

The nearsighted
**MISTER
 MAGOO
 DESIGNED
 THEM
 FOR YOU**

Follow your eyes to General Electric Soft-White bulbs in these new, snowy-white 4-bulb packages. They're as bright as the bulbs inside!



New distinctively different G-E 3-way packages instantly announce the wattages. Reinforced corners hug the bulb snugly and safely all the way home.



General Electric's familiar colors, bold names and sizes beckon you to the exact Standard bulb you need. 40 to 100-watts in handy 4-packs.



NEW EASY-TO-SEE G-E BULB PACKAGES
 show at a glance the kind, the brand, the size you want



New G-E Yellow Bug-Lite package says, "Try me outdoors this summer."

Pink package invites you to flatter yourself in a glowing pink light.

25-watt and 15-watt G-E bulbs come in bright new 2-bulb packs.

Night-lights and appliance bulbs are now on easy-to-find descriptive cards.

Now it's easier for any shopper—even the nearsighted Mister Magoo—to find the right bulb. Next time you shop, step up to a General Electric display. These new packages will introduce themselves. They'll help you find the bulbs you need—quickly.

Progress Is Our Most Important Product

GENERAL ELECTRIC