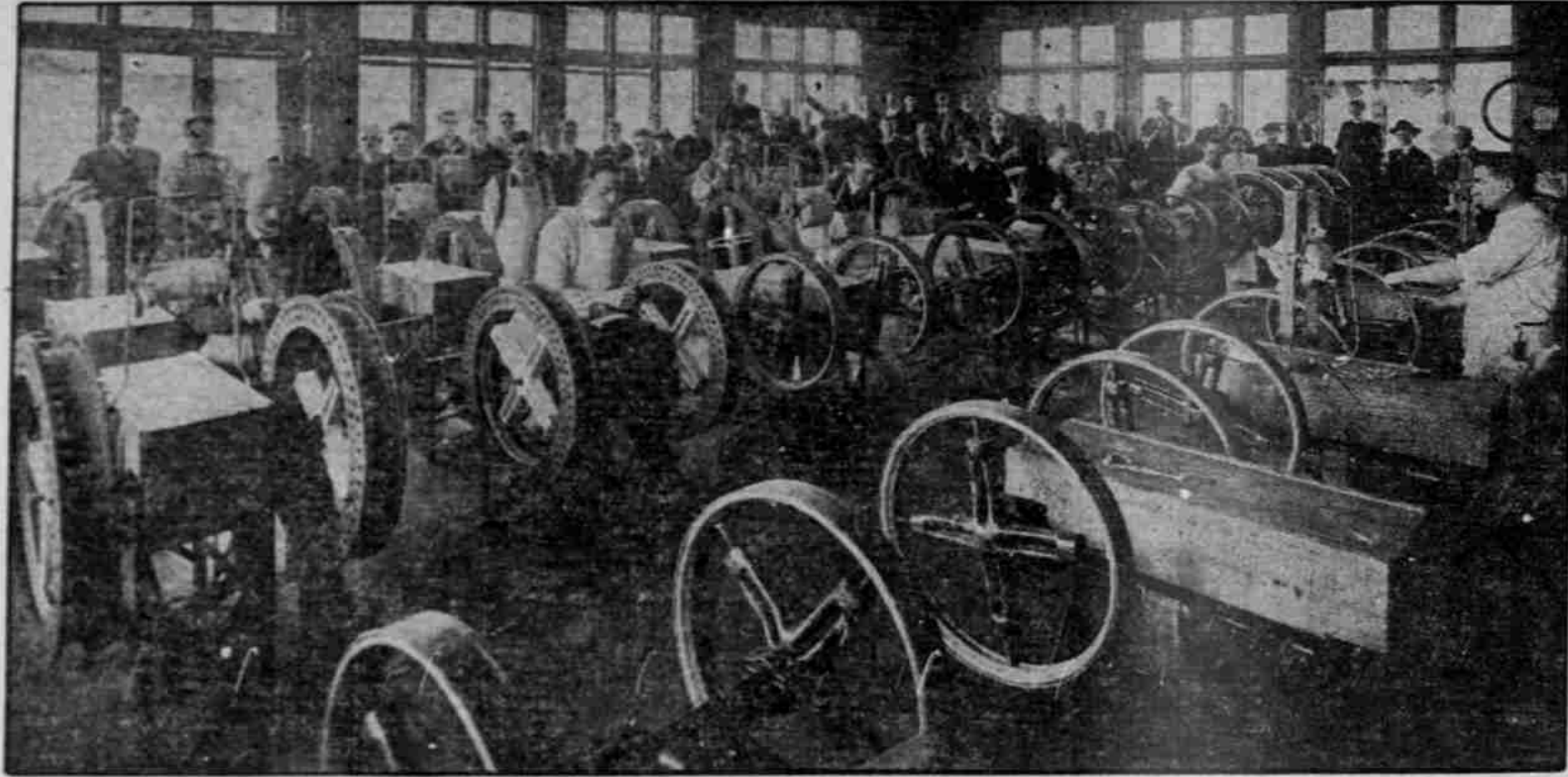


Local Automobile Tire Company Achieves Great Success



Ground Floor Lambert Multiplus Tire Department, 1918—Power Driven Machinery

The Stretchless Belting Department is located upstairs. Beyond the room shown in this picture are several rooms used as offices, stockroom, etc. There is a large concrete basement below and garage and machine shop in an adjoining building. The picture does not show the fourth row of tire-making machines and, of course, does not show the

power equipment, line shafts, etc., which are located under the floor. The large machine in the distance at the left is a tire-wrapping machine, with which bandages are wrapped tightly around the tires, prior to vulcanizing. Mr. Henry M. Lambert is seen at the right of center group showing the other three men the latest type of construction.



