

Other butters found during the Surveys were Argentine, chiefly in London and Birmingham; Siberian, chiefly in Birmingham and Bristol; Swedish and Finnish in the North; Ukrainian, stocked by one large multiple firm in all parts of the country; and Dutch and French in London.

Butter made up into packets and sold under a brand name was the staple type in dairies. It was also sold by about 30 per cent. of the grocers, but generally in relatively small quantities; in Non-Local Multiples it was rare. It was most popular in London and Edinburgh.

5. Farm and packeted butters were generally about 2s. per lb. and other butters ranged from about 1s. 6d. to 2s. 0d., the most usual prices being 1s. 8d. and 1s. 9d. The general order of price of the various types of butter was Home Farm, Packeted, Danish (Finnish and Swedish), New Zealand, Irish, Australian, Argentine, Siberian and Ukrainian. It is to be noted that these prices refer to 1929.

Evidence of local preference is shown by the relative prices of different butters. In the North and North-East, where Danish butter predominated, it was sold on an average at 1d. or 2d. more than any other type; in the South, where it was comparatively rare, it was about the same price as New Zealand and Irish, and in the West it was only slightly dearer on the average than these types.

6. In regard to the tendency towards localisation of markets, the policy of multiple organisations, particularly those of national scope, is of special interest. These firms generally stock butters from two or three different countries and tend to standardise stocks throughout the branches; smaller firms and independent shops, on the other hand, appear to confine themselves usually to the one or two types which are most popular in the locality. Thus, in the Yorkshire area and in Edinburgh, New Zealand butter was found in about 35 per cent. of the national multiple branch shops and in less than 5 per cent. of the other shops. In Bristol and South Wales, Danish butter was sold by 40 per cent. of the National Multiples and in London by 33 per cent., while the corresponding percentages for other shops in these two areas were five and four respectively.