

Jeff Carter



1979 General Electric Christmas Bulbs & Light Sets



Table of Contents

	PAGE		PAGE		PAGE
GE's Extra Margin of Quality	2	Unbased (universal types)		Ornaments That Light	
Product Order Form	3	U2-12CL For 10 to 15-light sets ...	11	L7-10LI 10-Light Lighted Ice	18
Table of Contents	4	For all 30 to 50-light sets		Indoor Specialties	
Early Bird Special		U2-35/50	11	Lighted Candles	
UL2-35 35 Light	4	U2-35/50CL (clear bulbs)	11	CAL7-1 1-Light Candelier	19
Indoor/Outdoor Straight-line		Safety Fuse for GE Straight-line sets		CAL7-3 3-Light Candelier	19
UXL2-35 35 Light	5	R2-SAF Two-pin Safety Fuse	11	CAL7-5 5-Light Candelier	19
SL2-20 20 Light	6	W2-SAF Wedge Base Safety Fuse ..	11	Standard Replacement Bulbs	
SL2-30 30 Light	6	Special Bulbs (Two-pin Base)		Indoor	
SL2-40 40 Light	7	RF 20/35/50 Flasher for		C7-LI/AST Lighted Ice	18
SL2-50 50 Light	7	Twinkle Effect	11	Indoor/Outdoor	
Fancies		Standard Light Sets		C7-CB Cool Bright	20
UTL2-20 20 Light Tinsel Lights	8	Indoor/Outdoor		C7-CC Glow Bright	20
UCL2-10 10 Light Candle Lights ...	8	OL7-15CB Cool Bright	12	C7-TW Twinkle Bright	20
FL2-15 15 Light Fleur De Lights ..	9	OL7-25CB Cool Bright	12	Outdoor	
CPL2-30 30 Light Petal Lights	9	OL7-25CC Glow Bright	13	C9-CC Glow Bright	21
Tree Toppers		OL7-15TW Twinkle Bright	13	C9-MB Merry Bright	21
RTL2-10 Rainbow Tree Topper ...	10	Indoor		C9-TW Twinkle Bright	21
TTL2-10 Tinsel Topper	10	L7-15CB Cool Bright	14	Bulb Prepacks	
ANL2-10 Heavenly Angel	10	L7-25CB Cool Bright	14	B-230 Floor Display	22
Merry Midget Replacement Bulbs		L7-15CC Glow Bright	15	B-84A Counter Display	22
Two-pin Base		L7-25CC Glow Bright	15	MR-100 All Merry Midget Counter	
(convertible for sets with other bases)		Outdoor		Display	11
R2-12 For 10 to 15-light sets ...	11	OL9-15TW Twinkle Bright	16	Light Set Merchandisers	
R2-20 For 18 to 20-light sets ...	11	OL9-25MB Merry Bright	16	CB 30/15 Standard Set Floor Display	23
R2-35/50 For 30 to 50-light sets ...	11	OL9-15CC Glow Bright	17	SLM 40/35 Merry Midget Floor Display	23
RC-35/50 Clear bulbs	11	OL9-25CC Glow Bright	17	Christmas Point of Sale Display	

GE ENERGY SAVER *Early Bird Special* PROMOTIONAL MIDGET SET



35 LIGHT SET

UL listed. Wedge base design with 5½" socket spacing. 17½-foot straight-line cord. Safety fuse bulbs for overload protection. Packed with 3 spare bulbs; one flasher for twinkle effect; one steady burning; one safety fuse. Uses only 18 watts.

UL2-35 Assorted color bulbs (Red, blue, green, gold). Green cord and sockets.

Replacement Bulbs:
R2-35/50 or U2-35/50 (colors)
RF-20/35/50 (Flasher)
W2-SAF (Safety Fuse)

Shipping case:
20 sets per case

Shipping Weight:
11.0 lbs. (1.1 cu. ft.)



ENERGY SAVER

End Connector String-a-Long Midget Set

STRAIGHT-LINE CONSTRUCTION WITH REMOTE CONNECTOR



UXL2-35A

1979 FEATURE ITEM

- The midget set with complete decorating flexibility.
- Male plug on one end, female connector on opposite end.
- The easy way to trim windows, doors, rooftops, and large trees.
- UL listed for indoor/outdoor use.
- Heavy-duty wire rated for 360 watt load, up to 20 interconnected 18-watt Merry Midget light sets.
- Safety fuse bulbs protect lighting circuit against overload.
- Male and female connectors molded to wires...wire and insulation crimped to sockets to guard against exposed wire.
- Special shunting device in each series bulb, except flasher bulb and safety fuse bulbs, keeps set operating if one or more bulbs burn out.
- Wedge base bulbs.

- Practically unbreakable sockets and connectors.
- Uses only 18-watts of power.
- Guaranteed to light.

35-LIGHT "STRING-A-LONG" SET

Packed with 3 spare bulbs—one flasher for twinkle effect; one steady burning; one safety fuse. 25-foot cord, 8" spacing between sockets.

UXL2-35A Assorted color bulbs (Red, blue, green, gold) Green cord and sockets.

UXL2-35CL Clear bulbs. Green cord and sockets.

Replacement Bulbs
R2-35/50 or U2-35/50 (colors)
RF-20/35/50 (Flasher)

W2-SAF (Safety Fuse)
RC-35/50 or U2-35/50CL (clear)

Shipping case:
20 sets per case

Shipping weight:
17 lbs. (2.2 cu. ft.)



ENERGY SAVER

Merry Midget Sets

INDOOR/OUTDOOR STRAIGHT-LINE

SPECIAL FEATURES:

- UL listed and guaranteed to light.
- Safety fuse bulbs for overload protection.
- Straight-line wired for easier decorating.
- Add on plug molded to wires—wire insulation crimped to sockets to guard against exposed wire.
- Patented 2-pin base design for positive electrical contact.
- 6" socket spacing—practically unbreakable plug and sockets.
- Use only 18 watts of power.



SL2-20



SL2-30

20-LIGHT SET

Packed with 2 spare bulbs—one flasher for twinkle effect; one safety fuse. 11½-foot cord.

SL2-20 Assorted color bulbs (Red, blue, green, gold). Green cord and sockets.

Replacement bulbs:

R2-20 (Colors)
R2-SAF (Safety Fuse)
RF-20/35/50 (Flasher)

Shipping case:

30 sets per case

Shipping weight:

10.3 lbs. (1.0 cu. ft.)

30-LIGHT SET

Packed with 2 spare bulbs; one flasher for twinkle effect; one safety fuse. 16½-foot cord.

SL2-30A Assorted color bulbs (Red, blue, green, gold). Green cord and sockets.

SL2-30CL Clear bulbs, green cord and sockets.

SL2-30W Assorted color bulbs, white cord and sockets.

SL2-30WCL Clear bulbs, white cord and sockets.

SL2-30SCM Solid color mix, green cord and sockets.

9 Sets all red bulbs	6 Sets all gold bulbs
9 Sets all blue bulbs	6 Sets all green bulbs

Replacement bulbs:

R2-35/50 (colors)
R2-SAF (safety fuse)
RF-20/35/50 (flasher)

RC-35/50 (clear)
R2-35/50 SCM (solid colors)

Shipping case:

30 sets per case

Shipping weight:

14.1 lbs. (1.6 cu. ft.)





ENERGY SAVER

Merry Midget Sets

INDOOR/OUTDOOR STRAIGHT-LINE



SL2-40



SL2-50

40-LIGHT SET

Packed with 2 spare bulbs; one flasher for twinkle effect; one safety fuse. Green cord and sockets. 21½-foot cord.

SL2-40 Assorted color bulbs (Red, blue, green, gold).

Replacement bulbs:

R2-35/50 (colors)
R2-SAF (safety fuse)
RF-20/35/50 (flasher)

Shipping case:
20 sets per case

Shipping weight:
12.1 lbs. (1.4 cu. ft.)

50-LIGHT SET

Packed with 2 spare bulbs; one flasher for twinkle effect; one safety fuse. Green cord and sockets. 26½-foot cord.

SL2-50A Assorted color bulbs (Red, blue, green, gold).

SL2-50CL Clear bulbs.

SL2-50SCM Solid Color mix:

3 sets all red bulbs
3 sets all blue bulbs

2 sets all gold bulbs
2 sets all green bulbs

Replacement bulbs:

R2-35/50 (colors)
RC-35/50 (clear)
R2-SAF (safety fuse)

RF-20/35/50 (flasher)
R2-35/50 SCM (solid colors)

Shipping case:
10 sets per case

Shipping weight:
7.5 lbs. (0.85 cu. ft.)





MERRY MIDGET LIGHT SETS

Fancies

ORNAMENTS THAT LIGHT



UTL2-20

NEW!



UCL2-10



I'll bet retailers are having a lot of dinners by candlelight off me.

INDOOR 20-LIGHT TINSEL LIGHTS

Energy Saver... Uses only 18 watts of power. Each bulb surrounded by halo of colored tinsel to provide an ornament of shimmering beauty. Safety fuse bulbs guard against overload. 6-inch spacing between sockets. Packed with 3 spare bulbs: 1 steady burning; 1 safety fuse; 1 flasher for twinkle effect. 11½-foot cord. UL listed for indoor use. Straight-line wired... easier decorating, reduces tangles. Green cord and sockets.

