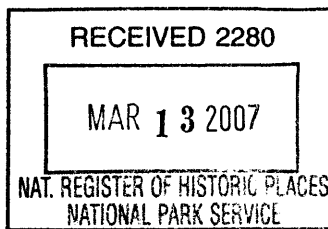


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**United States Department of the Interior
National Park Service**



**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 Dubuque Star Brewery

other names/site number

2. Location

street & number 500 East Fifth Street [N/A] Not for publication

city or town Dubuque [N/A] vicinity

state Iowa code IA county Dubuque code 061 zip code 52002

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).

Rowell J. Sirke, Deputy SHPO March 9, 2007
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:)

Edson H. Beall 4.24.07
Signature of the Keeper Date of Action

Dubuque Star Brewery
Name of Property

Dubuque County, Iowa
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.)

Architectural & Historical Survey of Dubuque, Iowa 1833-1955

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Agriculture/Subsistence/processing

Current Functions

(Enter categories from instructions)

Vacant/Not in use

7. Description

Architectural Classification

(Enter categories from instructions)

Late Victorian/Romanesque

Materials

(Enter categories from instructions)

foundation brick

walls brick

roof asphalt

other

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

Industry

Architecture

Period of Significance

Ca.1899-1915, 1933-1957

Significant Dates

1899, 1935, 1946

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Rautert, Fred

Primary location of additional data:

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

Name of repository: # Dubuque Star Brewery

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Dubuque Star Brewery

Dubuque County, Iowa

7. Narrative Description:

The Dubuque Star Brewery and the George Rogers Company Shot Tower are the most notable historic buildings on the Mississippi River in Dubuque. Components of the brewery are as early in date as the 1856 Shot Tower or post-date the Shot Tower by only eight years. Typical of other mid-sized breweries of its day, this one features a visually dominant five-story brick brew house, designed in the Romanesque style, a two-story northern section that housed offices, residences and a saloon, and five other original buildings, each of which had its own particular function. Three other rear additions (1935, 1946 and 1974) represent later business expansions.

While a "complex" in terms of its apparent assemblage of multiple buildings, the brewery is treated as a single building given that the core was built simultaneously and with party wall connections. The present building includes two pre-existing components, the 1863 chimney (upper part re-built in 1933) and the southernmost stone building (1856). The front of the stone section was refaced with brick and integrated into the larger plan in 1898.

The Brew House Exterior:

The brew house façade has a tri-partite composition, with the raised foundation and first floor comprising the base, the middle two floors the shaft, and the upper two floors the capital of the classical column form. Overall the building massing assumes a rectangular form, with a centered square-cut penthouse, or fifth floor, being set atop the core mass. The penthouse, (Figure 1) caps a centered projecting bay effect which brings the central front bay forward of the wall plane. The bay has a centered double front entrance at its base (with a semi-circular brick arch, stone springer and keystone inserts), and full fenestration on the floors above. The overall façade has a mirror-image composition on either side of the bay, the only deviation being that the massive square brick chimney that is on the southeast corner of the brew house, is minimally balanced by a corner pilaster and turned chimney-like finial on the opposite, northeast front corner.



Figure 1: Detail, Brew House upper level detailing, view southwest
(Photo by J. Jacobsen, August 2006)

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Dubuque Star Brewery

Dubuque County, Iowa

The fenestration reflects the interior floor arrangement. Two half-window sets on the second floor denote the location of the mezzanine. On the ground floor, single doors with transoms are set into each outer front corner (Figure 2) and are balanced by broad double-hung window openings. The half-height window sets above are arranged in pairs within each of the three front bays, including the bay. The third floor windows are the most obvious Romanesque feature, given their massive radiating multi-light semi-circular transoms. Their bay counterparts have semi-circular brick arches (Figure 1, page 1) and a stone edging along the upper or outer edges of their arches, and the third floor fenestration is consequently tied together by this rounded arch pattern. The fourth floor windows depart from the norm within the outermost bays in that there are three short openings in lieu of two, all with semi-circular arches. Finally the fifth floor features two elongated windows, each with a circular transom.



Figure 2: Detail, massive brick arches with vertical coursing on lower openings, view west
(Photo by J. Jacobsen, August 2006)

The column effect of the façade is accentuated by the use of horizontal lines. On the first floor, a raised stone foundation with plain coping parallels a stone belt course at the level of the springer in the central entrance arch that runs the full width of the façade, dividing the transom level from windows below it. The division point between the first and second floors is accentuated by the use of another full-width stone belt course and the bay has twin stone capitals that support a corbelled brick parapet that is capped by that stone line. Stone sills on the mezzanine level and third floor connect the window sets in the outer bays and distinguish the windows in the center bay. A short stone belt course, set outside of the spring stone points on the larger Romanesque style third floor windows, runs to the outer corner and to either side of the bay. The third and

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Dubuque Star Brewery

Dubuque County, Iowa

fourth floors are separated by a corbelled brick row of brackets and a final stone belt course that runs the full width of the façade. A final stone belt course runs beneath the base of the uppermost story. That level is surmounted by a projecting brick parapet with corbelled base. The main parapet has a corbelled brick base and the words "DUBUQUE -STAR- BREW'G Co" are affixed across the base of the parapet front (Figure 1, page 1).



Figure 3: Main entry detail, view west
 (Photo by J. Jacobsen, August 2006)

Countervailing vertical design elements include corner pilasters on either corner of the bay, a northeast corner pilaster and the chimney, and projecting pilasters with pointed pendant bases, that emerge between the fourth and fifth floors. An angled finial or chimney-like structure is on the northeast corner and matches smaller versions of the same form on the front corners of the fifth floor.

The fifth floor extends only across the two front bays of the brew house and that front section, three bays in width and two in depth, is fully walled off as a separate structure. The fully insulated stock house, the original front section is four stories in height, the rear 1935 addition is three stories tall, measuring structurally three bays across and six in depth, comprises the rest of the core building.

The front brew house section proper is fully fenestrated on its sidewalls, while the cooling unit to the west/rear has no fenestration, save on the fourth floor of the middle section. On the brew house sidewalls, three brick pilasters divide the sidewalls into a narrow front bay, and a broader back one. Window height is comparable to that on the façade. Window arches are segmental in form on the second and fourth floors, while the taller openings on the third floor are capped with large round-topped transoms. Elongated openings on that level are capped with large round-topped transoms. A flagpole caps the whole.

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Dubuque Star Brewery**Dubuque County, Iowa**Corner Bar/Offices/Residence Wing Exterior:

The two-story brick section has an off-square massing due to the angle of the adjacent East Fourth Street. The façade design combines a ground level storefront with angled corner entrance, with upper level residential quarters. A prominent cantilevered round turret with conical roof projects above the corner entrance. The storefront has two components, a single-bay office area on the south end and the two-bay adjacent store area. The office front has a continuation of the raised stone foundation, one large rectangular window and a single-width door with transom to the right of the window. The storefront has a cast iron front. The storefront display window is continued or wrapped around the first bay of the north sidewall. A brick pilaster with plane stone bases and capitals separates the office area (south one-third of the wing) from the pub/residence area. A third stone insert, at the top of the pilaster, is set just above the sill line of the second floor level. A matching pilaster on the north side wall similarly frames the storefront window that wraps around the angled corner entrance. This pilaster lacks the transom level stone insert that is found only on the façade pilaster. A number of horizontal lines break up the façade. A plain cast iron beam runs the full width atop the transom level and a stone belt course similarly traces the second floor sill level across the entire front. A metal cornice with flat base and a rounded cap is in turn topped by a plain brick parapet front and tile coping.

The north sidewall is more broadly fenestrated on the upper story, and less so below. A single rear door is in the northwest corner. A cast iron fire escape/stairway was added c.1910-11 and an upper level window was converted into a door in the center of the plan. The rear (west) wall originally featured a two-story covered porch and stairway. Both floors have three openings, the windows being full-length double-hung sash with rounded and are set within segmental brick arches. A door is centered on the second floor and on the north end of the lower floor.

South Wing Exterior:

The south wing comprises a row of three single-story flat roofed buildings which occupy the front of the plan, a single-story separately walled rear (west) section that is in-line with the middle building, and a two-story building that is in line with the northern building of the three. The front buildings have a differential building line, with the central one being slightly recessed from the main wall plane. The two flanking buildings have the same raised ashlar stone foundation across their fronts, while that on the middle section is lower. Floor levels also differ across the three front sections and the center one has a raised shipping door. It is the most changed, with more recent brickwork across its lower front, and raised basement windows that have been filled in with brick. All three buildings are front drained using scuppers and downspouts, and the roofs consequently drop to the east, which is somewhat unusual. The three buildings are further unified by an identical corbelled brick cornice. Fenestration differs across the three fronts. The south unit has semi-circular brick arches and separate in line transoms with segmental arches. The latter have stone sills, and the raised foundation coping forms a matching sill line on the lower windows. There is a broad centered door with semi-circular brick arch. The middle building has the centered square-cut shipping door (there is a cast iron lintel and a relieving arch above it), with flanking sets of short windows, with segmental arches and stone sills, two windows on either side of the door. The north building has a large square-cut opening (with matching lintel and relieving arch) and two separated larger windows, with semi-circular arches and transoms to the north of it. These windows are recessed into the raised stone foundation, interrupting the coping line. The two-story building to the rear is fenestrated on the east and south sides, and the building roof also drains to the east.

The southernmost building has thick rubble stone sidewalls and west end wall. Given that the walls and roof height rise to the west, this section assumes a two-story height and there are two upper level rectangular windows with wood lintels on the south sidewall. There are two stone arched doors, the westernmost of which is broader with a segmental stone arch. The stone wall continues to the west, is interrupted by a later-date garage door, and the stonework continues west the full length of the building and there is another segmental stone arched door.

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Dubuque Star Brewery**Dubuque County, Iowa**The Rear Additions And Their Exteriors:

The southernmost building is longer than those to the north and a large rectangular open courtyard was created when the brew house was lengthened to the west in 1935. This area was walled across the west side and northwest corner with tile in 1946. A sizeable concrete block bottling plant was built to the west of this infill in 1974. The 1946 component (Figure 11, page 10) had three west side shipping doors but today the building is completely buried within the complex. The 1974 addition (Figure 11, page 10) has exterior pilasters and each bay has a centered narrow glass block window. The building extends three bays east/west and six bays north and south. A square single-story brick addition of post-1974 date is located in the southwest corner of the brewery complex. Single small windows are centered on each of the three exterior walls.



Figure 4: Photo of back of brewery, viewed northeast, c.1955 (Center For Dubuque History)

Figure 4 shows the 1945 bottling tile addition, the re-built chimney upper base and upper portion (1933) and the 1935 Stock House addition (far left). The broad pilasters on the latter distinguished it from the 1898-1899 construction. The rear most paired pilasters framed a blank brick wall that could be removed to allow for the placement of tanks and equipment into the building.

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Dubuque Star Brewery**Dubuque County, Iowa**The Structural Support System:

The perimeter footing system consists of continuous spread footings that have a concrete base and stepped stone layers above the concrete. The column support systems are identical and the support pads nearly touch inside the Brew Hall lower area. Figure 5 depicts the base of an interior column and shows the upper levels of stone. It also shows the cast iron column base that was bolted into the stone. The original floor level covered this base.



Figure 5: Exposed stone foundation support, main building, rear wing, first floor, view southwest
(photo by J. Jacobsen, August 2006)

The perimeter brick walls are double walled with an interior eight-inch-wide separate wall that is tied in with the exterior wall using metal ties. The void is filled with pitch, presumably for insulation and moisture-proofing purposes. This is true of all original walls that enclosed refrigerated functions. Proof of the existence of this hollow wall construction is the presence of leaking pitch where the system has been damaged. The exterior walls do not reduce in width until the uppermost (fifth) floor where they stage back only one brick length.

The Brew House interior is supported by a then state-of-the-art cast iron column and beam system with floors supported by brick arches. The columns are welded round hollow casts and they rest on cast iron bases which are bolted into the foundation bases. The bolts are not visible because they are covered with concrete. This was done at the point of original construction.

Figure 6 (page 7) depicts the column and beam system in place in the back portion of the Brew House. I-beams form the supports for the brick arches. These arches were plastered on the undersides and concrete floors were poured over them. All other roofs, apart from the post-war additions, utilized heavy timbers, the exception being the engine room, which has a central metal truss upon which wooden beams were hung (Figure 7, page 7). Three massive skylight housings originally provided natural light for three of the buildings on the south of the Brew House. The base for one of these survives. Figure 8

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Dubuque Star Brewery

Dubuque County, Iowa

(page 8) depicts the opening left on the upper floors for a wooden grain storage unit. The same image shows the arched floor system and the metal stairways.



Figure 6: brick ceiling arches and steel structure, second floor, rear wing of main building, view southeast (the beams removed at the far left will allow for the construction of a central passenger elevator).
(photo by J. Jacobsen, August 2006)

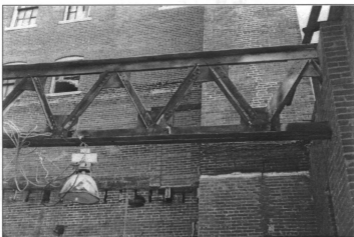


Figure 7: Truss beam in boiler room, with chimney in right background, view north (this truss was reused to support a new roof) (photo by J. Jacobsen, August 2006)

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Dubuque County, Iowa



Figure 8: Multi-story void that held grain storage, view from third floor, view southeast
(photo by J. Jacobsen, August 2006)



Figure 9: Steel columns in rear addition to main building, first floor, view east
(photo by J. Jacobsen, August 2006)

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Dubuque Star Brewery**Dubuque County, Iowa**

The several rear additions necessarily used structural support systems keyed to their times. Figure 9 (page 8) depicts the 1935 extension of the Stock House refrigeration section. Plain steel I-beams and beams, visible in the image, were used and the ceiling was formed with cast concrete rather than brick arches. The 1946 bottling house addition used tile walls and what appears to be reused bridging timber for its structural roof system. The joists are greatly oversized and innumerable spikes, the heads of which project from the undersides, have been flattened. The 1974 bottling plant used concrete block walls and a steel web truss roof support system. Despite an avoidance of the use of wood at least in the Brew House and Stock House, a massive King Post Arch was used in the penthouse, apparently to support what was a heavy wood post flagpole (Figure 10).

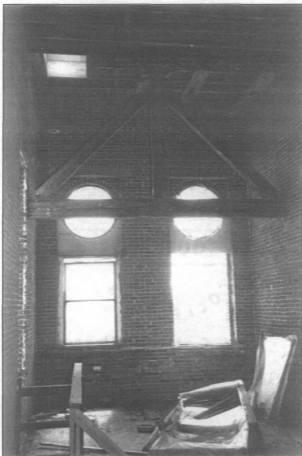


Figure 10: King Post Arch in top of main building, view east
(photo by J. Jacobsen, August 2006)

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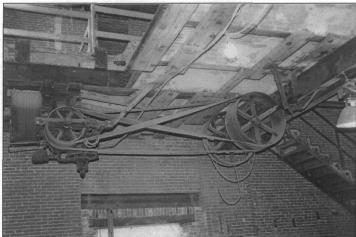


Figure 11: Power transfer system on first floor of main building, view southwest
(photo by J. Jacobsen, August 2006)

Figure 11 depicts the original power transfer system still in place. They will be visible from the front museum area on the ground floor of the brew house



Figure 12: Ice-making equipment on first floor of brew house, view northeast
(photo by J. Jacobsen, August 2006)

A 1937 Vilner Ammonia Compressor (Figure 12) with a central flywheel remains in the ground floor of the Brew House. It provided the massive compression necessary for the ice-making system but was not used after the 1960s. The

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Dubuque Star Brewery

Dubuque County, Iowa

flywheel base was buried in concrete but this has been freed. It will be restored and incorporated into the historical display in its original location, ground floor of the brew house.



Figure 13: Brewing kettle, second floor of the brew house, view northeast from mezzanine level.
(photo by J. Jacobsen, August 2006)

Figure 13 looks through the void of the mezzanine down to the brew kettle on the second floor. The original copper 100-barrel capacity brew kettle survives and will be incorporated into the planned restaurant area. Figure 14 (page 12) depicts the company vault and safe, that remains in place in the back of the ground level office area.

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Dubuque Star Brewery

Dubuque County, Iowa



Figure 14: Company safe, ground floor of office area, views west
(photo by J. Jacobsen, August 2006)

The Chimney:

The chimney dates to the Rhomberg Distillery and was built in 1863. Like the Shot Tower just to the north, this structure is square obelisk in form with a circular interior form. The original chimney stood 80 feet high. In 1933, the upper portion of the chimney was rebuilt from just above the fourth floor level. The new square portion was ornamented with rowlock courses of darker bricks and capped with a corbelled cap. The remainder of the chimney was laid up in circular form using tile, and again, a decorative cap was added just below its top. The chimney measures 10 feet square at its base.

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Dubuque Star Brewery

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Floor Plans:

The overall dimensions for the original core are 167 feet 9 inches north/south and 75 feet 8 inches east/west. Figure 14 (page 12) identifies the principal sub-sections of the brewery. The canning addition extension only is non-extant.

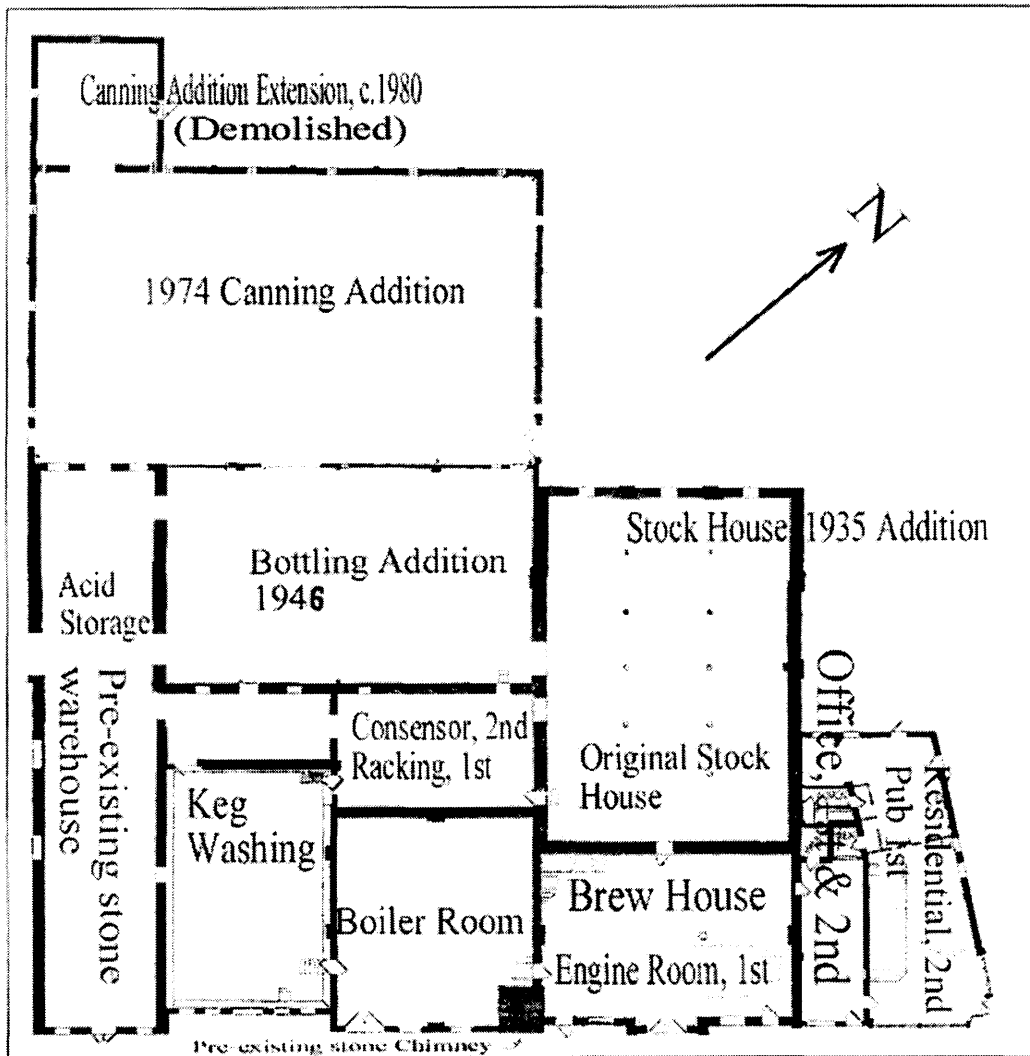


Figure15: Identification of basic building components (based on Durrant plans dated October 2001)

Although the brewery was built as one associated facility, its owners treated it as a grouping of separate buildings, as Figure 15 shows. The buildings were numbered in the order of their construction, except for Building #6, which was actually the oldest one.

