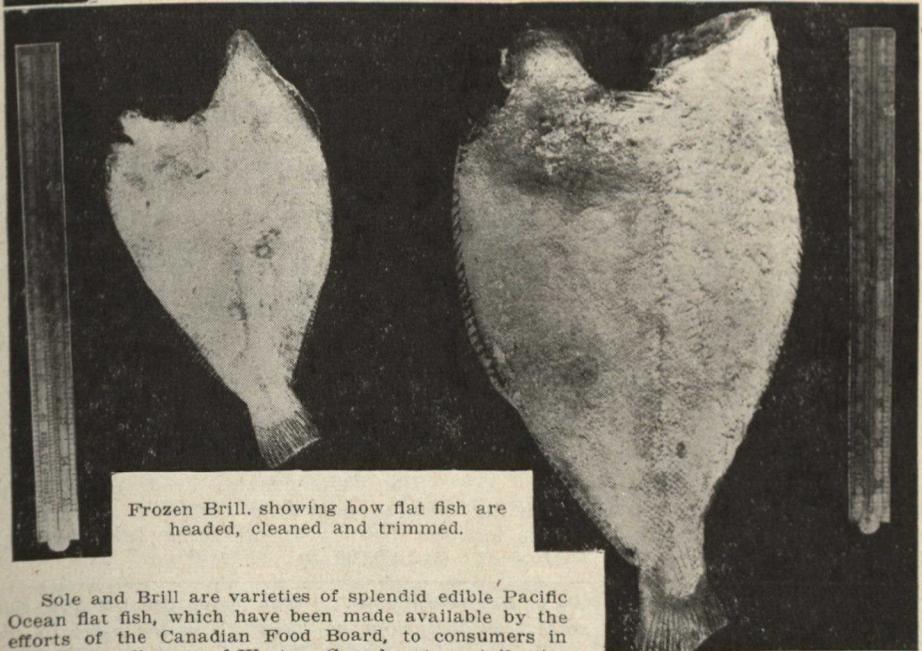


Fresh Sole.



Frozen Brill, showing how flat fish are headed, cleaned and trimmed.

Sole and Brill are varieties of splendid edible Pacific Ocean flat fish, which have been made available by the efforts of the Canadian Food Board, to consumers in practically all parts of Western Canada, at a retail price of from 10 to 15 cents per pound. They are caught at great depth in clear cold water, and immediately upon being landed they are frozen and delivered in this condition. When thawed in cold water these fish are equal, if not superior, to many varieties of more expensive fish.