UTL2-20 Assorted color bulbs (wedge base) and tinsel (red, blue, green, gold) color reflectors.

Replacement bulbs:

R2-20 (colors) W2-SAF (safety fuse) RF-20/35/50 (flasher)

Shipping case:
10 sets per case

Shipping weight:
9.6 lbs. (1.4 cu. ft.)

INDOOR 10-LIGHT CANDLE LIGHTS

Energy Saver... Uses only 10 watts of power. Candles are 1½" high and set into gold cup with permanent molded-in color and wax-drip design. Special fused plug and easy to use 24 gauge lightweight wire for ease of decorating. Straight-line construction with 30" lead-in and 12" spacing between candles on a 11½-foot cord for decorating flexibility. Slide bead attached under each candle for branch fastening. Packed with 2 spare steady burning clear bulbs.

UCL2-10 Clear bulbs (Wedge base). Green cord.

Replacement bulbs:

U2-12CL (clear)

Shipping case:
10 sets per case

Shipping weight:
7.5 lbs. (.93 cu. ft.)



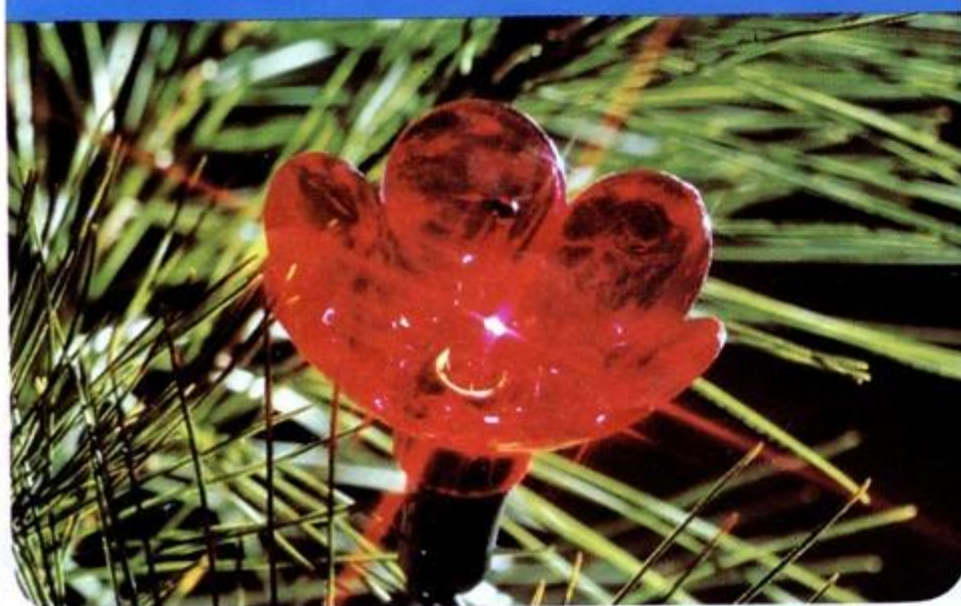
MERRY MIDGET LIGHT SETS

Fancies

ORNAMENTS THAT LIGHT



FL2-15



INDOOR/OUTDOOR 15-LIGHT FLEUR DE LIGHTS

Energy Saver... Uses only 12 watts of power. Each bulb surrounded by a "flower" reflector for added sparkle and beauty. Packed with 2 spare bulbs: 1 flasher for twinkle effect; 1 safety fuse. 8-inch spacing between sockets. 11½-foot cord. UL listed for indoor/outdoor use; Straight-line wired... easier decorating, reduces tangles. Green cord and sockets.

FL2-15 Assorted color bulbs (2-pin base) and reflectors (Red, blue, green, gold).

Replacement bulbs:
R2-12 (colors) R2-SAF (safety fuse) RF-20/35/50 (flasher)

Shipping case:
20 sets per case

Shipping weight:
13.4 lbs. (1.5 cu. ft.)



CPL 2-30



INDOOR/OUTDOOR 30-LIGHT PETAL-LIGHTS

UL listed for indoor/outdoor use; uses only 18 watts of power. The straight-line design makes storing a snap in the re-usable plastic cup. Green cord and sockets with 6 inch spacing between sockets. Packed with two spare bulbs, one flasher for twinkle effect, one safety fuse.

CPL2-30 Assorted color bulbs (Red, blue, green, gold). Petal-like reflectors, to match bulb colors, become lighted ornaments. 16½-foot cord. 2-pin base bulbs.

Replacement bulbs:
R2-35/50 (colors)
R2-SAF (safety fuse)
RF-35/50 (flasher)

Shipping case:
24 sets per case

Shipping weight:
14.1 lbs. (1.6 cu. ft.)



MERRY MIDGET

Tree Toppers

NEW!



RTL2-10

RAINBOW TREE TOPPER

Special optical fiber radiates a rainbow effect from 10 assorted color lights. Has 30" lead on green cord. Energy Saver, uses only 10 watts of power. Special in-line cord fuse guards against overload. Packed with 2 spare bulbs; one flasher for twinkle effect, one steady burning.

RTL2-10 Assorted colors (Red, blue, green, gold).

Replacement bulbs:
R2-12 (colors)

Shipping case:
10 units per case

Shipping weight:
7.8 lbs. (1.21 cu. ft.)



TTL2-10

TINSEL TOPPER

Tinsel star lighted by 10 Merry Midget bulbs with 2-pin PUSH-PULL bases give secure fit, easy to replace, insure electrical contact. Packed with spare safety fuse bulb...Energy saver, uses only 12 watts of power.

TTL2-10 Assorted colors (Red, blue, green, and gold), gold tinsel; 30" lead cord.

Replacement bulbs:
R2-12 (colors) R2-SAF (safety fuse)

Shipping case:
10 units per case

Shipping weight:
8.4 lbs. (1.6 cu. ft.)



ANL2-10



HEAVENLY ANGEL

Doll-like ornament for table or tree top, lighted by 10 Merry Midget bulbs. Angel holds 2 golden candles and glows from hands to hem. Packed with two spare bulbs: one steady burning; one safety fuse. Energy saver...uses only 10 watts of power. 2-pin base bulbs.

ANL2-10 2 gold color bulbs; 8 clear bulbs.

Replacement bulbs:
R2-12 (colors) R2-SAF (safety fuse) U2-12CL (clear)

Shipping case:
10 units per case

Shipping weight:
8.2 lbs. (1.5 cu. ft.)



ENERGY SAVER

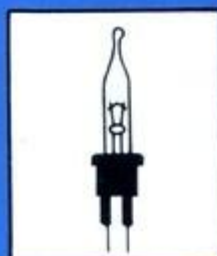
Merry Midget Bulbs

REPLACEMENTS

SPECIAL FEATURES:

- All Merry Midget Replacement Bulbs are pre-tested to light.
- All are available in blister pack cards.
- Assorted colors are red, blue, green, gold.
- Packed 50 cards per case.
- The back of each bulb card provides instructions for use in other sets.
- Merry Midget Bulbs (except flasher and safety fuse bulbs) contain a special shunting device designed to keep set operating if one or more bulbs burn out.
- All indoor/outdoor.

TWO-PIN BASE BULBS



For use in the majority of GE Merry Midget sets. Also adaptable for use with any Midget set, by removing base.

Shipping case:
50 cards of 5 bulbs each
(except Safety Fuse and
Flasher, 50 cards of 3
bulbs each)

Shipping weight:
1.1 lbs. (.20 cu. ft.)

STEADY BURNING

For use in 10-15 light
sets: (12-volt bulbs)



For:
ANL2-10
TTL2-10
FL2-15
RTL2-10

R2-12 Assorted Colors on
each 5-bulb card.

For use in 18-20 light
sets: (6-volt bulbs)



For:
UL2-20
SL2-20
UTL2-20

R2-20 Assorted Colors on
each 5-bulb card.
R2-20SCM all bulbs on
card same color; 10 cards
of red bulbs; 10 green;
10 gold; 10 blue
and 10 clear.
5 bulbs per card.

For use in 30 to 50 light
sets: (3.5-volt bulbs)



For:
UL2-35
CPL2-30
SL2-30
SL2-35
SL2-40
SL2-50

R2-35/50 Assorted Colors on
each 5-bulb card.
R2-35/50SCM all bulbs on card
same color, 10 cards each of
red, blue, green, gold and clear
bulbs. 5 bulbs per card.
RC-35/50 clear bulbs:
5 bulbs per card.

SAFETY FUSE



R2-SAF Safety fuse bulb
with green tip (regular
2-pin Midget bulbs will not
fit first two sockets of GE
Straight-line set). 3-bulb
card.

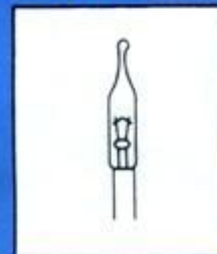
FLASHER



For use
in all
Merry
Midget
light sets
(6-volt
bulbs)

RF-20/35/50 clear flasher
bulbs with red tip for
twinkle effect. 3-bulb card.

UNBASED (UNIVERSAL) STEADY BURNING BULBS



For use in
midget light
sets using
removable
base bulbs.



