



MAIN LOBBY



## HOTEL HISTORY

In 1839, travelers' first sight as they crossed the Mississippi River into Dubuque was a hotel building on the corner of 2nd and Main. This old "Julien Hotel" survived a fire, hosted famous guests such as Abraham Lincoln, "Buffalo Bill" Cody and Mark Twain, gained notoriety thanks to Al Capone and was ultimately purchased by the current ownership in 1962. Now 170 years later, after a \$30 million interior renovation and exterior restoration, the Hotel Julien Dubuque has redefined elegance through the blending of its rich history with modern luxury and style.

### IT BEGAN AS THE WAPLES HOUSE

Since 1839, a hotel or inn has occupied the corner of Second and Main—the present site of the Hotel Julien Dubuque. The original structure, four stories high, was called the Waples House and was named after its owner, Peter Waples, a wealthy Dubuque merchant. It was the first building visible to the travelers entering Dubuque from across the Mississippi. The Waples House was furnished extravagantly and was known far and wide for its gourmet cuisine.

### REMODELED AND RENAMED

In 1854, the hotel was enlarged, remodeled, and renamed the Hotel Julien after the city's namesake Julien Dubuque. This reconstruction doubled the hotel's capacity. In 1889 the old section of the hotel was remodeled in order to complement the new addition. Shortly before the turn of the century, the City of Dubuque rivaled Chicago in size and was fast becoming an important center for trade and commerce. The Julien was the focal point of this bustling economy and gained recognition as a gathering place for the city's rich and famous.

In 1913, the hotel was ravaged by a fire, which left little in its wake. Construction of the current hotel began at once and by 1915, what was then called the Hotel Julien Dubuque, was again open for business.

In 1962 the Julien was purchased by Louis H. Pfohl and, after extensive remodeling, became the Julien Motor Inn with its modern and refined atmosphere. During this remodeling phase, many interesting and historic artifacts were incorporated into the décor, including the stained glass in the restaurant. In addition, a giant mirror was added to the Julien's lobby that had been salvaged from the Ziegfeld Theatre in New York City. The mirror was renowned as the place where every performer, including W.C. Fields and Will Rogers, caught the last glance at their costume before they walked onto the Ziegfeld Folies' stage.

Written histories of Dubuque indicate that there has been a hotel or inn on the same corner of Main and Second Streets since 1839.

Built in 1843 the four-story Waples House (the first structure that bore the name Julien) was probably the first building visible to travelers as they crossed the Mississippi to Dubuque.

The Waples House was purchased by partners Burton and Finlay and was renamed the Julien House in 1854 after undergoing an extensive remodel and addition to the hotel, doubling the capacity to 80 rooms.

A young Abraham Lincoln was said to have spent a day and a night at the Julien in the spring of 1859 while working as a lawyer on behalf of the Illinois Central Railroad.

The Julien was purchased by W.W. Woodworth in 1866 for \$30,000, who began a seven-story Romanesque brick and terra cotta addition to the hotel in 1874. Additional renovations to the hotel in 1889, 1893, and 1908 brought modern conveniences such as an elevator and electric lights.



1913 FIRE

A tragic fire struck the elegant guesthouse just before midnight on Monday, April 7, 1913. It was believed that no one was lost in the inferno.

Realizing the need for a large, modern hotel a group of local investors (the Dubuque Hotel Company) led by local businessman W. H. Day began making plans to rebuild on the existing site.

Construction of the new hotel began in earnest on February 25, 1914 with a target completion date of December of that year. As the previous building was destroyed by fire, the new structure of "concrete and steel" was designed to be fireproof, an attribute that was nearly always noted in newspaper articles and advertisements for the new hotel.

Although newspapers reported the property was said to be nearing completion by late December of 1914, Hotel Julien Dubuque's Grand Opening did not occur until Sunday, September 12, 1915.

### SEE BACK PAGE

Although no documented accounts confirm Al Capone's ownership in the Hotel Julien Dubuque, there are eye-witness reports that confirm Capone frequented Dubuque and is speculated to be the "Unnamed Chicago Interests" holding shares in the Dubuque Hotel Company.

