

Theroz is the name of a Service as well as of a Product



Theroz At the Front

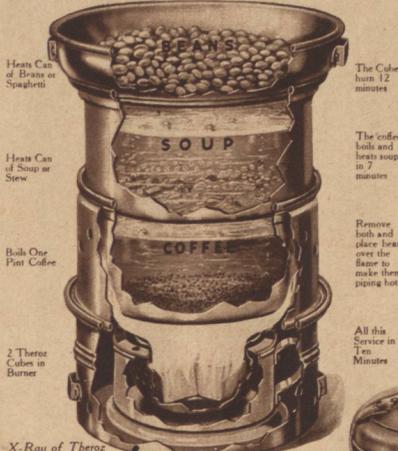


Adopted by the Y. M. C. A., Red Cross, K. of C. and for Government Transport Lifeboats

Theroz Service and Comfort for Your Boy Over There

The "Greatest Mother in the World"—the Red Cross—mothers your boy when he's well and when he's sick.

Theroz Mess Kits are serving in base hospitals, and Theroz Fuel is invaluable for use in trench and dugout where other heat is not available.



Theroz Mess Kit (All Aluminum) The Pocket Kitcher

Adopted by the Y. M. C. A. and K. of C. for all Oversea Secretaries. Also adopted for life-boat and hospital service.

The Kit consists of nine separate parts, designed with such military accuracy that the Kit can be instantly set up for full action, or as a Fryer, and instantly collapsed and nested into a package a generous pocket will accommodate.

Theroz Blue Flame Stove A wonderful convenience for bathroom, nursery and sick room use—saves shaving water, the baby's bottle and the invalid's broth or tea.

Burns Theroz Fuel Cubes. Price of Burner Stove 15c. Price of Theroz Fuel (20 cubes) 35c.

Theroz Fuel

THEROZ is the quickest, safest, most efficient means of getting hot food and drinks ever devised.

Made by an absolutely new and patented process that converts a liquid into a solid—not a paste—

"THEROZ is the only form of which we know that will not go liquid while burning." This means it can't upset and spill and set fire to anything—it's safe.

The U. S. Government Chemist states: "For any given amount THEROZ offers 20% more British Thermal Units of heat than the best of the paste alcohols—THEROZ is completely consumed, leaving no residue."

This means THEROZ is quicker, hotter—more economical—it's all heat.

The THEROZ FIELD STOVE and THEROZ FOOD HEATER burn Theroz Fuel packed solid in half-pound cans. The THEROZ MESS KIT burns Theroz Fuel Cubes—solid cubes about 1 in. square.

Put your Fuel Problems—heating—cooking—general fuel saving—up to our Experimental Research and Technical Laboratories. The service is yours for the asking—however large your problem—however small—in business or home.

Theroz Food Heater

Designed for Aeroplane, Hospital, Trench, and Transportation Service. Height 17 1/4", diameter 11 1/4". Weight 27 lbs., capacity 16 quarts.

The outer wall of the Heater is made of galvanized iron. This holds a large container of tin into which fit four aluminum containers—one 4-quart container and three containers holding 2 quarts each.

Test made with one 8-oz. can of Theroz—9 A. M. water in large tin container 125° in four small containers 125°. At eleven o'clock water in large container 200°, water in the three 2-quart containers 190°, water in the 4-quart container 170°.

The can of Theroz, which heats the food and keeps it hot for two hours, is held securely by a spring in the bottom of the Heater.

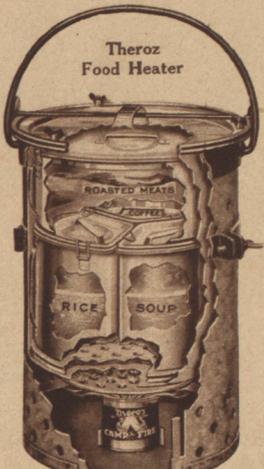
The Theroz Food Heater is ideal for hospitals where food has to be carried from ward to ward, and in trench or field where food has to be carried for any distance.