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Dubuque Star Brewery

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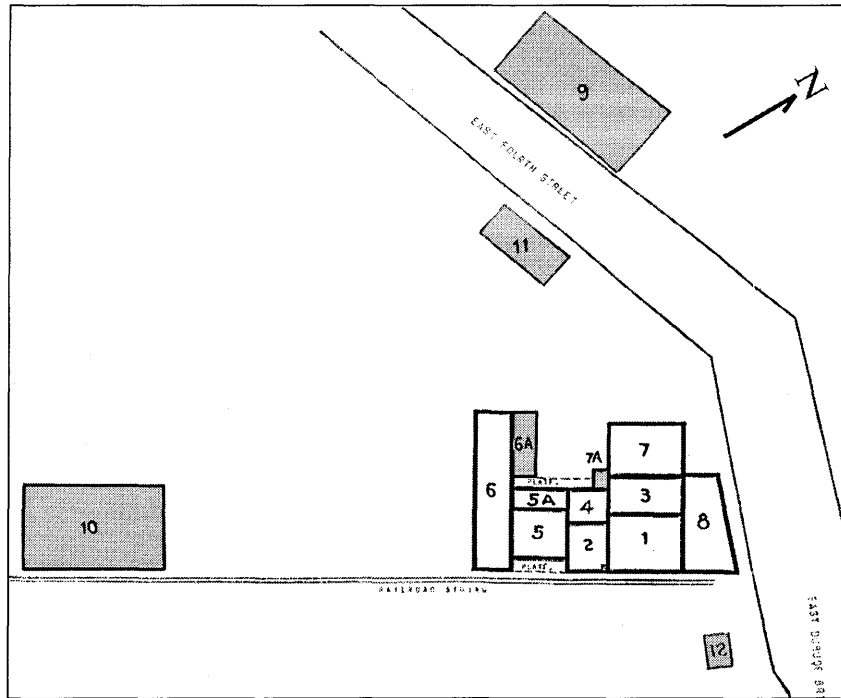


Figure 16: Dubuque Star Brewery Setting, c.1935 (gray shaded buildings are non-extant)
(based on 1935 template map, Dubuque Star Brewery, Center For Dubuque History)

Bldg.#	Date	Dimensions	Use	Status
1	1898	38x58	Brew House	Extant
2	1898	40x44	Boiler Room	Extant
3	1898	34x54	Stock House	Extant
4	1898	28x42	Racking Room	Extant
5	1898	35x32	Keg Wash House	Extant
5A	1898	16x35	Shipping Room	Extant
6	1856	25x113	Cooperage, storage	Extant
6A	1906-07	11x41	Pitch House	None extant, demo. 1946
7	1935	35x54	Stock House addition	Extant
7A	1933	15x20	Chip wash room	Demolished when first attached bottling house built 1946
8	1898	39.6 to 26x60	Office	Extant
9	1901	54x106	Old Bottling House	Demolished c.1980
10	1906-07	63x104	Ice House	Burned 1938, rebuilt, extant as late as 1953, non-extant
11	1920's	26x56	Garage/storage	Demolished c.2001
12	1920's	16x25	Garage	Demolished c.1980

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Dubuque Star Brewery

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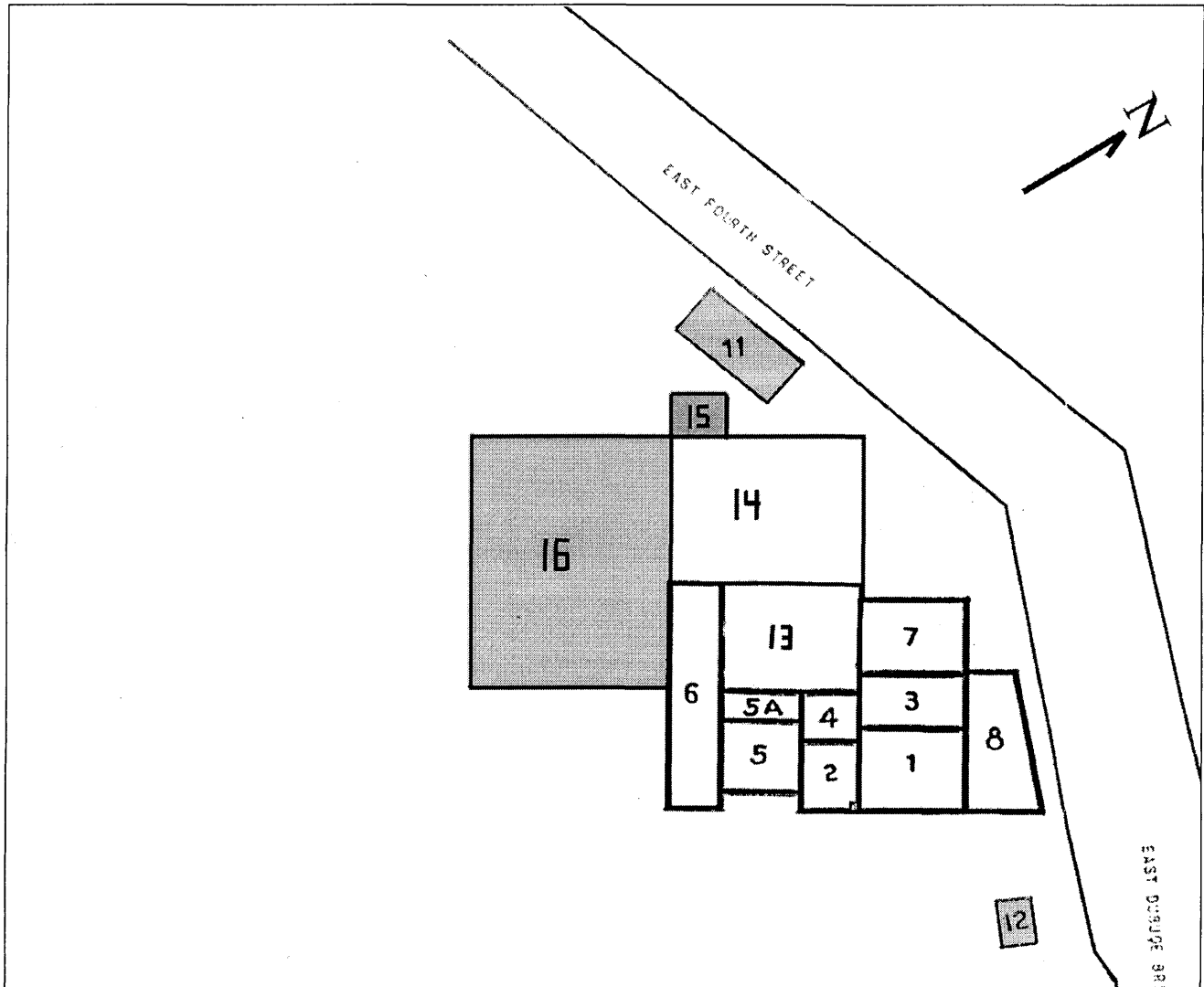


Figure 17: Dubuque Star Brewery layout, c.2001 (gray buildings non-extant)
(based on 1935 template map, Dubuque Star Brewery, Center For Dubuque History)

Bldg.#	Date	Dimensions	Use	Status
13	1946	44x75	New Bottling House	Extant
14	1974	60x102	Canning House	Extant
15	c.1980	20x20	Extension to above	Extant
16	c.1980	Est. 100x125	Metal warehouse	Demolished 2001

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Dubuque Star Brewery

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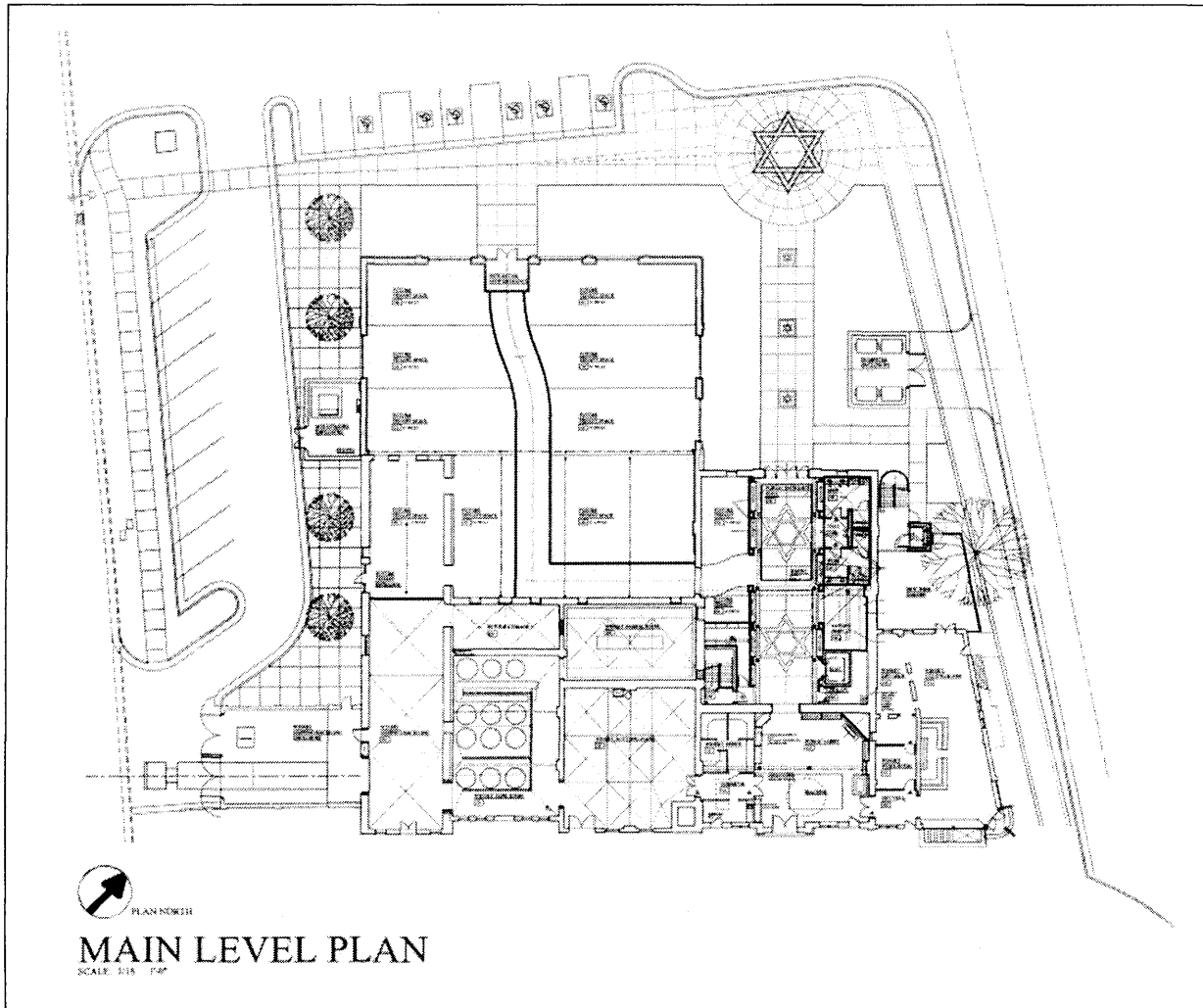


Figure 18: First floor and site development plans
(Jeffrey Morton Architect, Dubuque, March 1, 2007)

Figure 18 depicts the present renovated brewery ground floor plan and the site redevelopment. The new principal functional entrance is centered on the back of the Stock House. The historical museum flanks the passage within the Stock House and the first floor of the Brew House. A winery occupies the former boiler room, wash house, the stone warehouse and condenser room. A second rear entrance is centered on the 1974 bottling addition and the interior is divided into multiple tenant areas. These flank a central hall that continues through the 1946 bottling addition and connects northwards into the Stock House. The square concrete block extension on the 1974 addition has been removed.

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Dubuque Star Brewery

Dubuque County, Iowa

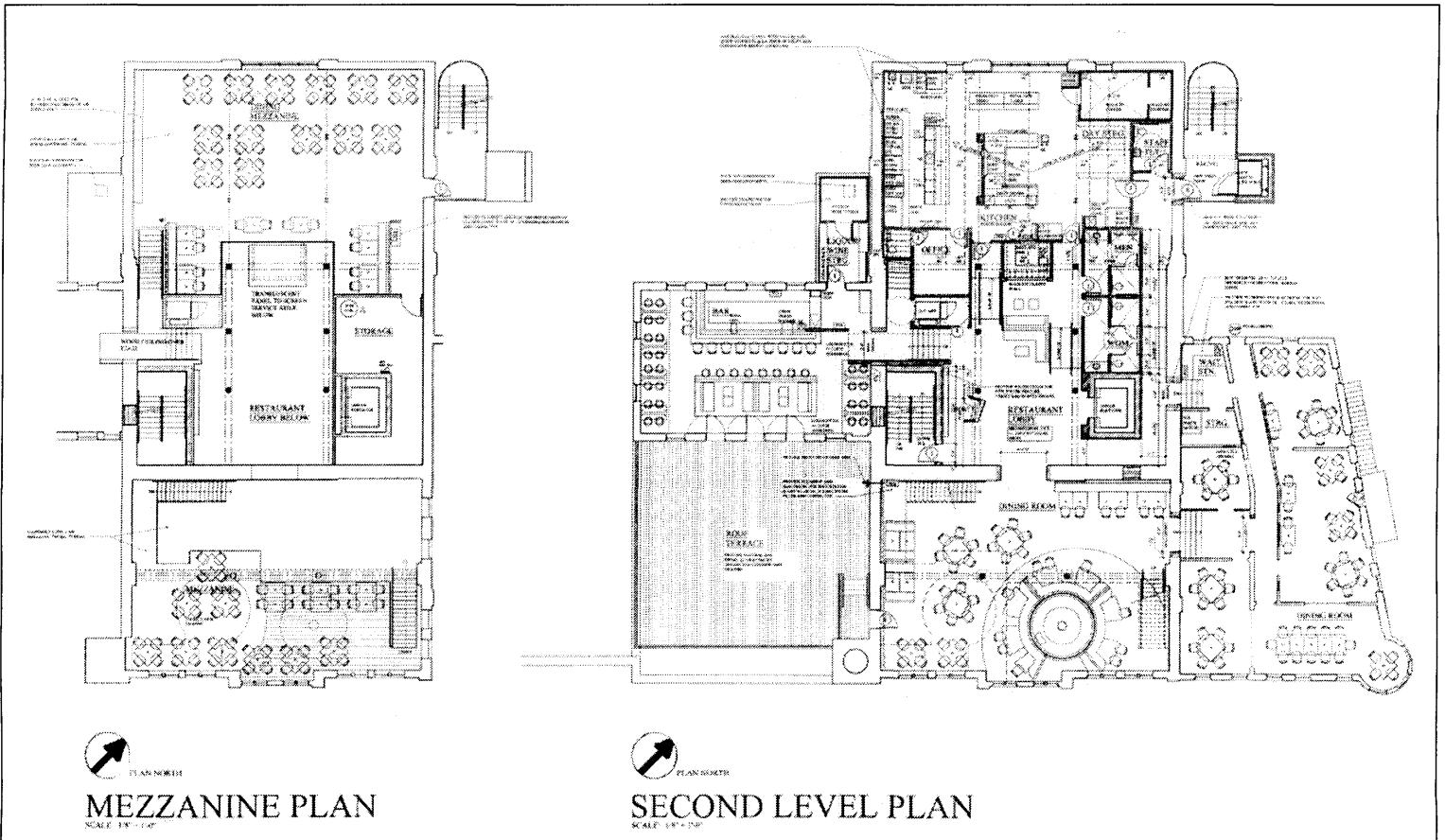


Figure 19: Second floor and Mezzanine level plans
(Jeffrey Morton Architect, Dubuque, March 1, 2007)

Figure 19 depicts the renovated second floor and its associated mezzanine level. The second floor will be used for a restaurant. The brew kettle is retained as a focal point in the Brew House area. An external enclosed stairway is in the northwest corner of the plan. The Stock House second floor houses a kitchen, bathrooms, an elevator and stairway. The roof of the boiler house is a seasonal terrace. The mezzanine has been extended across the east front of the Brew House and stairs have been added at the north end. The mezzanine has been extended into the Stock House where it wraps around an open area that is set above the restaurant lobby on the second floor.

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Dubuque Star Brewery

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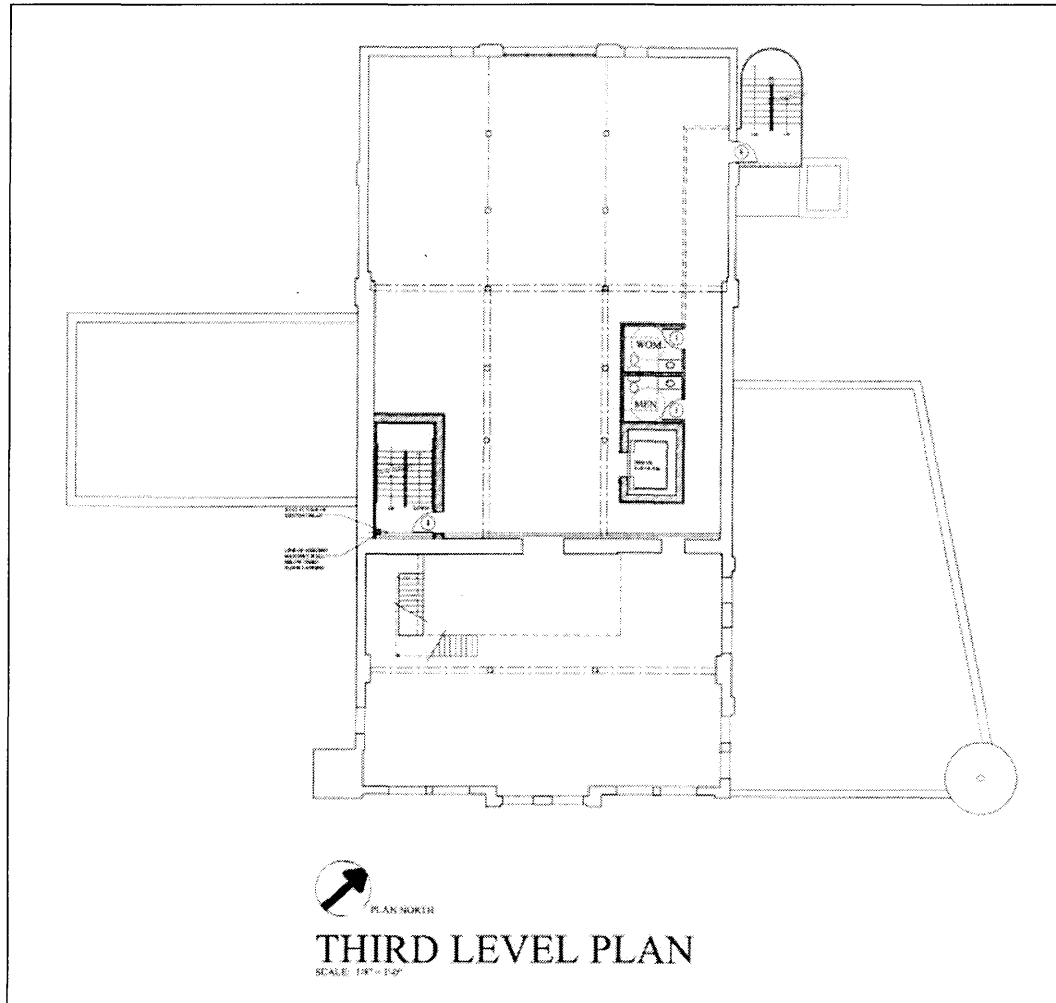


Figure 20: Third floor plans
(Jeffrey Morton Architect, Dubuque, March 1, 2007)

Tenants and specific plans for the third floor have yet to be finalized. The new stairways, internal and external and the elevator continue up through this level. Bathrooms have been provide.

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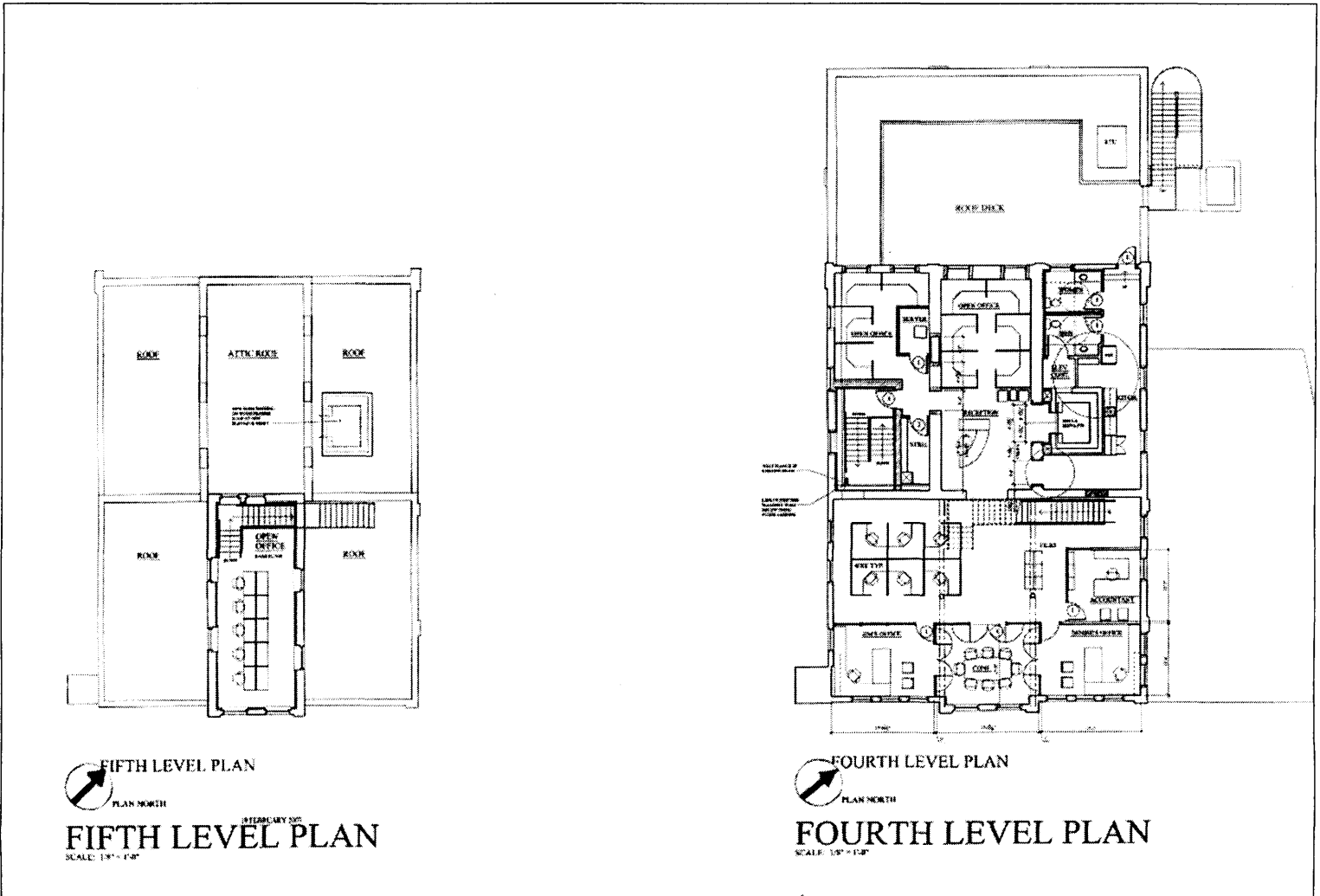


Figure 21: Fourth and Fifth floor plans
(Jeffrey Morton Architect, Dubuque, March 1, 2007)

Figure 21 shows current floor plans on the uppermost two floors of the Brew House and Stock House. Offices fill the fourth floor and a conference room occupies the fifth floor penthouse.