Louis Pfohl purchased the hotel in 1962 and closed it a few years later to begin a massive remodel. The remodel took nearly five years to complete with the grand opening celebration held in 1970. The hotel's name was also changed to the Julien Motor Inn, which was reflective of the rise of the American car culture.



Inspired by the renaissance of Dubuque's downtown, the third generation of the Pfohl family made a \$30 million investment and began a second extensive renovation of the historic hotel, beginning with an exterior restoration of stonework and windows. Six months later the hotel was closed for a complete renovation of all interior spaces.

In September of 2009, the Hotel Julien Dubuque reopens and restores the classic grandeur of the 1915 original Hotel Julien.

1839

1843

1854

1859

1874

1913

1914

1915

1927

1962

2007

2009



POSTCARD CIRCA 1920'S

## REBIRTH OF THE HOTEL

Inspired by the renaissance of Dubuque's downtown, especially the Old Main District in which the Julien is located, and the ongoing development at the Port of Dubuque, in late 2007 the descendants of Louis Pfohl began a second extensive renovation of the historic hotel, beginning with an exterior restoration of stonework and windows. The hotel was later closed for a complete renovation of all interior spaces. The Hotel Julien Dubuque had its grand reopening in September 2009.

A considerable \$30 million investment, the renovation has restored the classic grandeur of the 1915 original Hotel Julien with all the modern amenities and sophisticated refinement guests expect from a contemporary hotel experience.

## THE CAPONE CONNECTION

The Hotel Julien became known as one of the finest hotels in the Midwest and hosted many grand banquets and famous guests. But of all the personages said to have stayed in the Hotel Julien, none has aroused more curiosity and speculation than the notorious Chicago gangster Al Capone. Local lore alleges that when things got "hot" in Chicago, Capone would travel with his entourage to Dubuque, hiding out in the Hotel Julien. He reportedly made use of a nearby underground garage to hide his cars and further conceal his presence in Dubuque. Some say he even owned the hotel at one point.

Letters from the private records of Louis Pfohl, who purchased the property in 1962, corroborate accounts of Capone not only staying at the hotel, but owning it as well. "When I took over the Julien in 1962 there were two people who were familiar with the situation," Pfohl wrote, "The story I heard was that when Capone came to town he took over the entire eighth floor and that his guards were stationed at all stairways and elevators. The hotel employees would bring the food up on the elevator and give it to the guards, but they could not go on the floor." The eighth floor would give Capone's lookouts an excellent view of the Wagon Bridge (later replaced by the Julien Dubuque Bridge) in the event that the "feds" or rival gangs might cross the Mississippi from Illinois. In one letter, Pfohl also writes that Capone once owned the Hotel Julien. "I have a postcard which shows the three hotels that the syndicate owned, two in Chicago, one of which was Capone's headquarters, and the other the Julien." The postcard shows illustrations of the Hotel Julien along with the Hotel Pershing and the Hotel Metropole. The Metropole once served as Capone's Chicago headquarters. He later moved his headquarters to the nearby Lexington Hotel, the building that later revealed a series of secret passages and the now infamous "Capone's Vault" opened on live television by Geraldo Rivera in 1986. All three hotels - the Pershing, the Metropole, and the Lexington are all now demolished.

A retired employee of the Hotel Julien, Mrs. Iva Whitney recounted her experiences at the hotel, including witnessing Capone's comings and goings, in a 1970 Telegraph Herald interview and article. Working in housekeeping Whitney began in 1916, the year following the hotel's opening, and retired in 1963, a year after Pfohl purchased the property. She said of Capone and his entourage, "There were always five of them together. They were nice to you." The question of whether Capone ever owned the hotel might not be answered by Mrs. Whitney's account, but her report does lend some credibility to the claim. "He (Capone) came, looked through the books, and left," she said.

Likewise, no historical records confirm Capone's ownership of the hotel, but there is evidence that points in that direction. A.A. Cooper (Jr), son of the wealthy businessman and owner of Cooper Wagon Works (now home to the Bricktown entertainment venue and restaurant) was the foremost investor in the Dubuque Hotel Company when the corporation was formed in 1913. Reportedly, Cooper began buying stock from other investors as early as 1915, increasing his advantage as the majority stockholder and securing his position in subsequent years as president of the board of directors.

