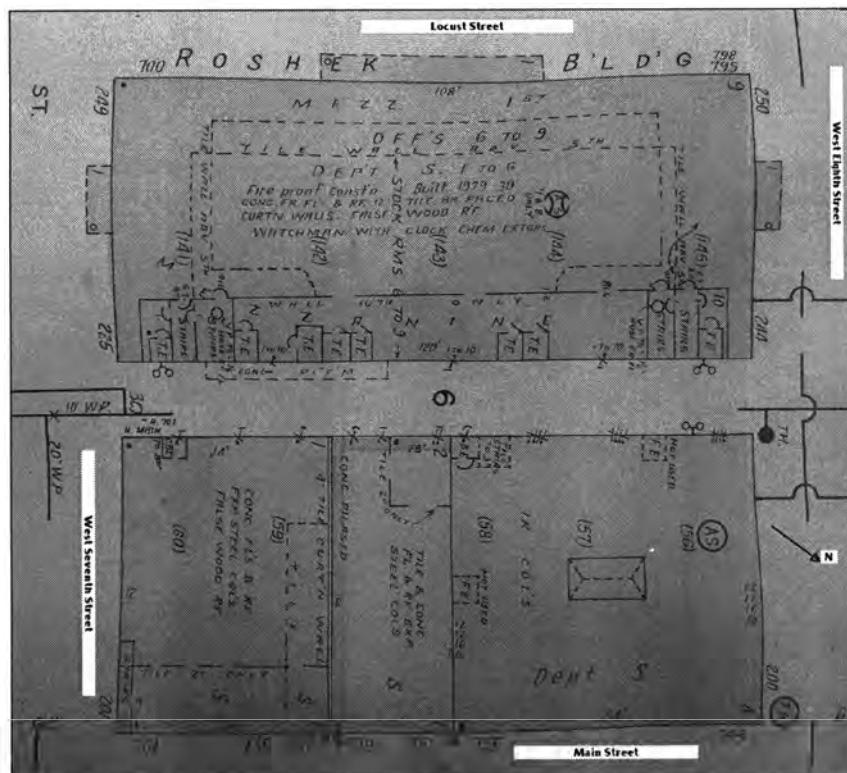


Figure 30: Detail, 1962 Sanborn Fire Insurance Map (Roshek Building at the top of the image)

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Figure 31: Aerial depiction of the building, view east, c.1974  
(Center For Dubuque History, Roshek Brothers Company Collection)



Figure 32: Construction completion photo, view southeast, 1931

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Roshek Brothers Department Store

Dubuque County, Iowa

(Center For Dubuque History, Rosheks Department Store File)



Figure 33: Early main floor interior view from mezzanine, view to the southwest  
(Center For Dubuque History, Rosheks Department Store File)



Figure 34: Architect Nicol as of 1913

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Roshek Brothers Department Store

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(<http://b-levi.com/research/arch/nicol>)



Figure 35: Reifer's Furniture Company, Lafayette, Indiana, four stories (reinforced concrete), 1913-14 (<http://b-levi.com/research/arch/nicol>)



Figure 36: Hotel Fowler, Lafayette, Indiana, 8 stories, 1917 (<http://b-levi.com/research/arch/nicol>)



Figure 37: Spaulding Hotel, Michigan City, Indiana, 8 stories, 1921 (non-extant) ([www.dunelady.com/laport/Mich/Cityphotos.htm](http://www.dunelady.com/laport/Mich/Cityphotos.htm))

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Dubuque County, Iowa



Figure 38: The Roberts Hotel, Muncie, Indiana, 7 stories, 1921

The stone front of the porte cochere was inscribed with the hotel's name (as was done in the Roshek design)  
(<http://b-levi.com/research/arch/nicol>)



Figure 39: Greystone Hotel, Bedford, Indiana, c. 1923-24

(<http://b-levi.com/research/arch/nicol>)



Figure 40: Four Flags Hotel, Niles, Michigan, 1926 (left to right, partial façade, entry, side wall)  
(Spanish Colonial Revival style) (<http://www.hmdb.org/marker.asp?marker=1629>)

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Figure 41 : Hotel Gary, Gary, Indiana, 1926, 17 stories as planned  
(<http://b-levi.com/research/arch/nicol>)



Figure 42: Hotel Gary/Genesis Towers, as built with added stories, deleted tower element, 10 stories  
([http://www.preserveindiana.com/pixpages/nw\\_ind/garycrds.htm](http://www.preserveindiana.com/pixpages/nw_ind/garycrds.htm))

