## PEORIA IS BUSIER THAN EVER, BUT IT'S MUCH DRIER

"mysterious" breakings and enter-

tngs and takings away to which tho individual warehouses were subjected.

Ingersoll's Old Town.

Colonel Ingersoll is long slace gone to

the repose which zealots still begradge

sonality and grandlose word-whehery

remain, and, for a later nrticle, I took

down from the ligs of his friend Editor

Colobrity first in the list, Paro

In truth it was water of a special

purity. Heaven's most sainbrious gift

to man, that mode Poorla a world cen-

ler for the manufacture of a product

not so salubrious. The water comes from veins from 1,200 to 1,600 feet be-

to extend as far os Lako Superior. 600

miles away. It was the best water in

the world for distilling purposes. Pri-

vately, as they will lell you in Proria.

it still ts. Distilling is banned, but not

Whisky Tox Biggesi Ilem.

business was amazing-or appailing, as

half the total of the federal govern-

ment's internal revenue taxes. That

half came to \$36,000,000 a year. It

wos paid in each every morning at the

Now, pull a business of such propor

tions out from under n town in, as

rate of \$100,000 a day. The govern-

ment tax was \$1.10 on each gallon.

In the old days the volume of the

Before prohibition Peorla paid one-

Lambert capitol stories about and by

Water, remains in abuniance.

Peorlan

the grent man.

wholly bonished.

you may prefer to put it.

celebrities. Agnostirism -

JAMES O'DONNELL BENNETT

Chicago Daily Tribune (1923-1963); Sep 8, 1926;

ProQuest Historical Newspapers Chicago Tribune (1849 - 1987)

# PEORIA IS BUSIER THAN EVER, BUT IT'S MUCH DRIER

Recalls Days of Whisky. Pure Water, Ingersoll.

llow teoria, largest city in Chicagoland except Chicago, came back after the suppression of its huge whisky distilleries, os whisky distilleries, is penuina drama icità tiro heroca in it-Fartittde ond Common Sense. Proria is interesting in many ways. It is a city that goes and gets bustness, but does not forget beauty. But first a little story obout the city's name.

## BY JAMES O'DONNELL BENNETT.

"Peory! Peory! Poory!" mumbled the conductor as he thrust his head into the car of a train that was dawdling into Peorla one doy to the late sixtios of the last century.

"Peory! Beory!" he mushed again, and yet again.

Edwin Porrest, actor of a stamping and protund school now goes out of fashion, loved every vowel la a beautiful word and gave every one of them a thunderous value. The great man's him. Vivid memories of his grand percombination Scotch - German double back action irasolbility was not assunged by advancing years, and now he could bear no more "Paory." He leaped from his seat to the car. ndvanced upon the culprit conductor. reized him by both lapels of his cont. and, forcing bim backward and forward, majestically intoned:

"Pee-orr-ree-ah! Pee-orr-ree-ah! You mumbling murdorer of a beautiful

## City with Gurgliag Name.

So much for the most moledious neath the surface of the earth and said name in the nomeaclature of Chicagoland cities. Like so many others in our aren. It to of Indian origin.

And now we come to a word of Gaelle origin-the word whisky.

in pre-Volstoad days whishy was Peorla's itfa. So, at least, Peorlans thought-whother they drank it or not The late E. F. Baldwin, one of the old time editors of the Peerla Star, used to say that Peorla had nation wide celebrity for three things-

Puro waler. Good whisky.

Agnosticism. "concentration warehouse" now holds all the whisky and other "potable liquor," as they call it, remaining in Peoria. The quantity is not negligible. It comes to \$50,000 gallons. The the saying is, the twinking of an eye, 'coacentration warehouse' is a meas- and what is to happen? ure devised to counter against the

ing. The groaners went about the streets grouning in concert and grountug in individual selections.

Things did, inderd, look dire.

## Mako Some Comparisons.

Men who think and speek soberly sill lank back with a shudder to the and to our country generally, 16th day of January, 1920, whon the ultimate blow foll. "It was, or it seemed thon," they will tell you on you sip with them Puro Wntor at the University ctub. "the hardest blow a city could have. Take the nute busiursa from Detroit, and steel from Pittsliurgh, and breakfast food from Battle Crock, and you would have a rather dissying hole to look late, wouldn't Well, that's the way we felt when this country took whisky away

"What did you do?" I asked eagerly, for my hosts of a few days ago at alone-commorcial alcohol. and so on the richly appointed club-1 think it and so on. Business is good, such a was the University club-did not seem firm os the Commercial Selvents comcommercially dosolate, and their appetites were hearty.

