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## Meet Mr. Bee Man:

This will introduce Imperial Bee, Esq.—the Bee Man.

He is the new trade mark for Imperial Bee Honey—wherever you see him on a label, you'll know the Honey is Pure as Pure can be.

Imperial Bee Honey gets its delicate flavour and golden amber clarity because it's extracted from millions of New Zealand's beautiful flowers.

Imperial Bee Honey is made by gently mixing a little of the choicest flavoured Honeys gathered from New Zealand flowers. The result is a perfect blending of flavours.

Use Imperial Bee Honey for cooking or baking — use it wherever sweetening is required — and serve Honey in place of

—and ~~has~~ ~~been~~ ~~known~~ ~~as~~ ~~the~~ ~~best~~ ~~in~~ ~~the~~ ~~world~~ ~~of~~ ~~its~~ ~~kind~~—  
jam—see how the children love  
it.

# Imperial Bee Honey

*Acknowledged the World's Finest!*