Shipping case:
50 cards of 5 bulbs each

For use in 30 to 50 light
sets (3.5 volt bulbs)
U2-35/50 Assorted Colors
on each card.
U2-35/50CL Clear bulbs
on each card.
For use in 10-15 light sets
(12-volt bulbs).
U2-12CL Clear bulbs
on each card.

Shipping weight:
1.0 lbs. (.20 cu. ft.)

WEDGE-BASE SAFETY FUSE BULB

For use in GE Straight-line wedge-base
sets only (UL2-35, UTL2-20, UXL2-35A,
UXL2-35CL).



W2-SAF Safety
fuse bulbs
with green tip.

Shipping case:
50 cards of
3 bulbs each

Shipping weight:
1.1 lbs.
(.20 cu. ft.)

General Electric makes three types of Merry Midget bulbs available:

Two-Pin (regular, flasher, and safety fuse) • Wedge base safety fuse • Unbased (regular)

The two-pin base bulbs are for the majority of GE Merry Midget Sets and can also be converted (except for safety fuse bulb) to fit non-GE and GE wedge-base bulb sets. See back of bulb

card for conversion details since replacement bulbs differ in voltage and amperage. For longer bulb and set life, correct replacement bulbs should be used.



MR100 COUNTER DISPLAY

For fastest -
moving sets.
Seven types
(2-pin bulbs).

Shipping case:
100 cards:
Steady burning bulbs;
5 bulbs per card.
Flasher and safety fuse;
3 bulbs per card.

Shipping weight:
3.75 lbs. (.57 cu. ft.)

- Counter display organizes Merry Midget two-pin bulbs for easy bulb selection.
- Each type in its own spot.

Contains:

For 10-15 light sets
R2-12 Assorted Color bulbs on each card,
5 cards.
For 18-20 light sets
R2-20 Assorted Color bulbs on each card,
20 cards.
RC-20 Clear bulbs on each card. 5 cards.

For 30 to 50 light sets
R2-35/50 Assorted Color bulbs on each card,
45 cards.
RC-35/50 Clear bulbs on each card, 10 cards.

For 15-50 light sets
RF-20/35/50 Flasher bulbs on each card,
10 cards.

For Straight-line sets (15-50 light)
R2-SAF Safety Fuse bulbs on each card,
5 cards.

Dimensions:
(Set up) approximately 17½" deep x 14" wide x
12¾" high... plus 14" header (can be removed).

Standard Sets

INDOOR/OUTDOOR
COOL BRIGHT, GLOW BRIGHT
AND TWINKLE BRIGHT

SPECIAL FEATURES:

- UL listed for indoor and outdoor use...and guaranteed to light.
- All green cord and sockets.
- Heavy duty 18 gauge wire...durable and flexible cord.
- Plug, sockets and connector practically unbreakable.
- Candelabra sockets...fit C7 bulbs.
- Sockets, plug and connector permanently sealed to wire...guards against exposed wire.
- Socket clips for easy attachment to tree.
- Ample 12-inch spacing between sockets.
- Bulbs fit socket snugly...no need for washers.
- Color-keyed packaging.



OL7-15CB



15-LIGHT COOL BRIGHT INDOOR/OUTDOOR

OL7-15CB Assorted transparent color bulbs (Red, blue, green, and gold). Cool bright bulbs...cool burning...cool enough to touch. ENERGY SAVERS...GE Cool Bright Long Life bulbs use only 5 watts of power per bulb (28% less than 7-watt C7 bulbs; 50% less than 10-watt C9 bulbs). 16-foot cord.

Replacement bulbs:
C7-CB (steady burning)
C7-TW (twinkle)

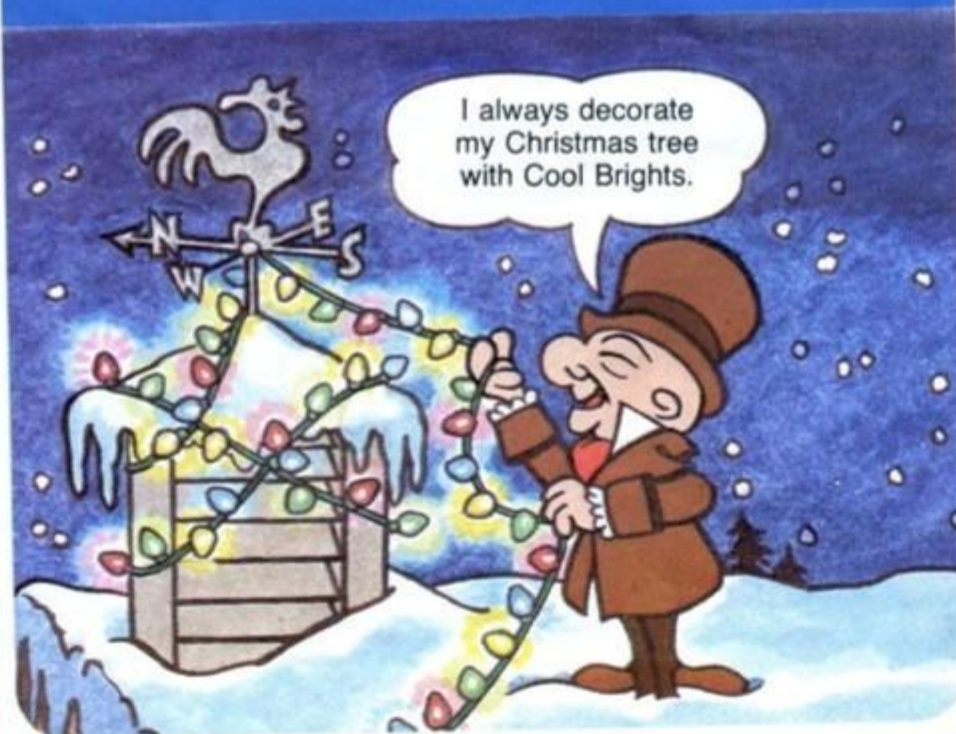
Shipping case:
10 sets per case

Shipping weight:
8.8 lbs. (0.9 cu. ft.)

12



OL7-25CB



25-LIGHT COOL BRIGHT INDOOR/OUTDOOR

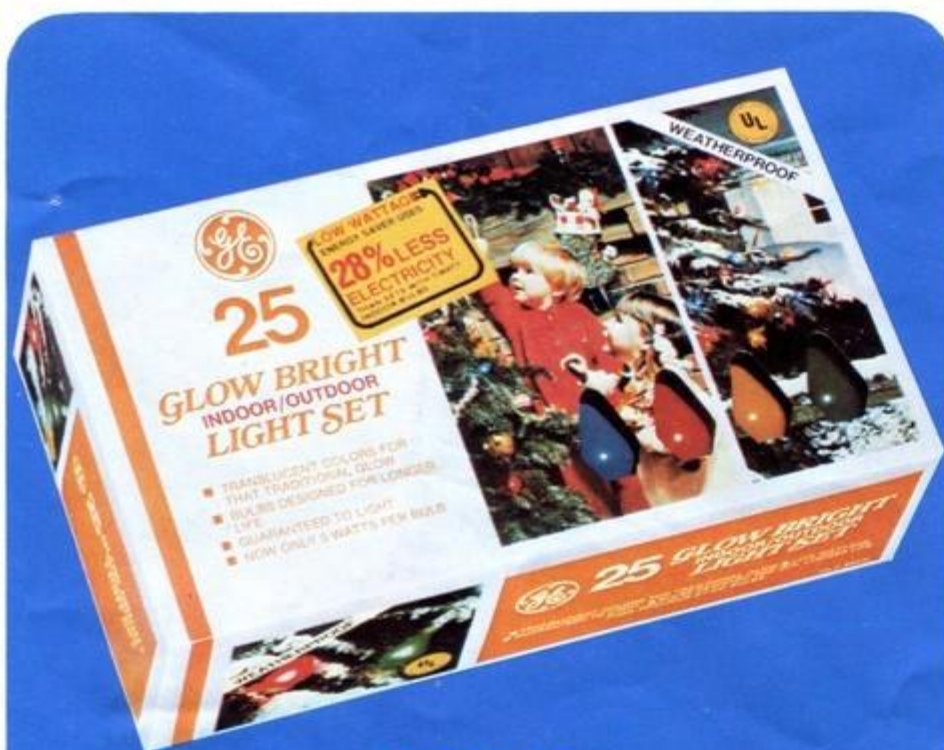
OL7-25CB Assorted transparent color bulbs (Red, blue, green, and gold). Cool Bright bulbs...cool burning...cool enough to touch. ENERGY SAVERS...GE Cool Bright Long Life bulbs use only 5 watts of power per bulb (28% less than 7-watt C7 bulbs; 50% less than 10-watt C9 bulbs). 26-foot cord.

Replacement bulbs:
C7-CB (steady burning)
C7-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
13.3 lbs. (1.28 cu. ft.)


**Standard
Sets**
 INDOOR/OUTDOOR



OL7-25CC



25-LIGHT GLOW BRIGHT INDOOR/OUTDOOR

OL7-25CC Assorted translucent color bulbs (Red, blue, green, and orange). Energy Saver...GE C7 Glow Bright bulbs use only 5 watts of power per bulb...28% less than 7-watt C7 bulbs; 50% less than 10-watt C9 bulbs; long life bulbs...26-foot cord.

Replacement bulbs:
C7-CC (steady burning)
C7-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
13.3 lbs. (1.28 cu. ft.)