Henry M. Lambert, Inventor of the Trublpruf Automobile Tire

THE LAMBERT TRUBLPRUF TIRE

This is the tire destined to revolutionize the tire business of the world. It is composed of rubber and stretchless belting, is good for 20,000 or more miles and as resilient as the pneumatic. It cannot be punctured and is free from blowouts. With these tires on his machine, the automobilist can travel the smoothest pavements or roughest roads in perfect security, and need not carry extra tires for use in case of emergency, occasioned by usual tire troubles. As safety first devices they are without a peer, and they banish all anxiety of the traveler as to fear of crippled tires when distant from home or places where repairs may be made, for, as a matter of fact, they are "Cripple Proof."

Particular attention is called to the flattened appearance of the holes as the tire strikes the stone. It exemplifies the resilience of the tires, overcoming the thought of the uninformed that in encountering obstacles in its path a jar, disturbing the comfort of the rider or detrimental to the machinery of the car, would ensue. There is not the slightest danger of such an event. Occupants of cars equipped with these tires have no experiences of this character. The facts are that the tires are so durable, so reliable, so comfort producing, so absolutely free from faults that only the envy of rivals can conjure up a cloud on the horizon of the new world of happiness the invention is creating in all sections of the country. It has been thoroughly tried out in Oregon and Washington, in Illinois, Michigan and New York, and has so completely satisfied its users that with our present factory facilities we are

unable to supply one quarter of the demand for them in the commonwealths named. What will happen when introduced to automobilists and truckmen of ALL the states is easy to conjecture. It will require several factories and many thousands of workers to supply the demand.

RIDES IN AIR

Our tires are so constructed that the autoist rides IN AIR, which has not been compressed and upon bands made of the "stretchless" belting. This belting is made of cords which are wound into belts or bands from which the "give" in the fiber has been removed in the process of winding by placing the cords under extremely high tension. They are thoroughly rubberized and enclosed in rubberized canvas casings. The holes extended through the tire are in staggered relation, so that the autoist is always riding IN AIR on yielding, tensioned, corded bands.

Since these bands cannot stretch and since the air between them is AT ATMOSPHERIC PRESSURE ONLY, it is clear that no punctures or blowouts can affect them. They also do away with rim-cuts, valve-leakages, extra tires or tubes, puncture repair kits, pumps, loss of time on the road, soiled clothing, etc. In fact, are "TRUBLPRUF" as far as all the vexatious accidents which arise from compressed air are concerned.

LAMBERT TRUBLPRUF TIRES

Were placed on exhibition at the Panama-Pacific International Exposition in San Francisco in 1915. After many weeks of deliberation by both the subordinate and superior juries they were awarded the "Silver Medal," being HIGHEST AWARD given by that great exposition to any make of tire.

Speaking of Mr. Lambert, inventor of the "Trublpruf" tire, H. S. Harcourt, addressing a recent assembly of Portland business men, said:

"He is most unassuming, quiet and gentle in his demeanor—a man of few words, but a deep and serious thinker. He is a gentleman of great genius and a profound lover of that which is useful and of benefit to humanity. He could not invent a puzzle or a top or a thing of a frivolous character. His mind could not be diverted from the beneficial to the nonsensical. Such would have no interest for him. His nature directs his thoughts toward that which is of value to the world, and helpful to his fellows. And he is prompted in his work by the good he can do and not by the lure of riches. He is not given to inflated language,

but always content with the modest truth. The trials he has had to undergo in interesting the public in the wonderful tire he has invented and led on to perfection, can be known only to himself. He does not "peddle" them around nor herald them from the housetops. He has borne them patiently, convinced that in the end the world's eyes would be opened to the treasure he had created for it, and its value would be recognized.

"I called at the factory the other day. I found it a busy place. I saw men working like Trojans. Wheels were whirring and tires being fashioned as rapidly as they could be manufactured by the little army of workers. But I was told by E. R. Anderson, the business manager, that the capacity of the plant is less than

25 per cent of the demands upon it. I saw an order from a New York customer for \$25,000 worth of the tires. I saw an inquiry from Detroit, Mich., asking how soon the factory could ship 3200 tires to the writer, and I saw numerous letters from other localities spotted over several states of the Middle West from persons desiring to purchase from one to 100 and 150 sets of tires.

"What would this mean to Portland? Two tire factories of Akron, Ohio, employ more men than do all the industries of Oregon, including our shippings and sawmills. The rubber used in these is landed on this Coast and shipped to Akron from here. It ought to be manufactured into tires in Portland."

In the past Mr. Lambert has invented and perfected the following useful and meritorious machines and devices:

Gas Engine, Suction Power for Vacuum Cleaner or other machinery used in creating vacuums, Steam Engine, Air Compressor, Streetcar Fender, School Desk and Seat, Water Elevator used in irrigation, Streetcar Street Indica-

tor, Pump, Bicycle Package Carrier, Steam Engine Valve, Fruit Evaporator, Kick-back Preventer for Gas Engines, Stretchless Machinery Belting, Non-Compressed-Air Auto Tires and many others.