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Architect's Original Elevations:

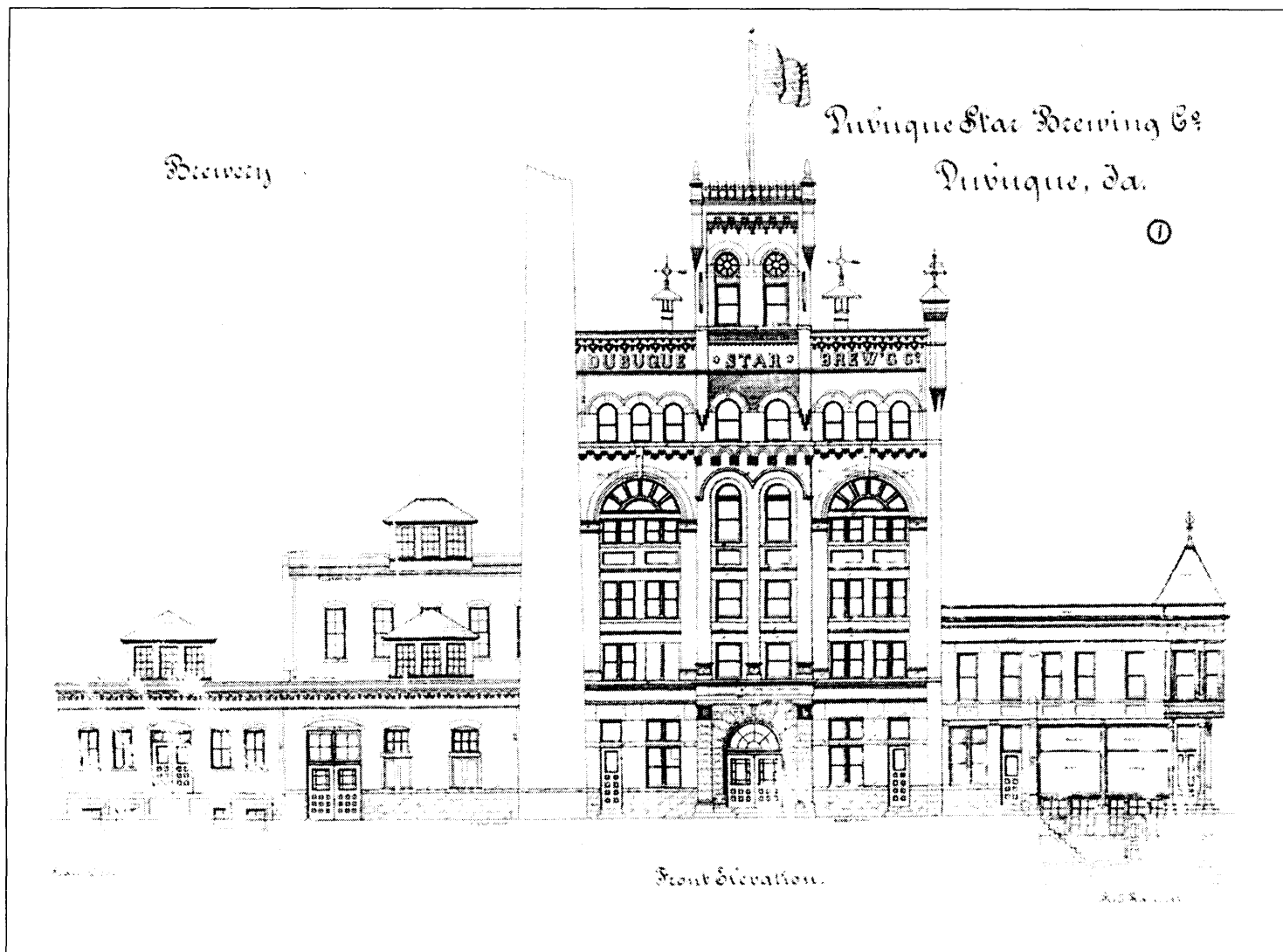


Figure 22: Façade elevation, looking west (original plans, 1898, (architect Fred Rautert, courtesy Jim Massey, Dubuque)

Figure 22 depicts the final façade plan (contrast with the first version, Figure 28, page 29) and with a competing plan, Figure 38, page 40). Note the prominent hip roof dormers that provided ventilation first, and natural light as well. These survived into the 1980s but are no longer extant. The chimney is only partially drawn in this depiction. Note further that only the brew pub area has a basement, with an exterior entrance.

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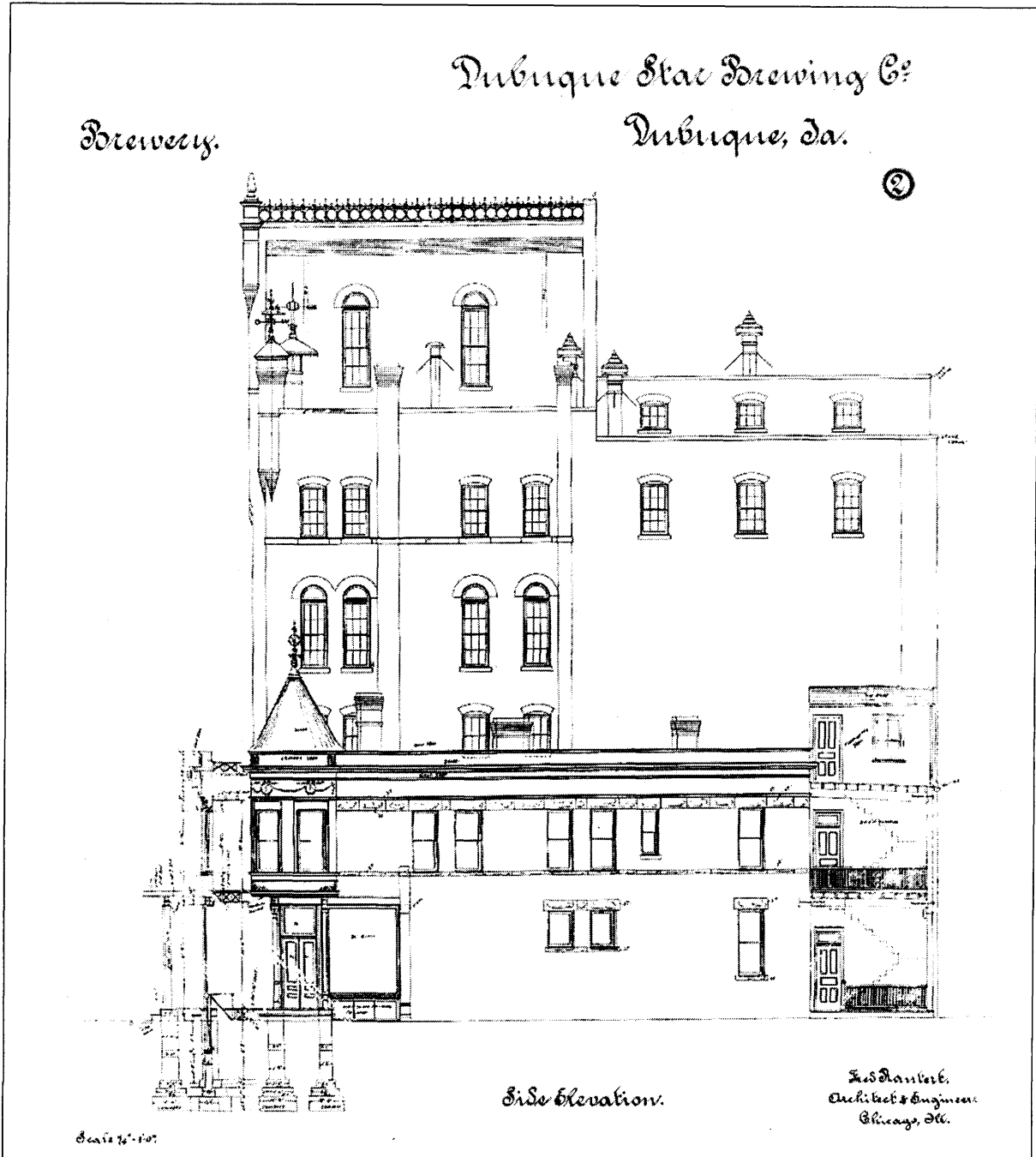


Figure 23: North side elevation, original plans, 1898 (architect Fred Rautert, courtesy Jim Massey, Dubuque)

Figure 23 depicts the comparative massing of the building from the north. The scale of the Brew House penthouse is shown, as is a shorter central penthouse area on top of the adjoining Stock House.

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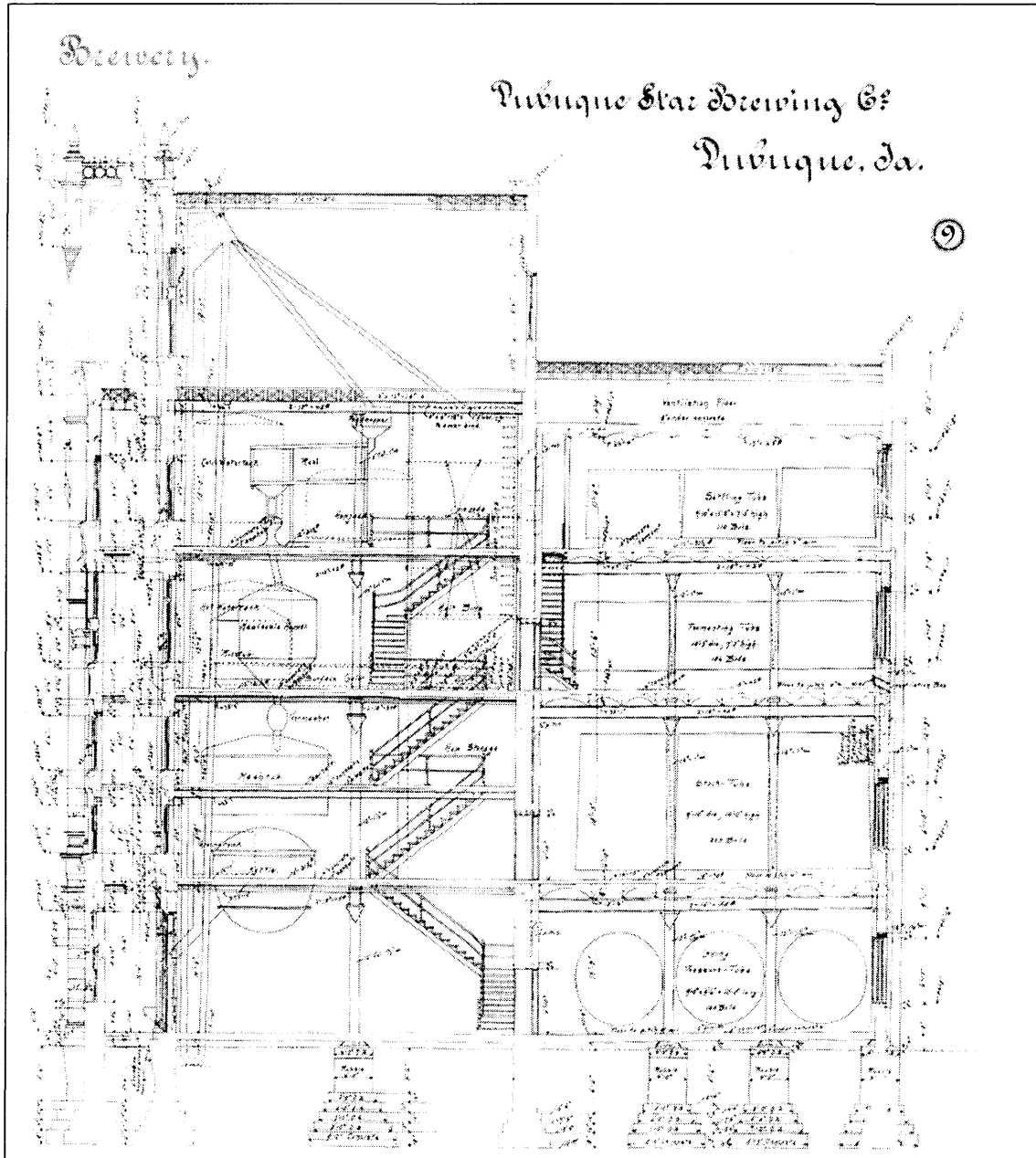


Figure 24: Vertical arrangement of brewery machinery (original plans, 1898)
(architect Fred Rautert, courtesy Jim Massey, Dubuque)

This sectional perspective (Figure 24) through the Brew House and Stock House portrays a sense of how the brewing machinery was arranged vertically. A grain elevator delivered bulk materials into distribution chutes on the uppermost floor of the Brew House. Large grain hoppers on the third and fourth floors held the grain. Milling and water tanks occupied the fourth floor, the grains as malt were combined in tanks on the third floor, passed into the Mash Tun on the mezzanine and finally into the brew kettle on the second floor. Pumps then piped the wort back to the top of the plan and it descended once again through

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the Stock House, where it was successively cooled, fermented and aged. This perspective also provides a good view of the foundation system.

Building Redevelopment:

The Dubuque Star Brewery is being redeveloped as a multi-use commercial property and is a part of the broader riverfront redevelopment in Dubuque. Planned tenants within the building include a winery, restaurant and office uses. A ground-level permanent historical museum will present and interpret the history of the brewery and site.

The building was emptied of almost all of its equipment when those materials were auctioned off, being claimed by other parties. The redeveloped building retains none of its interior wall or ceiling surfaces. These were removed by the Alexander Company, a previous developer. All floor surfaces were re-laid with a unified level. All piping or other connections, apart from those components that are pictured in this document, have been removed. Many components will be incorporated into the historical display. Most notably the brew kettle and the mezzanine that held the mash tub have been retained and will be incorporated into the new plan. In front of the brewery, a plaza has been constructed. The river levee that stands fairly tall relative to the brewery, was build during the middle 1970s in response to the terrible floods of 1965 and 1969.

The Riverfront Location and Context:

Breweries were historically located on waterways of some sort and the Dubuque Star Brewery followed this tradition even though there was no compelling reason to do so. The company founders fronted their brewery on the Mississippi River and upon the Illinois bluffs to the east, rather than orienting the building towards the city, which was to the west. Historical waterfront locations offered ice, transportation and water, the three critical inputs for making beer. This particular site was a prominent one, given its location on the west end of the vehicular toll bridge that was the city's principal point of entry. The bridge was opened in 1887, a dozen years before the brewery began production. The bridge was removed in 1943 when a new bridge to the south replaced it during World War II. Besides the fact that the brewery's principal founder already owned this parcel, it did offer a good water supply (artesian well) and excellent rail shipping. River shipping never played a role in beer or raw materials shipping but the public and prominent riverfront location was excellent advertisement.

Integrity and Alterations:

The Dubuque Star Brewery maintains a high degree of all seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. The integrity of the immediate setting of the brewery, illustrated by the riverfront, raised railroad right-of-way, the Shot Tower, and the open areas around the complex (the former locations of later-date outbuildings), contributes to the house's ability to maintain integrity of feeling and association. Because the brewery is being nominated under Criterion C, integrity of design, materials, and workmanship are especially important. The overall form of the brewery remains unchanged by later and lesser rear additions and no substantial exterior alterations have impacted the surviving original core buildings apart from the loss of three skylight housings (which might be replicated). All the original architectural materials and detailing, including entries, window openings, and ornament remain. The interior, while thoroughly gutted, retains its structural support system and brick wall surfaces, and its original room volumes. From an integrity standpoint, the building exterior outweighs that of the interior, but both combine to be more than sufficient to render this building National Register eligible.

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9. Significance Statement:

The Dubuque Star Brewery is architecturally significant (Criterion C) on the state level as an excellent and very well-preserved example of what is termed “ornamental brewery” architecture, that being the final phase of pre-Prohibition brewery architecture in the United States. Just two Iowa brewery examples survive and both of these are in Dubuque. Dubuque Star Brewery is Iowa’s only surviving historic Romanesque style architectural example of a smaller-scale regional brewery. The brewery is locally significant as an industrial example of Romanesque style architecture in Dubuque. This style is exemplified by the building’s massed and monumental brick design and construction, and by its use of large-scale window and door arches in its façade arrangement. In Dubuque, this style was largely reserved for institutional or residential applications and breweries were the industrial exception to this rule. As such, this brewery meets the requirements of the MPDF that it “best illustrate[s] significant design and construction techniques.” The significance of this design was much enhanced by its conscious placement on the Mississippi River front, on what was then the city’s principal eastern entrance.

The Dubuque Star Brewery is also significant historically eligible (Criterion A) on the state level as one of a very few surviving Iowa brewery examples of the ultimate failure of prohibition as a social movement in Iowa. The prohibition movement dominated Iowa culture and politics from its earliest years and its collapse in 1933 was celebrated with the shipment of the first keg of 3.2 Iowa beer from this brewery to Iowa’s governor in late October 1933. The Iowa brewing industry had finally died out with national prohibition but it was this smaller regional Iowa brewery that first came back on line and its success encouraged a handful of other former breweries to also reopen. One by one, the other Iowa breweries closed and Dubuque Star Brewery would survive as Iowa’s only brewery from 1961 until 1985. After 1985 its only state competitors were micro-breweries. On the local level of significance, it was the Dubuque Star Brewery that was, after 1933, associated with Dubuque’s beer making and drinking history. The brewery enjoyed a prolonged period of regional market dominance that began in 1951.

The Criterion A significance claim is linked to the MPDF for the years prior to 1910, the point where Dubuque began to lose its statewide position as an industrial competitor with other Iowa and regional emerging inland cities. The pre-1910 significance claim is based upon the sheer effrontery of the Dubuque Star Brewery founders in establishing a smaller local brewery under the very nose of the giant Dubuque Brewing & Malting Company. All of Dubuque’s breweries had consolidated in the early 1890s when threatened with purchase by newly-established domestic and foreign brewery cartels. Their new brewery had embodied the city’s beer-making legacy and had achieved a regional market for its products. The Dubuque Star Brewery defied the odds by achieving local and regional market success up until the onset of State prohibition in 1915. The brewery’s most significant years postdated the best years of Dubuque’s industrial growth and dominance. A state level of significance is claimed for the overall role played by Dubuque Star Brewery for the years 1933-1957, when just four breweries defied the odds and struggled to survive. This is one of two well preserved Romanesque style examples. As noted, this was the first Iowa brewery to resume production with the ending of federal prohibition. Its regional success following World War II has to be paired with its sheer success in its survival in the face of competition from the major breweries, even up to 1957. The extra-historical claim is that after 1957, this brewery played a central role in laying the groundwork for the micro-brewery or premium beer movement. It is this movement that has persisted and has successfully challenged the major brewers and foreign competitors. The critical period of survival was between the early 1950s and the early 1960s when American brewery numbers declined from 1,500 to less than 50. The managerial and brewing skills of brew master Arnold A. Caitham (1908-1997) brought the brewery to its “high-water mark” of market share, quality and level of production between 1951 and the late 1960s. During more recent years, Joseph Pickett Sr. (1920-1991) and his family successfully re-equipped the brewery (adding a canned beer line most notably) and led the industry in the concept of perfecting a premium beer for a niche market, the forerunner of the micro-brewery movement of the mid-1980s.

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The multiple property document, "Dubuque: The Key City: The Architectural and Historical Resources of Dubuque, Iowa, 1837-1955" recommended that the Dubuque Star Brewery was eligible for listing on the National Register of Historic Places for its association with the historical context "Dubuque's Golden Age, 1894-1910." The registration requirements for that context specified that Criterion A significance required that a building be directly associated with the development of Dubuque, 1894-1910. Consequently, the local level Criterion A significance claim is limited to the years 1899-1910.

The registration requirements for Criterion C significance required that a building had to best illustrate significant design and construction techniques in the city of Dubuque during the years 1894-1910. Under the MPDF, a local claim for Criterion C significance is mad. The building is a prominently placed industrial example of its style. Brewery architectural alone employed the Romanesque style in industrial building design in Dubuque.

Regarding integrity considerations, the MPDF specified that:

In all cases, the most important integrity consideration is that the property or district retains sufficient elements of the original design, materials, and setting, so that the historical owner during the period of significance would theoretically recognize it today. The property must retain its ability to convey a sense of time and place as it relates to this context.

Buildings should reflect the original function of their designs, as well as their original construction materials. They should possess their original shape and proportions, windows and doors should not have been substantially changed (Jacobsen, pp. 96, 195, 243, 293).

The building meets these standards. Apart from the loss of free-standing frame buildings (bottling house, garage, ice houses), the demolished components all post-dated 1980.

From the onset of the surveying of historical buildings in Dubuque, Dubuque Star Brewery has been highly rated architecturally. Bruce Kriviskey, in his 1973 Dubuque historical survey, gave the brewery his highest rating for significance and the building is being listed at this late date only due to its very complex legal situation. Only municipal condemnation and acquisition quieted the questions of ownership of the building and its contents.

Brewery Architects Design Context:

The earliest breweries were designed and operated on a domestic scale and the buildings were self-designed if they were designed at all. This earliest phase of American breweries sufficed until c.1860. In America, the popularity of lager beers, associated with German beer-making tradition and emigration, produced ever-larger breweries and the brewery was commonly one of the largest buildings in a city by the mid-19th Century. German-Americans introduced the cold maturation lager (bottom-fermenting yeast required a cooler fermentation) to the public mid-century and lager beer displaced ales in popularity. Cold maturation demanded controlled cooling and natural or man-made caves, the use of seasonal natural ice and insulation were used. Each of these influenced brewery design. Successful breweries soon outgrew the use of underground cellars so larger fermentation and stock houses were produced, although these continued to be low in profile as horizontal processes continued to dominate (Appel; pp. 185-189; Lynn Pearson).

A series of mid-19th Century technological improvements, notably the development of refrigeration, advances in the understanding of pasteurization, automatic bottling, and the distribution of the end product by rail, resulted in the ability to produce beer throughout the year and substantially increased beer production levels. A considerably more massive brewery architecture was the result as beer production evolved from what had been a localized cottage industry, to a modern vertically

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integrated manufacturing process. One under-appreciated impact of greater production was that of long-distance shipping. Presumably only bottled beer could be shipped (after 1873) any distance given the fact that unpasteurized kegged beer had to be cooled constantly prior to consumption. River and canal shipping was one key factor in the tendency of breweries to be located on water routes (Appel, p. 190).

The space consuming stage of beer production is fermenting and aging so a larger brewery had to have a massive storage capacity. Verticality in brewery architecture was forced at first by the high cost of urban land. Steam power and the ability to vertically integrate the brewing process, using gravity in combination with pumping or hoisting, forced the evolution of tall dominant brew and storage buildings. Arcaded windows were early associated with brewery architecture in England and it is possible that their retention in formal brewery design was more traditional than stylistic. Ventilation was very important in brewery operation and round-topped windows aided in this. Specialist brewery designers appeared in England by the 1840s and the earliest American brewery designers tended to be German immigrants and that trade had developed by the 1860s. Susan Appel credits the German influence with fostering brewery ornamentation, but fancy and fanciful brewery exteriors were the norm in every western country by this time. It is likely that they über-ornamented, encouraging all others to join in. Brewery architecture assumed some standard features by the 1880s, these being a preference for flat roofs, crenellation, round headed windows, substantial tower or towers with ornamental ironwork, and a prominent use of trademarks (Lynn Pearson).

A second era of American breweries lasted from 1860 until the early 1880s. Historian Susan Appel describes the common features found on the larger breweries of the second phase of brewery design and construction as featuring "round arched and circular windows aligned in regular patterns and set in pilastered walls capped with corbelled blind arcades and hints of battlements...a visual balance between openings and smooth, solid surfaces." These she attributes to the German Rundbogenstil, a combination of Renaissance and Romanesque design elements. There was also a longitudinal massing of these three and four-story complexes. The assemblages of multiple larger buildings increasingly developed a unified façade theme or design and the whole would extend along a principal street for a block or more. Multiple pass-through or gated entrances were integrated into the whole. Later breweries would necessarily retain this aspect even as the key buildings were made taller. Two apparently new brewery design features emerged by 1880, these were the separation architecturally of the brew and stock houses, and the provision of multiple over-sized cupola or rooftop dormers and other venting devices. The availability of cast iron support systems allowed for enlarged and more unobstructed interiors and the proportion of window area to the building fronts increased dramatically (Appel; pp. 185-186, 190, 193-194, 206; Lynn Pearson).

