

OAGLESSA HPIPI ON  
THE 1933 WORLD MOTOR CENSUS

To be published on Feb. 15, 1933, and for the twelfth consecutive year, the annual World Motor Census is in preparation by THE AMERICAN AUTOMOBILE (Overseas Edition) and El Automovil Americano. Your assistance in obtaining the following information - consisting of official statistics or trade estimates - will be of the utmost help:

(1) - Total number of passenger cars, motor trucks, motor buses and motorcycles, in service or registered in your territory, at the time of the report and estimated as of Jan. 1, 1933. Please indicate increases or decreases during the preceding twelve months in these classifications. If report is made on "automobiles" only (not separately classified as to types), please do not include motorcycles, which should be separately listed.

(2) - If possible, please give registrations by provinces, states, or other political sections of your territory and, if possible, estimates covering the major cities.

(3) - We are anxious to ascertain whether motor travel has increased or decreased and, consequently, if information is available showing importation or use of gasoline and motor fuel in your territory, compared with other years, please report the details. In some countries, although a number of automobiles have not been registered this year, gasoline consumption indicates that motor travel has been maintained.

(4) - Please report any information available concerning automotive taxes collected in 1932, with comparisons to previous years. From this, we hope to compute the tax bill paid by the motorists of all countries. Have there been any tax changes on automobiles or motor fuel in recent months?

(5) - What is the motor trade outlook for the coming months, with particular reference to dealers, wholesalers, and garages?

(6) - Please estimate imports (or local production) during the present year and the trend of dealer stocks.

(7) - Please comment on highway construction and

maintenance

maintenance during the past year.

(8) - What territory or section is covered and what are the sources of information.

All information pertaining to the census should be mailed to reach New York in late December or early January.

Publication will be in the March, 1933, issue, which is completed here editorially on Feb. 1, 1933. The complete census covers many printed pages and the collation and preparation for publication of all of this material is extremely difficult, making necessary early receipt of the basic information in our offices. Thus, we cannot await official statistics obtainable after Jan. 1, 1933, but careful estimates should closely approximate the official figures.

The World Motor Census was first published in 1922 and, year by year, it has become more complete, covering in detail about 130 countries and major political territories of Africa, Asia, Europe, Oceania and the Western Hemisphere. This record has been possible only because of the finest cooperation of many hundreds of persons and organizations throughout the world.

Your fullest assistance is urged in preparation for the 1933 World Motor Census. Please give us as much information as is possible.

The Editor,  
THE AMERICAN AUTOMOBILE  
(Overseas Edition)

and

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