

From this table it will be seen that Danish butter is much more popular in the Northern than in the Southern areas, the difference being rather more marked in independent than in multiple shops. In shops where Danish was stocked together with other types, it was usually the chief line with the largest sales even in the Southern areas where it was by no means the staple butter.

Finnish butter was found in 12 per cent. of the shops in the Manchester area, and in 7 per cent. in the Yorkshire area, but in no great number elsewhere. In these areas it was stocked chiefly by Local-Multiples and Independents.

Siberian butter was found in a few multiple shops chiefly in Birmingham where it was most often stocked as a third line with Danish and either New Zealand or Argentine.

Swedish butter was found in a small number of shops, mostly Independents and Local Multiples, in all the areas except Bristol and South Wales.

Ukrainian butter was found only in the branches of one national multiple firm where it was sold as a second line with New Zealand.

Argentine butter was found in 15 per cent. of the shops in London and in a few in Birmingham. In London it was stocked as a cheaper line mostly by shops doing a low-class trade, but often its sales were stated to be larger than those of dearer types in the same shop.

IV.—EMPIRE AND FOREIGN.

The comparative sales of Empire and foreign butter in the retail shops differed widely in the areas surveyed. In Bristol and South Wales, 49 per cent. of the shops were selling only Empire butter, and 32 per cent. were selling an Empire type as their chief line. On the other hand, in Yorkshire only 16 per cent. of the shops were stocking Empire butter, and in the majority of these it was stated that the sales formed a very small proportion of the total. In Birmingham, 75 per cent. of the shops were stocking an Empire type, but in two-thirds of these the sales were said to be small, and a European butter was stocked as the chief line.

In Table 17 the shops visited have been classified into four groups according to the proportions of Empire and foreign butters sold. In this analysis, blended and packeted butters have not been included.