Theroz Field Stove

Aluminum top, 30 inches high. Folds to space 36 x 18 x 4 1/2 in. Legs, tray and fuel all pack inside.

THE THEROZ FIELD STOVE was planned to give the soldier hot batter cakes. It turns out 12 big ones every two minutes—4,320 every 12 hours. It is a perfect stove on which to make boiling hot coffee, always in demand in the Army day and night. It also cooks chops, steak, chicken, bacon and eggs. In fact, anything and everything that can be cooked or fried in pans or griddles on the top of your stove at home can be cooked on the Theroz Field Stove. Prices on request.



Theroz Food Heater

Size 21x18 1/2 inches. Prices on request.

W. G. PATRICK & CO., Ltd. Canadian Distributors, Toronto

THE BASIC PRODUCTS CORPORATION

Woolworth Tower, New York City. Factory and Laboratory, Lawrenceburg, Ind.



PHOTO FROM LIFE SHOWING FLEXIBILITY OF SPIRABONE

La Resista Corsets

The Youthful Figure

LA RESISTA is the only corset in the world in which SPIRABONE can be obtained. Therefore, no other corset so exquisitely combines style, beauty, youth.

50 Styles Priced Moderately For Quality

STYLE L—201 (Illustrated), Satin Nylon, price \$5.00. STYLE N—214 Same model, Silk Brocade, \$7.00. STYLE S—208 Same model, Silk Batiste, \$10.00

Personal Service

La Resista is sold in our exclusive Salon, 431 5th Ave., at 38th St. A professional corsetiere fits your corset. She will offer facilities not obtainable elsewhere. This service is free. LA RESISTA is also sold by Quality stores.



No other corset in the world has this youth giving Spirabone Stay

La Resista Corset Co. 431 5th Avenue New York

Hotel Belleclaire advertisement with address and location details.

The Pennsylvania Railroad terminal at 32nd to 33rd street and 7th avenue is used every day by about 70,000 people—going and coming.

We can accommodate only a very few of these 70,000 people—not more than 600—two in every room (we have only 300 rooms)—but we want the whole 70,000 to know about the Belleclaire.

That's the reason we advertise.

We want them to know what complete service we are able to give them.

Big bedrooms, big windows, big bathrooms, big portions of food, big portions of courtesy, big desire to please.

The only thing "small" about the Belleclaire is the price charged for the quality of the service given.

Robert D. Blackman, Proprietor.

Smirnoff's Russian Shampoo advertisement featuring a woman's face and product benefits.

The HARDMAN FIVE-FOOT GRAND

Price \$850

CARUSO Says: "THE HARDMAN IS MY FAVORITE PIANO"

Convenient Terms if Desired

Price subject to change without Notice.



HARDMAN, PECK & CO., Founded 1842 433 FIFTH AVE. NEW YORK CITY, BROOKLYN 47-51 FLATBUSH AVE. Represented in all Cities



Here's Free Proof That You Can Hear!

The wonderful improved Acousticon has now enabled more than 125,000 deaf people to hear.

1918 Acousticon FOR TEN DAYS' FREE TRIAL NO DEPOSIT—NO EXPENSE

There is nothing you will have to do but ask for your free trial. No money to pay, no red tape, no reservations to this offer.

GENERAL ACOUSTIC CO., 1310 Candler Bldg., 220 W. 42 St., N. Y.

We Have on Sale This Week

50 Assorted quality and comfortable chairs. The Windsor, Victoria, Barbara, Gay, Bradford, Mayflower, Duxbury, Standish and Firestone, with cane seat and back at Lennon's well known low prices.

Ranging in price from the one illustrated, in Ivory finish with mahogany trimmings, at \$5.75 to \$17.25

Regular price \$7.75 to \$23.50

LENNON & COMPANY 153-157 West 23d Street

Singer Soft-Lite Glasses advertisement with logo and contact information.

The AMPICO Reproducing Piano Wknabe advertisement.

Sterno Canned Heat advertisement for instant cooking.

Peck & Hills Furniture Company advertisement featuring various furniture pieces and a card of introduction.