

# NOW... and for the first time!

## GENERAL ELECTRIC CHRISTMAS LIGHT SETS

Made entirely in United States  
by General Electric Company

**NEW DESIGN!**  
Looks better, lasts longer  
—helps decorate easier,  
faster!

All-green cord—  
insided to sockets  
New streamlined  
socket... rugged  
and 20% lighter

Spring steel clip  
stays springs

UL  
approved

This mark of  
dependability on both  
bulbs and sockets

New!

- Stronger spring steel clips  
easier to use
- Rugged sockets, not brittle,  
practically unbreakable  
even when stepped on
- Green wire and sockets  
blend with green tree
- No washers needed

- Bulbs easier to insert
- One hand rest free
- Sockets button-in secured
- Wire held securely
- Bulbs fit snug in stream-  
lined sockets

15" spacing  
between sockets

10 and 20 light multiple sets  
15 and 25 light sets for outdoors

### Here's why your customers will go for them!



**Practically invisible  
on green tree**  
... wire, sockets,  
clips and connectors  
... all are Green!



**No mess of wires  
to untangle**  
... both wires in  
single cord



**No washers  
needed**  
... bulbs fit snugly in  
new, compact sockets



**Improved clips  
always grip tight**  
... on both big  
branches and small.



**Sockets practically  
unbreakable**  
... even when  
accidentally stepped on

...there's more, too →

# NEVER BEFORE CHRISTMAS LIGHT SETS LIKE THESE

Forget "what sold last year" and take another long look! These string sets are different... they've got quality features we know your customers want (Sales tests last year proved it!)


And they're competitively priced!




## CHRISTMAS LIGHT SETS




### Here's why customers liked 'em:



**EASIER TO USE!** . . . G-E clips grip branches firmly, and stay springy . . . single cord resists tangling . . . 20% lighter . . . handles easier, less weight on branches. *No socket washers needed!*



**BETTER LOOKING!** Wire, plug, connector, and new compact sockets are all green, almost invisible on green trees.



**LONGER LASTING!** New design sockets . . . *practically unbreakable* . . . made from high impact material . . . tough and resilient. Wire locked and sealed to sockets, plug and connectors. UL approved.

### You'll like 'em because:

**Consumers know and trust G-E quality.** This was one of their big buying reasons in sales tests last Christmas. They know they can count on long lasting performance and satisfaction.

**Bright color packages** invite attention . . . show and tell customers about new set advantages.

**Powerful consumer advertising, too!** G-E color ads on the new string sets will reach 2 out of 3 homes, every week for three weeks this December . . . *helping you just when folks are ready to buy!*

#### ORDERING DATA

Set No.	Bulb Size	No. Sockets	Std. pkg.	Ship. wgt. lbs.
L7-10	C7½	10	10	8
L7-20	C7½	20	10	10.9
L9-15	C9½	15	10	13.6
L9-25	C9½	25	10	20.3



D-23



D-26



D-27



D-15



D-30



C-7 1/2



C-9 1/2



C-6

PACKED IN TWO  
CARTON QUANTITIES  
—delivered  
as available



5 lamp and  
2 lamp packs in  
100 lamp sealed  
cartons, 500  
lamps to case.



4 lamp and  
2 lamp packs in  
120 lamp sealed  
cartons, 480  
lamps to case.



Case holds  
4 cartons—  
or 5—as noted

**FOR FASTER SALES**  
of replacement bulbs...  
**MORE SATISFIED**  
**CUSTOMERS...**



## CHRISTMAS LAMPS

...you'll want the full line, too!

G-E lamps moved fast and first . . . in most stores last year. And 13% of total G-E Christmas lamp sales were in the newer types! Sales of D23, D26, D27, D15 and D30 lamps grew in '61 and again in '62 . . . solid evidence of a real sales trend.

Did you miss these extra sales? (There must have been many stores who did . . . judging from disappointed consumers, whose letters said these G-E bulbs couldn't be found!)

Order the full line of G-E Christmas lamps and get those extra sales and profits *this* year. Remember most of your customers prefer G-E!

...And fast moving

## G-E SATIN-GLO

*moved even faster!*



**Be sure you have D23 lamps this Christmas**

Again in '62, in store after store, eye-catching G-E Satin-Glo was sold out soon after it went on display. Its unusual satin-like sheen has instant eye-and-buy appeal for your customers and its striking package enhances its beauty (Vivid color packs on other G-E Christmas lamps helped boost their sales, too!)

Save work... save time... speed sales  
... and simplify ordering

# G-E CHRISTMAS LAMPS IN PREPACKED FLOOR AND COUNTER DISPLAYS

**Sellout balanced mix does  
your assortment planning for you!**

## #940 FLOOR DISPLAY

Improved design for '63—with greater visibility of vivid eye-and-buy packs. Puts 940 fast-moving General Electric Christmas lamps right before your customers in less than 2 sq. ft. of floor space.

40 D15 • 70 C9½ • 25 D27 • 120 D26 • 40 D30  
120 D23 • 435 C7½ • 90 C6

No need to shift other stock... Set up anywhere in high traffic... ideal feature for a seasonal item. Price marked packs save time... speed handling at register. Assorted colors only; in 5-lamp packs, except for D30. Shipping weight 25½ lbs.

**\$13600**  
Suggested retail

## #300 COUNTER DISPLAY

Contains a sellout balanced mix of 300 G-E Christmas lamps... in the three fastest selling types.

60 C6 • 200 C7½ • 40 C9½  
in 5 lamp packs, assorted colors. Good for smaller stores or multiple display. Shipping wgt. 7½ lbs.

**\$3580**  
Suggested retail



**\$3645**  
Suggested retail

## #199 COUNTER DISPLAY

Features the newer lamps by General Electric that have been steadily increasing in sales.

30 D27 • 35 D15 • 60 D26 •  
14 D30 • 60 D23

In 5-lamp packs except for D30. Good with #300 or alone. Shipping weight 7 lbs.



Color ads in over  
**300 SUNDAY NEWSPAPERS**  
and **LOOK**

will feature new **GENERAL ELECTRIC CHRISTMAS  
LIGHT SETS** and **G-E CHRISTMAS LAMPS**

**EACH WEEK FOR 3 CONSECUTIVE  
WEEKS IN DECEMBER**

Miniature Lamp Dept., General Electric Co., Nela Park, Cleveland 12, Ohio.

8-3206

Litho in U.S.A.

**GENERAL ELECTRIC**