

Birmingham.

In the Birmingham area, 333 shops were visited ; 127 Independents and 206 Multiples. The First Survey took place from April 4th to the end of May, and the Second from the end of July to September 14th.

TABLE 24.—*Percentage of Independent and Multiple Shops in Birmingham stocking the various Types of Butter.*

| | First Survey. | | | Second Survey. | | |
|-----------------------|---------------|-----------|------------|----------------|-----------|------------|
| | Independent. | Multiple. | All Shops. | Independent. | Multiple. | All Shops. |
| Danish | 80 | 85 | 83 | 80 | 85 | 83 |
| New Zealand | 53 | 71 | 64 | 53 | 71 | 64 |
| Packeted | 56 | 40 | 46 | 56 | 40 | 46 |
| Australian.. .. . | 27 | 31 | 29 | 6 | 2 | 4 |
| Siberian | 2 | 18 | 12 | 2 | 19 | 12 |
| Bulk-Blended | 1 | 12 | 8 | 1 | 5 | 3 |
| Argentine | 1 | 11 | 7 | 1 | 11 | 7 |
| Irish | 9 | 1 | 5 | 18 | 9 | 13 |
| Swedish | 4 | 1 | 2 | 4 | 1 | 2 |
| Farm | 4 | — | 2 | 4 | — | 2 |
| Other Butters | 1 | 1 | 1 | 1 | 11 | 7 |

One of the outstanding features of the retail butter trade in Birmingham was that nearly every shop was stocking two or more types. Danish was the staple butter in all shops except dairies, but 95 per cent. of the shops stocking Danish were stocking other butters as well, though the Danish sales were nearly always stated to be the largest.

New Zealand butter was stocked by a larger percentage of shops than in any other area, but in 83 per cent. of the shops stocking it, it was sold as a second line to Danish.

Packeted butters were stocked chiefly by Independents and Co-operatives where their sales were generally stated to be small, though 10 per cent. of the independent shops were stocking only packeted butters.