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Figure 43: Fort Armstrong Hotel, Rock Island, Illinois, 9 stories, 1926  
([www.rockislandpreservation.org/postcards/fortarmstrong.html](http://www.rockislandpreservation.org/postcards/fortarmstrong.html))



Figure 44: Farcroft, 1337 West Fargo Avenue, Chicago, 13 stories, 1928  
(<http://www.emporis.com/en/cd/cm/?id=charleswhelearnichol-layfayette-in-usa>)

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Figure 45: Vintage Apartments, Dean Parkway and West Lake Street, Minneapolis, Nicol was not the principal designer, nine stories, 1929, completed 1946 ([www.photopixels.com/cbc/pages](http://www.photopixels.com/cbc/pages))



Figure 46: W. L. Yokum  
(*Telegraph-Herald*, November 18, 1941)



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Dubuque County, Iowa



Figure 47: Locational map  
(<http://ortho.gis.iastate.edu/>)

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Roshek Brothers Department Store  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: IOWA, Dubuque

DATE RECEIVED: 2/05/10 DATE OF PENDING LIST: 2/24/10  
DATE OF 16TH DAY: 3/11/10 DATE OF 45TH DAY: 3/22/10  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 10000076

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT 3.17.10 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in  
The National Register  
of  
Historic Places**

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

INC.



