

Packeted butter was found chiefly in dairies and in the smaller independent shops ; 59 per cent. of the dairies were selling no butter in bulk form. Of the co-operative stores visited, 41 per cent. were stocking packeted butter but nearly always in conjunction with bulk. Large multiple firms were seldom found to stock packeted butter, but some of their bulk butters were sold under proprietary names.

It will be seen that London was the only area where packeted butter was found in more than half the shops visited. A similar position, however, was observed in Edinburgh where 61 per cent. of the shops were stocking packeted butter, but the very low percentage in Glasgow brings the average for Scotland to the level of the other Northern areas. The high percentages in these cities are partly accounted for by the relatively high proportion of dairies visited, but in all types of shop, packeted butter was more widely stocked in London and Edinburgh than elsewhere.

Over the whole country, packeted butter was stocked much more frequently in the high and middle-class shops than in the low-class shops. The average price was usually about two pence per pound higher than that of any other butter except Farm butter.

The proportion of butter sold in packeted form does not appear to be relatively large ; the shops selling only packeted were mostly small dairies, and where both bulk and packeted were sold in the same shop, it was usually stated that the sales of bulk butter were by far the more important. There was a slight preponderance of opinion in the trade to the effect that the popularity of the packeted article was growing, but 85 per cent. of the retailers selling packeted butter stated that they had experienced no appreciable change.

Number of Types of Butter Stocked.

Retail practice in regard to the number of butters stocked varies with the season of the year, the size and kind of shop, the nature of the trade and the area or district. In this section, the various butters have been grouped into types according to the country of origin, with the exceptions of Northern Ireland and Irish Free State butter which has been counted as one type, and bulk-blended and packeted butter each of which is counted as a single type. No account has been taken in this classification of variations within each type. It is a common practice, particularly in the Northern areas, for a shop to stock a salt and a fresh butter, or, less commonly, two different grades of the same type.