OL7-15TW



15-LIGHT TWINKLE BRIGHT INDOOR/OUTDOOR

OL7-15TW Assorted transparent color bulbs. (Red, blue, green, and gold). Energy Saver...twinkle action saves electricity...bulbs "on" only part time...uses an average of 50% less electricity than sets with steady burning bulbs. Individually flashing. 16-foot cord.

Replacement bulb:
C7-TW

Shipping case:
10 sets per case

Shipping weight:
8.8 lbs. (0.9 cu. ft.)



Standard Sets

INDOOR COOL BRIGHT AND GLOW BRIGHT

SPECIAL FEATURES:

- UL listed for indoor use...guaranteed to light.
- All green cord and sockets.
- Socket clips for easy attachment to tree.
- 20-gauge wire...durable and flexible cord.
- Candelabra sockets...fit C7 bulbs.
- Plug, sockets and end connector practically unbreakable.
- Plug and end connector permanently sealed to wire...guards against exposed wire.
- Ample 12-inch spacing between sockets.
- **ENERGY SAVERS...**GE COOL BRIGHT AND GLOW BRIGHT C7 BULBS use only 5 watts of power per bulb...28% less than 7-watt C7 bulbs.
- Color-keyed packaging.



L7-15CB



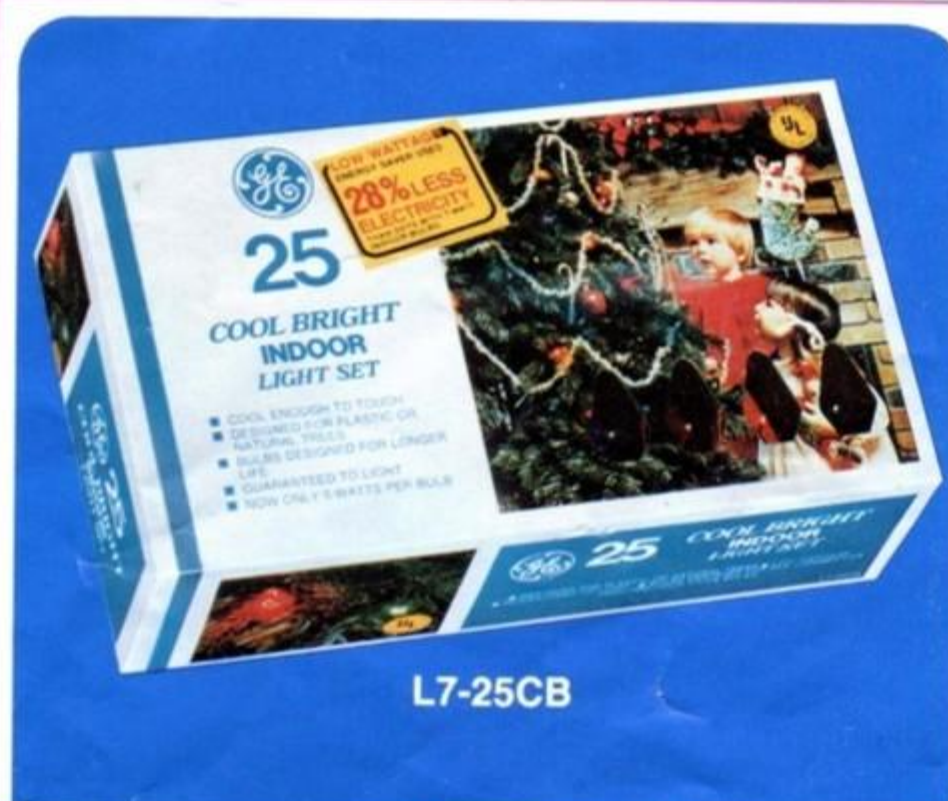
15-LIGHT COOL BRIGHT INDOOR

L7-15CB Assorted transparent color bulbs (Red, blue, green, and gold). Cool bright, long life bulbs...cool burning...cool enough to touch. Good on plastic or natural trees. 16-foot cord.

Replacement bulbs:
C7-CB (steady burning)
C7-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
8.5 lbs. (0.9 cu. ft.)



L7-25CB



25-LIGHT COOL BRIGHT INDOOR

L7-25CB Assorted transparent color bulbs. (Red, blue, green, and gold). Cool bright, long life bulbs...cool burning...cool enough to touch. Good on plastic or natural trees. 26-foot cord.

Replacement bulbs:
C7-CB (steady burning)
C7-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
13.0 lbs. (1.28 cu. ft.)

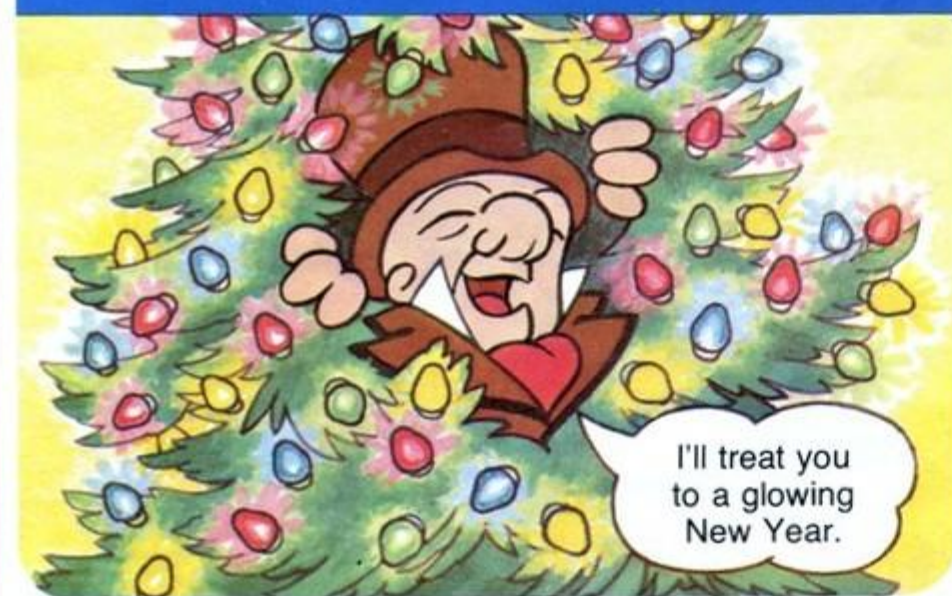


Standard Sets

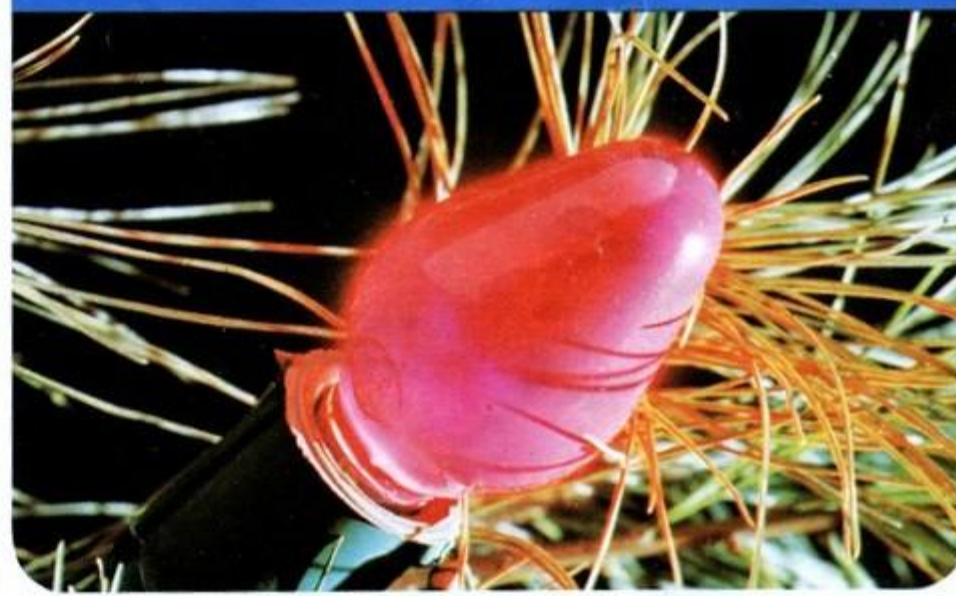
INDOOR



L7-15CC



L7-25CC



15-LIGHT GLOW BRIGHT INDOOR

L7-15CC Assorted translucent color bulbs (Red, blue, green, and orange). Long life bulbs...16-foot cord.

Replacement bulbs:
C7-CC (steady burning)
C7-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
8.5 lbs. (0.9 cu. ft.)

25-LIGHT GLOW BRIGHT INDOOR

L7-25CC Assorted translucent color bulbs (Red, blue, green, and orange). Long life bulbs...26-foot cord.

Replacement bulbs:
C7-CC (steady burning)
C7-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
13.0 lbs. (1.28 cu. ft.)



Standard Sets

OUTDOOR TWINKLE BRIGHT, MERRY BRIGHT, AND GLOW BRIGHT

SPECIAL FEATURES:

- UL listed and guaranteed to light.
- All green cord and sockets.
- Plug, sockets, and end connector practically unbreakable.
- Plug and end connector permanently sealed to wire...guards against exposed wire.
- Socket clips for easy attachment to tree.
- Ample 12-inch spacing between sockets.
- Color-keyed packaging.
- Heavy duty 18 gauge wire...durable and flexible cord.