This second era witnessed the designing and construction of larger breweries and these increasingly required specialized architects and engineers. Appel found no evidence for the existence of brewery design specialists prior to 1860 in fact. The author of this nomination suggests that it is probable that during these earlier brewery building phases, regular architects likely were called upon to plan building exteriors, while brewers, who were mechanically proficient "renaissance men" handled the interior layouts and arrangements. One of the realities of the brewing industry, both in England and in America, was the fact that there was no single brewing process so each design had to conform to a particular layout of space, carrying capacity, and equipment sequences. Brewery architectural historians Lynn Pearson and Susan Appel term the years 1885-1905 as the era of the "ornamental brewery." During this final pre-Prohibition era, professional designers entirely dominated brewery design. The ornamental brewery combined these standard brewery features with architectural style, monumental scale, and a prominent location. The ornamental brewery contained fairly standardized components. These included a dominant brew house, an adjacent stock house, an array of lesser and lower subsidiary buildings (a separate bottling operation, power house, stables, keg cleaning and storage, raw materials storage) and commonly a gated courtyard. Add a malting operation and the result was a massive complex (Appel; pp. 185-186, 190-191, 206; Lynn Pearson).

Historian Susan Appel stresses the fact that the dominant brewery designers were located in the Midwest, although it was a very broadly defined Midwest. The most notable American brewery designers included Bernard Barthel (located in

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Minneapolis), Charles Stoll (located in Baltimore and Philadelphia), Fred W. Wolf (?-1912) (St. Louis, Minneapolis), Edmund Jungenfeld (?-1884) (St. Louis-based) and Otto Wolf (Philadelphia, Boston). All of these men were members of the first generation of American brewery architects. They enjoyed greater success and longevity because they worked prior to the onset of prohibition. They trained most of their successors. The business and scale of brewery design was such that these designers could command sufficient market areas that focused on their home cities with little need to practice very far from home. Otto Wolf is the best-documented example. Between 1883 and 1905 he prepared 150 designs and was responsible for virtually every major new brewery or alteration on a national market level. Chicago architect Louis Lehle partnered with Fred W. Wolf (1889-1894) before he developed his own most successful trade under his own name. Barthel did the same, separating from that firm in 1901 (Appel, p. 187; www.uchs.net/HistoricDistricts/fapoth.html; www.historicboston.org/99cb/eblana.htm; www.emporis.com).

Architecturally the Dubuque Star Brewery represents the final or third phase of large brewery complex design and construction in both Dubuque and the state. Its façade and massing, albeit on a reduced scale compared to the largest breweries, embody all of the attributes previously discussed. One additional feature is the use of the narrower central bay treatment. This feature is found on a great many other brewery designs, from both the second and third periods of brewery design (Appel, pp. 200-201).

While modern refrigeration at least in theory made it possible to put a brewery anywhere, which is to say away from a river and its natural ice source, the Dubuque Star Brewery assumed a prominent riverfront location in spite of the fact that the river appears to have played little or no shipping role for its product. The company did have its own ice house and the building, unused, stood until 1953. There was however no physical arrangement in the brewery for the use of ice so it must have been used in the shipping of kegged beer, and any surplus was sold. There is no evidence of actual ice storage after 1911 however.

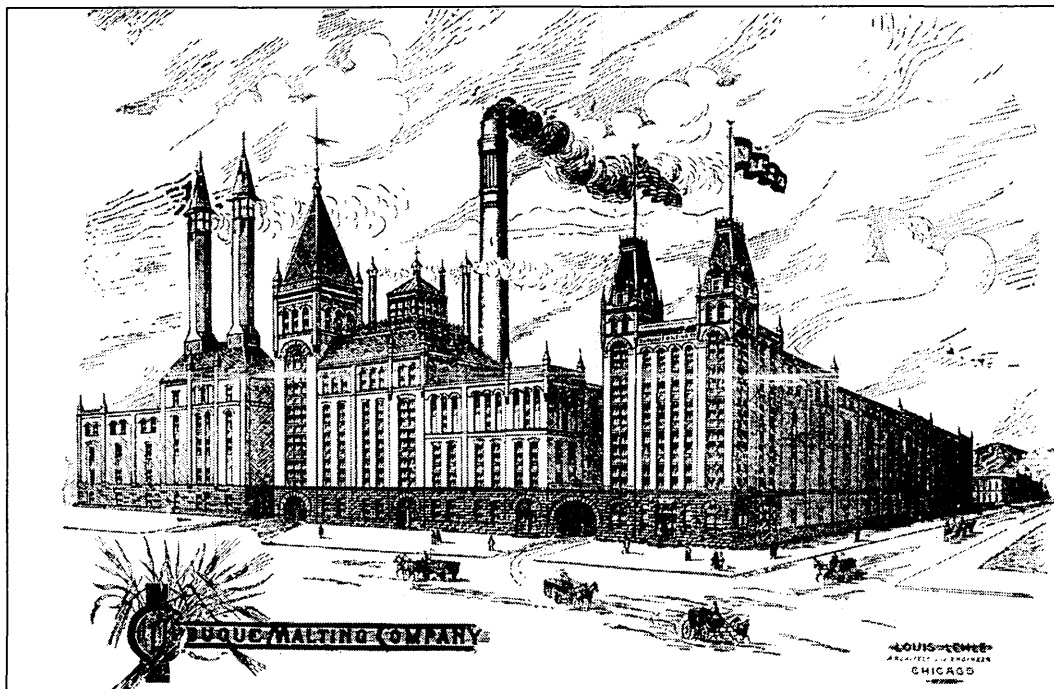


Figure 25: Dubuque Malting Company, Louis Lehle, architect and engineer (*Herald*, August 4, 1895)

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Figure 25 (page 27) gives an idea of what Dubuque Star Brewery was "up against" when it was conceived and placed into operation in 1898-99. This example also exemplifies the component parts of a major brewery design. Dubuque Brewing and Malting (its final name) is credited with an annual capacity of 300,000 barrels, or six times that of Dubuque Star.



Figure 26: Grain Belt Brewery, Minneapolis, 1891, Louis Lehle, architect
(http://www.aia.org/aiaarchitect/thisweek06/0317/0317pw_brew.cfm)

Figure 26 illustrates how the same architect, Louis Lehle, could basically execute the same stylistic template for either a massive brewery or a slightly smaller one.

Fred Rautert Brewery Designs:

German-born brewery architect Fred Rautert (1847-1910+) came to the United States in 1884. He arrived in time to make his contribution to the third phase of American brewery design and construction. Rautert appears in his field partnered with Oscar Beyer in Chicago in 1893. Rautert had previously worked under architect Charles Kaestner, and then with Griesser and Maritzen. He briefly partnered with Lewandowski and Company prior to 1893. He was working alone by 1898 when he received the commission to design the Dubuque Star Brewery. Historian Susan Appel notes that many younger brewery designers were relegated to designing smaller breweries because by the turn of the century fewer larger breweries were being built and those that were utilized the more notable designers. Rautert's known designs fit Appel's finding. Aged 54 when he designed Dubuque Star Brewery, Rautert was nearly at the end of his career. By 1910 he was retired and living in Fort Worth, Texas, where he died prior to 1930 (1900 Federal Census, T623, R-263, p. 198; 1920 Federal Census; T625, R-1848, p. 251; Appel, p. 213-214).

By 1898 Rautert was an acknowledged important regional brewery architect who practiced throughout the country. Dubuque sources termed him "one of the leading engineers and architects of Chicago." The Dubuque Star Brewing Company was challenged to emulate Dubuque Brewing and Malting Company when they planned their complex in 1898. The lesser brewery was to have been an evolving building effort, adding fermentation and storage (but not production, no space was provided for an additional kettle and the single 100-gallon kettle produced every ounce of beer that Dubuque Star would produce) capacity over time, the original core building was both impressive and prominent. The major Romanesque style designs in Dubuque represented the talents of non-local architects, and frequently those from Chicago were finally selected.

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Figure 27: *Western Brewer* Advertisement, September 15, 1898, p. 1564

Fred Rautert, architect, Chicago, is making plans for a brewery to be erected in Dubuque, Iowa, by a company headed by J. H. Rhomberg. The plans involve an investment of \$250,000, it is claimed. It is expected to have the brewery finished by November 1, next (*Western Brewer*, April 15, 1898, pp. 666).

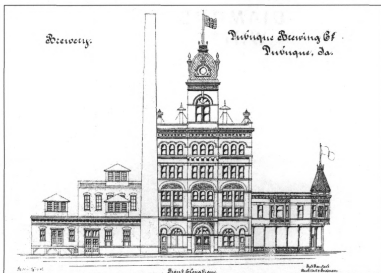


Figure 28: Original design, 1898, Dubuque Star Brewery, façade elevation (Center For Dubuque History)

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In his first design, Rautert combined Second Empire and Romanesque stylistic elements. His façade scheme had three equal-sized bays, each fully fenestrated. His row of arches was on the mezzanine rather than the third floor, as it was in his final design. There was no office/pub division of the ground floor of the north wing either. His initial submission pre-dated the selection of a final name so he used a generic "Dubuque Brewing Company."

Other Fred Rautert Brewery Designs, 1898-1901:

Union Brewing Company, St. Louis, 35,000 barrel capacity, 98x100, two to five stories, \$80-85,000 (see drawing below) (*Western Brewer*, March 15, 1898, p. 112).

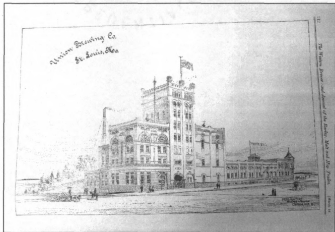


Figure 29: Union Brewing Co., St. Louis, Fred Rautert, Architect
(*Western Brewer*, March 15, 1898, p. 112)

Brewery for William Aulman, Des Moines (not built) (*Western Brewer*, March 15, 1898, p. 1613).

New Kiln House for Tritschler & Tiesse Malting Company, Lyons, Iowa (*Western Brewer*, March 15, 1898, p. 1581).

New Bottling House, Addition to William Gebhard's Brewery, Morris, Illinois (*Western Brewer*, March 15, 1898, p. 1579).

An 1899 advertisement listed the following completed brewery designs (*Western Brewer*, August 15, 1899, p. 51):
 Union Brewery Company, St. Louis, Missouri (\$85,000 three-story brick brewery, Michigan Ave. & Wyoming Street (*Architect and American Building News*, January 7, 1899, p. 1202).
 Dubuque Star Brewery, Dubuque, Iowa
 George Roder Brewing Company, Wausau, Wisconsin
 The Best Brewing Company, Chicago, Illinois
 Preiss & Wimmer Brewery, St. Cloud, Minnesota

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A five-ton ice making plant for the Meyersdale Pennsylvania Brewing Company (*Western Brewer*, January 15, 1901, p. 8).

Fresno Brewing Company, Fresno California. The brewery had a "75-barrel outfit" manufactured by the American Copper, Brass and Ironworks, Chicago. The annual capacity was 15,000 barrels and the cost \$60,000 (see drawing below) (*Western Brewer*, August 15, 1901, p. 324).

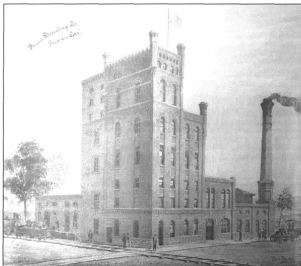


Figure 30: Fresno Brewing Company, St. Louis, Fred Rautert, Architect
(*Western Brewer*, August 15, 1901, p. 324)

Fayette Brewing Company, Uniontown, Pennsylvania. This brewery had a "75-barrel outfit" as well that was produced by Goetz & Brada of Chicago (*Western Brewer*, September 15, 1901, pp. 360-61).

Iowa and National Prohibition Context:

The Iowa prohibition or temperance movement is potentially interpreted indirectly by surviving homes of significant movement leaders, and by any surviving meeting places of the movements' key conventions and meetings. There are also local actions of specific prohibitionist campaigns. Breweries also provide an ironic building type with which to historically interpret this historical context. Three-well preserved Iowa breweries, including Dubuque Star Brewery, could represent the triumph of the anti-prohibitionists (the others are the Des Moines Brewing Company, Des Moines, 322 SW 3rd, and Dubuque Brewing and Malting Company, 3002 Jackson Street, Dubuque).

Iowa prohibited hard liquor beginning in 1855 and this was one of a handful of states to do so. The law was fatally weakened, in the eyes of prohibitionists when an 1858 amendment exempted wines and beer from the law. An 1857 act was the first local option measure, allowing judges to issue sales permits to persons of good character. The temperance issue was not a partisan one nor was it a major issue until the mid-1870s. In the interim a true local option measure was passed in 1868. In 1871 the State Supreme Court invalidated an 1870 law that allowed for county-wide referenda on the matter. An 1872 law

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required liquor sales license applicants to secure the support of a majority of legal voters within the applicable jurisdiction along with a \$3,000 bond. In 1874 the Ohio Women's Crusade model of shutting down saloons using prayer groups resulted in the organization of the Womens' Christian Temperance Union in Iowa. The Iowa Temperance Alliance formed two years later. The political parties were pressured to take stands on the issue in their platforms, but Republican ascendancy in the state meant that that party would serve as the vehicle for temperance action. The Blue Ribbon Movement, focusing on personal abstinence pledges in lieu of statutory control was an important and sustained presence in the state between 1877 and 1880. The State Supreme Court invalidated a state prohibition constitutional amendment that the state voters had accepted in 1881. In 1884 statewide prohibition was enacted. This act allowed "medicinal" liquor sales only through local druggists. The law was strengthened in 1886 and 1888, at which time 70 of 99 counties had no saloons. Iowa's only Democratic Governor, Howard Boies, would turn the tide on the prohibition movement with the passage of the Mulct Law in 1891. The Mulct Law was an effort to combine local option with more consistent enforcement, given the recognition that areas such as Dubuque and Davenport were ignoring the old state prohibition law. By the time Dubuque Star Brewery was initiated, the law was viewed by many as a dead letter. An 1899 report on "Prohibition in Iowa" that appeared in *Western Brewer* observed:

Nowhere has the matter of prohibition had a fairer test than in Iowa... To-day, although the law is not repealed, the sales of liquors are large, and in many places made openly. The columns of this paper record almost every month the formation of some new brewing company about to erect a large brewing plant for the production of ale and beer, at some Iowa point. These enterprises spring up simply to supply a demand already existing.

The Mulct Law remained in effect until it was replaced by a true statewide prohibition that went into effect at the end of 1915, bring prohibition to Iowa fully four years before national prohibition arrived. The major change was the absolute prohibition of the manufacture of any form of intoxicating liquors, thus bringing to an abrupt end a well-established state industry. *Western Brewer* reported "Eighteen breweries were brought under the ban of the law, and were closed, although they had not been brewing for several months, anticipating the end" ("The History of Liquor Legislation in Iowa," *Century Magazine*, October 1889, p. 957; *Western Brewer*, January 15, 1899, pp. 35-36; June 15, 1915, p. 206; January 15, 1916, p. 31).¹

The initial impact of National prohibition on Iowa and Dubuque in particular was to eliminate breweries and sources of alcohol hitherto available just across the state border. The concept of pushing for a Constitutional amendment as a means to secure a permanent prohibition emerged quite late (1913) within the prohibitionist movement. It was the arrival of World War I that helped secure the prize. Federal laws successively halted distillation of spirits (August 1917) and prohibited all alcoholic beverages with an alcoholic content of 2.5 percent (1918). The 18th Amendment went to the states for ratification, coupled with what was hoped would be a crippling requirement that ratification would be secured within seven years. It took just 13 months to secure passage by 44 states however. The Volstead Act implemented the amendment and surprised many by defining an alcoholic beverage as any drink that contained more than half of one percent alcohol. Thus beer and wine were covered by the amendment. President Woodrow Wilson vetoed the Volstead Act but his action was quickly overridden by the Congress. A one year grace period was allowed so that the brewing and distilling industry could divest of their now nearly worthless holdings (www.drughistory.org/shaffer/history/rnp/RNP1.html).

The 18th Amendment was the only Constitutional Amendment to be fully repealed, in the form of the 21st Amendment, which Congress enacted in December 1933, following ratification by the requisite number of states. Congress then amended the Volstead Act on March 22, 1933 to legalize the production and sale of 3.2 percent beer and wine. Both commodities were heavily taxed as new national tax revenue sources. Thus ended efforts at prohibition in Iowa and on a national level. Iowa was one of 19 states that established a state monopoly on the wholesale and retail marketing of liquor and wines.

¹ Other sources give the number of closed breweries as 16, only ten have been documented (see page 33).

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Pre-Prohibition Iowa Beer Brewery Context:

The historical significance of Dubuque Star Brewery during the years 1899 through 1915 (Criterion A, industry) Rests upon the fact that just three Iowa breweries from this time period survive intact. The Des Moines Brewery entered into production in 1908 and closed for good in 1916. The Dubuque Brewing and Malting Company complex is the best state example and likely can claim national significance given its scale of operations during this period. Dubuque Star is the second best representative brewery of the three under this context. While Dubuque Star played a small part in a lesser beer producing market, it gains significance for resuming operation in 1933, for successfully adapting to a changing and difficult industrial reality, for marshalling the wherewithal to expand its operation while other Iowa breweries folded, and for a sustained “golden age” of operations during the 1950s when it operated at near-full capacity (see Figure 56, page 61).

When Dubuque Star Brewery came on line there were 21 other breweries in operation in the state. Thirteen of these had been in operation prior to 1880 and nine pre-dated 1865. Three others began production between 1898 and 1900. Three more opened in 1902, 1906 and the last in 1908. Eight Iowa breweries closed between 1898 and 1905, five more failed by 1910, two closed in 1911-12 and the final ten, including Star closed sometime during 1915 with the onset of state prohibition. Newspapers report the number of closed state breweries variously at sixteen or eighteen. The relatively small numbers of Iowa breweries in operation at this time reflects the difficulties of brewing beer in Iowa in the face of variations of state prohibition. A total of 249 breweries operated in Iowa.

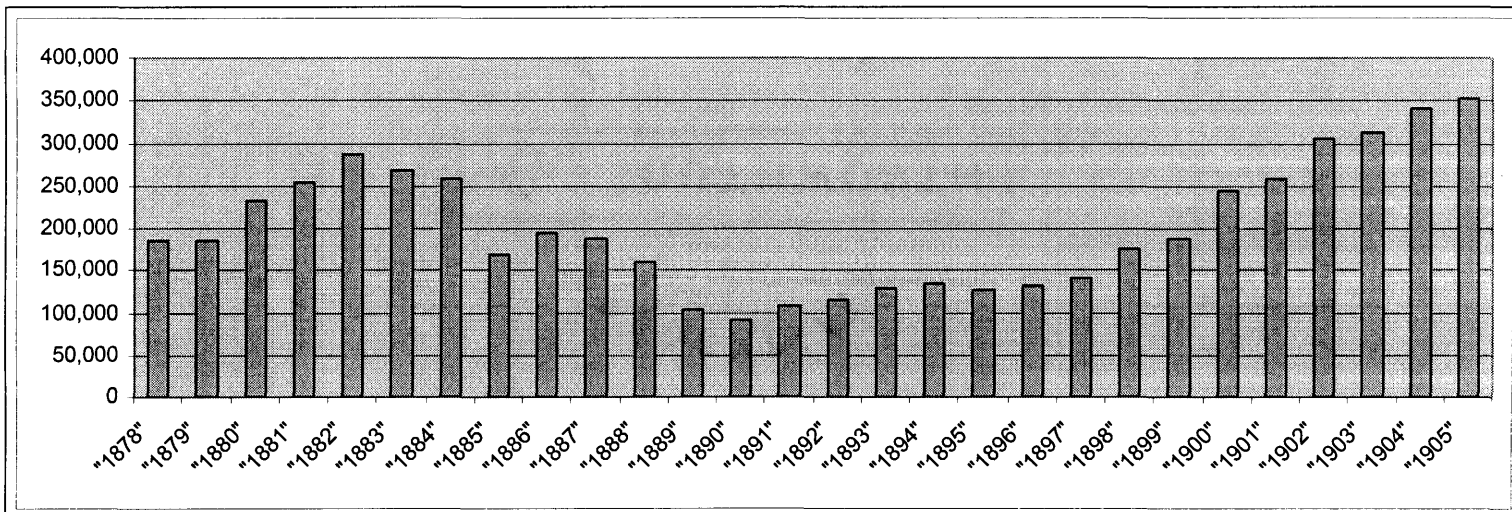


Figure 31: Iowa malt beverage production, 1878-1905
(Compiled from *Western Brewer* and *The American Brewer*, Jim Jacobsen, 2007)

Figure 31 illustrates a statewide increase in beer production beginning in the latter half of the 1890s, a clear indication that additional breweries were coming into production in response to a perceived opportunity. As noted three other breweries began production soon after Dubuque Star began production in mid-1899. This chart also illustrates the perhaps surprising fact that Iowa was producing beer every year, regardless of state prohibition.

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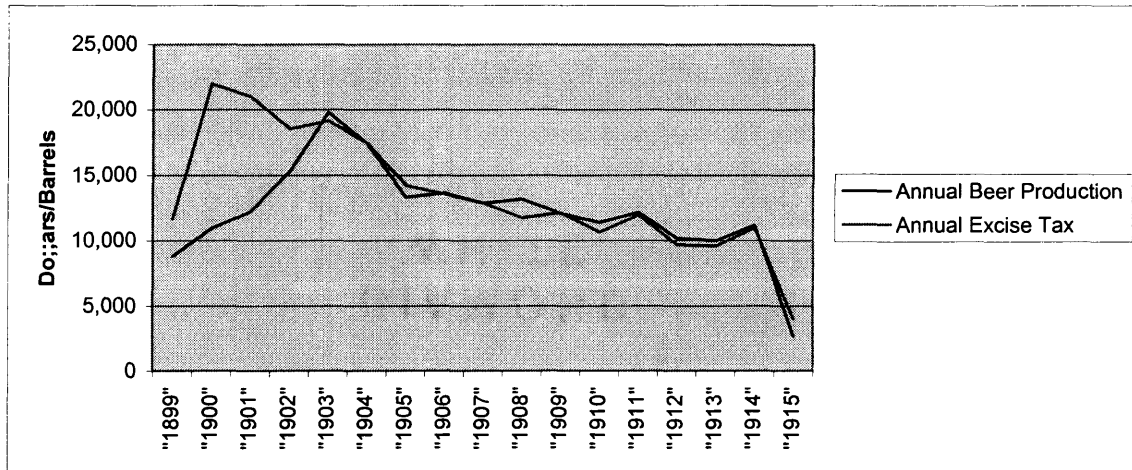


Figure 32: Dubuque Star Brewery Taxable Beer Production, 1899-1915
(Dubuque Star Internal Revenue Service Production Reports, Center For Dubuque History)

Figure 32 presents the actual number of barrels of beer that Dubuque Star produced from its opening in 1899 until 1915. Credited with a capacity of 50,000 barrels, these actual figures belie public production reports. Production peaked in mid-1903 at 20,000 barrels and then declined, stabilizing by late 1905 at the 10,000-15,000 barrel level. The plummeting total for 1915 is due to the fact that the brewery actually ceased production in April 1915. Given that statewide beer production was between 300,000 and 350,000 barrels, Dubuque Star was producing just a little over four percent of that total figure. While unimpressive as percentage, it is important to bear in mind that the vast majority of these breweries were serving local markets and were not in competition with each other. The competitors for Dubuque Star were clustered in the Upper Mississippi River Valley in northeast Illinois, southwest Wisconsin, and in northeast Iowa, Dubuque in particular.

