

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

	1937.	1936.	1935.	1934.	1933.
	£	£	£	£	£
Outdoor advertising ..	32,056	37,515	30,539	17,235	24,069
Publications ..	5,707	4,827	3,144	2,915	1,295
Miscellaneous ..	..	..	..	613	621
Buses ..	288	973	47	13	127
	<u>£38,051</u>	<u>£43,315</u>	<u>£33,730</u>	<u>£20,776</u>	<u>£26,112</u>

The above table shows a reduction of £5,264 in new business written up during the year when a comparison is made with the returns for last year. A large contract was entered into in the latter part of last year, and if the value of this is excluded the returns for the current year show a satisfactory position.

The following table shows the profit and ratio to turnover for the past eight years :—

					Net Profit.	
					Amount.	Ratio to Turnover.
					£	Per Cent.
1930	..	..	..	..	381	0·71
1931	..	..	..	..	1,249	2·50
1932	..	..	..	..	2,898	7·37
1933	..	..	..	..	3,677	10·94
1934	..	..	..	..	2,548	7·79
1935	..	..	..	..	2,088	6·95
1936	..	..	..	..	2,383	7·50
1937	..	..	..	..	3,384	9·80

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

	1937.	1936.	1935.	1934.	1933.
	£	£	£	£	£
Rent, land, and buildings	800	800	797	800	1,000
Rent, advertising-sites	9,315	8,325	7,259	7,890	7,593
Commission	838	728	737	786	780
Interest	836	890	1,017	1,261	1,413
Railage	171	373	357	390	265
Profit	3,384	2,383	2,088	2,548	3,676
	<u>£15,344</u>	<u>£13,499</u>	<u>£12,255</u>	<u>£13,675</u>	<u>£14,727</u>

REFRESHMENT SERVICE.

				1937.	1936.	Variation.	Per Cent.
				£	£	£	
Revenue	..	..	..	103,351	89,132	+14,219	15·95
Expenditure	..	..	..	101,125	84,976	+16,149	19·00
Net revenue	..	..	..	<u>£2,226</u>	<u>£4,156</u>	<u>+£1,930</u>	<u>46·44</u>

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

				1937.	1936.	Variation.	
				£	£	£	Per Cent
Dining-rooms	..	..	..	11,651	10,315	+ 1,336	12·95
Counter-rooms	..	..	..	90,513	76,071	+ 14,442	18·98
Miscellaneous	..	..	..	1,187	2,746	— 1,559	56·77
Totals	..	..	..	<u>£103,351</u>	<u>£89,132</u>	<u>+£14,219</u>	<u>15·95</u>

The number of meals served in the dining-rooms totalled 116,514, an increase of 28,258 (32·02 per cent.) over the previous year.