

In Bristol, New Zealand butter was the type most commonly stocked. Nearly 25 per cent. of the shops visited were stocking only New Zealand, and in addition over 50 per cent. were selling it as the chief line. Irish butter was stocked mainly as a second line in independent and local multiple shops.

In Cardiff, Newport, and Swansea, Irish was the predominant butter in all types of shop except Non-Local Multiples; it was the only butter stocked in 25 per cent. of the shops visited, and the chief line in a further 25 per cent. New Zealand was most frequently found in the Non-Local Multiples where it was generally sold as the chief line; in the other types of shop, it was usually stocked as a second line to Irish.

Packeted butters were found in a larger proportion of shops in Bristol than in the South Wales towns. Most of the shops stocking these butters were Independents.

Danish was confined almost entirely to the Non-Local Multiples in both Bristol and South Wales. About half these shops were selling it as a chief line.

Bulk-blended was stocked by about 40 per cent. of the shops visited in Swansea; these were mostly Independents and Co-operatives. In the other towns of the area, the proportions were much smaller.

*Prices.*—In the First Survey (June, 1929), the most usual price for all the principal bulk butters was 1s. 8d.; in the Second Survey (September), Irish and New Zealand were generally sold at 1s. 9d. and Danish at 1s. 10d. The range of prices was greater for Irish than for other butters. New Zealand and Irish butters were on an average slightly dearer in Bristol than in South Wales.

The eight shops which sold packeted butter at 1s. 8d. in the First Survey were all branches of a multiple firm in Swansea selling its own brand.

The prices of the majority of butters rose by a penny per pound during July and August.