TRAVEL BUILDING

WALSH BLDG



Roshek Brothers Department Store - Dubuque, Dubuque County  
Iowa

Photo #1



WOLFRUM

Roshek Brothers Department Store, Dubuque, Dubuque County, Iowa

Photo #2

NOV 08 01515 NNN14



MILWAUKEE

DUBOIS HOTEL

Roshek Brothers Department Store, Albuquerque, Albuquerque County, Iowa

Photo #3

NOV 08 01313 NNNIA





Rashok Brothers Department Store, Dubuque, Dubuque County  
Iowa

Photo # 4



INDIAN BUILDING

INDIAN BUILDING

←

←

↑

Roshek Brothers Department Store, Dubuque, Dubuque County,  
Iowa

Photo #5



Roshek Brothers Department Store, Dubuque, Dubuque County,  
Iowa

Photo #6

NOV 68 01413 NNN1A



Roshak Brothers Department Store, Dubuque, Dubuque County, Iowa

Photo # 7

NOV 08 01513 NNNHH





Roshok Brothers Department Store, Dubuque, Dubuque County,  
Iowa

Photo # 8

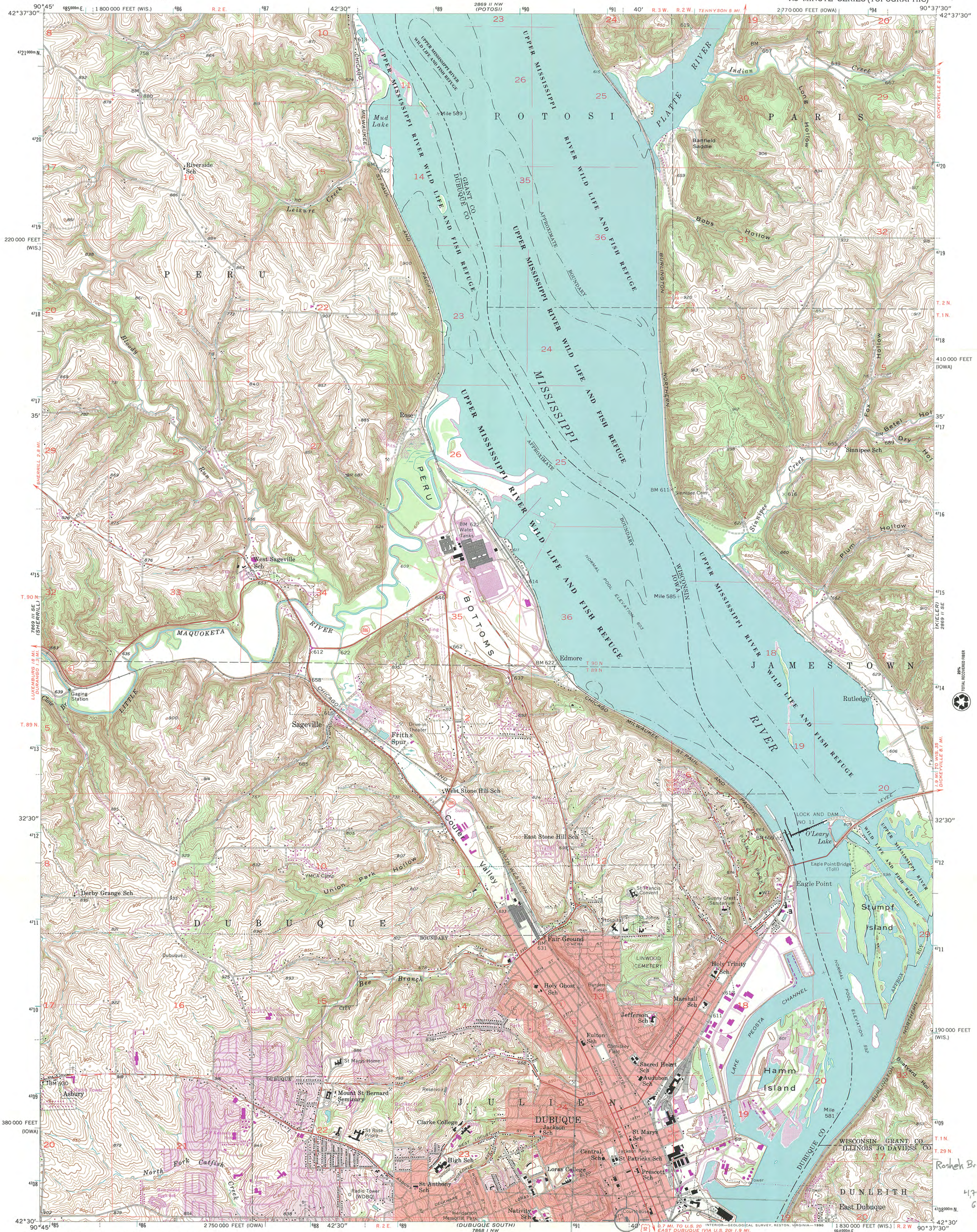
NOV 08 01515 NNNNN



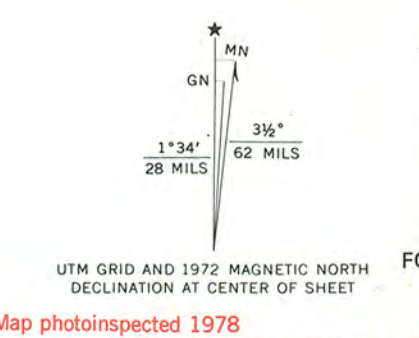
Roshek Brothers Department Store, Dubuque, Dubuque County,  
Iowa

Photo # 9

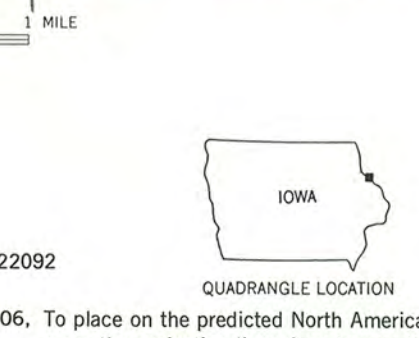
NOV 08 01515 NNN1A



Mapped, edited, and published by the Geological Survey  
Control by USGS, USC&GS, and USCE  
Topography from aerial photographs by photogrammetric methods  
and in part by U. S. Corps of Engineers  
Aerial photographs taken 1954. Field check 1956  
Polyconic projection. 1927 North American datum  
10,000-foot grids based on Iowa coordinate system, north zone  
and Wisconsin coordinate system, south zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 15, shown in blue  
Red tint indicates area in which only landmark buildings are shown  
Revisions shown in purple compiled from aerial photographs  
taken 1972. This information not field checked  
Purple tint indicates extension of urban areas