Post-Prohibition Iowa Beer Brewery Context, 1933-1957:

Dubuque Star Brewery is recommended as being significant on the state level for its association with this second period of Iowa beer production. It was the first brewery to reopen in the state and, despite its small size, it would survive to continue to operate after 1957, the present 50-year cut-off point for determining historical significance for the National Register. Within this context, Dubuque Star is the sole surviving well-preserved Iowa brewery. The critical question is whether Iowa's brewing industry was significant given its small scale? It is proposed that any sustained participation in this industry on the part of smaller breweries is significant given the enormous odds that faced these lesser operations. Growing industrial consolidation, the capital intensive nature of the industry, the switch in consumption habits away from keg beer to bottled and then canned beer packaging, greatly increased state and federal taxation and regulation, wartime shortages and price controls, and a host of other factors combined against any lesser brewery's survival. Iowa's brewing industry was strong compared to other surrounding states, where the majority of the small number of operating breweries were large operations that were located in the major cities. Iowa's breweries, while urban-based, were well distributed although most of them were on the Mississippi River side of the state.

Figure 33 (page 35) depicts total Iowa beer production after the resumption of beer production post-prohibition. Full-year figures are available beginning in 1935. The chart shows a rapid initial expansion of production, a substantial decline and then a final surge that peaked at 280,000 barrels in 1946. Following national trends, production then declined as the small number of Iowa breweries became still smaller. The other visible line on the chart traces the growing proportion of bottled over kegged beer in a pre-canned beer era, at least in Iowa.

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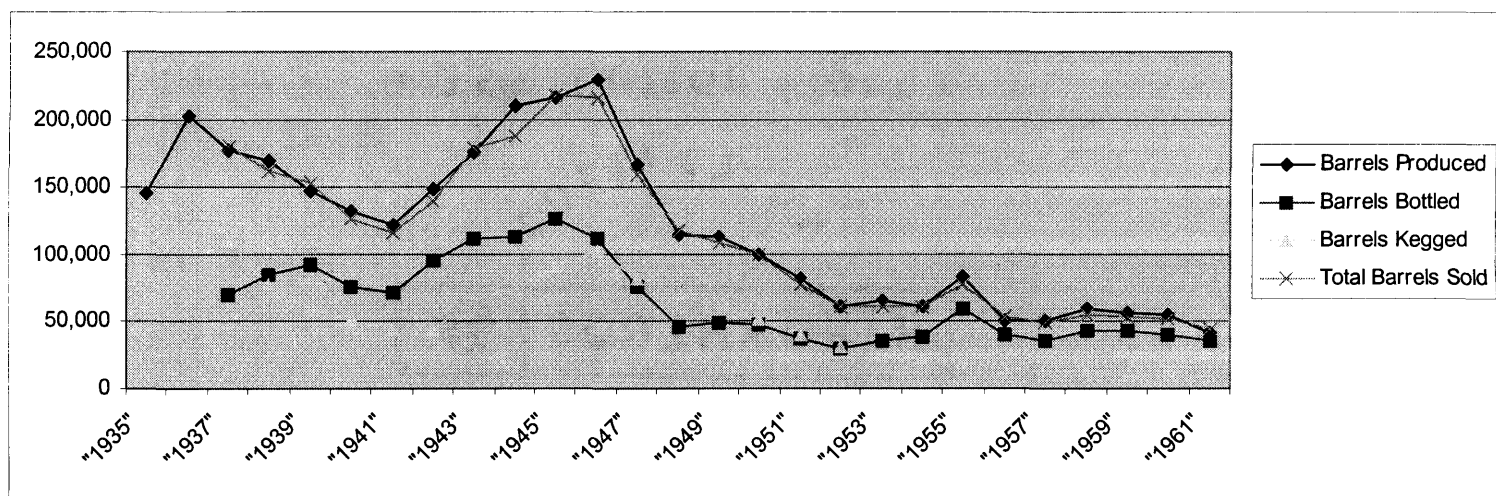


Figure 33: Iowa Beer Production, 1935-1961 (compiled from *Modern Brewery Age*, James Jacobsen, 2007)

The Iowa beer brewing story, after 1933 is much simpler to tell. A total of seven breweries attempted to resume production and five of these succeeded, one for just six months however. The other three surviving Iowa breweries were:

Kingsbury Sioux City Brewing Company, a 50,000-barrel capacity brewery that closed in 1959

Zoller/Blackhawk/Uchtorff Brewing Company of Davenport, a 125,000-barrel capacity plant that had an actual production of 88,000 barrels as of 1937, closed in 1960

Clinton/Pointer/Gateway Brewing Company, Clinton had matching capacity and output to the Zoller/Blackhawk/Uchtorff brewery, it closed in 1941

Figure 33 shows that there was an increase rather than a decrease in state beer production after 1941 when one of the four Iowa breweries went off line. With three breweries still operating as of the late 1950s, the shared output was below 50,000 barrels. As of 1939, Iowans consumed 907,000 barrels of beer. Total state production accounted for 11.6 percent of this figure. By 1952-53 total consumption was 1,228,167 barrels so total state production accounted for just under five percent of the beer that Iowans drank (*Western Brewer*, July 1940, p. 19; *American Brewer*, May 1953, p. 69).

These figures could encourage one to find that the Iowa brewing industry was marginal and insignificant at least in terms of production output. Considering the increasing degree to which regional and national breweries were dominating the market, the wonder is that there was any Iowa beer industry at all. It is proposed that Dubuque Star is the best example of the success of a handful of Iowa breweries that successfully bucked national industrial trends.

The issue of the taxation of beer is an important one. With the onset of prohibition, distilleries and breweries were estimated to account for fully one-third of state and federal tax revenues. These revenues were directly associated with paying for the nation's wars and in 1898, the long-standing tax of one dollar per 31-gallon barrel of beer was doubled to pay for the Spanish American War. This tax was finally reduced to \$1.60 in 1901 and \$1.00 in mid-1902 (Figure 33, which shows taxes paid and beer produced at Star reflects this change as the two trend lines finally merge with the number of barrels roughly equaling the taxes paid). Even before World War I began for this country, the federal tax was increased to \$1.50 in 1914 and \$3.00 in late 1917. In 1919 it was again doubled and this was for "near beer." Post-prohibition the tax dropped to \$5.00.

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World War II caused it to escalate to \$6.00 in 1940, \$7.00 in 1942, \$8.00 in 1944. No peacetime reduction followed and the Korean War increased the tax to \$9.00 in 1951. The last push by the “drys” during World War II to keep the military “dry” largely failed because of the recognized importance of the taxes that beer generated. In 1944, the total federal tax revenue from brewers was \$567 million dollars. The federal tax remained high until it was doubled in 1991 to \$18.00, a crushing blow to smaller breweries. Add State taxation to this ever-growing fee and one better appreciates just one severe obstacle to successfully running a profitable brewery after 1933. Iowa’s per barrel tax has similarly increased over time since 1933, starting at four cents per gallon (\$1.24 a barrel), doubling in 1947 (\$2.48 a barrel), increasing to \$3.72 in 1967 and to \$4.34 in 1971. Beginning in 1971, domestic brewers received tax exemption for the first 40,000 barrels that were sold instate. A unique aspect of the Iowa taxation was it imposed a double tax, taxing exported Iowa produced beer as well as that consumed domestically. The brewer paid the Iowa tax plus that of any state to which the beer was shipped. Only Iowa did this. Joseph W. Rhomberg was one of two Iowa brewers who testified before the Iowa House Liquor Control Committee in 1934 to protest that situation (*Telegraph-Herald*, February 6, 1934; *The Brewing Industry in the United States*, 1976, p. 100).

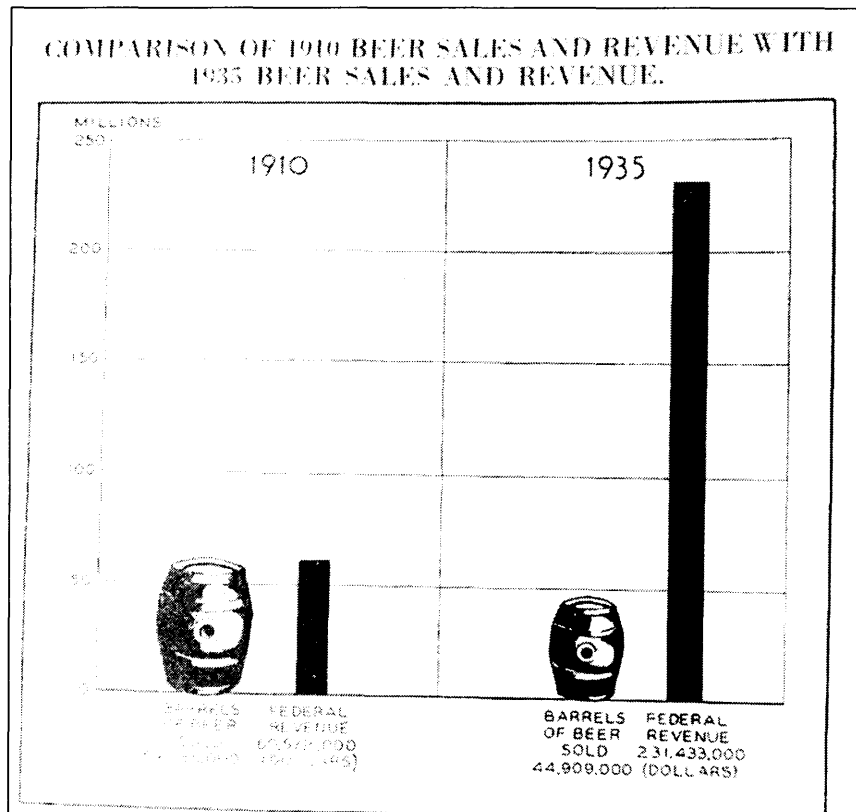


Figure 34: *Modern Brewer* contrasted sales and taxes paid, 1910 and 1935 and asked “could this have anything to do with reduced beer consumption?” (*Modern Brewer*, April 1936, p. 36)

Dubuque Beer Brewery Context:

Dubuque Star is locally significant due to its sheer longevity and as such, it best embodies the history of beer making in Dubuque. Dubuque Brewing and Malting Company best represents the scale of that local industry at its peak time period, but Dubuque Star came back in 1933 and soldiered on.

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Dubuque had a large number of brewery complexes beginning from its earliest years. None of the earlier breweries had the formal architecture and massing of the Dubuque Malting Company and Dubuque Star breweries. The absolutely massive Dubuque Brewing and Malting Company plant, begun in 1895, and located in the northernmost reaches of the city's residential area (Jackson and 27th Streets) set the bar for what a brewery was to look like in Dubuque (Figure 25, page 27). While the earlier breweries had taller component buildings, sometimes with fancy roof forms, the designs were simply functional and incremental in their arrangements (Figure 35).

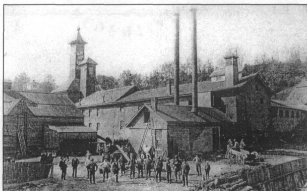


Figure 35: Glab Brothers Brewery, Couler and 27th Street, view west, 1888
(Center for Dubuque History, Loras College, Photo NGL 2001)

Four fairly large and successful Dubuque breweries consolidated into a single entity in 1892 to stave off a buyout either by domestic or English brewing cartels that formed beginning in the late 1880s. These breweries built Dubuque Malting Company brewery, Iowa's largest and most imposing brewery beginning in 1894. It was in production two years later. With a 300,000 claimed annual capacity, its actual production was in the 160-190,000 barrel range with a market area that covered Nebraska and the Dakotas. It closed along with Dubuque Star in 1915 and an expenditure of \$200,000 failed to reopen it in 1933. Two other lesser breweries competed briefly with Dubuque Star. The Dubuque Weiss Beer Company reopened the former Schmid Brewery in 1904 and operated for eight years. The A. H. Peaslee Company was a 75-barrel operation housed in a single factory building. It produced ale and operated from 1866 until 1907 (Lyon; Carlson; Dubuque of Today; Wilkie).

Dubuque Star Brewery Company And Building History:

The future Dubuque Star Brewery site was first developed in 1856 with the construction of three stone riverfront warehouses. The Panic of 1857 stopped the construction and the stone shells stood unfinished and unused until 1863 when Joseph Andreas Rhomberg incorporated them into a distillery, adding the brick chimney that would be re-used by the brewery. The Rhomberg Distillery gained considerable state fame when the Internal Revenue Service charged Rhomberg and his partners with evading the federal excise tax on the whiskey that came out of the distillery. The building was briefly seized by the Federal government and the district court case continued well into the mid-1880s. Rhomberg reequipped the former distillery as a flour mill in 1873-74 and successfully but briefly produced flour as the Iowa Pacific Flour Mill. The building and other properties were again seized and the complex stood unused until it was transformed into the Dubuque Star Brewery in 1898-99. Two original components, the southernmost stone section and the chimney would be retained (*Herald*, December 7, 1864; April 29, 1873; January 4, 1874; *Times*, February 24, 1883; Oldt, p. 155; Sanborn Map, 1891).

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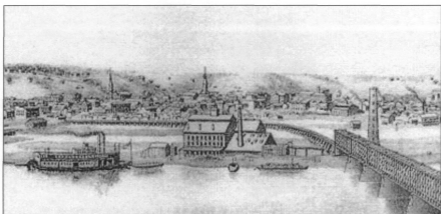


Figure 36: The Joseph Andreas Rhomberg Distillery, view west, Alex Simplot Lithograph, 1870
(the 1856 George Rogers & Company Shot Tower, appears to the north of the railroad bridge)
(The Center For Dubuque History)

Joseph Heinrich Rhomberg (1862-1929, the son of Joseph Andreas Rhomberg (1833-1897), was the principal initiator of the Dubuque Star Brewery project. He owned adequate Mississippi riverfront property, the former location of the Rhomberg Distillery. Joseph H. Rhomberg married Elizabeth H. Meuser in 1892 and the couple had a son, Joseph William Rhomberg (1895-1966). Joseph William Rhomberg had three children who collectively ran the brewery until 1944 when John Anthony Rhomberg (1904-2002), one of those same three siblings, became the sole owner. "Anthony" Rhomberg and actively operated the business and even served as brewmaster (1943-52) (Stammbaum Der Rowenburg-Rhomberg; interview with Fr. Thomas Rhomberg, Jack Rhomberg, Mary Rhomberg and Chuck Ryan; Rhomberg Family Album).

While early local newspaper reports would attribute the funding source for the new brewery to "wealthy outside parties" who considered the venture to be a good investment, the organizers were all local and the principal funding source would be the local sale of capital stock. The other key founders in addition to Joseph H. Rhomberg, were Joseph J. Ott (president of Ott, Meuser & Company and its subsidiary, the Dubuque Altar Manufacturing Company), R. M. Kunz and John P. Page (owner of the nearby Page Hotel, where company offices were established) (Carlson, p. 35; *Enterprise*, January 24, 1903; *Globe*, March 9, 1898).

The new venture met with the usual array of community doubts. The *Enterprise* recalled in mid-1903:

The Dubuque Star Brewing Company was organized four years ago. In its inception its promoters had the same experience of many of the other enterprises that to-day are prospering and giving Dubuque its commercial importance. There was skepticism regarding its future, and its projectors were some months in getting it started. However, with the energy that has characterized them in the management and development of the business, they pushed their project, aroused enthusiasm for it and secured the necessary funds to go ahead. Their confidence in the undertaking and that they had the practical knowledge and appreciation of the opportunity for it, has been abundantly demonstrated in its success and is emphasized in the fact that it is recognized in business circles to-day as a signal success and its increasing the scope of its operations every month

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The success was, as implied, due to plenty of pre-design study of the brewery process. Joseph H. Rhomberg spent fully six months traveling "among the modern breweries and noting their advantages. With his practical experience in the business he was enabled to outline plans combining the best features in all and these plans were executed by expert architects in brewery work." He was a practical mechanic, by virtue of his years of work for his father's Texas railroad interests (*Dubuque Enterprise*, January 24, May 9, 1903).

The first public word regarding the new brewery appeared in the *Daily Globe* on March 9, 1898. "Reliable authority" was the source and it was reported that Rhomberg had "been considering the question for some time and has at last concluded that there is room in Dubuque for two breweries." The location was to be at Rhomberg's former distillery site on East Fourth at the west end of the High Bridge, fronting on the Mississippi River. Plans and specifications were said to have been approved and that preliminary site work would begin within one or two weeks. The *Globe* added "the matter has been kept rather quiet during the past two or three days." The project would cost from \$250,000 to \$300,000 and the equipment would be "of the latest and most improved pattern." The site was ideal given the presence of railroad tracks (with direct connections to four railroads) to the site and central access to all roads. Consequently, "the expense of hauling beer for shipment [to a railroad]" would be avoided. The city's existing brewery, the Dubuque Malting Company, was said to be "not in the least disturbed over the prospect of a rival [brewery]" (*Daily Globe*, March 9, 1898; *Enterprise*, January 24, 1903).



Figure 37 Left to right, Joseph H. Rhomberg; Joseph J. Ott, and John P. Page
(*Farmers and Merchants Review*, February 1, 1904)

More than a month later, the *Daily Globe* reported that the new brewery plans had not been finalized and in fact, a competition of sorts was underway, with six contending designs having been submitted. A final decision on the architect/engineer was two to three weeks away. The *Globe* offered the concern that, given the delay, "it is very doubtful if the new institution will be delivering beer by the 1st of next December." The company had apparently optimistically announced that deadline as a goal for first production (*Daily Globe*, April 19, 1898).

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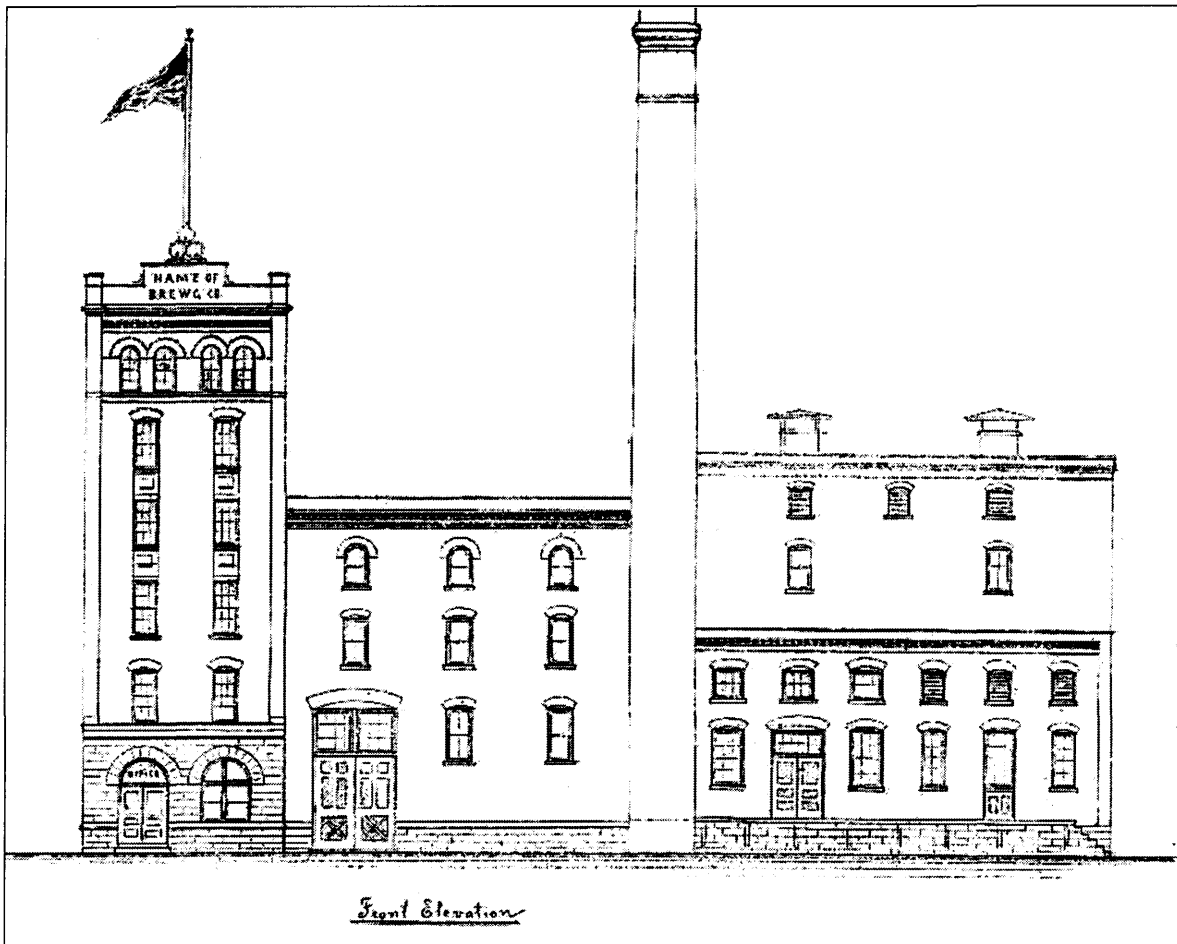


Figure 38: unsigned elevation plan from the original design submissions, 1898 (Center For Dubuque History)

The Dubuque Star archives were completely intact as late as the early 1970s. Only fragments now survive but among the remaining documents are two of the competing original plans for the brewery. Figure 38 depicts a distinctly different and more traditional small-scale brewery layout. In the plan layout (not shown) the clustered buildings were centered on the engine house with the boiler room in the front central building. A narrower yet taller brew house with raised stone foundation dominated the south end of the plan, while the reused chimney remained in the center of the plan. The stock house is in the back at the right, behind a two-story shipping room. The stock house was designed to be expanded west, per the instructions of the company. Obviously this design was much less impressive than the selected submission (Ryan, Center For Dubuque History).

Wilhelm Griesser was another well known Chicago brewery architect and engineer who competed with Rautert in the initial flurry of competing designs. His floor plan submission (Figure 39, page 41) was dated April 18, 1898 and it is curious that the complex footprint is identical to the plan finally accepted. His plan also provided for the westward extension of the Stock House and most important, documents the retention of the stone building on the south end of the plan, left over from the original distillery complex. Griesser's successor company, designed the bottling room addition, built in 1946 (Center For Dubuque History).