Cooper used this advantage in later years to take over management of the hotel and allegedly pay his wife, son and daughter a salary "for no services rendered." When minority stockholders sued the Coopers in 1927, the family countered that "the plaintiffs in the action...in the Dubuque Hotel company are not in fact the real parties in interest but represent unnamed Chicago interests who have purchased the minority stock in the hotel company." "Unnamed Chicago interests?" Interesting.

The case was thoroughly detailed in the newspapers, including spirited cross-examination and testimony on the stand by Mrs. Cooper; and then suddenly dismissed. An agreement was reached in which an associate representing the "Chicago interests" purchased the Cooper stock in the hotel company, having already secured options on the stock of some other minority stockholders.

Were Al Capone and associates in fact the so-called "Chicago interests" that leveraged the buy out of the Dubuque Hotel Company and the purchase of the Hotel Julien? We may never know.

That's why in 2009 the Hotel Julien returns to an era of living large with our Capone Suite. This suite is private, spacious, and full of luxury, just as Al Capone himself would have liked it. Tucked away on the second floor far away from other guests, the room's vintage theme is rich with "Old Hollywood glamour" and boasts a large built-in vault. Was it Al's?



## ACCOMMODATIONS

### GUEST ROOMS

A mixture of timeless elegance and high style, the Hotel Julien Dubuque offers historic character and modern refinement. For those seeking the very best, the Hotel Julien Dubuque offers the region's finest hotel accommodations and service. Each guest room and suite is filled with special touches to create an uncommon blend of sophistication and comfort.

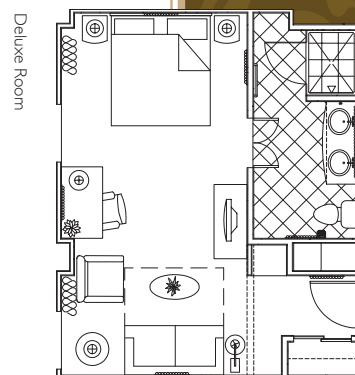
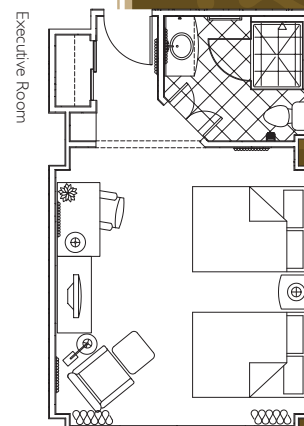
All guest rooms offer the following amenities: Richly appointed rooms with dark wood furnishings, luxurious linens and bedding, complimentary WIFI, oversized desk with ergonomic chair, 37" or 42" LCD Flat Panel HDTVs, hair dryer, iron/ironing board, alarm clock radio with iPod docking station and our Hospitality Niche which features a snack basket, refrigerator, honor bar and coffee maker. All of our spacious bathrooms feature walk-in showers or tubs with decorative tile, granite topped vanities and spa quality bath products.

### EXECUTIVE ROOM

The Executive Room is perfect for the overnight business traveler. It features one king or two queen beds fitted with luxurious linens. Take a break and enjoy the comfortable reading chair and ottoman to help you unwind at the end of the day.

### DELUXE ROOM

For those looking for extra comfort, a Deluxe Room will give you ample room to settle in and spread out. Each Deluxe room offers one king bed fitted with luxurious linens and appointed with rich wood furnishings. The sitting area includes a sleeper sofa which is just right for lounging or accommodating additional overnight guests. Both business and leisure travelers will enjoy the extra amenities for an unforgettable stay.



HOTEL JULIEN  
DUBUQUE



## ACCOMMODATIONS

### LUXURY GUEST SUITES

A mixture of timeless elegance and high style, the Hotel Julien Dubuque offers historic character and modern refinement. For those seeking the very best, the Hotel Julien Dubuque offers the region's finest hotel accommodations and service. Each guest room and suite is filled with special touches to create an uncommon blend of sophistication and comfort.