Up spoke Ralph M. Field on behalf of the group. As manager of Poarla's of new equipment to its plant. Association of Commorce, Mc. Field is oria's go-getters, but not the blather-

And he said: "We just wont ahead and sawed ".boom

#### Now Peoria Prospers.

By "wo" he meant all Psoria's business element, minus the greaners. They sawed wood to such good purpose that today Peorla-

Is building a now 16-story, \$1.500,-000 hotel-the Pere Marquette-although the commodious old Jefferson is a right good hotel in no way aut-As for the third of Editor Baldwin's dated.

Is two and soven-tenths ahead of the peak time of the war in the omploymont of labor.

Has made a sixty per cont increase in its factory pay rolls in the last two

Hns gained more population in the five years since 1920 than it gained in the ten years preceding.

Has developed its trading areawhat it calls "our Jobbing territory" -until now it extends 150 miles east. 150 miles west, 75 miles north, whore It bumps into the Chicago area and stops, and the same distance south, where it bumps into the St. Louis area and does the same. Figuring roughly, Poorle estimates that it now to serving a population of more than half a milllon and less than a million, so said the field marshal.

Poorla points your kind attention to the fact that it is an "open shop town," is on friendly terms with labor, and has had practically no strikes sinco 1919. The last big strike was then-tho Keystono Sicel and Wiro company broll, but it was not, so I was told, due to local conditions.

### Shows Steady Growth

Peorla, as represented at that lolsurely luncheon, sums up thuo:

In 1910, population 66,950. la 1920, 78,12t.

In 1825, 93,095. "This loot," the gogettors added. "Is the best estimate we can get." I suspect the 95 to be added to make the total look antural. What happened in Peorla at first | Taking in its contiguous suburbs

was that there was deep bellicd grean- and hamlets, Peeria counts a grand total of population of 108,500.

Such substantial growth, in the face of what was expected to be dreadful dismaler, is fine for Peorla, of course, and instructive to the rest of us because it provides a bright side light on conditions in Chicagoland particularly

How was the growth brought about? Not by walting for the worse lo come to the worst, but largely by realigning and odjusting the potentialities of the iniquitous old industry,

#### Other Uses for Alcohol.

For example: Alcohol that used to go into the production of whisky now goes into the manufocture of paint and varnish solvents, photographic chemicals, lacnucrs, live stock and poultry food-of which last 3,000 tons a day are shipped by the American Milling company pany, for illustration, purvoying hugoly to the Duponts and the Eastmans and recently adding \$3,000,000 worth

Soms of the browerles-also lured the field marshal, as it wore, of Po- to Pearla by its pure water, as the distillories were are still operating, but not us heer producers. They now

malt products. One browery has been as good of quick naswers as your so radically realigned that it is producing neetyleno gas and cooking oils.

Is not all that readjustment a forthright 'tndustrial Gruna? Romanile, drama, too. For a people has to have imagination os well os brains and acree to play it.

"Nose Paint" Sill Available. Peoria now has other slogans than whisky slogans. One of them votces Peorla's aspiration to be a glad handconvention city. It runs:

" Peorla is just one sleep from three-fourths of the total population of the United States."

Peorla talks less whisky now than used to, Somo say it does notat least ite baser element-drink less. and that the quality is worse. Men not fanatical told me that, and shook

To the visitor Peerla new extels not liquor but its 1,000 acro park system and its entrancing views from Grand View avenue up and down the valley of the Illinois, views that Thooders Roosevelt, who loved the exciteniouts of high language, said were "unsurpassed on this continent." They certainly are unsurpassed in Chicagoland. Whon I asked the field marshal my

make yeast, melt sirup, used in mak-ing doughnuts, and similar culinary greatest asset?" he repiled: "I'm not and my friend, Heber Hudson of Bloomington, was when he instantly raplied to your question with the wurds. "The quality of its people," so let mo think. You, I have ttl l'eoria's biggest neact is its location, with 14 railroads hrm, and the Dilnois river running past our door, and we hatf way between Chicago and St. Louis ond half way between the Mississippi river and the Indiana state line. You can't beat that for trading location:"

question of mine seven years age he would have had to reply, "Whicky."

The new answer beats the old one hy many a longue of fair Chicagoland, I think-albeit J, too, like my glass full well and well filled.

(Tomorrow: Three Great Peorisms -a Jester, a Diva, and a Bisbop.]

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