OL9-15TW



OL9-25MB



15-LIGHT TWINKLE BRIGHT—OUTDOOR

OL9-15TW Assorted transparent color bulbs (Red, blue, green, and gold). Energy Saver...Twinkle action saves electricity...Bulbs "on" only part time...uses an average of 50% less electricity than sets with steady burning bulbs. Individually flashing. Bulbs fit sockets snugly with no need for washers. Intermediate sockets fit C9 bulbs. 16-foot cord.

Replacement bulbs:
C9-MB (steady burning)
C9-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
13.5 lbs. (1.54 cu. ft.)

25-LIGHT MERRY BRIGHT OUTDOOR

OL9-25MB Assorted transparent color bulbs (Red, blue, green, and gold). ENERGY SAVERS...GE C9 Merry Bright Long Life bulbs use only 7 watts of power per bulb...30% less than 10-watt C9 bulbs. Bulbs fit sockets snugly with no need for washers. Intermediate sockets fit C9 bulbs. 26-foot cord.

Replacement bulbs:
C9-MB (steady burning)
C9-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
19.8 lbs. (2.32 cu. ft.)

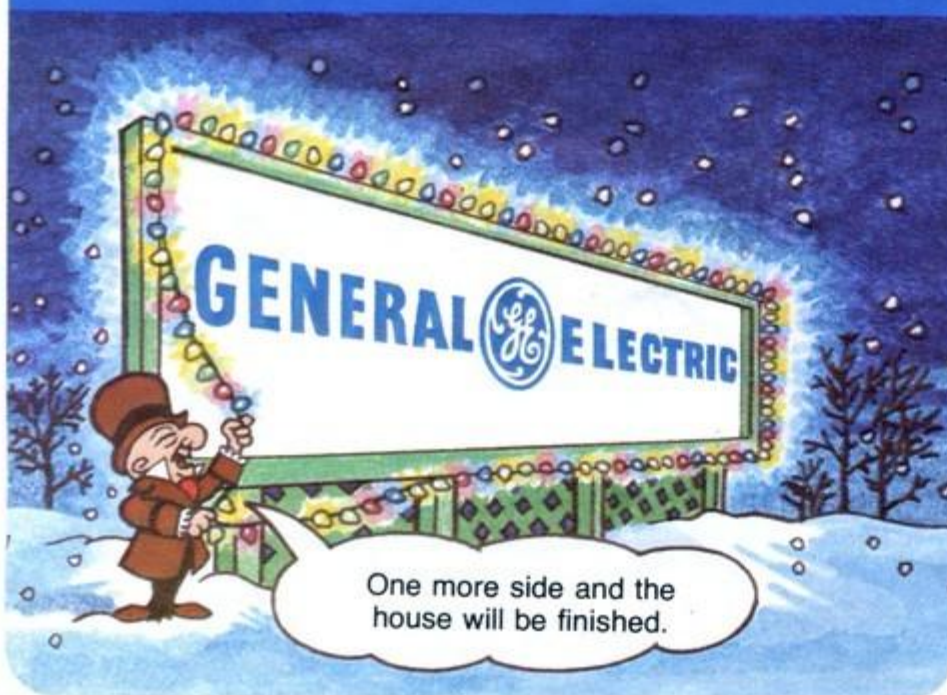

**Standard
Sets**
 OUTDOOR



OL9-15CC



OL9-25CC



15-LIGHT GLOW BRIGHT—OUTDOOR

OL9-15CC Assorted translucent color bulbs, (Red, blue, green and orange). ENERGY SAVERS...GE C9 Glow Bright, Long Life bulbs use only 7 watts of power per bulb...30% less than 10-watt C9 bulbs. Bulbs fit sockets snugly with no need for washers. Intermediate sockets fit C9 bulbs. 16-foot cord.

Replacement bulbs:
C9-CC (steady burning)
C9-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
13.5 lbs. (1.54 cu. ft.)



25-LIGHT GLOW BRIGHT OUTDOOR

OL9-25CC Assorted translucent colors (Red, blue, green, and orange). ENERGY SAVERS...GE C9 Glow Bright, Long Life bulbs use only 7 watts of power per bulb...30% less than 10-watt C9 bulbs. Bulbs fit sockets snugly with no need for washers. Intermediate sockets fit C9 bulbs. 26-foot cord.

Replacement bulbs:
C9-CC (steady burning)
C9-TW (twinkle)

Shipping case:
10 sets per case

Shipping weight:
19.8 lbs. (2.23 cu. ft.)

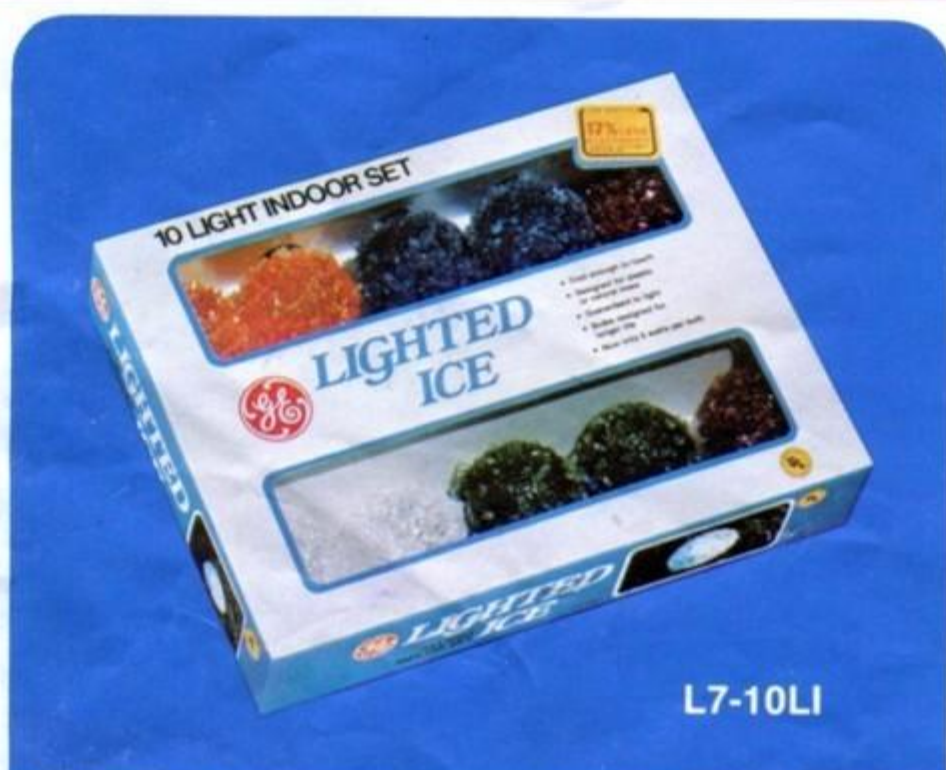


ORNAMENTS THAT LIGHT

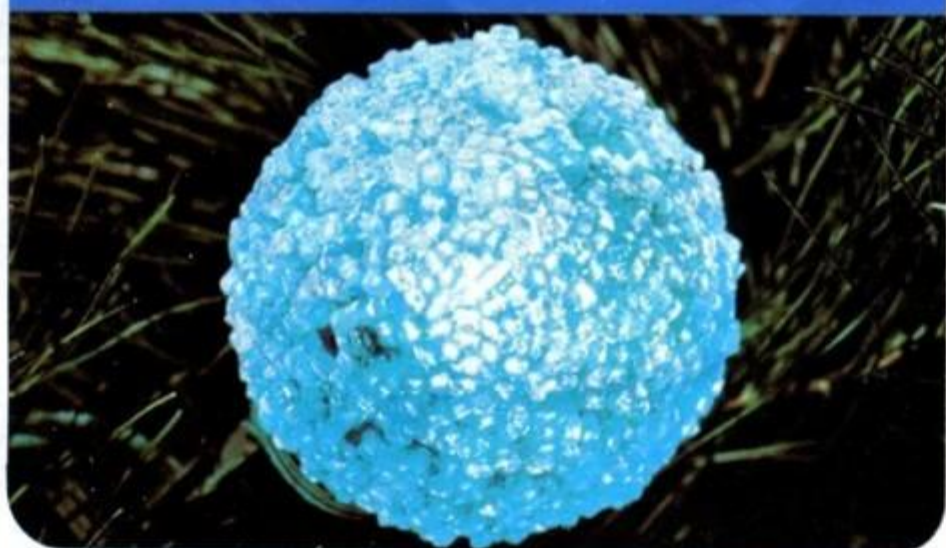
Lighted Ice Set

SPECIAL FEATURES:

- UL listed for indoor use, guaranteed to light.
- Energy Savers...GE Lighted Ice uses only 6 watts of power per bulb.
- For plastic or natural trees...cool enough to touch.
- All green cord and sockets.
- 20-gauge wire...durable and flexible cord.
- Plug, sockets and end connector practically unbreakable.
- Plug and end connector permanently sealed to wire...guards against exposed wire.
- Socket clips for easy attachment to tree.
- Long life...bulbs designed for average life of 1,000 hours.