All suites offer the following amenities: Richly appointed rooms with dark wood furnishings, luxurious linens and bedding, complimentary WIFI, oversized desk with ergonomic chair, extra electrical outlets; 37" and/or 42" LCD Flat Panel HDTVs, hair dryer, iron/ironing board, alarm clock radio with iPod docking station. All of our spacious bathrooms feature walk-in showers or tubs with decorative tile, granite topped vanities and spa quality bath products.

#### LUXURY SUITE

Each of our richly appointed two room Luxury Suites offers ultimate comfort for business and leisure travelers alike. These suites feature a private bedroom with two queen beds and a separate living room with sleeper sofa, two large LCD Flat Panel HDTVs, the Hotel Julien Hospitality Niche which includes a snack basket, refrigerator, honor bar, coffee maker and all the comforts of home.

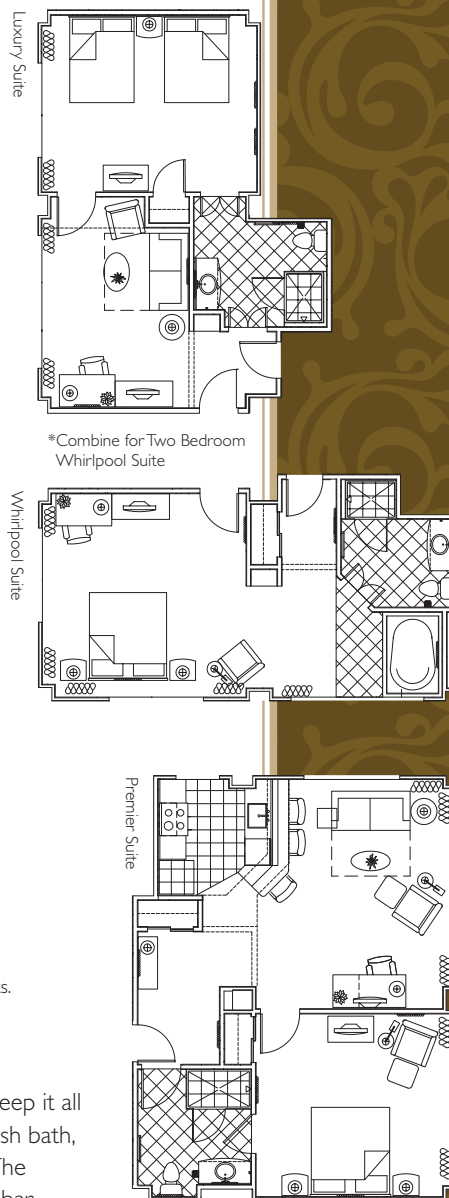
#### WHIRLPOOL SUITE

Always a popular choice, the Whirlpool Suite is perfect for a romantic weekend getaway or for the business traveler who needs to relax while spending another night on the road. Enjoy all of the luxurious amenities of the Hotel Julien Dubuque plus a two person whirlpool bath and a 42" LCD Flat Panel HDTV. Each Suite features a king sized bed as well as our comfortable reading chair and oversized desk area. In addition, a Hospitality Niche which features a snack basket, refrigerator, honor bar and coffee maker make this the perfect place to stay.

\*A Whirlpool Suite can combine with an adjoining Luxury Suite, to create a two bedroom Whirlpool Suite. Sleeping areas are connected by a common living area, featuring a sofa sleeper for additional overnight guests.

#### PREMIER SUITE

Use this suite as a gathering place for groups, friends, or families traveling together, or keep it all to yourself! With its fully equipped kitchen, open living room, private bedroom, and lavish bath, the Premier Suite is the ultimate in comfort. It truly feels like home away from home. The kitchen features granite countertops, a breakfast bar, coffee maker, snack basket, honor bar, full size appliances including a dishwasher, and cabinetry stocked with cookware, dinnerware, silverware, and glassware. A well-appointed living area hosts a sofa sleeper, 42" LCD Flat Panel HDTV, and relaxing reading chair. If you have work to do, there is an oversized desk with data port, phone, and electrical outlets. In the bedroom you will find a 37" LCD Flat Panel HDTV in addition to a king size bed.





## ACCOMMODATIONS

### CAPONE SUITE

#### CAPONE SUITE

Return to an era of living large.

