



Theroz

MESS KIT

Patented March 26th, 1918

All of the army men who have seen a Theroz Mess Kit in action praise it enthusiastically. They know what it means to a wet and hungry soldier to have warm food and hot fresh coffee instead of cold. Plucky boys out in the trenches and often far away from the camp kitchen laugh and joke about their cold stew—"slum" they call it. But cold stew is no joke.

There is no reason why your boy or any boy that you are interested in should be compelled to eat cold food if you will get a Theroz Mess Kit for him.

The war department does not permit a soldier to carry an ounce of useless baggage, but every military authority who has seen the Theroz Mess Kit demonstrated has endorsed its adoption for all branches of the service. The Government has ordered Theroz Mess Kits as a part of the necessary equipment for Transport lifeboats.

Typically American, it meets a great emergency need. In just seven minutes the triple decker Theroz Mess Kit furnishes piping hot soup, pork and beans and coffee enough for two hungry men. In another minute, the Kit fryer can be put into action by inverting the cover of one of the boilers. Crisp bacon, toasted cheese, or tinned sausage browned to a turn will be ready in a jiffy.

Think for a moment what it means to have a stimulating hot drink in the long trench nights! It saves many a chill and may prevent serious illness. In the morning it means hot water for shaving.

When stiff and worn from exposure, when chilled to the bone from trench mud, when completely done from long hours of fighting, something *hot* to eat and drink will put new life into the soldier, and with Theroz there is no waiting. At the scratch of a match you will have the full intense heat.

"Also Bacon and eggs for two."

Guy Empey says: "would have been a God-send to me"

ARTHUR GUY EMPEY
220 W. 42ND STREET
NEW YORK CITY
TELEPHONE 4080 BRYANT

May 10th, 1918.

Mr. Robert H. Adams,
President American Linseed Co.,
Woolworth Building, New York City.

My dear Mr. Adams:-

In answer to your letter in reference to the Theroz Mess Kit, I believe that every soldier in the service, whether doing duty in the United States or in the trenches of France, should have one.

I have carefully examined and tested this kit and think it a wonder. I know if I ^{could} ~~would~~ have had one during my service in the trenches, it would have been a God-send to me. Our soldiers, especially at this time, receive so many useless presents, -things that are of absolutely no use to them, -that I would advise anyone who wishes to send a really useful and helpful article to a soldier, to send one of these kits.

It is very generous of you to send a Theroz Mess Kit to each of the fifty stars in your service flag, and I also appreciate your kindness in offering to send Kits to my friends in the service. I will surely take you up on it.

Yours very truly,

Arthur Guy Empey

Secretary of War Baker Commends Theroz Mess Kit

Made of aluminum

THE SECRETARY OF WAR,
WASHINGTON.
February 23, 1918.
MEMORANDUM for the Acting Quartermaster General: The enclosed letter was written at my suggestion, as this device seemed to me to be one of considerable interest and promise. Will you see that it is brought to the attention of your associates most directly concerned?
Re: Theroz Mess Kit, a device for heating food in the trenches.
Papers to Q. M. G.
Secretary of War.

Army Men Say

Lieut. Col. Holcomb, Q. M. C., who made the official tests for the General Staff, U. S. Army, writes: "It would be invaluable not only to soldiers but to civilians as well. The device should by all means become part of the equipment of every soldier."

George W. Pratt, Capt. Ord. R. C., writes: "Has been shown to Col. E. D. Anderson of the General Staff and Gen. Babbitt of Ordnance Dept., Equipment Div., and Maj. Murlin of the Surgeon General's office, all of whom have examined the utensil in actual operation and have commended it."

Theroz Fuel Cubes

are made by an absolutely new and patented process which converts liquid alcohol into a solid cube. Theroz is the safest, quickest and hottest emergency fuel known. It can't go liquid while burning, can't upset and spill, can't explode. Theroz Cubes are for sale at huts back of both the U. S. and Canadian lines.

To Dealers: Theroz Mess Kit wherever introduced in Department, Drug and Hardware stores and Sporting Goods and Specialty Houses has attracted immediate attention, and already proved to be a fast selling article whose great strength lies in the fact that it is at once a necessity and a luxury. If not on sale yet in your store send for terms and descriptive booklet.



X-Ray of Theroz Mess Kit in Action

Heats Can of Beans or Spaghetti

Heats Can of Soup or Stew Piping Hot

Boils One Pint Coffee

2 Theroz Cubes in Burner

All This Service in Seven Minutes

You will want a Theroz Mess Kit for yourself, if you motor, sail, picnic, camp, or ever want hot lunches out of doors, or at odd hours. Theroz provides the perfect safe way for heating babies' milk, or boiling water any hour of the day or night.



Merchants in Metropolitan District Who Sell Theroz Mess Kits and Fuel Cubes

- Mark Cross
- Gimbel Brothers
Military Supplies
- R. H. Macy
Sporting Goods Dept.
- Stern Bros.
Sporting Goods Dept.
- James McCreery & Company
House Furnishing Dept.

- B. Altman & Co.
Military Dept.
- John Wanamaker
Military Dept.
- Abercrombie & Fitch
- Lord & Taylor
- Rogers Peet Co.
- Schoverling, Daly & Gales
- Von Lengerke & Detmold
- Pennsylvania Station Drug Co.

- Saks & Company
Leather Goods, Main Floor,
& Automobile Dept., 6th Floor
- Park & Tilford (all stores)
- Acker, Merrill & Condit
- Brooks Brothers
- Brokaw Brothers
- Metropolitan Hardware Co.
at Grand Central Terminal
and Hudson Terminal

- Baker, Murray & Imbrie, Inc.
17 Warren St., N. Y. City
- J. B. Crook & Co., Inc.
- F. A. O. Schwarz
Sporting Goods Dept.
- Alex Taylor & Co.
26 East 42nd St. N. Y. City
- S. B. Davega & Co.
331 Broadway, N. Y. City
- 405 Broadway
15 Cortlandt St.

- Browning, King & Co.
Uniform Dept.
- R. W. Zundel
47 Whitehall St.
- Abraham & Straus
House Furnishing Dept.
- Frederick Loeser & Co.
Sporting Goods Dept.
- L. Bamberger & Co., Newark
Sporting Goods Dept.

\$5.00

Complete, including 20 Cubes. At your dealer or sent direct prepaid. In Canada \$5.50 East and \$6.00 West.



Theroz Mess Kit—nested (3 3/4 in. x 6 1/4 in.) Weighs less than 2 lbs.

THE BASIC PRODUCTS CORPORATION

Factory and Laboratory, Lawrenceburg, Ind.

Woolworth Tower, New York City