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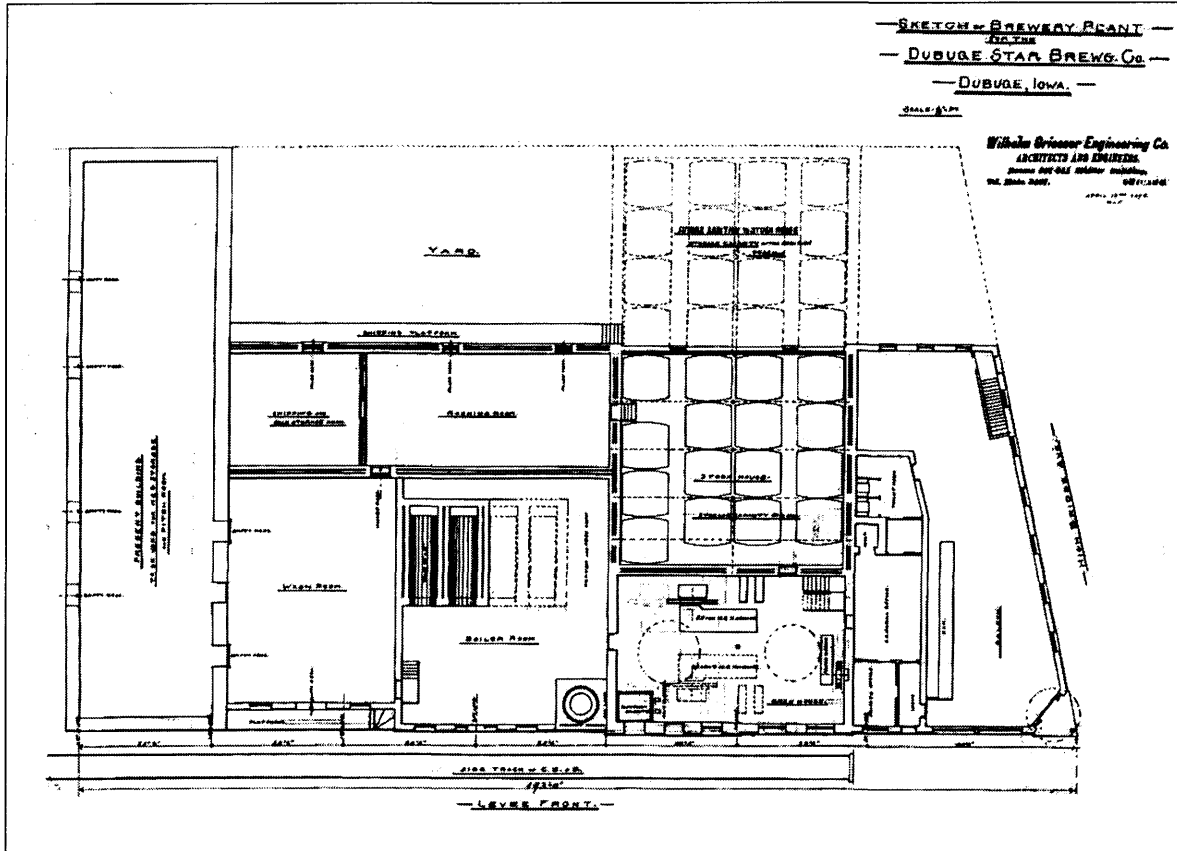


Figure 39: Wilhelm Griesser's brewery design submission (Center For Dubuque History)

The Dubuque Star Brewing Company filed its articles of incorporation in early May 1898, corporate operations having been initiated the previous April 14. The incorporation was for a period of 20 years. Capital stock was set at \$100,000 to be increased to \$250,000 on the consent of company shareholders. One thousand stock shares were each sold for \$100 and the company directors held the majority of the stock throughout the initial period of operation through 1915. In fact the Rhomberg family held 572 shares and a switch in who owned the most resulted in a switch in 1911, when A. L. Rhomberg, brother to Joseph H. Rhomberg, became company president and Joseph H. Rhomberg was relegated to serving as company manager. The stock sold quickly and by May 22, 1898, \$80,000 of the offered \$100,000 was taken. Twenty local investors were said to have provided the bulk of the company capital. The directors announced that final plans had been accepted and that the brewery construction would begin before the end of May 1898. The *Telegraph* announced "New Brewery Is A Go" (*Telegraph*, May 6, 1898; *Daily Globe*, May 6, 1898; *Herald*, May 22, 1898; Ryan; *Enterprise*, January 12, 1903).

The future brewery site was being cleaned up in anticipation of breaking ground by mid-May 1898. Not content to wait, the *Telegraph* titled its notice "Breaking Ground For Brewery" and added that the plans and specifications were being rushed to completion so that contracts could be awarded and work begun "as speedily as possible." The *Daily Globe* simply announced that the foundation contract would be let soon and that the work force on the site was moving a pre-existing frame saloon that was just north of the future brewery site (*Telegraph*, May 17, 1898; *Daily Globe*, May 24, 1898).

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Five days later, the *Daily Herald* invited contractors to examine the foundation plans that were available at J. H. Rhomberg's office at the Page House. The *Telegraph* announced that the foundation contract had been awarded but couldn't name the awardee until a formal contract was finalized (*Herald*, May 22, 1898; *Herald*, May 25, 1898; *Telegraph*, May 31, 1898).

Isaac Proctor got the contract and started the foundation excavation work on June 2 and set "a large force of men" to work to finish his part of the construction effort as quickly as possible. The building designer, Fred Rautert, was finally publicly named and was introduced to the community as being "one of the leading engineers and architects in Chicago." His design would be "a model of modern [brewery] architecture." The brewery would have an initial production capacity of 100,000 barrels of beer a year but an increase of capacity was built into the design. The *Telegraph* described the planned complex:

The building will begin on the south side of the road to the high bridge and in that corner will be located a modernly appointed café. Next to this will be the office and then the brew house, next to the brew house will be the boiler house and engine room.

The brew house will be 100 feet high and will be handsomely finished.

Looking toward the increase of the capacity, one ice machine will be put in to begin with and space left for another, and the same in the boiler room, two boilers will be put in, and space left for five. The stock house or store room is immediately back of the brew house and its capacity can be easily increased by simply extending the building further west. The company owns a tract of land 500 feet square so that it will not be hampered for room.

The present plans to not contemplate the stables, bottling department and other accessories, which will however, be put up while the brewery is being constructed.

The office and saloon building on the north will be of two stories. And affording a residence in the second story for the brew master [sic]. The large flat room of this building will afford a splendid view of the river and could be made a very desirable resort.

Local contracts, to the extent possible, were promised with at least \$150,000 in labor costs being committed to the community (*Telegraph*, June 3, 1898; *Daily Times*, same date, verbatim account).

The Chicago Tribune took note of Rauter's award, reporting "Construction is nearly completed on a brewery designed by Fred Rautert for the Dubuque Star Brewing company at Dubuque, Ia. It will be five stories high and the total cost is to be \$55,000. The exterior construction is brick and stone" (*Chicago Daily Tribune*, May 29, 1898).

The foundation was reported as complete by early August. The foundation construction had consumed "considerable time" and delays in securing brick had also slowed the progress of the building. The first story of the brew house was similarly reported as finished by mid-September. The obvious challenge was to get the remaining stories up and enclosed before cold weather arrived. The *Telegraph* predicted "when the building reaches its [intended] height it will be an imposing looking establishment" (*Telegraph*, August 2, 1898; *Telegraph*, September 13, 1898).

Weather during October was unkind to the brewery construction progress, slowing brick laying in particular. In late October Rhomberg redoubled the work pace, running electric lights to the work site and adding a night work force. The roof was yet to be put on and it was required to allow for interior work to proceed once the weather turned cold. The cold did come with the first major snowstorm striking in late November and by December 6, the main Mississippi River channel was frozen to a depth of five inches (*Telegraph*, October 26, November 22, December 6, 1898).

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Brewery directors Page and Rhomberg journeyed to Milwaukee in mid-November to purchase machinery, particularly the ice-making equipment. The local Iowa Iron Works was contracted to produce all of the boilers and similar ironwork. Only the engines were yet to be ordered. On the work site all of the iron and steel structural materials were already on hand. Much of the nearly-finished building remained uncovered due to the delays in securing the iron and steel (*Telegraph*, November 16, 1898).

Western Brewer listed equipment orders and installations completed by Goetz & Brada Manufacturing Company of Chicago. The firm provided the following brewing system to Dubuque Star:

...completed 100-barrel outfit, consisting of copper steam brew kettle, mash tub 13x6 feet, including all copper work, hop jacks 11x8x8 feet, with copper false bottom, one rice tank, 8x6 feet, hot and cold water tanks, 10 feet in diameter by 10 feet, with copper coils, one scale hopper 8x7x4 feet, one grams tank, surface cooler, Baudelot cooler and all copper and galvanized iron vent connections...(*Western Brewer*, October 15 1898, p. 798).

The race to enclose the brewery was eventually won and interior work completed. The *Daily Telegraph* offered this detailed descriptive account of the building progress on January 16, 1899:

**NEW BREWERY
Work of Finishing up the Interior Being Hurried Along
SINKING AN ARTISIAN [sic] WELL
A Strictly Modern Structure With the Very Latest in All Departments.**

The work of finishing up the interior of the new Star brewery building down on the river front near the ends of both bridges, is being hurried along as rapidly as possible. Workmen are putting in long days, and working on Sunday in order to hasten the completion of the structure.

The building is five stories in height, with a cupola and smoke stack much higher, and the front is very ornamental and imposing in appearance. A railroad track has been laid along in front of the building, and from cars coal, grain and all other materials used in the carrying out of the business can be unloaded right onto elevators and sent to any part of the building without any extra handling.

On the corner is a very handsome office, and a room with a plate glass front which will be used as a saloon. This is two stories high, the upper rooms to be used for a residence. The first floor of the brewery contains the heavy machinery. In the south room heavy foundations are in on which the boilers will be taken down this week and put in just as soon as possible. In an adjoining room are immense foundations on which the ice machines will rest. Everything about the foundation and walls of the whole structure are of the most substantial material and consist of stone, iron and brick, there being no wood used in the building except doors and windows.

The floors are made of solid concrete (several inches thick finished off on the surface with cement, giving them a smooth appearance.

On the second floor are the hoppers and heavy copper utensils in which the barley and malt are cooked and prepared. In the selection of these articles the company has purchased the very latest and most improved apparatus made. These machines are designed for economy and perfectness in turning out the product, and are far superior in make, to those in use a few years ago. They are also made of the very best material. Another very perfect part of the building is the hop room, in which a large stock of this necessary article can be stored. Then there are cooling rooms, store rooms and every other apartment on up through the building which is necessary for carrying on the extensive business.

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South of the main building is a large wash room, where empty kegs will be received and prepared for filling. In another room the shipping will be done in the rear of which wagons can be loaded, and in the front, goods can be loaded right into cars. Under these rooms is a large cellar which will be used for storing empty kegs and the company is especially favored in drainage, which is a very necessary thing about an establishment of this kind. All waste pipes empty into a large pipe which extends out into the river, which will always insure a quick and safe drainage of all refuse matter about the establishment.

In the manufacture of beer one of the most necessary articles is pure water. The company now has a drilling machine at work in the rear of the main building, boring an artesian well. They have already reached a depth of 300 feet, and they will go on down until they get the proper article. They have also extended the walls of the cellars back in the rear of the building, and can at any time build on and add more room to their storage and shipping facilities.

J. H. Rhomberg, president of the company, is at the building all the time looking after every detail, and attending to every thing that will hurry the work along. He has already purchased a large lot of hops and barley, and has engaged a brewer to take charge as soon as they are ready. The putting up of machinery will be begun this week, and they are in hopes to start up by the first of March.

The stockholders of the company held a meeting last week and elected the following directors: J. H. Rhomberg, John Page, G. H. Hesselman, Fred Brill and John Fitz. The directors then elected the following officers for a term of one year:

President-J. H. Rhomberg.
Vice President-John Page.
Secretary-G. H. Hessleman.
Treasurer-Fred. Brill.

The cold that had hindered the work returned in early February to such an extent that the city water mains froze and it was simply too cold for the men to continue working. By this time only machinery installation was underway but work was shut down completely on February 8 (*Telegraph*, February 8, 1899).

By mid-June the new brewery was ready to deliver its first beer. The company dated the start of its business to June 29, 1899, but the initial beer production had begun during April and first deliveries pre-dated that date. Butt Brothers delivered five new delivery wagons with red bodies and yellow running gear and the first six purchased horses arrived on June 15 from Dyersville. The southernmost stone building first served as a stable for the brewery. A Rhomberg story claims that a visiting circus manager offered \$2,000 for a pair of spotted horses that the brewery owned. The first beer would be delivered early the next week and the *Herald* announced on June 20 that local "principal saloons" would have the new brand and the citizenry was urged to "Ask for it" (*Telegraph*, June 16, 1899; *Herald*, June 20, 1899; *Enterprise*, June 20, 1903; Rhomberg Interview).

The *Daily Times* offered some targeted glimpses of the new brewery complex at that same time. One curiosity it described was the juxtaposition of two four-inch wide steam pipes, barely a foot apart; one was too hot to touch while the other was coated in three inches of ice. The chilled cellars (called cellars but all were above ground) replaced the old manner of beer cooling while it aged, replacing stored and cut river ice with modern refrigeration. The cooling source was produced mechanically, by compressing ammonia or carbon dioxide. A second feature was the brewery's artesian well, which measured six inches across and had a natural pressure that would have shot the water up several feet absent any containment. The main point of interest was the chimney, and the following explanation was offered to the curious public regarding it:

Many wondered when the old stone [distillery] structure was being removed why the chimney was left standing. That's easy. Experts say that it is one of the most substantial samples of brick and mason work to be

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found in the city. The foundation was laid broad, deep and strong to overcome any danger by reason of the sandy character of the site, and with the lapse of many years the whole has settled and become so firmly cemented that it is like one solid mass of stone. To create one like it now in dimensions and character of foundation would cost \$5,000 which seems a good reason why the old landmark was preserved (*Daily Times*, June 20, 1899).

The Illinois Central Railroad had announced plans on March 26 to remove the westernmost 200-foot long bridge span from its 1868 railroad bridge over the Mississippi River. That bridge paralleled the High Bridge on its north or upstream side. The railroad company wanted to fill the distance with sand given that the water beneath that part of the bridge was quite shallow anyway. The idea meant that the riverfront in front of the new brewery was to be considerably expanded. The *Daily Times*, in June 1899, alluded to this project, the gaining of two acres of riverfront by filling the area between the existing west end of the bridge and the Boat Club House. The new area could become a park with the brewery as a centerpiece, the whole becoming "a marked improvement" at what was the point of entry into Dubuque from Illinois and Wisconsin (*Telegraph*, March 26, 1899).

The promised bottling plant was built in 1901 and was located west of East 4th Street, behind the brewery proper. Federal law at the time mandated that a public thoroughfare had to separate the brewery proper and the bottling plant. As a result, until 1946, kegged beer bearing federal excise tax stamps, had to be hauled to the bottling works. A heating line linked the two buildings but there was never a beer pipe. Two years later, stables were built behind the brewery, across from the bottling plant (Figure 56, page 58). Neither of these buildings survives.



Figure 40: Star Brewery Complex, Lithograph, First Version, c. 1903
(The Center For Dubuque History, Photo FBL #3707)

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Figure 40 (page 40) is the first of two lithographic similar idealized overviews of the brewery complex. These depictions are accurate as to the layout of East Fourth Street and the main Star Brewery and its associated corner building. It also accurately depicts the railroad spur that ran in front of the brewery and the twin bridges, High Bridge (vehicular toll bridge) and the Illinois Central Railroad bridge. The bottling works are made much more impressive in scale as are the buildings to the south of the main brewery building. The several single-story extensions (boiler and wash rooms) are shown as two-story buildings. Everything further south are presumably planned additions or sheer flight of fancy given that none of the imagined buildings were ever built. One of the purposes of the image was to depict the planned public park that was to have run the length of the brewery frontage along the Mississippi River shore. It wasn't built either. Still, when the image was printed, the *Enterprise* stated it "shows the extensive, modern plant of the Dubuque Star Brewery company..." (*Enterprise*, June 20, 1903).



Figure 41: Dubuque Star Brewery, fermenting vats in Stock House, view north, c.1909, note the baskets of wood filter chips just removed from the vats (courtesy of Catherine Collins, Dubuque)

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Figure 42: Dubuque Star Brewery and J. H. Rhomberg Wholesale Liquors, c.1909
(courtesy of Catherine Collins, Dubuque)

In its earliest years the brewery operated a saloon in its corner storefront. This was possible only because the State's Mulct Law was not being actively enforced. The issue came to the fore in mid-1902. The brewery had used land at Twin Springs, near Dubuque, as a selling point during large picnic gatherings. The owner Nicholas Kintzinger and the brewery had a difference of opinion and Kintzinger attempted to sell beer himself. The brewery owners promptly stopped him with an injunction claiming that he had not paid the Mulct Tax and in addition, he was operating gambling devices. Kintzinger countered through a third party to shut down Star's saloon operation, claiming that it too had failed to pay and tax and was selling its

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beer and liquor on Sundays. The telling aspect of the newspaper coverage was typically Dubuquean, with the reporter that "Many are of the opinion that it [the case] is another step forward in the direction of the mulct law enforcement." The brewery owner Joseph Rhomberg acted quickly, nailed up the doors, sublet the saloon to Frank Thielsen, paid his Mulct Tax and was iron-clad by trial day (*Telegraph-Herald*, July 30, October 7, 1902).

Soon thereafter a Michigan resident refused to pay for a shipment of Star beer and he was taken to court. He too claimed that the brewery violated the Mulct Law by providing back doors to its saloon, and in consequence, while he owed the bill, he declined to pay a lawbreaker. The case finally went to the Iowa Supreme Court in 1915 and the only photograph ever printed in *Iowa [Caselaw] Reports*, and it was a photo of the brewery. John Anthony Rhomberg, later a lawyer, boasted that he was the only Iowa attorney who had a picture of his birthplace in the Iowa Code (Ryan).

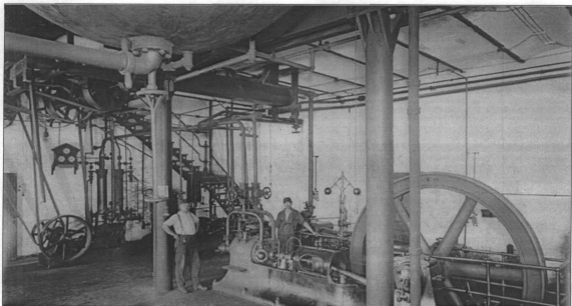


Figure 43: Dubuque Star Brewery, original Carbon Dioxide refrigeration compressor, engine room of brew house, c.1909 (note the base of the second floor brew kettle, visible at upper left) (courtesy of Catherine Collins, Dubuque)

The impetus for the park project was the shortening of the Illinois Central Railroad bridge, previously discussed, wherein the westernmost span was removed and the bridge approach filled. This advancement of the riverfront was a continuation of a filling effort that dated back to the early 1890s when Fourth Street was extended to the High Bridge (opened in 1887) with the purpose of encouraging land filling to the west of the brewery. The 50-foot wide street, which replaced abandoned Clark Street (which ran east and west on the other side of the raised Illinois Central right-of-way) was widened to 62 feet and A. H. Rhomberg had transferred land from his distillery property for that purpose on April 11, 1894. As a result of the filling, sloughs and a former navigable channel west of the brewery, over one hundred acres in size, had disappeared and been partly developed. By 1902, a new filling source, bountiful and in need of being hauled away and dumped somewhere, was available in the form of punched clamshells from the Iroquois Pearl Button Company. That local firm contracted with the

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brewery on January 15, 1902, to dump punched river clam shells in and around the brewery. The tract in front of the brewery measured 200 feet in depth and 500 feet in width. Thirty thousand cubic yards of the shell refuse was dumped as a fill foundation during 1902 and the project was hailed for its potential to beautify the city riverfront. By mid-1903 the Star Brewing Company was planning to expend \$25,000 in the final filling operation, using dredged sand fill. By that time the High Bridge owners were ready to eliminate the west span of their bridge, as the railroad bridge had already done. This opened up additional land for filling. The new brewery was already a local landmark and one that was prominently placed at the city's front door on the river. The distillery had played a similar role for some forty years. The *Enterprise* remarked that the brewery "is one of the first objects that attracts the attention of travelers on the trains and it makes a most favorable impression for the city...its location gives it a strong advertisement." The Dubuque Star Brewery, by improving its river front, has set the example and it will be but a few years until other improvements will follow and we will have from the harbor to the bridges, a distance of half a mile, one of the most attractive river front parks on the Mississippi." The planned park was to include a concrete floodwall and a fountain. Water for the fountain was to come from the excess discharge of the artesian well, given that the brewery used just half of its output (Property Abstract; *Enterprise*, January 24, May 9, June 20, 1903, Ryan).

By 1903, the new brewery was well established. The brewery itself was a city landmark, and was claimed to be "the largest institution on the river front north of St. Louis." Figure 32 (page 34) summarizes actual brewery production as reported to the government. An annual production of 15,000 barrels was only achieved by 1902 and the highest pre-1915 production level of 20,000 barrels was achieved in 1903. The output declined and remained in the 10,000-15,000 range through 1914, the last year of full production. This reality contrasted sharply with the public perception. When it first opened, the brewery reported an annual production of just 35,000 barrels of beer, but by 1903 that figure was said to be at 50,000 barrels, the brewery's stated full capacity. The latter figure represented "explosive growth" that was experienced between April 1902 and April 1903, when production increased by fifty percent. Figure 32 (page 34) confirms this increase, but as stated, the real numbers were considerably lower. Low initial production is not surprising given that the brewery had to penetrate a sales market that was dominated by other well-established firms. One opportunity for additional market area was southwest Wisconsin, made available by the opening of the Eagle Point Bridge in April 1902. This was another Rhomberg project that had begun with Joseph Andreas Rhomberg. Company sales agencies were established as far west as Council Bluffs and Sioux City, and "throughout northern Iowa and in the contiguous territory of Illinois and Wisconsin, some of these agencies handled upwards of a hundred carload lots annually." Business had increased so as to require the employment of six office assistants under the charge of W. W. Lindsey (*Enterprise*, January 24, May 9, June 10, 1903).