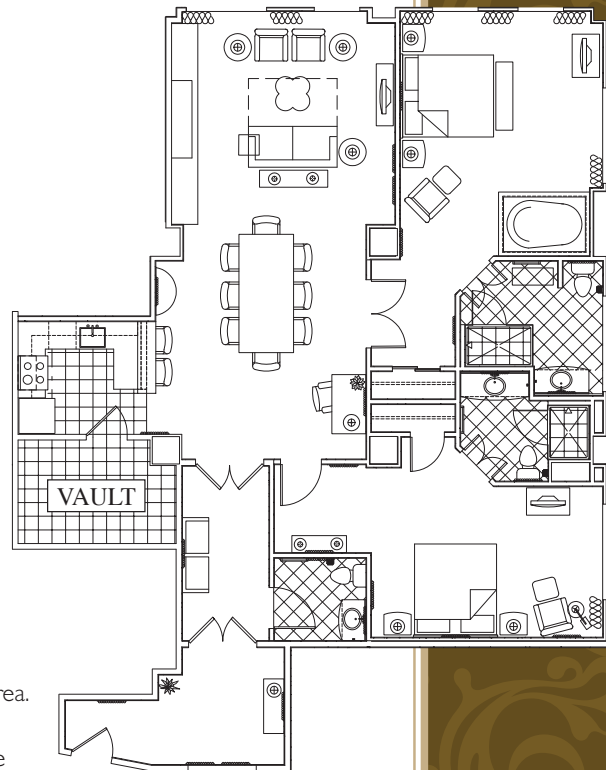
Taking its name from the notorious Midwestern gangster of the Prohibition Era, the Capone Suite is private, spacious, and full of luxury, just as Al Capone himself would have liked it. Tucked away on the second floor, far away from other guests, the room's vintage theme is rich with "Old Hollywood glamour".

Granite countertops, etched glass doors, and an antique mirror are just a few of the items that make this suite unique. The floor plan, with ample room to entertain, lends itself to board retreats, small meetings, and family gatherings. French doors open into a grand living and meeting space. A complete kitchen with breakfast bar, coffee maker, dishwasher, cookware, glassware, dinnerware, silverware, snack basket and honor bar, is near the executive table, which seats eight and is perfect for dining or meeting.

An oversized desk with data port, phone, and electrical outlets is conveniently located near the executive table. The additional guest half bath is situated just around the corner from the kitchen and meeting area. Also within the suite is a sofa sleeper and two comfortable chairs, positioned for conversation, near a 42" LCD Flat Panel HDTV. Near the kitchen is the famous bank vault. It is rumored that Capone would hide inside the vault while authorities or enemies searched for him.

The suite has two large bedrooms, each with a full bathroom, 37" LCD Flat Panel HDTV, and king bed fitted with sumptuous linens. Guests can also relax in the whirlpool tub that is separated from the bathroom. Copious windows abound throughout the suite, offering panoramic views of the Mighty Mississippi.

The Capone Suite offers the following amenities: Complimentary WIFI, LCD Flat Panel HDTVs, hair dryer, iron/ironing board, alarm clock radio with iPod docking station. All of our spacious bathrooms feature walk-in showers or tubs with decorative tile, granite topped vanities, spa quality bath products and luxurious bathrobes.



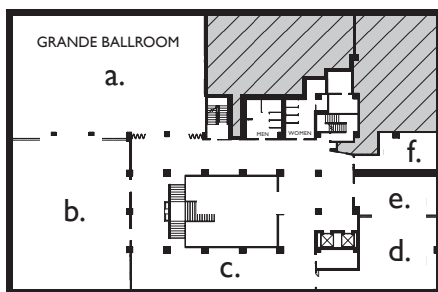


The Hotel Julien Dubuque offers elegance and historic charm, plus all the modern conveniences of today. Our luxurious lobby, abundant hotel amenities and today's technology will make you feel welcome and comfortable. Paying close attention to the details of the era and the history of the building, the story of the hotel is told through original light fixtures, ironwork, crown moulding, and grand windows. Relax by the fire, enjoy a cocktail in the lounge, or escape to the charming guest rooms – the Hotel Julien Dubuque will become your favorite destination.

