

THE EVENING TIMES-STAR, SAINT JOHN, N. B., SATURDAY, SEPTEMBER 11, 1926

SUGAR CANE NOW BEING USED FOR BUILDING WORK

M. F. Parsons, Head of Plant,
on Visit Here, Speaks
of Operations

How sugar cane in treated scientifically for many varied uses in construction work at the only plant of its kind in the world, at New Orleans, Louisiana, and how in five years the demand for this product, known among the trade as "celotex," has spread to all parts of the world, was related to a Times-Star reporter by Mauran F. Parsons, general superintendent, who was in Saint John to visit his father, Captain Frank Parsons. Mr. Parsons has left for Mill

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CHARGE OF BIG PLANT.

Although still in his early thirties, Mr. Parsons is charged with the responsibility of a plant that cost \$5,000,000 and which now employs 400 men in the operating division and 1,000 men on the outside. The plant now covers an area of 180 acres, with six miles of track in its yards. It was started in August, 1921, with a capacity of turning out 60,000 feet of celotex a day and today its output totals 200,000 feet a day. Mr. Parsons said the growth of the industry has been so encouraging as to cause the directors to commence building operations several months ago on additions that will give the new plant a daily capacity of 600,000 feet, which with but few alterations will be stepped up to a maximum capacity of 1,200,000 feet a day. Four hundred additional men will be employed when this plant starts operating.

Sugar cane, when it is taken to the mills, is pressed under machines of enormous weight to extract the juice. The fibre left formerly was used as fuel but scientific experiments revealed that the bagasse, as it is called, possessed qualities of toughness and compactness that made it more valuable in construction than plain lumber. A company was formed with B. G. Dahlberg as president and it has functioned with marked success since its inception. A branch plant is being constructed at Porto Rico now, while other developments are underway in Florida. The plant at New Orleans will use 60,000 tons of bagasse this year, Mr. Parsons said.

This was Mr. Parsons' first visit to Saint John in several years and he was struck with the evidence of progress that is being made on all sides. His father is probably one of the best known pulp and paper men in Maine and New Brunswick, although now retired from the business. For several years he was general superintendent of the Great Northern mills at Millinocket, among the largest in the world. Another son, Donald Parsons, is paper inspector for the New York American. Local men are interested in this in-

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Because "Fruit-a-lives" is a genuine fruit medicine made from fruit juices, intensified and combined with tonics — it corrects constipation, stomach, kidney and bladder troubles, in a natural way, and purifies the blood. No other remedy can be the same as "Fruit-a-lives" — 25c. and 50c. a box — at dealers everywhere.

dustry and on their instructions, Capt. Parsons has sent a sample of marsh grass, taken from the Musquash district, to a research laboratory for a report on its qualities in this connection.

IS POSTPONED

In court yesterday afternoon, the Magre building, Charlotte street, case relative to exits was set over till next Friday afternoon.



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The Wonderful Story of the Whippet

How the Vision of One Man revolutionized the entire trend of Motor Car Design

JUST two months ago the Whippet—combining the most advanced European and American engineering thought—made its first appearance on the streets and highways of Canada. Its instantaneous success and the remarkable interest shown in the new engineering era it forecasts—is the greatest single tribute ever paid to the vision of any one man in automobile history. The international evocation given the Whippet marks the climactic achievement of a modern engineering program laid out by John N. Willys in 1922.

An Engineering Triumph

In one complete line of cars, covering the buying needs of every family, he has now incorporated the most advanced principles of European design—the highest standard of quality—the final word in modern efficiency. For the benefit of the automobile buying public, he has incorporated in these new-type cars all of the great accomplishments which European engineers have brought about unhindered by mass production. John N. Willys was the first great American automobile manufacturer to recognize why most of the outstanding developments in automobile design, year after year, were coming from Europe.

The New Trend

He saw that the absence of mass production, coupled with a highly developed apprenticeship system, made possible constant experiment and constant improvement. He saw that the high cost of gasoline and high taxes were forcing European development along lines of intense economy, while American manufacturers were struggling with huge volume of standardized models whose design has been little changed since the war.

