

The classification according to class of trade was necessarily somewhat arbitrary, but for certain purposes it has been possible to secure a reasonable basis of comparison. A variety of factors was taken into account, such as the character of the district in which the shop was situated; the method of trading, *i.e.*, whether cash, credit, counter, or delivery; and the nature of the stocks carried. On this basis, the trade of about 10 per cent. of the shops has been classified as "high"; 60 per cent. as "middle", and 30 per cent. as "low".

II.—TYPES OF BUTTER STOCKED.

Bulk and Packeted.

The term "Packeted Butter" is used throughout this report to refer to butter sold in packets bearing a proprietary name or brand; the term thus includes all packeted butter whether blended or not.

Packeted butter as thus defined was bought by the retailer in packeted form, except in the case of co-operatives and a few multiple organisations where the packeting was done at the central warehouses.

During the course of the enquiry, 58 different brands of packeted butter were encountered, but these varied greatly in the extent of their distribution and sales. One brand was found in over 200 shops, and another in 135 shops.

TABLE 2.—*Percentage of Shops in Each Area stocking Bulk and Packeted Butters.*

Area.	Bulk only.	Bulk and Packeted.	Packeted only.
London	47	25	28
Bristol and South Wales	82	16	2
Birmingham	54	40	6
Liverpool	76	8	16
Manchester	77	19	4
Yorkshire	75	20	5
Scotland	73	22	5
All Areas	69	22	10