

New business written up during the last five years is as under :—

	1936.	1935.	1934.	1933.	1932.
	£	£	£	£	£
Outdoor advertising ..	37,515	30,539	17,235	24,069	26,415
Publications ..	4,827	3,144	2,915	1,295	1,859
Miscellaneous..	..	..	613	621	767
Buses ..	973	47	13	127	749
	<u>£43,315</u>	<u>£33,730</u>	<u>£20,776</u>	<u>£26,112</u>	<u>£29,790</u>

The continued decline in the revenue during the depression years has been due to a very heavy falling-off in the amount of new business written up. This decline has now been arrested, and with the general healthier tone in outside business circles, revenue should in the future show a steady increase.

The total return to the Department in respect of operations of the Advertising Branch during the past five years was as follows :—

	1936.	1935.	1934.	1933.	1932.
	£	£	£	£	£
Rent, land, and buildings	800	797	800	1,000	1,000
Rent, advertising-sites	8,325	7,259	7,890	7,593	8,741
Commission ..	728	737	786	780	960
Interest ..	890	1,017	1,261	1,413	1,697
Railage ..	373	357	390	265	293
Profit ..	2,383	2,088	2,548	3,676	2,898
	<u>£13,499</u>	<u>£12,255</u>	<u>£13,675</u>	<u>£14,727</u>	<u>£15,589</u>

REFRESHMENT SERVICE.

—	1936.	1935.	Variation.	Per Cent.
	£	£	£	
Revenue	89,132	79,817	+ 9,315	11·67
Expenditure	84,976	77,685	+ 7,291	9·39
Net revenue	£4,156	£2,132	+£2,024	94·93

An analysis of the Refreshment Branch receipts is as follows :—

—	1936.	1935.	Variation.	
	£	£	£	Per Cent
Dining-rooms	10,315	9,720	+ 595	6·12
Counter-rooms	76,071	67,446	+ 8,625	12·79
Miscellaneous	2,746	2,651	+ 95	3·58
Totals	£89,132	£79,817	+£9,315	11·67

The number of meals served in the dining-rooms totalled 88,256, an increase of 10,494 (13·50 per cent.) over the previous year.

From and including 5th January, 1936, the charge for meals in the dining-rooms was reduced from 2s. 6d. to 2s. per meal.

The expenditure for the year increased by £7,291 (9·39 per cent.), the main increases being salaries and wages, £1,700; and stores and provisions, £4,444. The increase in salaries and wages was due to the 7½-per-cent. restoration and increased turnover, while the increase in stores and provisions was due to the increased business at the various rooms.