



Smilers for Kids This new product, aimed primarily at children under 12, is now available. Smilers for Kids sheets comprise 10 1st class pictorial stamps with corresponding labels in a pack with other material designed to appeal to younger folk. The labels and sheet background show popular children's characters: Mr Happy from Mr Men/Little Miss; Almond Blossom from Flower Fairies; Enid Blyton's Noddy; and Beatrix Potter's Peter Rabbit.

The Beatrix Potter sheet comprises 10 'New Baby' stamps with two images of Peter Rabbit on the adjoining labels. The sheet is sold in a pack which includes five baby announcement cards, with a place to position a photo; the card is self-seal, so there is no need for an envelope. The Flower Fairies pack includes 10 'Flower' stamps with Flower Fairy 'Almond Blossom' on the attached labels. An image of Almond Blossom, included in the pack, is designed to be cut out, and can be placed in the garden or used to decorate a bedroom. The Flower Fairies stories are particularly popular with 7-11 year old girls.

The Mr Happy sheet comprises 10 'Balloons' stamps and labels showing Mr Happy in different guises. The pack contains a sheet of stickers, a book-mark, a guide to Mr Happy and an illustrated picture onto which the stickers can be attached, enabling children to create their own Mr Men scene.

The Noddy sheet also bears 10 'Balloons' stamps with Noddy on the labels, including two showing him in his little car and in an aeroplane. The pack contains lots of fun active things for children to do, including colouring-in sheets, spot the difference, a maze to navigate, and a Noddy mask to cut out and wear ●

Smilers for Kids The packs will be available from selected Post Office post shops and by mail order from Royal Mail Tallents House, priced £7.95 each. The sheets are printed in litho by Cartor.

The Peter Rabbit and Flower Fairies sheets were shown in the September *Bulletin*, page 43.