L7-10LI



10-LIGHT LIGHTED ICE INDOOR SET

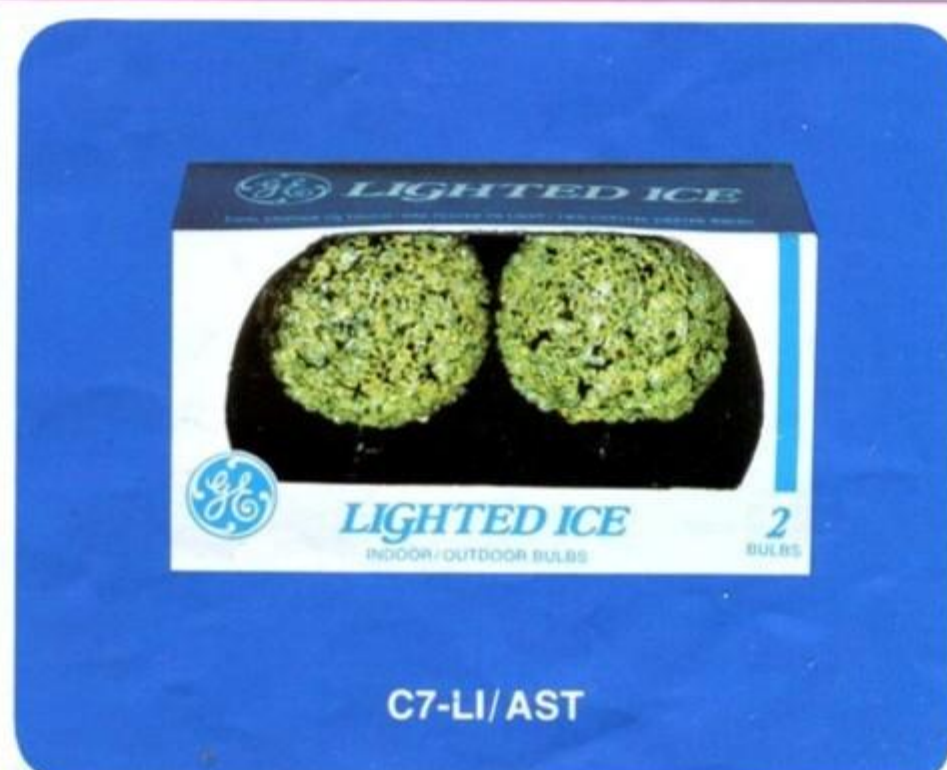
Round, crystal-coated bulbs light up in rich, vivid colors...become sparkling ornaments. 12-inch spacing between sockets. 11-foot cord.

L7-10LI Assorted color bulbs (Red, blue, green, and gold).

Replacement bulbs:
C7-LI/AST

Shipping case:
10 sets per case

Shipping weight:
10.0 lbs. (1.12 cu. ft.)



C7-LI/AST

LIGHTED ICE REPLACEMENT BULBS

SPECIAL FEATURES:

- Energy Savers...Lighted ice bulbs use only 6 watts of power per bulb...17% less than 7-watt C7 bulbs.
- Cool burning...cool enough to touch.
- Good for plastic or natural trees.
- Long life...bulbs designed for average life of 1,000 hours.
- Candelabra base...fits any C7 socket.
- Multiple burning.
- Pre-tested to light.

LIGHTED ICE INDOOR/OUTDOOR BULBS

Round, crystal-coated bulbs designed for use indoors or outdoors.

ASSORTED COLOR PACKS

C7-LI/AST Red, blue, green, gold, and white, in 2-bulb packs...both bulbs same color. 2-packs assorted in case.

Shipping case:
48 packs of 2 bulbs
(96 bulbs total)

Shipping weight:
6 lbs. (0.94 cu. ft.)



INDOOR SPECIALTIES *Candoliers*

SPECIAL FEATURES:

- UL listed for indoor use, guaranteed to light.
- Cool Bright bulbs...cool burning...cool enough to touch.
- 20-gauge wire...durable and flexible cord.
- Energy Savers...GE C7 Cool Bright bulbs, use only 5 watts of power per bulb...28% less than 7-watt C7 bulbs.
- Long life bulbs...designed for 50% longer life than previous C7-CB bulbs.
- All white cord and plug.
- Candelabra sockets...fit C7 bulbs.



CAL7-1

1-LIGHT CANDOLIER INDOOR

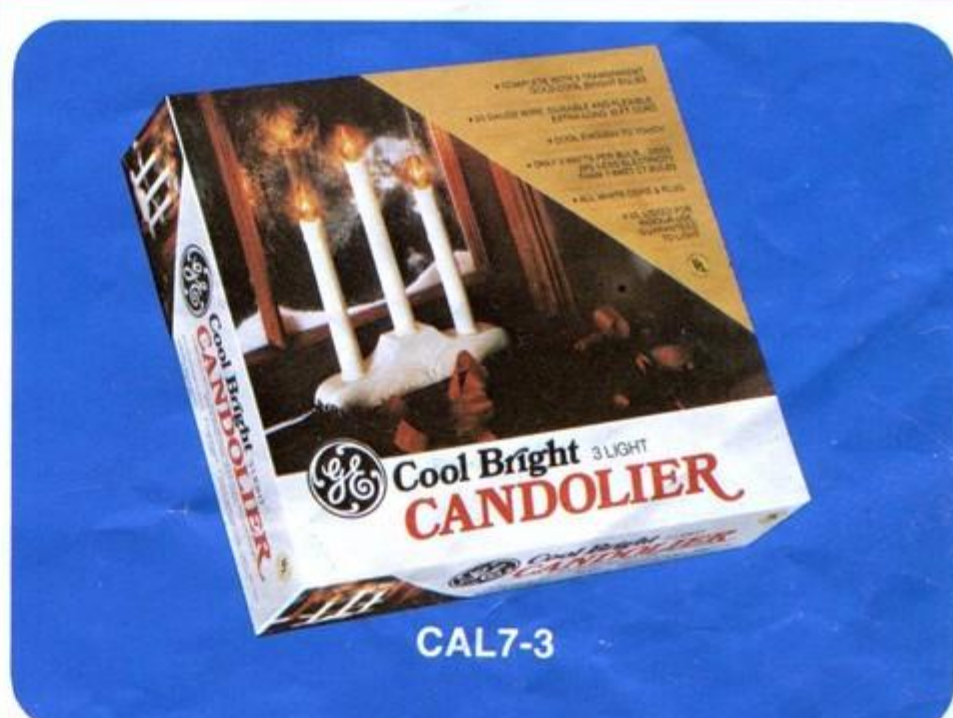
Traditional candle light by one transparent gold bulb. Packed in polyethylene bag. For merchandising on hook or in-shelf. 3-foot cord.

CAL7-1 Transparent gold color bulb, white candle.

Replacement bulb:
C7-CB/GO

Shipping case:
25 units per case

Shipping weight:
7.5 lbs. (.78 cu. ft.)



CAL7-3

3-LIGHT CANDOLIER INDOOR

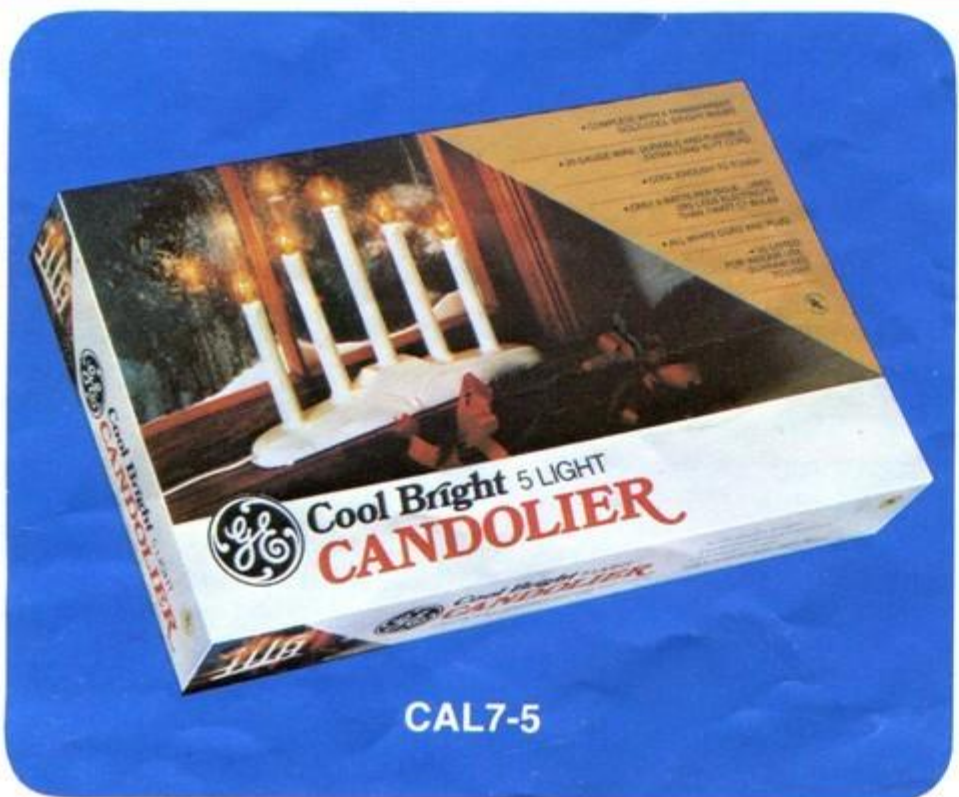
Candolier lighted by three transparent gold bulbs. 3-foot cord.