Many of these are tested out, proven and in use. Others are on their way to civilization's service.

Lambert Multiplus Company

Factory and Office—125 Grand Ave. North, Corner East Hoyt St., Portland, Oregon

FLAG QUESTION UP

How to Display Stars and Stripes Is Asked.

REGULATIONS ARE CITED

Lincoln's and Washington's Birthdays Among Days When Flag Should Fly at Full Mast Is Rule.

Did you fly the stars and stripes yesterday in respect to the memory of Abraham Lincoln? And was the flag at half mast? or at full mast?

In either event your tributes to the memory of the martyred president were well taken, but you who hoisted the flag to full mast and kept it floating in the breeze until sunset apparently were aware of the service regulations which decree that the stars and stripes shall fly at full mast on Lincoln's birthday. And you who lowered the flag to half-mast were just as patriotic even though you were not technically right.

Because of the fact that flags yesterday were flying both at half-mast and full mast, dependent upon divergent beliefs, considerable discussion was aroused throughout the city.

Flag Attraction Notice. Notice was first attracted to the discussion when objection was made to the fact that the Oregonian flag was at full mast. Several telephoned the office and asked that it be lowered to half-mast. It was learned that others had received similar telephone calls.

The flag properly should be placed at full mast on Washington's birthday, as is done on Washington's birthday, February 22. It is on Memorial day that the flag shall be placed at half-mast, and then only from sunrise until

noon. From noon until sunset it shall float at full mast.

Other days on which the flag shall be shown at full mast are Washington's birthday, February 22; anniversary of the battle of Lexington, April 19; Memorial day, May 30, from noon until sunset; flag day, June 14; anniversary of the battle of Bunker Hill, June 17; Independence day, July 4; anniversary of the battle of Saratoga, October 17; the surrender of Yorktown, October 19; Evacuation day, November 23.

Flag Up at Sunrise.

The flag, say these regulations, should not be hoisted before sunrise nor allowed to remain up after sunset. When the National colors are passing on parade or on review, the spectator should, if walking, halt, and if sitting, arise and stand at attention or uncover. When the National and State or other flags are flying together the National flag should be placed at the right.

"When the flag is flown at half-mast as a sign of mourning it should be hoisted to full staff at the conclusion of the funeral. In placing the flag at half-mast it should first be hoisted to the top of the staff and then lowered to position, and preliminary to lowering from half staff, it should be first raised to the top."

The flag under any circumstance, should be protected from rough weather of all kinds, but on a mild rainy day as was Portland's portion yesterday, it was and is in every way proper to fly the flag out of respect to Lincoln, say the Government officials.

NAVAL RESERVE SEEKS MEN

Students in Mechanical Engineering May Enlist; Commissions Possible.

Young men who are pursuing engineering and technical studies in school in the country are now to have opportunity to enroll in the United States Naval Reserve, according to information which has reached the Portland naval recruiting bureau. The undergraduates are to be listed in second-class, and will have opportunity to obtain commissions if found qualified on entering the service. Students who are taking work of the sort prescribed at the University of Oregon, University of Idaho and Washington State College will be eligible, states the bulletin received.

AUTOSHOWNEAREND

Tonight Brings Close to Most Successful Week.

VISITORS AND SALES MANY

Great Interest Displayed in Motor Trucks and Farm Tractors; Visiting Dealers to Be Entertained With Jinks at Multnomah.

Portland's big automobile, truck and tractor show, the most complete event of the kind ever held in the Pacific Northwest, will close tonight after a most successful week.

The Auditorium, where the show is being held, has been crowded every afternoon and night with visitors. More interest has been taken than in any previous show, there have been more visitors from outside points and more sales of cars.

Not a whit second to the interest taken in passenger cars is that being displayed in the many motor trucks and farm tractors on exhibition. Several farmers have already purchased tractors with which to develop their lands and increase their food productivity.

One of the particularly interesting exhibits in the passenger car department of the show is the booth of the Pacific KieselKar Company, of which Del Wright is manager. In addition to a cutaway chassis showing the operation of the motor and machinery, three models which were shipped especially for the show are exhibited.

One of these is an all-year four-passenger KieselKar sedan, in Copenhagen blue, with upholstery to match. The other two are open cars, one being in beige gray, the other in napier

green. Still a fourth KieselKar in the exhibit is a brilliant wine color.

The show will close at 11 o'clock tonight. Following the show, Portland dealers will entertain visiting dealers with a jinx at the Multnomah Hotel, for which a most interesting programme has been prepared.

WAR PICTURES TO RETURN

Official Italian Films to Be Shown at Hellig Tomorrow and Friday.

