

as the first line and New Zealand as the second line. Irish was found most frequently in the independent and local-multiple shops ; 60 per cent. of the shops stocking it in the Second Survey were selling it as their chief line.

Nearly all the shops stocking packeted butters were Independents or dairies. Two-thirds of these shops were selling no bulk butter, but their sales of packeted were generally stated to be small.

Australian butter was found in the First Survey in a few shops, mostly of the non-local multiple type, but it was always sold as a second line and was almost entirely replaced by Irish in the Second Survey.

Other butters found in Liverpool were Ukrainian (two shops in the First Survey and three in the Second) ; Argentine (one shop in the First Survey and three in the Second) ; Finnish (two shops in both Surveys) ; and Siberian (one shop in the Second Survey).

Prices.—In the majority of cases, Danish butter was sold at 1s. 8d. in the First Survey, and 1s. 9d. in the Second ; Irish at 1s. 8d. in the Second Survey and New Zealand at 1s. 8d. in both Surveys.

Irish butter was generally sold at 1s. 8d. when stocked with Danish, but where it was the only line it was more often 1s. 9d.

Manchester.

In the Manchester area 573 shops were visited ; 397 in Manchester and the remainder in Blackburn, Bolton and Wigan. Of these, 242 were Independents and 331 Multiples. The First Survey took place from the beginning of April to June 18th, and the Second Survey from the beginning of July to the end of August.

Danish was the predominant butter in all types of shop except dairies ; 40 per cent. of the shops visited were stocking no other type, and a further 40 per cent. were selling it as their chief line.

The percentage of shops stocking Danish butter was much the same in Manchester, Blackburn, Bolton and Wigan, but a much larger proportion in Manchester were stocking other types as well. Thus, in Manchester, 32 per cent. of the shops stocked New Zealand butter in the First Survey, as compared with 7 per cent. in the other three towns ; in the Second Survey 14 per cent. in Manchester were stocking Irish, and only about 2 per cent. in the other towns ; in both Surveys about 30 per cent. in Manchester were stocking packeted butters and 10 per cent. in the other towns.