

What is a Modern Brewery!

A modern brewery is not only a gigantic machine, but also a gigantic laboratory, every part of which is not only thoroughly and spotlessly clean, but also completely and perfectly sterilized.

The marvelous devices and machinery of the modern brewery compared with the old are apparent.

These improvements, however, are trifling, if compared with those brought into the science and methods of brewing.

Unfortunately very few of these methods can be shown here.

Note that all vessels, mash tubs, filter tub, kettle, cooler, fermenter, storage tanks are hermetically closed to guard against infection from the multitude of germs contained in flying dust.

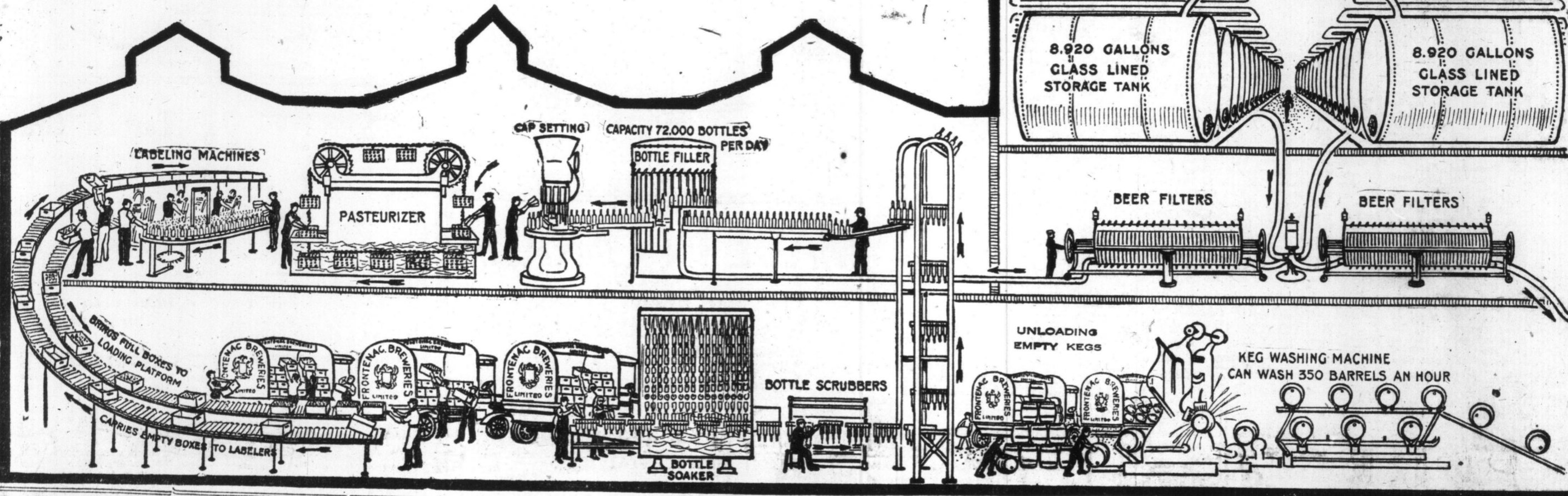
Every beer pipe, pump or vessel containing beer manufactured or in process of manufacture, is frequently flushed and sterilized.

Note also, the immense storage rooms filled with glass-lined tanks. These permit the thorough ageing of the beer, without imparting to it any resin or varnish taste as is so often the case with wooden casks.

To these conditions is due the remarkably clean and unvarying taste of the different Frontenac brands and also their wonderful digestibility.

HOW FRONTENAC BEER IS MADE

- 1.—The malt received in car-loads is elevated to the malt bins.
- 2.—The malt from these bins is ground in the mill and elevated to the mash-tub.
- 3.—In the mash-tub, the malt and water are thoroughly mixed by a powerful propeller turned by a 35 horse-power electric motor, and forms what is known as the wort.
- 4.—The wort flows from the mash-tub to the filter-tub where the grains are strained and sent down to the grain tank, and the extract of malt flows to the kettle to be boiled.
- 5.—In the kettle, the extract is boiled by steam and the hops are inserted there.
- 6.—After boiling, the extract is forced by a powerful electric pump to the upper story of the fermenting room and goes through the serpentine enclosed cooler and thence to the enclosed glass-lined fermenters, where yeast is added.
- 7.—After eight days in the fermenter, the beer flows to the storage tanks for ageing. Note the cooling pipes under the ceiling.
- 8.—Before going to the bottle or keg fillers, the beer is thoroughly filtered.
- 9.—The kegs used are of glass-lined steel to insure thorough cleanliness. These are mechanically scrubbed on the outside and get four powerful sprayings inside, hot and cold water alternately.
- 10.—The brewery has been most fortunate in finding on its premises an artesian well, yielding an unlimited supply of water of the very best quality that could be desired for brewing. This water is extremely cold and of great value for cooling the beer and also the ice-machine condensers.