To enable those who have not seen them, the official Italian battle-front pictures will return to the Hellig Theater for two days, commencing tomorrow. A continuous performance will be given from 1 to 11 P. M. The Italian government is official sponsor for the pictures, and the photographers went into battle with the troops to get them. Some of the films were destroyed and the operators killed in action, but enough was saved to make the presentation probably one of the most remarkable compilations of war films yet shown in this country.

The pictures show not only the thrilling fighting, but they also depict the skill and patience with which the Italian army works.

WILDERVILLE SAILOR DIES

Fred J. Lovelace Succumbs to Hemophilia at Mare Island.

GRANTS PASS, Or., Feb. 12.—Notice was received Sunday of the death of Fred J. Lovelace, of Wilderville, son of Mr. and Mrs. C. F. Lovelace, who enlisted in the Navy November 23, 1916, and died at the Mare Island Hospital Sunday, February 10, after a month's illness. He had an attack of measles at first and about a week ago submitted to an operation, dying from hemophilia.

Fred J. Lovelace was born at Empire City, Coos County, June 8, 1891, coming with his parents soon after to Josephine County, and had since resided at Wilderville. The funeral will be held at Wilderville, M. E. Church tomorrow, Rev. C. G. Morris, of Wilderville, conducting the service.

LOCAL LAD "GASSED"

Neil Malarkey Is Victim of Ammonia Fumes.

100 MEN ARE AFFECTED

Accident Occurs on Shipboard at European Port—Scores Sent to Hospital—Portland Lad's Throat Badly Burned.

A letter from France, written by Neil Malarkey, with the Oregon troops, to his parents, Mr. and Mrs. Dan J. Malarkey, discloses the fact that he was one of the local boys who suffered in the ammonia gas incident at the point of debarkation, recently described in a dispatch from Will G. MacRae, staff correspondent of The Oregonian.

"I suppose you are wondering what is the matter with me, or with us. I should say, for there are at least 100 in similar plight," writes Neil Malarkey. "We were gassed. Don't fall over. We are not on the western front and are not a group of distinguished survivors, but we were nearly extinguished, just the same. It was the result of an accident in the hold four hours after 1918 appeared. We had not yet disembarked.

Ship Swapped for Ambulance. "We did disembark very soon afterwards, though, from the ship to a more speedy conveyance, an ambulance. I'm sorry I can't tell you the details of the accident, but it was quite the most horrible experience I ever went through. It is a story that must wait for the reunion on Great Hill Drive."

As described by The Oregonian staff correspondent, the gassing of Neil Malarkey and his comrades occurred when a heavy timber fell and broke open an ammonia tank, sending scores of the

soldiers to the hospital from the effects of the choking fumes.

"The results varied a great deal," continues the letter. "I got off very lightly, thank God. My throat was badly burned, which relieved me of articulate speech for two days and deprived me of the ability to swallow any form of food. I quickly regained my speaking and eating ability and am now O. K."

First Impression False. "I suppose you are wondering what I think of the country and how I am getting along with French. I've found very little opportunity to judge the former or try out the latter. The point of disembarkation, which looked so beautiful from the harbor, turned out to be a very dirty city."

"The streets were a fright. My only view of the city was from the back of an ambulance, but I saw so many sights that I was quite satisfied—the

style of the buildings, the dress of the people, the signs on the shops and thousands of other little things."

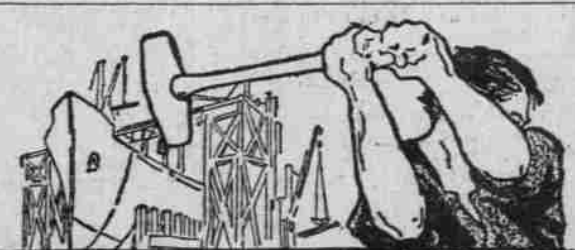
Earlier in the letter, apparently written just after his discharge from the base hospital, Neil Malarkey speaks of his coming reunion with "Junior," his brother, Dan J. Malarkey, Jr., stationed at a point 100 miles distant. A postscript which concludes the letter says:

"Am now back with Junior. That's about all that I can say. We are both well and getting along fine."

Young Estate Worth \$92,188.

EUGENE, Or., Feb. 12.—(Special)—The property of Charles Walker Young, Lane County pioneer, who died recently, is valued at \$92,188 in a report filed by appraisers of the estate today.

Read The Oregonian classified ads.



THE BUSINESS OF WAR demands labor that is 100 per cent efficient. Good health is the foundation of human efficiency, physical or mental. Congestion in the digestive tract is the common foe of good health.



Ameroil
For Constipation

Ameroil is a lubricant (pure paraffine oil) which goes direct to the intestines and aids the natural functions.

Full pint bottle 65c.

Sold in all stores of The Owl Drug Co. and by other good druggists.