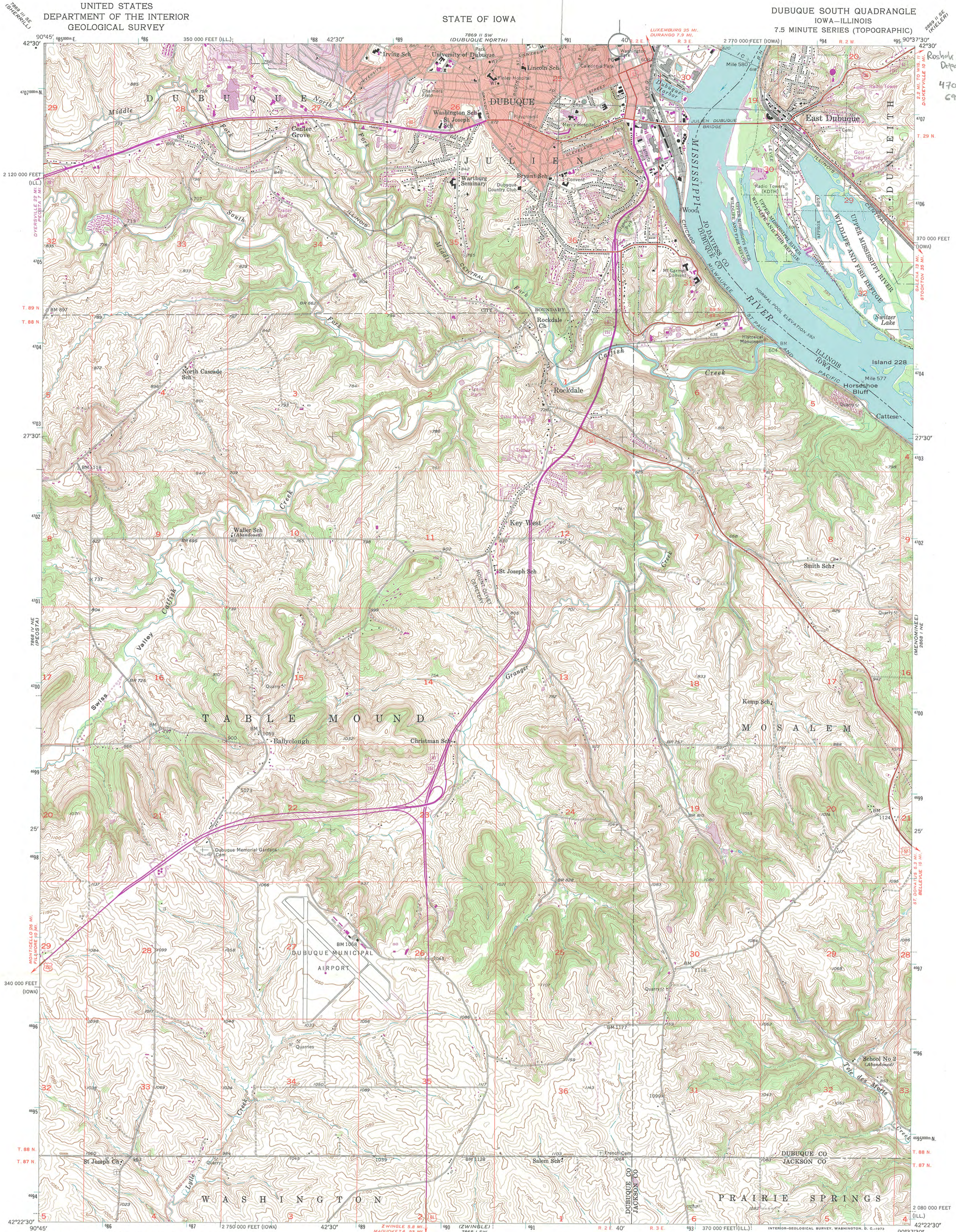


SCALE 1:24 000  
CONTOUR INTERVAL 10 FEET  
DOTTED LINES REPRESENT 5-FOOT CONTOURS  
NATIONAL GEODETIC VERTICAL DATUM OF 1929  
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240,  
WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706,  
AND STATE GEOLOGICAL SURVEY, URBANA, ILLINOIS 61801  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



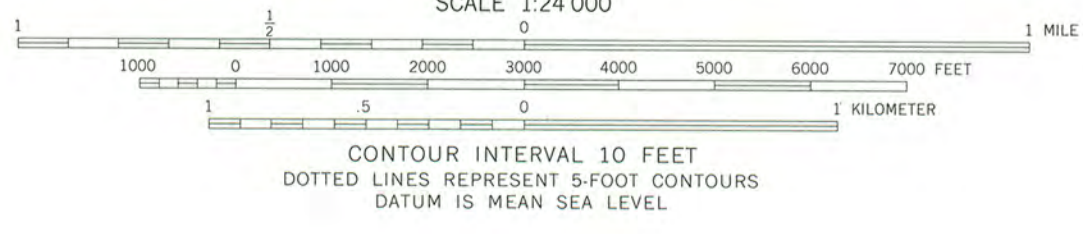
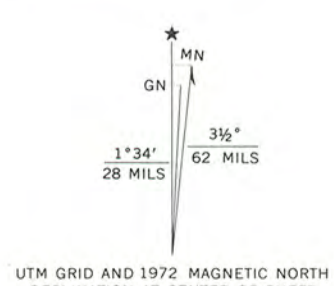
ROAD CLASSIFICATION  
Heavy-duty \_\_\_\_\_ Light-duty \_\_\_\_\_  
Medium-duty \_\_\_\_\_ Unimproved dirt \_\_\_\_\_  
U. S. Route \_\_\_\_\_ State Route \_\_\_\_\_  
DUBUQUE NORTH, IOWA-WIS.-ILL.  
42090-E6-TF-024  
1956  
PHOTOREVISED 1972  
DMA 2869 II SW—SERIES V876  
PHOTOINSPECTED 1978

