

NEW! Dependable, cool-burning Christmas Lamps from GENERAL ELECTRIC

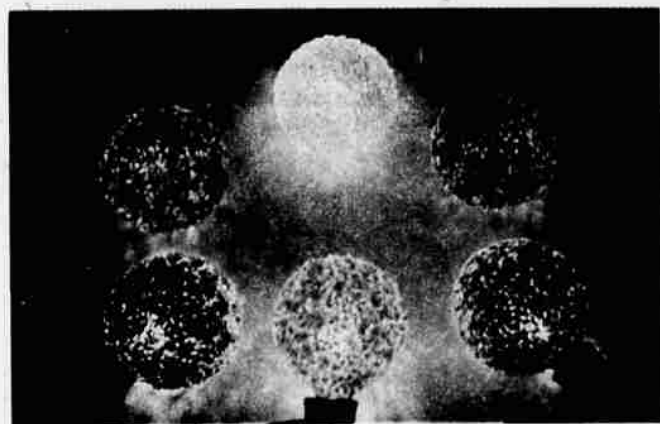


New G-E LIGHTED ICE D30

New COLORED G-E Projector bulbs

New G-E OUTDOOR Lamps . . . D27 twinkle . . . D15 steady burning

...to give your home wonderful New Beauty...new lighting effects...indoors, outdoors!



The most beautiful lamps in the world!



GET HANDY G-E PACKS when you buy renewal bulbs. You'll avoid disappointment in lamp life and color. And be sure bulbs in string sets you buy are marked "G-E".

G-E LIGHTED ICE D30. Get some and give your tree a gloriously different look! Thousands of facets that sparkle with colorful light. And they're really cool-burning. For strings with candelabra (C7½) sockets. 6 colors that glisten like jewels. And for dependable, long life, it pays to be sure that the lamps you buy are General Electric!

New G-E Projector Lamps in COLORS

Thanks to G-E silicones on the lens, these new PAR lamps give better color, more light. Greater weather-resistance for outdoor use, too! 6 beautiful colors to help add effectiveness to your holiday decorations. Easy to create colored shadows or backgrounds of color. Try it! Also in clear spot or flood. Get some this year and light up!



2 NEW G-E OUTDOOR LAMPS . . . in five wonderfully rich transparent colors! Both fit Intermediate (C9½) sockets. **D27 Twinkle . . .** winks on and off, to give magic, twinkling motion. **D15** steady burning brilliance that adds new attractiveness to holiday decorations. Try both! And make your Christmas greeting brighter. General Electric Co., Nela Park, Cleveland 12, O.

Remember! You'll use for years, the string sets you buy this Christmas. Don't take a chance . . . get the best! And for dependable, long-life, be sure the bulbs in them are G-E.

GENERAL  ELECTRIC