

Packeted butters were remarkably popular in Edinburgh, though they were usually stocked in conjunction with a bulk type and their sales were stated to be comparatively small. In Glasgow very few shops were stocking packeted butters.

New Zealand butter was stocked by a larger proportion of shops in Edinburgh than in Glasgow; in Edinburgh it was usually sold as a second line to Danish, but in Glasgow it was more often the only type stocked.

Irish butter, on the other hand, was more common in Glasgow than in Edinburgh. In Glasgow nearly 10 per cent. of the shops were selling Irish butter only.

Other butters found in Glasgow were Argentine (three shops); and Australian (one shop). In Edinburgh one shop was stocking Dutch butter.

Prices.—The prices of Danish butter in the Glasgow multiple shops showed an unusually wide range, all prices from 1s. 8d. to 1s. 11d. being fairly frequent. The Multiples in Edinburgh nearly all sold at 1s. 8d. or 1s. 9d. in June and July, but in August 1s. 11d. was a usual price. In the independent shops, the average was distinctly lower in Glasgow than in Edinburgh.

The prices of Irish butter in Glasgow were very varied. In the few shops where it was selling at 1s. 11d. or 2s. 0d., Danish was also stocked but at a lower price: where it was 1s. 10d., and in most of the shops where it was 1s. 9d., it was the only butter stocked.

Farm butter was the most expensive type in Glasgow, but in Edinburgh it was the cheapest.

VII.—SUMMARY.

1. The object of the enquiry was to examine the position of Empire butters in the retail shops of the main centres of population in the United Kingdom and to estimate the extent and nature of the competition from butters of foreign origin.

In view of the seasonal variation in supply, the enquiry was undertaken in two parts, the First Survey being carried out in the late spring, and the Second Survey during the summer months. In this way it has been possible to secure a double picture of retail market conditions; firstly, when supplies of New Zealand and Australian butters are relatively plentiful, and secondly, when the butter export season of the Irish Free State is at its height.