

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

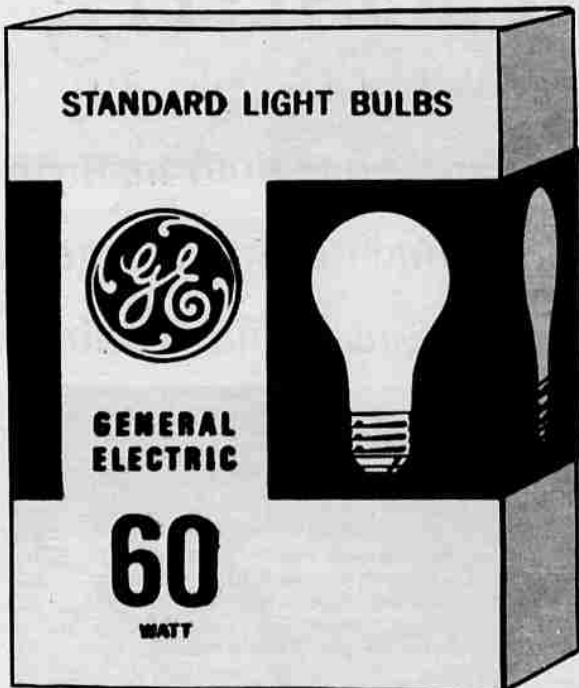
Follow your eyes to General Electric Soft-White bulbs in these new, snowy-white 4-bulb packages. They're as bright as the bulbs inside!



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



© UFA PICTURES, INC., 1962



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**