This Week at the Theatres

Toronto World War Pictures
The Royal Alexandra will today for the first time in many months give a morning performance at 11 a.m. When "On The Battlefield of France," the French official motion picture, will be screened for their initial showing under the auspices of The Toronto World.

Baron Leout, H. S. de Malausegne and Dr. Joshua M. Williams, both of whom have seen distinguished service in France arrived in Toronto yesterday from Washington. At all performances today, they will explain the pictures, and relate their own personal experiences at the front. Baron de Malausegne wears the Grand Military Cross of France, for bravery in action, and is the possessor of several big trunks filled with war relics, including several German helmets nicked up in Flanders. The pictures have been entrusted to his care by the heads of the French government for exhibition in America, on the condition that a share of the proceeds be donated to the French Red Cross.

In Washington last week, the pictures were shown to tremendous audiences, many of the American government military officers attending for the special purpose of observing the military tactics, the working of the big guns and the effect of the shells. In some of the pictures, the German trenches appear to be no more than sixteen or twenty yards away, while others show thousands of German prisoners being marched past General

Joffre, following the battle of Champagne, all phases of which are also presented.

Four performances are to be given daily at 1.30, 3.00, 7.30 and 9.00 p.m.

"The Birth of a Nation"
Seats will be placed on sale at the box office of Massey Hall this morning for the engagement, beginning Christmas matinee, of "The Birth of a Nation," D. W. Griffith's monster masterpiece picture spectacle, which has been on tour of the larger cities of Canada since leaving the Royal Alexandra last October. The stage crew and orchestra are laying off this week getting the picture in shape for the opening, as they carry a cartload of scenery and effects, which are necessary for the successful projection of the picture.

The booth will be placed at the rear of the auditorium, and the throw will be direct, giving a perfect picture, and a view from every seat in the house. Special lenses have been ground to meet this demand, and a Belgian nitrocellulose screen will receive the projection.

Golden Crook at Gayety
Billy Arlington, tramp comedian, is appearing with "The Golden Crook" company at the Gayety Theatre for a week's stay, beginning this afternoon. Under the management of Jacobs & Jones, the main feature of the show, is the matinee feature, which commences at 2.30 p.m. "The Midnight Club" is being presented. In support of Mr. Arlington, who also presents his famous solo, will be seen Frank Robinson, Hite and Reflow, Eleanor Cochran, Alva McGill, the Bean Brummett trio and Sam Rankin and his Russian bullet troupe, direct from the Imperial Theatre in St. Petersburg.

At Loew's This Week
Constantino Bernardi, noted quick-change artist, who has been engaged over his circuit of vaudeville theatres, will occupy the stellar position in an all-star bill of vaudeville Street Theatre, this week at Loew's Yonge Street Theatre. As an added extra feature, the players will appear in a dramatic play, "The Baby." Other book-ings include Max Cooper and Irene Richards in "The Girl of the Year," and the wonderful moments from "The Merry Widow" by Joseph Watson, offering vaudeville specialties; McThe and Dolly, jugglers and equit-moving picture subjects; and the latest version of the J. Rufus Wallingford series.

War Pictures at the Grand
The famous war pictures sanctioned by the French Government and France, will be shown at the Grand Opera House all this week commencing at 11 a.m., and continuing all day every day until 11 p.m., affording an opportunity for everyone

to see the complete production, no matter at what hour they enter the theatre. These are the pictures that were loaned by the French Government to E. Alexander Powell, the war correspondent, and were first presented in Washington a few weeks ago at the request of the French ambassador, who had as his guests the chiefs of the allied embassies. The principle on which the war on the western front is being fought is shown in real pictures, taken before, during and after the battle of Champagne. The guns are seen being placed in position, and carefully masked with branches from the peering eyes of the enemy aviators. Then the store of shells is carried up and piled hand in hand for the gunners. Finally the preparations are complete, and the "sheet of flame" that is to devastate the trenches in front bursts loose. Afterwards the effect is noted. Forests have been swept down, strong fortifications demolished, and the very trenches of the enemy wiped out.