Roshek Brothers Department Store  
4707 720  
691, 690  
ISSN 0-607-15923-5  
9 780607 159235



Roshok Brothers  
Department store  
4707, 720  
691, 680

Mapped, edited, and published by the Geological Survey  
Control by USGS, USC&GS, and USCE  
Topography from aerial photographs by multiplex methods  
and in part by U. S. Corps of Engineers  
Aerial photographs taken 1954. Field check 1955  
Polyconic projection. 1927 North American datum  
10,000-foot grids based on Iowa coordinate system,  
north zone, and Illinois coordinate system, west zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 15, shown in blue  
Red tint indicates area in which only landmark buildings are shown  
Revisions shown in purple compiled from aerial photographs  
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Purple tint indicates extension of urban areas



ROAD CLASSIFICATION

Heavy-duty ——— Light-duty ———  
Medium-duty ——— Unimproved dirt - - - - -  
U. S. Route ——— State Route ———

DUBUQUE SOUTH, IOWA-ILL.  
N4222.5-W9037.5/7.5  
1955  
PHOTOREVISED 1972  
AMS 7868 1 N-W-SERIES V876

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
AND IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240  
AND ILLINOIS GEOLOGICAL SURVEY, CHAMPAIGN, ILLINOIS 61820  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



CLG NATIONAL REGISTER REVIEW

CLG Name Dubuque Date of Public Meeting

Property Name Roshek Brothers Department Store  
250 West 8th Street, Dubuque, IA 52004

1. For Historic Preservation Commission:

- Recommendation of National Register eligibility
- Recommendation of National Register ineligibility

Signature 

Date 8-20-09

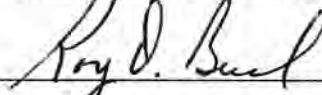
Print Name Michael

Title CHAIRPERSON

Reason(s) for recommendation:

2. For Chief Elected Local Official:

- Recommendation of National Register eligibility
- Recommendation of National Register ineligibility

Signature 

Date 9/8/09

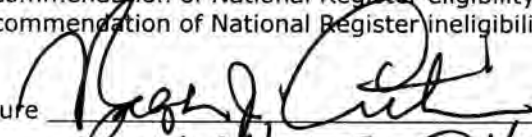
Print Name Roy Buel

Title MAYOR

Reason(s) for recommendation:

3. Professional Evaluation:

- Recommendation of National Register eligibility
- Recommendation of National Register ineligibility

Signature 

Date 9/2/09

Print Name KARL H. J. CHRISTIAN

Title HISTORIAN

Reason(s) for recommendation:

STATE  
HISTORICAL  
SOCIETY of  
IOWA

A Division of the Iowa Department of Cultural Affairs



January 26, 2010

Carol Shull, Chief  
National Park Service  
National Register of Historic Places  
1201 Eye Street, N.W.-- 8<sup>th</sup> Floor  
Washington, D.C. 20005

Dear Ms. Shull:

The following National Register nomination(s) are enclosed for your review and listed if acceptable.

- Roshek Brothers Department Store, 250 West 8<sup>th</sup> Street, Dubuque, Dubuque County
- Brown Apartments, 1234 4<sup>th</sup> Avenue SE, Cedar Rapids, Linn County
- Younkers Brothers Department Store, 713 Walnut Street, Des Moines, Polk County
- Hawkeye Transfer Company Warehouse, 702 Elm Street, Des Moines, Polk County
- Schmitt and Henry Manufacturing Company, 309 Southwest 8<sup>th</sup> Street, Des Moines, Polk County

Sincerely,

*Elizabeth Foster Hill*

Elizabeth Foster Hill  
Tax Incentive Programs Manager/  
National Register Coordinator