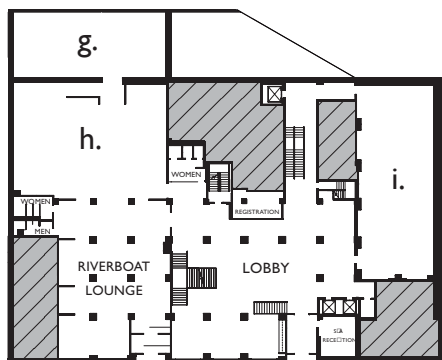
## HOTEL AMENITIES

- Magnificent Historic Lobby and Grand Staircase
- 133 Executive Guest Rooms (23 Luxurious Suites)
- 15,000 sq. ft. of meeting and banquet space accommodating up to 400 people
- Caroline's Restaurant, open daily for breakfast, lunch, and dinner
- Riverboat Lounge, great appetizers, drinks & entertainment
- Potosa Spa
- Room Service
- Fitness Center with selection of cardio equipment and free weights
- Indoor Pool & Whirlpool Spa
- Ample Complimentary Parking
- Shuttle Service to airport, businesses, Diamond Jo Casino and other attractions
- Business Center
- Car Rentals Available
- WIFI
- Same Day Laundry & Dry Cleaning
- Cribs
- Grocery Shopping Service for our long-term guests
- Safe-Deposit Boxes
- ADA Accessible
- Tickets & easy access to Trolleys of Dubuque
- Within walking distance of historic Main Street area attractions:
  - Museums & Aquarium
  - Casino
  - Shops
  - Theaters
  - Restaurants & Bars
  - Many historic points of interest
  - Scenic Riverboat and Dining Cruises
- We are environmentally concerned. The hotel features geothermal heating and cooling.

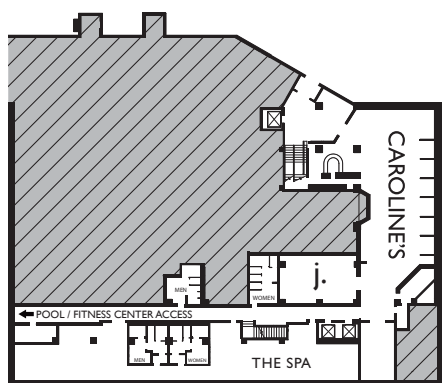




Second Floor



First Floor - Lobby Level



Lower Level

## MEETINGS & EVENTS



The Hotel Julien Dubuque features the finest accommodations in the region. Our luxurious furnishings, magnificent windows, and state of the art audiovisual technology combine to create beautiful and functional surroundings. Whether you're planning a business meeting, wedding, or the social event of the season, our expert staff works attentively and creatively to ensure that your event makes a grand impression.

Groups from 6 to 400 are accommodated in multi-functional spaces, which include pre-function areas for receptions and exhibits, as well as banquet and private dining rooms. Custom menus from our on-site Catering Department can be created to suit your tastes. With downtown Dubuque just outside our front door; the Mighty Mississippi Riverboats, casinos and area golf courses provide plenty of options for day trips, off-site meetings and team events for your attendees. The Hotel Julien Dubuque will make your experience memorable.

ROOM NAME	DIMENSIONS			ROOM CAPACITIES			
	L x W	SQ. FEET	CEILING	CLASSROOM	BANQUET	THEATER	RECEPTION
a. Grande Ballroom	75' x 46'	3,450	17'	200	230	256	300
b. Fleur de Lis	61' x 46'	2,806	8'	96	170	200	200
a/b. Grand Ballroom & Fleur de Lis		6,256		300	400	450	500
c. The Atrium	Suitable for pre-function events, cocktails or breakout sessions.						
d. Julien I	31' x 30'	930	8'	48	56	68	60
e. Julien II	31' x 15'	465	8'	16	24	24	30
d/e. Julien I & II	31' x 45'	1,395	8'	64	80	90	90
f. Louis Pfohl Exec. Board Room	31' x 13'	320	8'	N/A	12	N/A	12
g. River Terrace	50' x 25'	1,250		N/A	50	N/A	80
h. River Room	60' x 46'	2,760	9'	100	160	180	200
i. Harbor Gallery	80' x 30'	2,400	9'	100	150	160	200
j. Caroline's I	31' x 19'	608	8'	40	40	40	40