Tempters at the Star
"A Show of Clades" is said to be a fitting title for "The Tempters," which comes to the Star Theatre for this week. Burlesque has been brought to a high standard during the past few years, and it is promised that "The Tempters" will measure up to all the requirements. There is a chorus of thirty-five girls. The principals include Bertha Gibson, Max Reid, Sidney Rogers, George Bette, William Harris, George Harrington, Ruth Everett, Fern Wayne, M'Lea Eastman and Nonie Reynolds.

"The Thief" at the Strand
Today, tomorrow and Wednesday the headliner at the Strand Theatre will be "The Thief," another William Fox production, in five acts, with Mary Donnelly, the creator of the role of "Madame X." For the latter half of the week, including Christmas Day, a brilliant bill has been arranged at the Strand, including Charlie Chaplin, in "Shanghai'd"; Mary Pickford, in "The Boat at Bay"; and Mac Marsh, in "A Little Tease."

"Spooks" at Shea's
"Spooks," an amusing comedy by Bob Janette with Billy B. Van and the Beaumont sisters in the principal roles, will headline the bill at Shea's this week. Albert C. Cutler, the special feature of the bill, is known as many amazing feats. He performs in "Shanghai'd" and at the same time talks interestingly. Miss Jess Heaver, assisted by William Casey and Bobbie Heather, will sing some clever songs especially written for her. Joseph Cole and dancers, while Cantwell and Walkers have an entertaining sketch. Arnold dancing novelty. Alfords in bewitching feats of illusion and with Ota Gyki, court violinist, and the kinetograph, with new feature pictures, complete the bill.

At the Hippodrome
"Forty Leagues Under the Sea," a miniature musical comedy scenic spectacle headlines the bill at the Hippodrome this week. The closing episode

of joyous of savory morsels in "The Mummy and the Humming Bird," the film adaptation of the play by Isaac Henderson in which the famous Players Film Company presents the celebrated Frohman star, Charles Cherry, who makes his screen debut at the Madison in this latest Paramount picture.

Red Cross Contributions

Brigadier-General the Hon. James Mason, hon. treasurer of the Canadian Red Cross Society, reports that since the last public acknowledgment the following contributions to the fund of the society have been received, amounting to \$28,442.74:

Amherst, Ont. Fund, Beamsville, Ont.	\$220.00
Clinton, Ont.	50.00
Arrowhead, B.C. Branch, C.R.C.S.	50.00
Brook and Madison, Ont. box social, S.S. No. 20	37.40
B. P. Club, Wellesley, Ont.	124.25
Bentley, Ont., S.S. No. 10	102.00
Barrie, Ont. Branch, C.R.C.S.	500.00
Board of examiners, Toronto	1,803.83
Bowmanville, Ont., Pat. Fund.	\$18.63
Bowmanville Girls' Pat. Club	50.00
Tps. of Clark, Ont., S.S. No. 15	8.56
People of Carleton, Y.T.	16.75
Cheltenham, Ont. Branch, C.R.C.S.	393.61
Cheltenham, Ont. Branch, C.R.C.S.	550.00
Chesterville, Ont. Branch, C.R.C.S.	1,000.00
C. S. S.	5.00
Edworth League, Heckia, Ont.	5.00
Ed. District, Sask.	35.00
Eskdale District, Sask., Willing	50.00
Edmonton Branch, C.R.C.S.	55.00
Guelph Branch, C.R.C.S.	55.00
Tps. of Hamilton, Ont.	210.00
Hill, Ont.	5.00
Wm. Gordon, Baltimore, Ont.	5.00
Tps. of Cambridge, collection	200.00
Halifax, Ont., concert S.S. Nos. 11-12	50.00
Helping Hand Soc., Elstow, Sask.	20.00
H. Hale	50.00
I.O.B.E.	10.00
White Horse, Y.T.	40.00
Bethel, Ont.	40.00
Edmonton, Alta., Y.T. Can. Cont.	4.00
Chapter	4.00
Hanover, Ont.	102.00
Guelph, Ont.	44.00
Wesford, Ont.	4.00
Perth, Ont.	18.00
Helleville, Ont.	18.00
Simsco, Ont.	6.00
Edmonton, Alta., Westward Ho Chapter	4.00
Edmonton, Alta., General Joffre Chapter	12.00
Khad Tea Room, North Bay	50.00
L.O.L. No. 612, Brantford, Ont.	75.00
Listowel, Ont., Public School	89.00
Lakeland, Ont., proceeds school	18.00
London, Ont., proceeds concert	112.00
London, Ont. Branch, C.R.C.S.	440.00
L.O.L. No. 46, Exeter, Ont.	15.00
Medfordville and Palestine, Ont.	530.00
Magnatwan, Ont.	8.15
Church services	5.00
Keewatin, Ont.	5.00
Leone Park, Ont., Pts. Aid Soc.	16.50
Nelson, Ont., Sunday School	161.78
Nortonville, Ont. Branch, C.R.C.S.	349.00
Palmer, Ont., proceeds school	4.25
Pleasant Valley, Ont. Boys	100.00
Patriotic Fund, Clarke Ont.	170.00
Patriotic Soc., Compton, Ont.	2,675.00
Patriotic Soc., Hamilton, Ont.	15.00
Park, Ont., school concert	485.00
Park, Ont., school concert	25.00
Parham, Ont., Ladies Aid	50.00
Pleasant Valley, Ont. Boys	50.00
Senhorio, Ont.	60.00
Patriotic Society, St. Joseph's Pa.	60.00



