

Before I get down to business I am happy to report that the response to the Autumn Directive was exceptionally good. We cannot really compare the results of one Directive with another, each is unique and the response is invaluable. Nevertheless the trouble which you took over this latest Directive does call for very special thanks.

There are three independent sections to the Winter Directive.

- la. Christmas cards received: First of all, how many in each of the following categories: Religious, Traditional, Humorous. Religious cards would be any which refer directly or indirectly to the birth of Jesus; Traditional would be all winter scenes, robins, Father Christmases, candles etc without religious reference; and Humorous cards would be, well, humorous! If there are other categories please specify, eg 'Home made'.

Please note also how many of the cards you received were bought in aid of a charity, and list the charities, OXFAM, UNICEF etc. PLEASE do not send us the cards themselves.

Do you display the cards you receive? If so how? Do you dispose of the cards after Christmas in any special way?

- lb. Christmas cards sent: Please make a note of the number which you sent this year, with an indication of the average price.

Do you have a policy in choosing cards, eg favourite themes, or favourite charities?

Do you have a fixed list of people to whom you send and what about the unexpected card from someone to whom you have not sent one?

Has the cost of cards and postage significantly affected the number of cards you sent this year?

- 2a. On Buying British: Please check all equipment (including cars): heaters, refrigerators, stereo, hair dryers, typewriters vacuum cleaners etc for country of origin. If in doubt, just give the brand name.
- 2b. Do you make an effort to buy British-made goods? Do you on principle avoid the manufactured goods of certain countries?
- 2c. Have you any particular experiences which enable you to compare a British product with a foreign one? In replying to this particular question, please feel free to include clothes.
- 2d. Would you favour import controls on any particular manufactured item?

PLEASE TURN OVER

3. This last item may seem a little frivolous but it is not. In 1939 Tom Harrison asked Observers to say how they would spend £5000 (in that year a new semi-detached house in the outer area of London sold at around £600, and in the provinces at £450). We want to compare the dreams of yesterday with those of today so how would you, seriously, set about spending £250,000?
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AN APPEAL

We need more male observers in all regions. It would be a great help to us if each of you could persuade one man to write for US. You yourselves are the best recruiters we could have because you can best explain what is involved. Even if you can get someone to try for just a year, we would be very grateful.

In the early days of Mass-Observation, the men outnumbered the women by about two to one, today the proportions are nearly reversed. Ideally we would like to have a fifty-fifty balance, so more men please.

FINALLY TO ALL OF YOU, WITH MANY, MANY THANKS FOR ALL YOUR WORK IN 1983, WE SEND OUR VERY BEST WISHES FOR CHRISTMAS AND FOR THE NEW YEAR.

David Pocock

Dorothy Sheridan

*The Mass-Observation Archive - The Library ~ University of Sussex ~ Falmer - Brighton BN1 9QL ~
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