

HONEY EXPORT TRADE.

A NEW APPOINTMENT.

LONDON, March 17.

Mr. H. W. Castle, M.B.E., who, for the past ten years has held the position of manager of the honey and canned goods department of A. J. Mills and Co., Ltd., will shortly join C. and E. Morton, Ltd., as manager of their Home trade department. Messrs. Morton have been appointed the sole European agents for New Zealand Imperial Bee honey. Nine years ago New Zealand commenced seriously the marketing of her honey in this country. To-day it is the best-known brand on the market, and has the largest sale of any honey in the world. Mr. Castle has also been responsible for introducing New Zealand honey in Denmark, Norway, Sweden and Germany, where it is well known and firmly established. Mr. Castle's many friends, who include many New Zealanders, will wish him every success in his new sphere.

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AUCKLAND STAR, VOLUME LXI,
ISSUE 93, 21 APRIL 1930, PAGE 4

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