BERTHA GIBSON.
With "The Tempters" at the Star Theatre.

DR. J. GOLLIS BROWNE'S CHLORODYNE
The Best Remedy Known for COUGHS, COLDS, ASTHMA, BRONCHITIS, Acts like a Charm in DIARRHOEA, DYSENTERY and CHOLERA. Checks and Arrests FEVER, GROUP, AGUE.

The only palliative in NEURALGIA, GOUT, RHEUMATISM, TOOTHACHE.

Convincing medical testimony with each bottle.

Sold by all chemists.

Prices in England, 1s 1/2d, 2s 9d and 4s 6d.

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SEND YOUR FRIEND A PICTURE OF THE KING

Enclose your card, together with twenty-six cents and the coupon, which appears on another page—we will mail it with your compliments. This splendid picture is mounted ready for the frame.

This Certificate
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SHOW YOUR PATRIOTISM IF YOU CAN'T FIGHT HELP TO FEED GROW SOMETHING

together with \$1.50, presented at The World, 40 West Richmond street, Toronto, or 40 South McNab street, Hamilton, entitles bearer to a copy of the new book, "MAKING MONEY FROM THE SOIL." By mail add parcel postage—7 cents first zone, 13 cents Ontario, 20 cents in Canada.

Red Cross Contributions

land, Ont. 100.00
Perth, Ont. Branch, C.R.C.S. 25.00
Quebec Prov. Branch, C.R.C.S. 200.00
Ladies of Pacific, B.C. 27.00
L.O.O.F., Hanover, Ont. 5.00
Nova Scotia Prov. Branch 1,955.74
Red Cross Society, Div. S., Chippewyan, Ont. 600.00
Red Cross Aux., Echo Bay, Ont. 31.20
Red Cross Aux., Plum Hollow, Ont. 10.00
Red Cross Aux., Barlow, Ont. 25.00
St. Paul's Church, collection, Chippewyan, Ont. 70.20
St. Catharines Branch, C.R.C.S. 1,000.00
Sudbury Branch, C.R.C.S. 200.00
St. Alban's Lodge, S.O.E., Toronto 90.00
Saskatchewan Prov. Branch, C.R.C.S. 4.00
Sunderland, Ont., Ladies' Aid Soc. 50.00
Toronto Branch, C.R.C.S. 8,000.00
Victoria S.S., No. 21, Ont. 56.21
N. Vancouver, B.C., C.R.C.S. 50.00
Women's Institutes—1,000.00
Ayr, Ont. 75.00

Dr. J. Gollis Browne's Chlorodyne

Walsh, Alta. 9.00
Wreston, Ont. 25.00
Port Elgin, Ont. 150.00
Poplar, Ont. 30.00
Woodville, Ont. 50.00
Aurora, Ont. 20.00
King East, Ont. 6.00
Gore Bay, Ont. 22.55
Port Elgin, Ont. 150.00
Women's Patriotic League, Lyndhurst, Ont. 40.00
Women's Patriotic League, Newmarket, Ont. 100.00
War Auxiliary, Inglewood, Ont. 600.00
Women's Patriotic Auxiliary, Toronto 20.00
Women's Pat. League, Beaches Branch, Toronto 9.00
Whitby, Ont. 24.00
Women's Pat. League, Windsor 172.00
Women's Pat. League, Listowel 15.00
By sale of material, etc. 441.24

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N. Vancouver, B.C., C.R.C.S. 50.00
Women's Institutes—1,000.00
Ayr, Ont. 75.00

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Victoria S.S., No. 21, Ont. 56.21
N. Vancouver, B.C., C.R.C.S. 50.00
Women's Institutes—1,000.00
Ayr, Ont. 75.00

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