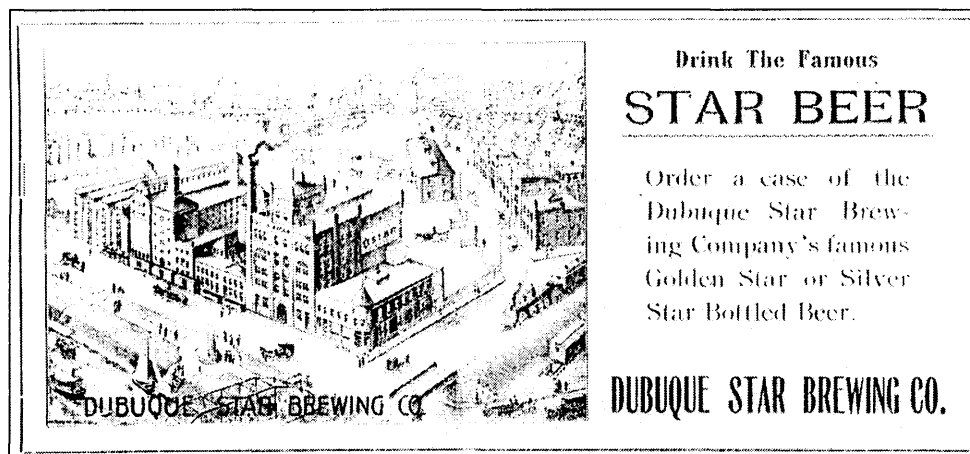


Figure 44: Star Brewing Company advertisement, 1904
(*Farmers and Merchants Review*, February 1, 1904)

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Figure 45: Dubuque Star Brewery, brew kettle and mash tub, grant, second floor of brew house, view south, c.1909 (courtesy of Catherine Collins, Dubuque)

The key aspect about the Dubuque Star Brewery, and a key to its long-term survival, is its single 100-barrel brew kettle. Every ounce of beer produced went through the original brew kettle. In the long-term, this down-scaled brew system allowed this brewery to outlast its larger competitors. In the end, the plant was too large and expensive for a micro-brewery operation, but it sufficed for operations into the mid-1980s. No provision was made for enlarging the brewing capacity of the facility. Rhomberg understood that it was fermentation and storage that controlled production rather than how many brew kettles there were. Future planned expansions focused on additional Stock House space, additional boilers (space provided) and additional cooling equipment (space provided). Footings were built in 1898-99 for what turned out to be a 1935 Stock House (Interview, Val Pickett)

The brewery design was a model of automation, as the following description indicates:

...the entire process is by machinery. The hops and grain used is hoisted by means of elevators into the top of the building where it is stored in bins and cold storage with chutes connecting with the brewing kettle. This grain is weighed automatically before it is turned into the kettle and the right proportions thus obtained. The brew kettle is on the second floor and by means of a rotary pump the brew is forced up into the hop jack on the fourth floor whence it runs down over the cooling plates again to the second floor. By the time it has thus gravitated to these receiving tanks it is thoroughly cooled and purified and is again pumped up to the fourth floor, being turned this time into the vats in the cold storage rooms. Again, in the process of fermentation and curing, it gravitates to the third and second floors, and when finally, after the three months of curing it, it comes into the great 100 barrel vats in the first floor, it is the finished product ready to be bottled or kegged for use.

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In all the process, from the time the barley, hops, and other ingredients are hoisted into the brewery until the beer comes out in kegs and bottles, it has been automatic and the only agency human hands have had in its manufacture is in the starting of the machinery that carries it through the different stages in the process of its manufacture (*Enterprise*, May 9, 1903).

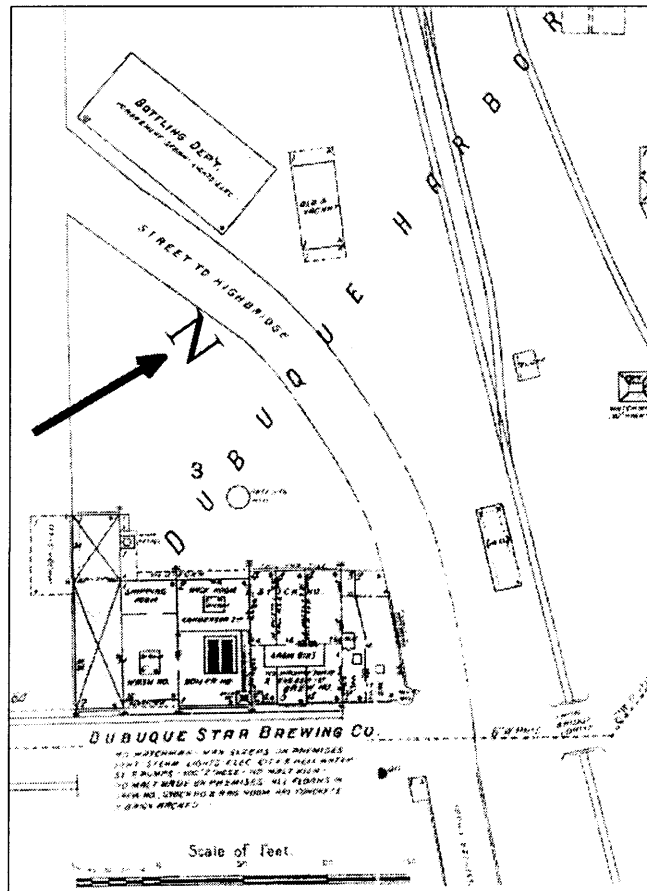


Figure 46: Detail, 1909 Sanborn Fire Insurance Map

Figure 46 documents the absence of any major brewery complex buildings to the south of the original buildings. It also depicts a two-story full-width rear porch on the saloon/office/residence section, and a metal fire escape on the north sidewall of the same building. The ice house was further south, to the left of the area covered in this detail.

An ice house was built in 1908-09. It is assumed that the river ice was used for cooling beer shipments by truck or rail. There was no documented use of ice within the brewery. By this time, city directories list the brewery proper, the ice house, and the Star Brewery Jobbing House, as being located on Fourth Street on the “new levee.” Beginning in 1909, the brewery was the distributor for Annheuser-Busch products. This was presumably the central function of the jobbing house. The company was producing two brands of beer. “Gold Star” was a darker ale, while “Silver Star” was a lighter brew and these two brands continued through 1915. By 1915 (and until the early 1950’s) the city’s baseball park, titled the “Dubuque Athletic Field,” was located immediately west of the brewery. The proximity certainly boosted sales at the company saloon, which was as of 1915, operated by Joseph H. Rhomberg (Ryan, city directories).

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Figure 47: Dubuque Star Brewery, brewery workforce in office, J. H. Rhomberg is hatless, rear center c.1909
(courtesy of Catherine Collins, Dubuque)

The brewery came perilously close to destruction by fire during the disastrous lumberyard fires of late May 1911. The first fire took place on May 26, and the next the day after. It was the fire of May 28 that destroyed the area around the brewery, burned the brewery ice house, and scorched the main building's windows. The Rhomberg family history recalls that during the fire, the walls in the residential end of the building, closest to the fire, were too hot to be touched. The total loss was \$7,000 to the company. Curiously the ice house contained no ice at the time, just two years after its construction. The building was full of kegs and barrels and lumber. This same fire gutted the shot tower to the north and ended Dubuque's massive lumber industry. Apart from the ball park, the area around the brewery was largely unutilized until the 1960s when the city built and leased warehouse facilities around the shot tower. In the interim, the area was often a dump and during the Depression years, the location of one of the local "Hoovervilles" (Rhomberg interview; *Telegraph-Herald*, May 26, 28, 29, 1911; January 28, 1962; September 25, 1963).

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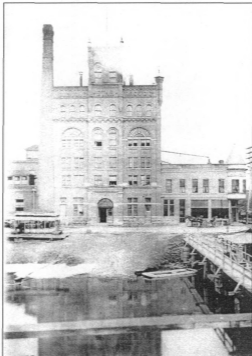


Figure 48: Dubuque Star Brewery from the middle of the Mississippi River, view northwest, c.1911
(The Center For Dubuque History, Photo Hoffman #1261)

Figure 48 underscores the Rhomberg Dubuque Streetcar Company affiliation by depicting a streetcar hulk on the levee front. The raised walkway connected with the Dubuque Boat Club House, which was further east. The paving in front of the brewery dated to 1899. That year Joseph H. Rhomberg had asked the city to pave the East Fourth Street Extension. "Political enemies" then in power paved the levee front instead and assessed Rhomberg for the work. The resulting legal case was resolved only in 1915 when it was determined that Rhomberg could not be assessed for the paving of a non-street that went nowhere. As late as 1915, East Fourth Street, the principal point of entry into the city from Illinois, remained unpaved. Obviously, the planned front park and additional filling of the frontage had not occurred (Ryan).

As the prohibition context section states, Iowa went completely dry December 31, 1915, four years before the nation as a whole did. East Dubuque, Illinois, just across the bridge to the east, enjoyed an explosive growth in wholesale and retail liquor and beer outlets. Joseph H. Rhomberg opened the fifth wholesale firm in that community, locating in the Globe Hotel. He also planned to reopen the hotel. The following spring he planned to build his own building. The brewery records of the brewery contain no brewing entries after April although the firm continued to purchase raw materials for beer making through July 1915. The saloon at the brewery was one of 60 in Dubuque that closed on or before the year's end (*Times-Journal*, November 21, December 30, 1915).

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The closed brewery could have continued legally produce and market "near beer" (having an alcoholic content of one half of one percent, but it did not do so. The only documented brewery use was the continued distribution of Anheuser-Busch beer, now a near beer brand "Devo." By all accounts, the brewery proper was shuttered. In mid-1933, Fr. Thomas Rhomberg and his brother John "Jack" Rhomberg (sons of Joseph William Rhomberg), as young children, recalled the opening of the garage door at the brewery and seeing a Star delivery truck, festooned with cobwebs spun since 1915. City directories during the dry years continue to locate Joseph H. Rhomberg's real estate business in the brewery offices. "Star Jobber" continued to be listed as well. The Star Brewing Company let its articles of incorporation lapse in 1918 and Joseph H. Rhomberg died in 1929 (Untitled typed MS, Business Firms File, Breweries F-5 subfile, Center for Dubuque History; *Telegraph-Herald*, July 1, 1929; June 1, 1933; Schlesinger, pp. 438, 453, 462; Rhomberg interview).

The Star Brewery was the first Iowa brewery to resume operations post-prohibition. Plans to reopen the plant immediately followed the passage by the Iowa legislature of legislation that legalized the manufacture and sale of 3.2 percent beer. The former Dubuque Brewing and Malting Company Brewery, now re-titled the Julien Dubuque Brewing Company, expended \$200,000 to ready that facility as well, but beer production was never resumed there. A third brewery, the Key City Brewing Company, also announced plans to set up operations in a Lower Main Street building, and finally did so, but lasted just six months. Work to renovate Star was underway by June 1, 1933 and beer production was promised within a month's time, with the first batch reaching the curing vats by July 1. New articles of incorporation were filed on August 7, 1933, with capitalization still set at \$100,000. A. L. Rhomberg, former brewery president was brought back to head the newly incorporated company. He died in 1936 and brewery ownership passed solely to his brother Joseph William Rhomberg (1896-1955), and his John Anthony Rhomberg (1904-2002). The new corporation represented a second epoch of Rhomberg family brewery ownership and operation (*Telegraph-Herald*, June 1, August 15, 1933; Ryan; Rhomberg interview).



Figure 49: Dubuque Star Brewery, interior of first bottling house, c.1909
(courtesy of Catherine Collins, Dubuque)

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Claims that the basic equipment in the brewery could be readily prepared for reuse proved to be generally true. Production was quickly resumed but only of draft beer. The initial public announcement of June 1, 1933, promised beer production within a month. Some changes were made immediately. A new steam plant was installed and the upper portion of the chimney was rebuilt in a circular profile using tile. Other improvements came as the funding became available. One source of this funding was from the Joseph A. Rhomberg estate, finally settled after the death of A. L. Rhomberg, the last surviving sibling. The estate included vast Dubuque real estate holdings and the value of these was intact since the money hadn't gone into stocks (*Telegraph-Herald*, June 1, 1933; Rhomberg interview).

Unanticipated delays meant that actual beer brewing would not be begun until the latter part of August 1933. The first kegged beer was loaded on trucks for delivery on October 25, 1933, as part of a statewide distribution. New white oak wooden kegs were used. The first keg was shipped directly to Iowa governor Clyde L. Herring and Dubuque Mayor M. R. Kane officiated at the "racker" when the keg was filled and Kane scrawled a message to the governor on the keg at the time (Figure 52, page 57) (*Telegraph-Herald*, October 22, 25, 1933).

Brewing was a new ball game and national innovations were influencing brewery products. One trend, the use of metal beer kegs, was not being followed and customers were so assured:

For the present the Star company will deliver its product in wooden kegs only, later bottled beer will be distributed. It was announced, however, that no metal kegs will be used, and that the company had secured a sufficient supply of white oak kegs. The oak, incidentally, has been sun dried for more than two years (*Telegraph-Herald*, October 22, 1933).

The Stock House was doubled in size with a three-story addition in 1935. The designer is not identified but the contractor was W. L. Yokom. Morrison Brothers did the refrigeration set up for the cork-insulated building. The permit for the \$5,000 building was issued June 14, 1935. Seventy-five new fermenting, aging and storage vats doubled the brewery storage capacity from 7,500 to 15,000 barrels. A related improvement was the construction of a small square brick building to house the wood chip washing equipment (Building permits; *Telegraph-Herald*, July 14, September 29, 1935).

The bottling department remained in the separate frame building but new equipment, including a soaker and washer, filler, crowner, pasteurizer and a labeler was installed by late September 1935. The brewery switched to using brown glass bottles in 12, 24 and 60-ounce sizes. To start with, three rail carloads of new bottles and 10,000 new wooden crates were received. A dozen additional employees increased the total brewery workforce to 45, the largest ever. In the brewery, what was termed "a new process in the manufacture of draft and bottled beer" was now in place and for the first time, advertisements boasted that "kreusened" beer was being produced. The product was also termed a "Pilsner" beer when it first became available in late October (*Telegraph-Herald*, October 22, 1933; September 29, 1935).

The old original artesian well was finally abandoned and replaced with a new one that was drilled 1,350 feet deep, and was located beyond the complex to the west. Other planned changes, for future implementation, included building a single car garage in front of the brewery and repairing the ice house. The restarted operation would employ 100 male workers. It was reported that the former brew master of the company, William J. Fischer, would return to the plant from Chicago, but he remained but a short time. John E. Rauwolf was the brewery's second brewmaster and remained for ten years, until 1943, when John Anthony Rhomberg took over the job. The existing 100-barrel capacity kettle was refurbished and three daily batches would enable the brewery to produce 300 barrels daily or 115,000 barrels a year, nearly four times its pre-prohibition level of production (*Telegraph-Herald*, June 1, October 22, 1933).

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Figure 50: Rural Dubuque Star Retailer, c.1910
(Courtesy of Bill Randall, Antiques On White, Dubuque, Iowa)



Figure 51: Original (right) and new beer delivery trucks, Dubuque Star Brewery, 1938
(Modern Brewer, March 1938, p. 36)

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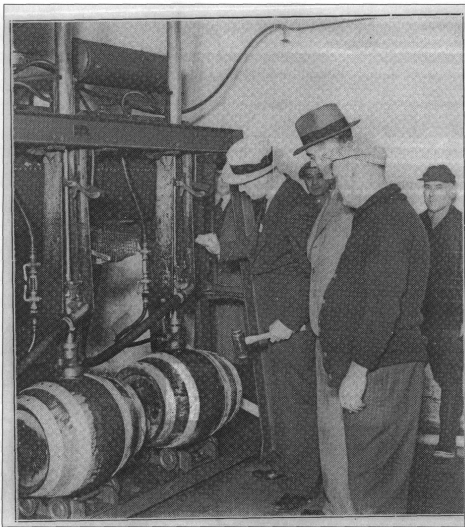


Figure 52: Racking the first post-prohibition kegs, October 25, 1933

Left to right in background, A. T. Phillippi, Northwestern Brewing Supplies Company, Andon Gloden and Fred Lay; foreground; John Anthony Rhomberg with bung hammer, Mayor M. R. Kane, and John Rauwolf, brewmaster in right foreground (*Telegraph-Herald*, October 25, 1933)

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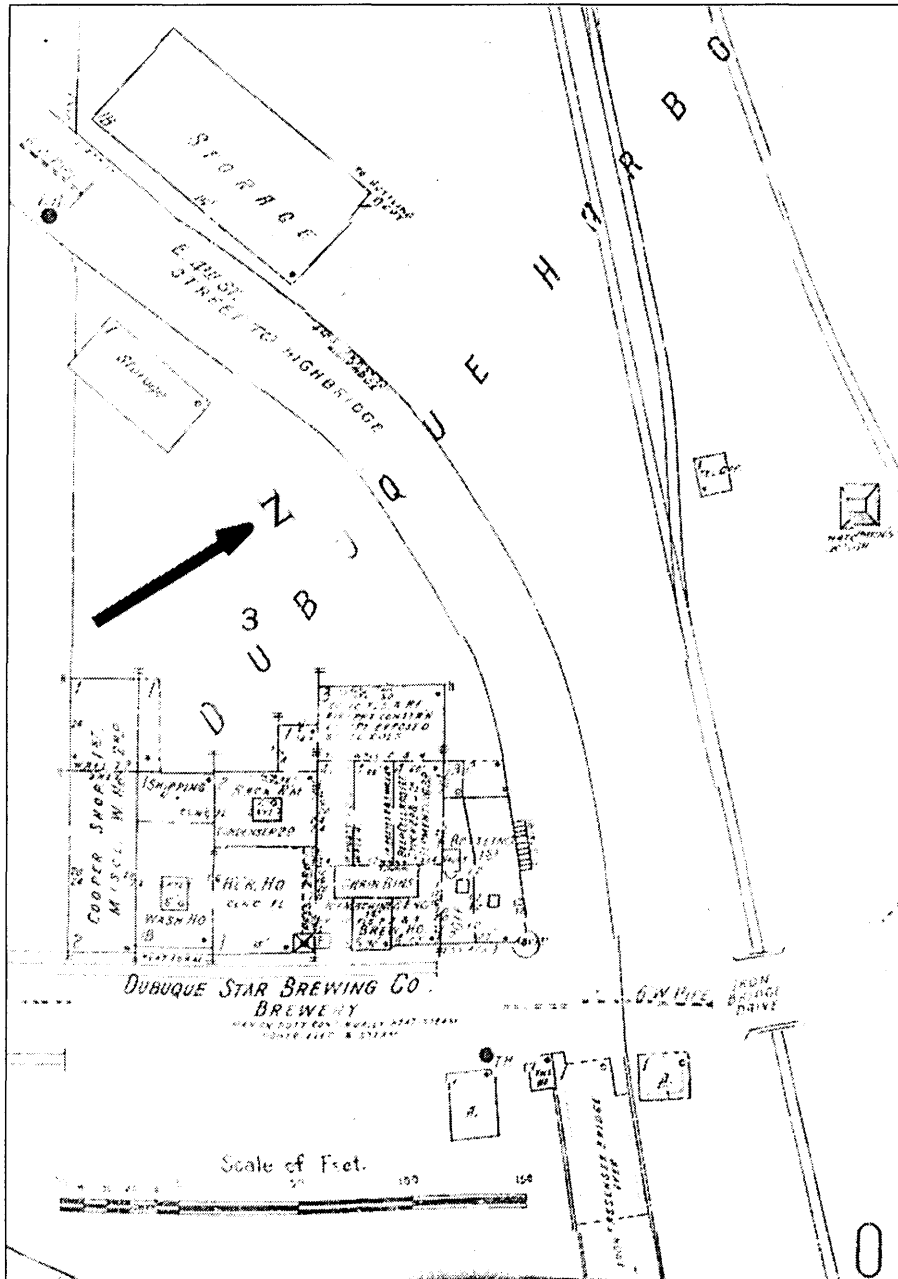


Figure 53: Detail, 1909-1936 Sanborn Fire Insurance Map

By 1936 the separate bottling works was no longer in use and the bottling function was located in the former saloon area. The post-1933 rear additions are shown. The former bottling works is now a storage building, as is the garage building. A small frame garage is in front of the brewery alongside the bridge.

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Figure 54: Dubuque Star Brewery staff photo, December 12, 1937

Brewmaster John E. Raulwolf is front and center, his son John. Jr. is to his left, and Joseph and Charles Rhomberg are to his right (Courtesy of Jack Rhomberg, Dubuque)

Fire again struck the brewery on August 11, 1938, when the company's coal pile caught on fire. It was a habit to simply off-load the coal from the railroad cars, and leaving it heaped in front of the boiler house. A few weeks later, on September 1, another fire destroyed the ice house. A brewery warehouse had recently been demolished and its lumber was stored in the former ice house in lieu of ice. The 100 x100 foot frame structure burned rapidly, but apart from the threat it posed to the other buildings, the only real loss was the cost of cleaning up the mess afterwards (*Telegraph-Herald*, September 1, 1938).

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Figure 55: Detail from full-page 1950 Star Brewery advertisement; the six-pointed star was a traditional symbol of purity that was associated with brewing as early as the 1300's (The Center For Dubuque History, Business Firms File, Brewery Sub-file F-5)

The post-prohibition years were good ones for the brewery. The only annual production figure found is for 1938, with 26,000 barrels, just half of the plant's capacity. Just one-fifth of this output was bottled, the remainder was kegged draft beer. The Depression years were not rich ones for marketing beer. The business was substantially re-capitalized and improved as previously described. The war years brought their own challenges. Smaller breweries were largely protected from the rationing of raw materials but all breweries found it difficult to obtain glass, tin for bottle caps, and adjuncts and other supplies. Lesser breweries were required to reserve 15 percent of their output for domestic military bases. In general brewers were faced with rising demand, government caps on prices and supplies. Increasing federal taxes basically meant that breweries were

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functioning at full capacity as supplies allowed, without making much of any profit. Labor was a major problem as the military depleted the ranks of trained and veteran workers. Office worker Conan Conelan was killed in the war. Charles Rhomberg also served and returned home to marry Conelan's widow Millie. In 1944 the company ownership and management was transferred completely to John Anthony Rhomberg, who had become brewmaster in 1943, after John Rauwolf's departure. The funds for another phase of remodeling were available and plans were drawn in 1943 for an attached bottling house that was built in 1946 (Ryan, Rhomberg interview)

John Anthony Rhomberg was a devout and modest man. He lived simply and was the steward of the brewery in the years between 1944 and 1971. At this time his (and that of his wife Mary) commitment to providing legal services to those without the means to pay for it, surfaced as a new priority. The couple secured law degrees from George Washington University and in the meantime, brewery operations were turned completely over to the new company president and brewmaster Arnold Caitham (1908-1997). Caitham ushered in a "golden era" for the company that lasted from 1952 until the late 1960s (Figure 56, page 58). For the first time Dubuque Star was under the charge of someone not named Rhomberg. Caitham was hired with the commitment to make the company notable on a regional basis. Within five years and with the provision of some new equipment, company sales increased 250 percent, and 700 barrels of beer were being produced monthly. During that same period, the number of Star Dubuque and Dubuque county sales outlets increased 48 percent, reflecting a measure of growing local market support. The distribution secret was a new and real commitment to truck related sales and by 1954 they accounted for 90 percent of brewery sales. Brewery taxes paid at the federal and state (Iowa and Wisconsin) level totaled \$347,759. By 1969, annual brewery production was 35,000 barrels (31 gallons each) (unidentified newspaper clipping, c.1958; *Telegraph-Herald*, June 26, 1969).