CAL7-3 Transparent gold color bulbs, white candles.

Replacement bulbs:
C7-CB/GO

Shipping case:
20 units per case

Shipping weight:
17.0 lbs. (2.95 cu. ft.)



CAL7-5

NEW!

5-LIGHT CANDOLIER INDOOR

Candolier lighted by five transparent gold bulbs. 3½-foot cord.

CAL7-5 Transparent gold color bulbs, white candles.

Replacement bulbs:
C7-CB/GO

Shipping case:
10 units per case

Shipping weight:
14.2 lbs. (2.32 cu. ft.)



Standard Bulbs

INDOOR/OUTDOOR C7 REPLACEMENT BULBS

SPECIAL FEATURES:

- Designed for indoor and outdoor use.
- Candelabra base...fits any C7 socket.
- Color-keyed, easy-stacking packs.
- Multiple burning.
- Pre-tested to light.



C7-CB COOL BRIGHT INDOOR/OUTDOOR

Transparent colors. Cool enough to touch...good for plastic or natural trees. Energy Savers...only 5 watts per bulb...28% less than 7-watt C7 bulbs; 50% less than 10-watt C9 bulbs. Long life...designed for 50% longer life than previous C7-CB bulbs.

ASSORTED COLOR PACK

C7-CB/AST Red, blue, green, and gold.

Shipping case:
120 packs of 4 bulbs
(480 bulbs total)

Shipping weight:
10.0 lbs. (0.96 cu. ft.)

SOLID COLOR PACKS

C7-CB/RE RED
C7-CB/BL BLUE
C7-CB/GR GREEN

C7-CB/GO GOLD
C7-CB/CL CLEAR

Shipping case:
60 packs of 4 bulbs
(240 bulbs total)

Shipping weight:
5.3 lbs. (0.5 cu. ft.)

C7-CC GLOW BRIGHT INDOOR/OUTDOOR

Translucent colors. Energy Savers...only 5 watts per bulb. 28% less than 7-watt C7 bulbs; 50% less than 10-watt C9 bulbs. Long life...designed for 60% longer life than previous C7-CC bulbs.

ASSORTED COLOR PACK

C7-CC/AST Red, blue, green, and orange.

Shipping case:
120 packs of 4 bulbs
(480 bulbs total)

Shipping weight:
10.0 lbs. (0.96 cu. ft.)



C7-CC



C7-TW

SOLID COLOR PACKS

C7-CC/RE RED
C7-CC/GR GREEN
C7-CC/WH WHITE

C7-CC/BL BLUE
C7-CC/OR ORANGE

Shipping case:
60 packs of 4 bulbs
(240 bulbs total)

Shipping weight:
5.3 lbs. (0.5 cu. ft.)

C7-TW TWINKLE BRIGHT INDOOR/OUTDOOR

Transparent colors. Individually flashing. Cool enough to touch...good for plastic or natural trees. Energy Savers...only 7 watts per bulb when lighted...twinkle action saves electricity.

ASSORTED COLOR PACK

C7-TW/AST Red, blue, green, and gold.

SOLID COLOR PACK MIX

C7-TW/SCM solid color packs mixed in case.
36 packs red 20 packs gold
36 packs blue 8 packs clear
20 packs green

CLEAR LAMP PACK:
C7-TW/CL All Clear.

Shipping case:
120 packs of 4 bulbs
(480 bulbs total)

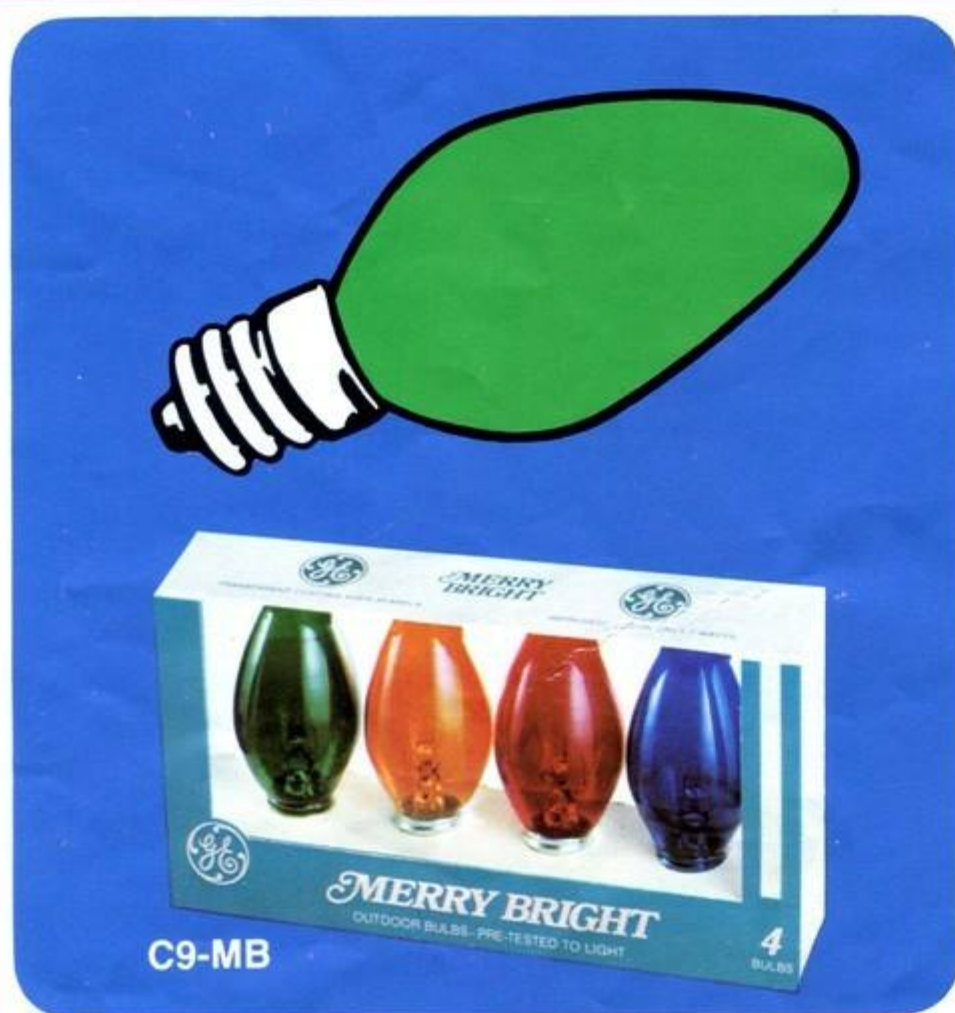
Shipping weight:
10.0 lbs. (0.96 cu. ft.)

Standard **Bulbs**

OUTDOOR C9 REPLACEMENT BULBS

SPECIAL FEATURES:

- Designed for outdoor use.
- Intermediate base...fits any C9 socket.
- New color-keyed, easy-stacking packs.
- Multiple burning.
- Pre-tested to light.



C9-MB MERRY BRIGHT OUTDOOR

Transparent colors. Energy Savers...only 7 watts per bulb...30% less than 10-watt C9 bulbs. Long life...designed for 67% longer life than previous C9-MB bulbs.

ASSORTED COLOR PACK

C9-MB/AST Red, blue, green, and gold.

Shipping case:
120 packs of 4 bulbs
(480 bulbs total)

Shipping weight:
18.0 lbs. (2.05 cu. ft.)

SOLID COLOR PACKS

C9-MB/RE RED
C9-MB/BL BLUE
C9-MB/GR GREEN

C9-MB/GO GOLD
C9-MB/CL CLEAR

Shipping case:
60 packs of 4 bulbs
(240 bulbs total)

Shipping weight:
10.5 lbs. (1.09 cu. ft.)

C9-CC GLOW BRIGHT OUTDOOR

Translucent colors. Energy Savers...only 7 watts per bulb...30% less than 10-watt C9 bulbs. Long life...designed for 67% longer life than previous C9-CC bulbs.

ASSORTED COLOR PACK

C9-CC/AST Red, blue, green, and orange.

Shipping case:
120 packs of 4 bulbs
(480 bulbs total)

Shipping weight:
18.0 lbs. (2.05 cu. ft.)



C9-CC

C9-TW

SOLID COLOR PACKS

C9-CC/RE RED
C9-CC/BL BLUE
C9-CC/GR GREEN

C9-CC/OR ORANGE
C9-CC/WH WHITE

Shipping case:
60 packs of 4 bulbs
(240 bulbs total)

Shipping weight:
10.5 lbs. (1.09 cu. ft.)

C9-TW TWINKLE BRIGHT OUTDOOR

Transparent colors. Individually flashing. Energy Savers...twinkle action saves electricity since bulbs are only lighted part of the time.

ASSORTED COLOR PACK

C9-TW/AST Red, blue, green, and gold.

SOLID COLOR MIX PACK

C9-TW/SCM Solid Color Packs in mixed case.
40 packs red 16 packs green 8 packs clear
40 packs blue 16 packs gold

CLEAR LAMP PACK

C9-TW/CL All Clear.