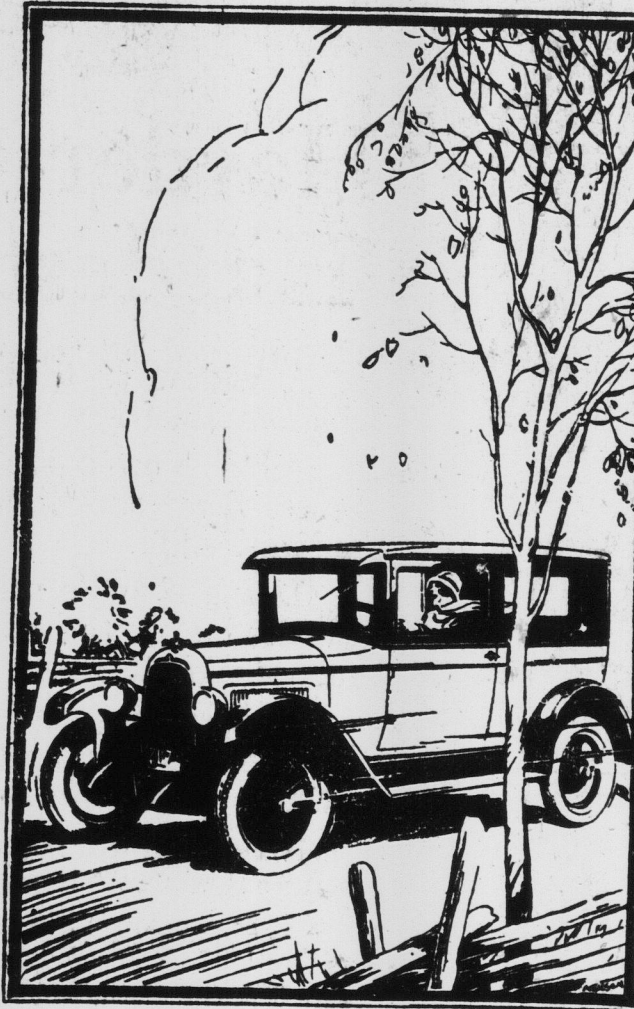
Four years ago he set out with a definite plan to revolutionize Willys-Overland automobiles along these modern lines.

And now the introduction of the Whippet is a matter of history.

Spurred on by its great success other manufacturers will doubtless attempt to come out with Whippet-type cars.

But remember this one important fact we pointed out to you in our first announcement 2 months ago.

It took the Willys-Overland engineers, in Europe and America, four years to design and build the Whippet.



A big car with little wheels is still a big car. It lacks those things which make the Whippet the most economical of all cars to own—the safest and by far the most thrilling of all light cars to drive.

So do not expect Whippet advantages in any other light car.

Today the Whippet—and the Whippet alone—offers you these unique engineering attainments

35 miles on a gallon of gasoline—55 miles an hour. Acceleration, 5 to 80 miles in 15 seconds. Four-wheel brakes (for the first time national standard equipment on any light car)—stops in 8 car lengths from 25 miles an hour.

Easiest of all cars to park—turns in a 34 foot circle. Only 5 feet 8 inches high—lower gravity centre—greater safety.

European-type body—smaller external dimensions with more leg room than any other Four-Cylinder light car.

Complete symmetry of design has been achieved with compact external dimensions.

Compared with contemporary, big, bulky cars the Overland Whippet appears smarter and much more graceful. That's because height and length are in true artistic proportion.

A Notable Difference

In the Overland Whippet you have the feeling of riding closer to the ground—with the resultant sense of solidity and absence of that sideways wobble noticeable in the conventional type of car. That high-up-in-the-air feeling is gone—here is a new kind of riding comfort. Step into this car and you will be surprised to find so much spacious room.

In every respect it is entirely different from all other light cars being built to-day.

In Europe, people are accustomed to paying \$1,500 to \$1,800 for a car of this size and quality. Yet today, because of the tremendous manufacturing facilities of Willys-Overland, it sells in Canada for practically half this price. The Whippet is available in Coach, Coupe, and Touring Models.

You owe it to yourself to see this amazing, new-type car before buying an automobile today.

OVERLAND Whippet

Canada's New-Type Light Car

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Westmorland Motor Sales, Sackville. Morrison & Anderson Motor Company, Newcastle.