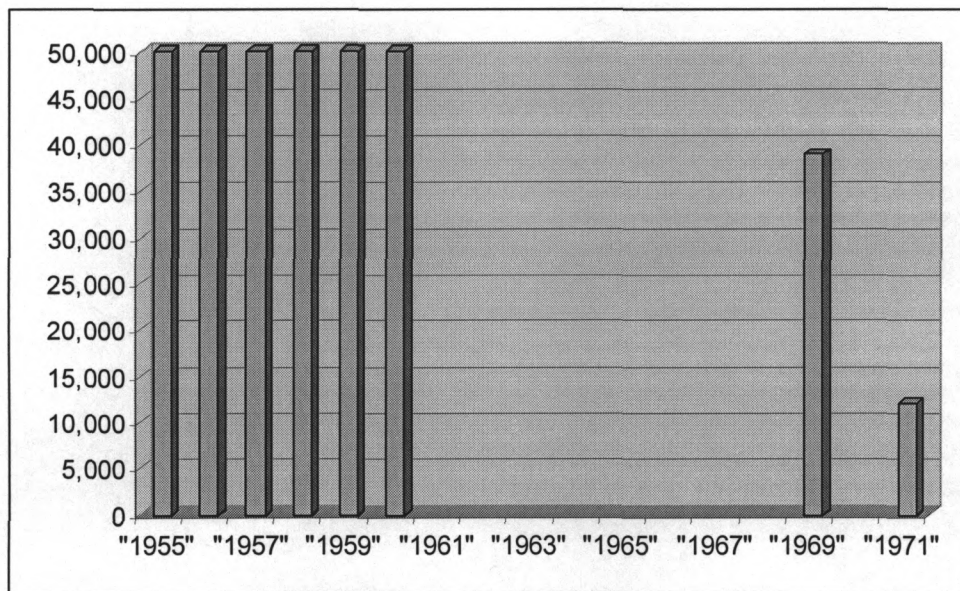


Figure 56: Actual annual beer production, Dubuque Star Brewery, 1955-1971
(Compiled by James Jacobsen, 2007)

Inflated production figures are particularly endemic to the brewing industry despite the fact that a taxable product total ought to agree with any other stated production figure. Federal production records do not survive for these years. The brewery was operating at full capacity as indicated and a substantial increase was even claimed for 1960, but no specific figure for 1960 was offered. The numbers plummeted during the late 1960s. The highest estimate for 1971 was 25,000 barrels but the figure

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presented is deemed more accurate. Even with near full production, the market share of Iowa beer consumption accounted for by Star decreased as consumption increased. As of 1962, Star claimed 2.3 percent of the Iowa market. By 1966 the percentage was 1.4 percent, and by 1971, just one percent. Figures were last reported for 1973, but the Pickett impact began to be evidenced, the market share rising to .6 percent in 1972 and .7 percent the following year (Val Pickett; Federal Trade Commission, 1978).

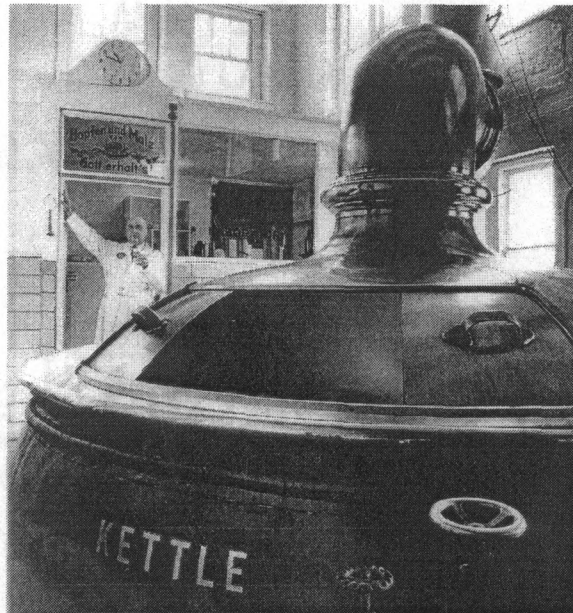


Figure 57: Brewmaster Arnold Caitham and brew kettle, office, 1969 (*Telegraph-Herald*, June 29, 1969)

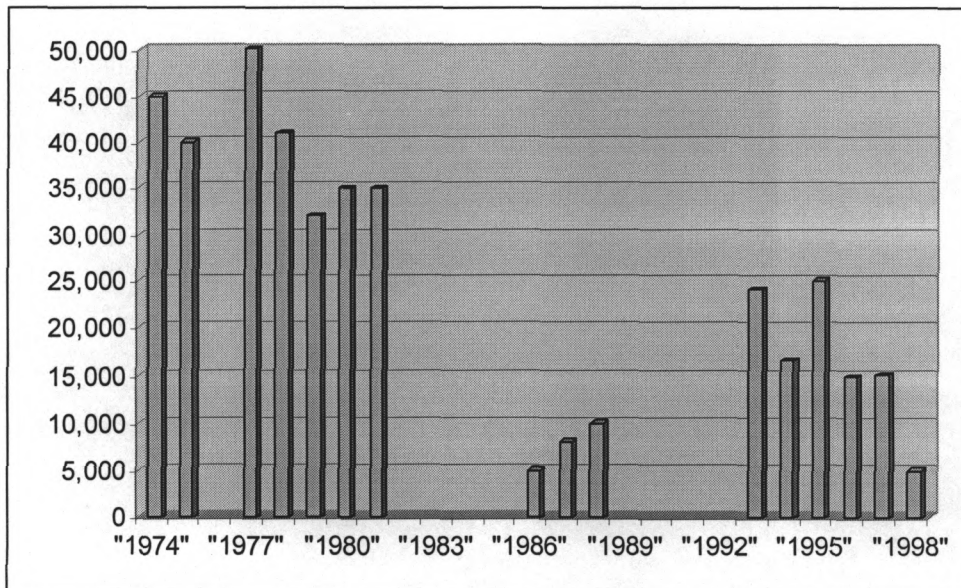


Figure 58: Actual annual beer production in barrels, Dubuque Star Brewery, 1973-1998
(Compiled by James Jacobsen, 2007)

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Figure 58 (page 62) presents the Dubuque Star Brewery annual production for the final years of operation. Missing data doesn't take away from the overall pattern. The Pickett era maintained a substantial and steady level of production. Production fell dramatically when AGRI (see page 65) took over and subsequent operators functioned more like micro breweries at a considerably lower scale of production (Val Pickett; *The Beer Industry*, p. 120).

Arnie Caitham was near retirement as of 1971 but he did have one last accomplishment, that being the development of a premium beer called "Vat7." While not broadly distributed, it broadened the brand line which consisted of a seasonal Holiday (Christmas) and Bock (spring) offering, Dubuque Star and Vat 7. Dubuque Star production was faltering and it was time to find someone else to keep the brewery running (Val Pickett).

Joseph Pickett Jr. was working for the Siebel Institute in Chicago. The Institute provided technical services to breweries across the country, provided yeasts and training for brewers at its Chicago school and laboratory. Joe Pickett was then providing field support across the country (and within the Pacific Rim) and was frequently at Dubuque Star as a result. Caitham alluded to the fact that the brewery could be purchased by the right person (Val Pickett).

Pickett recruited brother Val, brought their father Joseph S. Pickett Sr. into the team as president because he alone had managerial experience. Joe Jr. was the brewmaster. The new company, titled Joseph Pickett & Sons Brewing Company purchased the business, brands its equipment, but not the building and land. The new family-based business team brought the perfect mix of energy, creativity, promotional skills and beer-making skills to the brewery. Pickett himself was a former president of the Master Brewers Association of America. He held a degree in chemistry and bacteriology (Duquesne University, Pittsburgh, 1931) and had graduated from the brew master's school at the Siebel Institute of Technology in Chicago. John Anthony Rhomberg and Arnold Caitham were also graduates of that same program (*Telegraph-Herald*, undated clipping). With the deal John Anthony Rhomberg found a team that could continue his beloved brewery into the future (*Telegraph-Herald*, undated newspaper clipping; Val Pickett).

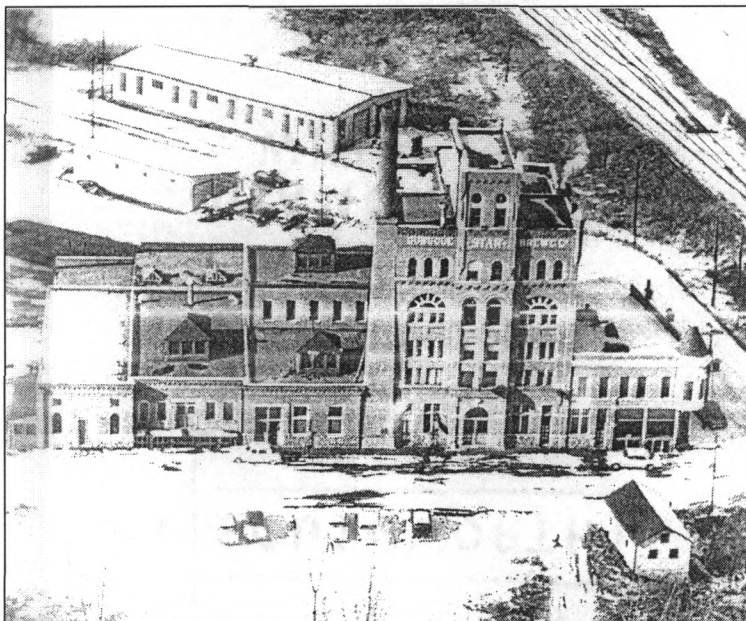


Figure 59: Aerial view west, November 27, 1959, photo by James Shaffer
(Courtesy of Dubuque County Historical Society, photo 2006.041.19)

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If Joseph Pickett suffered any early frustration, it was the refusal of the local market to consume his beers. As of late 1972, ninety percent of sales were local, including nearby portions of Illinois and Wisconsin. Despite local preference surveys, Pickett's success in increasing both quantity of output and its quality was driven by a regional and to a lesser extent a national market. Their goal was developing a premium beer that could be sold at a higher price on those larger and more lucrative markets. A new concrete block bottling house was built in 1974 on the west end of the brewery complex and for the first time, canned beer was marketed, a reflection of changing public tastes in packaging (quicker to cool and less bulky for home storage in the refrigerator). A new refrigeration system followed. Qualitatively, under the new brand name of "Picketts" the brewery worked to produce a high-quality premium beer. German hops were imported, artificial flavoring was eschewed, and the water for the beer was said to "come from somewhere north of the Canadian boarder." Rave reviews were received from Chicago by 1975 and excellent national publicity followed in the *Wall Street Journal*. The latter source recorded that annual brewer output had skyrocketed from 11,000 barrels in 1971 to 80,000 in 1975. Pickett himself continued to be frustrated with the lack of local interest even as he was besieged by distributors from across the country. During 1976 and the Bicentennial, he generated local and state publicity by reusing the nearby Shot Tower to produce lead shot for sale to sponsor local commemorative events (*Telegraph-Herald*, September 29, 1974; *Wall Street Journal*, October 8, 1975; *Des Moines Register*, November 12, 1972; October 10, 1975; Val Pickett).

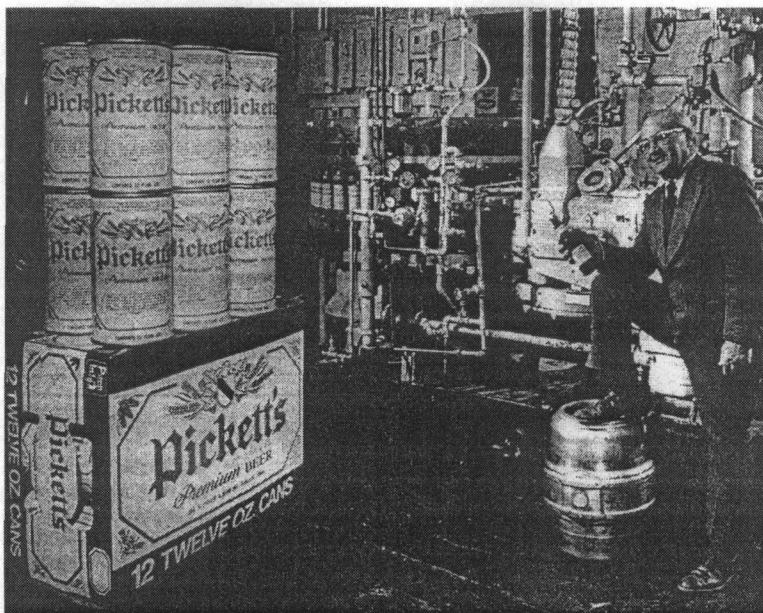


Figure 60: Joseph Pickett Sr. with beer bottle, keg and newly offered cans
(*Telegraph-Herald*, September 29, 1974)

In 1977, all this publicity drew Hollywood to Dubuque and began what would be a substantial Iowa participation in film-making. The film "F.I.S.T." was produced by United Artists and was partly filmed at the brewery. The city gained an estimated \$2 million in revenues and 300 locals found employment in the filming. The brewery gained a \$30,000 1930's style pub interior (titled "Zigli's") and a \$3,000 sign. Joe Pickett provided all the free beer that the crew could stomach and the

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imbibers were sufficiently impressed that additional distributor contacts followed as the crew members scattered after the film was finished (*New York Times*, reprinted in *The Ledger*, July 7, 1977).²

Debts accumulated and the American Grain and Related Industries (AGRI), a Des Moines-based grain cooperative, was brought in as a financial backer. Once AGRI achieved control of a majority of the company stock, the Pickett family was removed from having any role in the brewery operation. AGRI's interest in the business was driven more by an interest in the multi-acre riverfront parcel that came with the brewery. The company wanted to establish a grainshipping terminal in Dubuque. At any rate, the terminal never materialized. AGRI expended \$175,000 in improvements (new warehouse, introduced a new can) brought in J. J. Scott Cowper as the new brew master and manager. Cowper also tried without success to develop a strong local market for his product. The brewery was shut down abruptly in 1983 and was producing 35,000 to 40,000 barrels annually at the time, well below the levels achieved by the Picketts. It was sold in August 1983 to a Milwaukee consortium of five investors that was headed by Richard Armitage (Typed MS, "Dubuque Star Brewing Company," Dubuque County Historical Society; *Julien's Journal*, March 1985, pp. 34-38; *Newsweek*, June 6, 1983; Val Pickett).

The Armitage management renamed the company "The Rhomberg Brewing Company" in 1985 and broadened the range of beer brands. The list consisted of Rhomberg Classic Pale, Rhomberg Classic Amber, Dubuque Star, Edelweiss, Picketts and Weber. This list was later shortened to just the two Rhomberg labels and Dubuque Star. The brewery also started to do contract brewing, starting a very successful tradition that would continue. In 1988 or 1989 the brewery was again sold, this time to Thomas B. Fitzgerald. The old brewery name was restored. Brands were Dubuque Star, Golden Star Lager and Erlanger (purchased from Schlitz Brewing Company), and the contract brewing produced Wild Boar Amber. Zele Brewing Company, headed by Michael Imeson, purchased the brewery in September 1989, but the brewery closed by the end of the year. Jack Owen then purchased the brewery with the title "Dubuque Brewing & Bottling Company." Owen's operation lasted until 1992 and was followed by Brandevor Enterprises, Inc. Even as the Star brewery faltered from owner to owner, it lost its status as Iowa's only brewery, enjoyed since c.196, as mini-breweries emerged across the state beginning in 1985 (Untitled typed MS, Dubuque County Historical Society).

Crompton & Knowles Corporation of Massachusetts assumed the ownership in March 1991 in the midst of bankruptcy proceedings for the Zele Brewing Company. The brewery finally closed in 1993 and its very complicated ownership prevented its being reopened. The legal situation similarly blocked efforts to nominate the brewery to the National Register of Historic Places. The City of Dubuque condemned and acquired the brewery in 2001 and negotiated an agreement with the Alexander Company of Madison, Wisconsin, to begin the property redevelopment. That firm utilized \$1 million in city funds to complete roof repairs, some tuckpointing work and some demolition and gutting of the interior. Dissatisfied with the pace of project efforts, the City of Dubuque called for proposals and in December 2005 accepted a proposal prepared by EPIC Construction, and negotiated a 50-year lease. In the interim, the City demolished the metal warehouse and other frame outbuildings, and auctioned off the brewery equipment and records. A large proportion of the archival materials were purchased by the Center For Dubuque History, Loras College, and the City loaned a range of artifacts to the Dubuque County Historical Society. The brewery complex is currently being developed by EPIC to house the Stone Cliffs Winery, along with a restaurant. A historical exhibit and display is also being developed that will occupy the lower level of the Brew House.

² Additional films shot on the brewery site followed. Most notably "Take This Job and Shove It" was filmed there in 1980 and yet another bar was built in a different location within the complex. That bar area was dismantled and the rooms reverted to office use. The brewery was also featured in "Take Down" and had a cameo appearance in "Pennies From Heaven" (*The Iowan*, Fall 1981, pp. 25-27).

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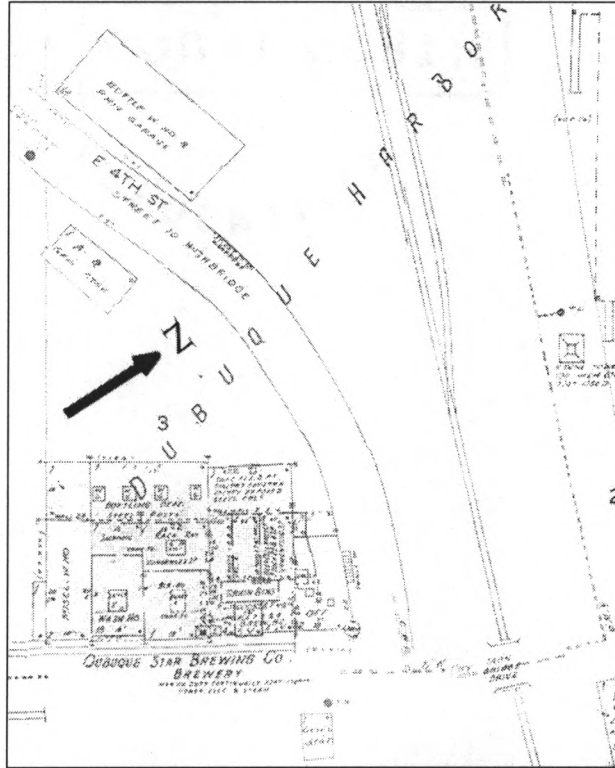


Figure 61: Detail, 1909-65 Sanborn Fire Insurance Map



Figure 62: The infamous 1965 flood, view east (Center for Dubuque History)

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Dubuque Star Brewery Collection (as cited in text):
Dubuque city directories

City of Dubuque:

Building permits (1917+)

Dubuque County Historical Society:

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Original blueprints, Fred Rautert, Architect and Engineer, Chicago (1898) (Center For Dubuque History)

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10. Geographical Data:

Legal Description:

Lot 2, Block 5, Riverwalk Addition, City of Dubuque

Boundary Justification:

The land that is included in this nomination has been directly historically associated with the brewery building and its operation. Vacant land that served as the location of non-extant additions and outbuildings has been excluded from the nomination due to the loss of those associated buildings. The land included contains the core original buildings and structures upon which this nomination is based.

Photographs:

Photographer: James E. Jacobsen
Date of Photographs: August 14, 2006
Location of Negatives: Property owner
Type of Film: Ilford 100ASA

Photographs:

Frame	View	Description
1	northeast	south frontage of complex, note stone rubble wall, arch, Shot Tower in left background
2	northwest	east frontage of south appendages
3	north	east frontage of south appendages and south sidewall of main building, chimney
4	north	main building façade and south sidewall, chimney
5	northwest	main building façade, chimney
6	southwest	east frontage of complex, corner bar/residence building, cast iron stairs on latter
7	northwest	main façade and chimney
8	northwest	detail of main entrance, main building, foundation
9	northwest	detail of main building door, massive brick arches, foundation
10	west	detail, cornice and ornamentation, main building, chimney
11	southeast	back (west) wall of corner bar/residence, location for former two-story rear porch
12	southeast	north sidewall of main building, rear addition
13	east	west frontage of complex, concrete block addition
14	northeast	west and south frontages of complex, note stone walls on south side to right
15		

Photographs embodied within the document:

Figure	Page	View	Description
1	1	southwest	upper main facade
2	2	west	façade, door and arch detail
3	3	west	façade, main door, stonework and arch details
5	6	southwest	Stock House, column stone support system
6	7	southeast	Stock House, columns, beams, brick arched ceiling details
7	7	north	Boiler Room, truss detail

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8	8	southeast	Brew House, voids where grain storage bins were located
9	8	east	Stock House, columns
10	9	east	Fifth Floor of Brew House, King Post Arch detail
11	10	southwest	Brew House, power transfer system on ceiling
12	10	northeast	Vilner 1937 Ammonia Compressor
13	11	northeast	Mezzanine view down to Brew Kettle
14	12	west	Vault in back of office area

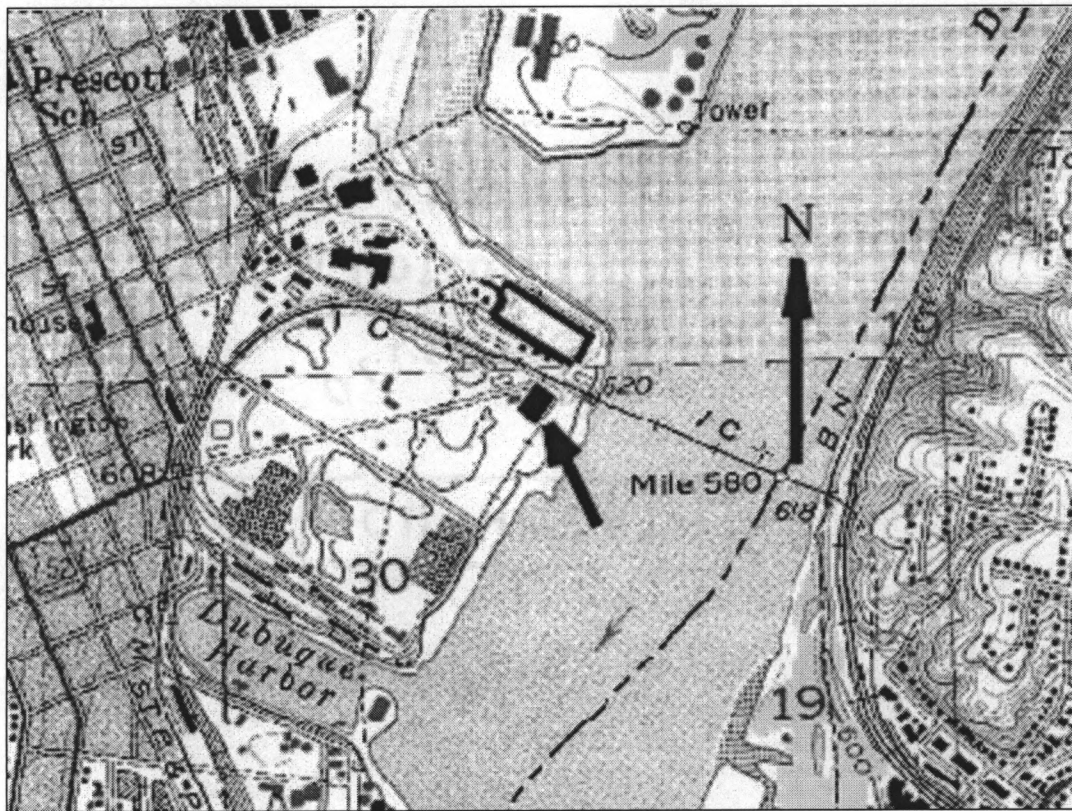


Figure 51: Locational Map (arrow locates subject property)