Shipping case:
120 packs of 4 bulbs
(480 bulbs total)

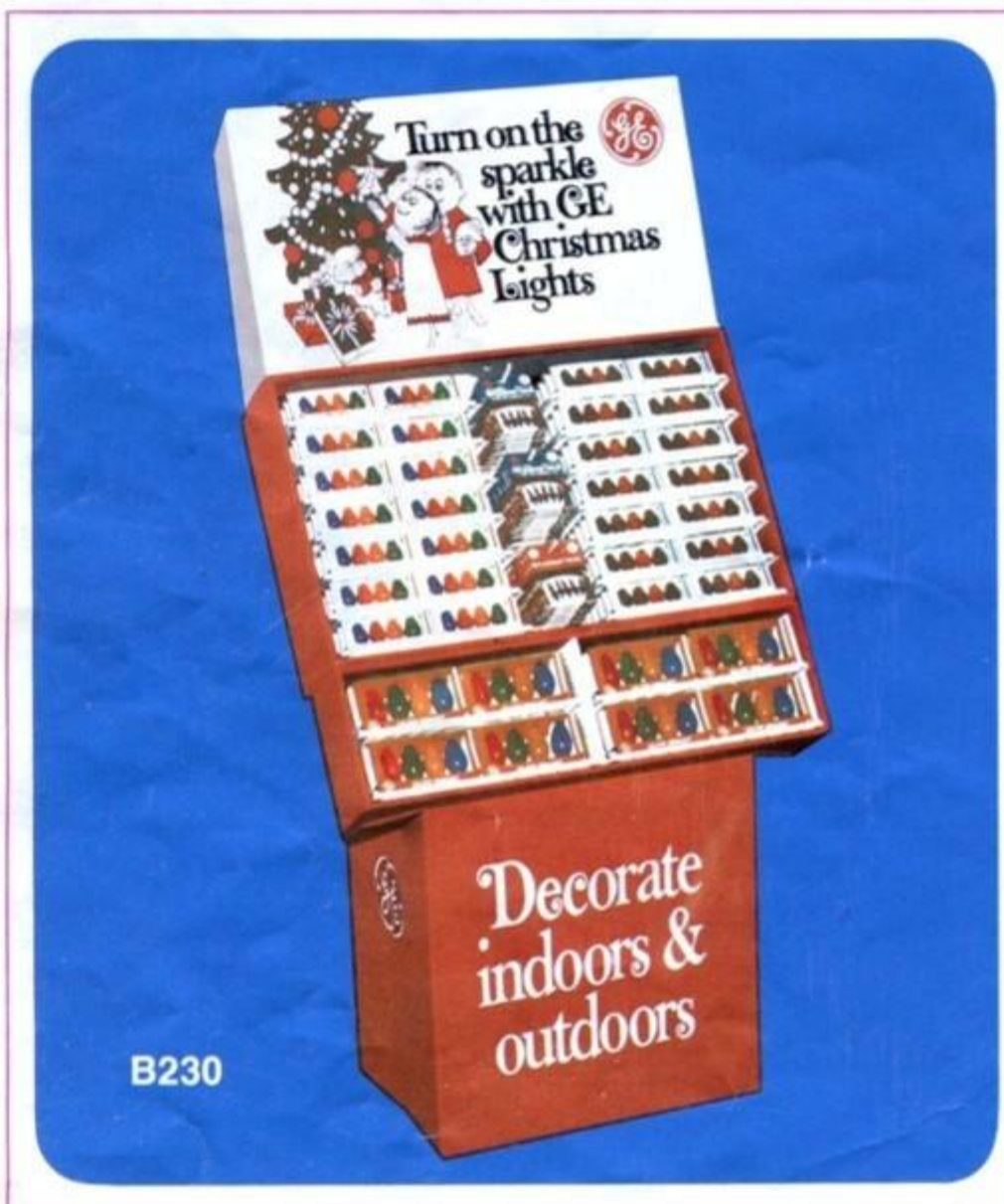
Shipping weight:
18.0 lbs. (2.05 cu. ft.)



Bulb Prepacks

SPECIAL FEATURES:

- Eye-catching displays promote impulse sales.
- Set up fast, save time and labor.
- Designed with unique lift-out polystyrene trays for easy price marking.
- Fast-selling assortment—balanced for sell out.



B230

FLOOR PREPACK DISPLAY

B230

Color-keyed packs

Standard and midget...assorted color packs only. Prepacked with best selling replacements in standard bulbs as well as Merry Midgets...so you can profit from both. Comes in compact self-shipper. Single unit contains all bulb packs.

Contains:

C7-CC/AST 84 packs of 4 bulbs
(Glow Bright—Translucent—Indoor/Outdoor)

C7-CB/AST 84 packs of 4 bulbs
(Cool Bright—Transparent—Indoor/Outdoor)

C9-CC/AST 32 packs of 4 bulbs

R2-20 10 cards of 5 bulbs
(Merry Midget bulbs)

R2-35/50 20 cards of 5 bulbs
(Merry Midget bulbs)

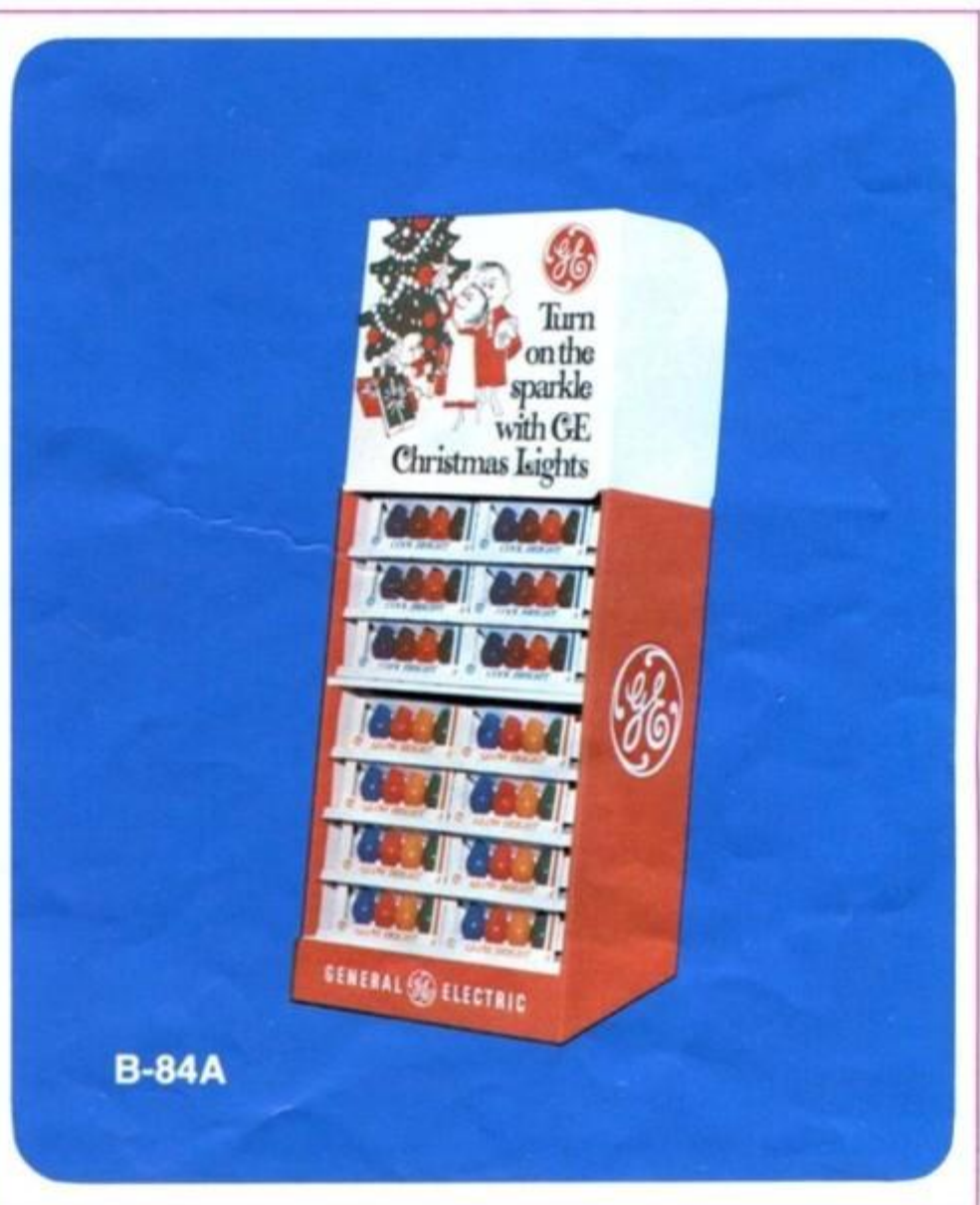
Dimensions set-up (with sign):

width 28.25"

height 57"

depth 20"

Shipping weight:
19.4 lbs. (3.83 cu. ft.)



B-84A

COUNTER OR SHELF PREPACK

B84A

Color-keyed packs

All C7 bulbs. Assorted colors. Compact selection of best selling bulbs for top sell-through.

Contains:

C7-CC/AST 48 packs of 4 bulbs
(Glow Bright—Translucent—Indoor/Outdoor)

C7-CB/AST 36 packs of 4 bulbs
(Cool Bright—Transparent—Indoor/Outdoor)

Dimensions set up:

width 12.5"

height 29.5"

depth 10"

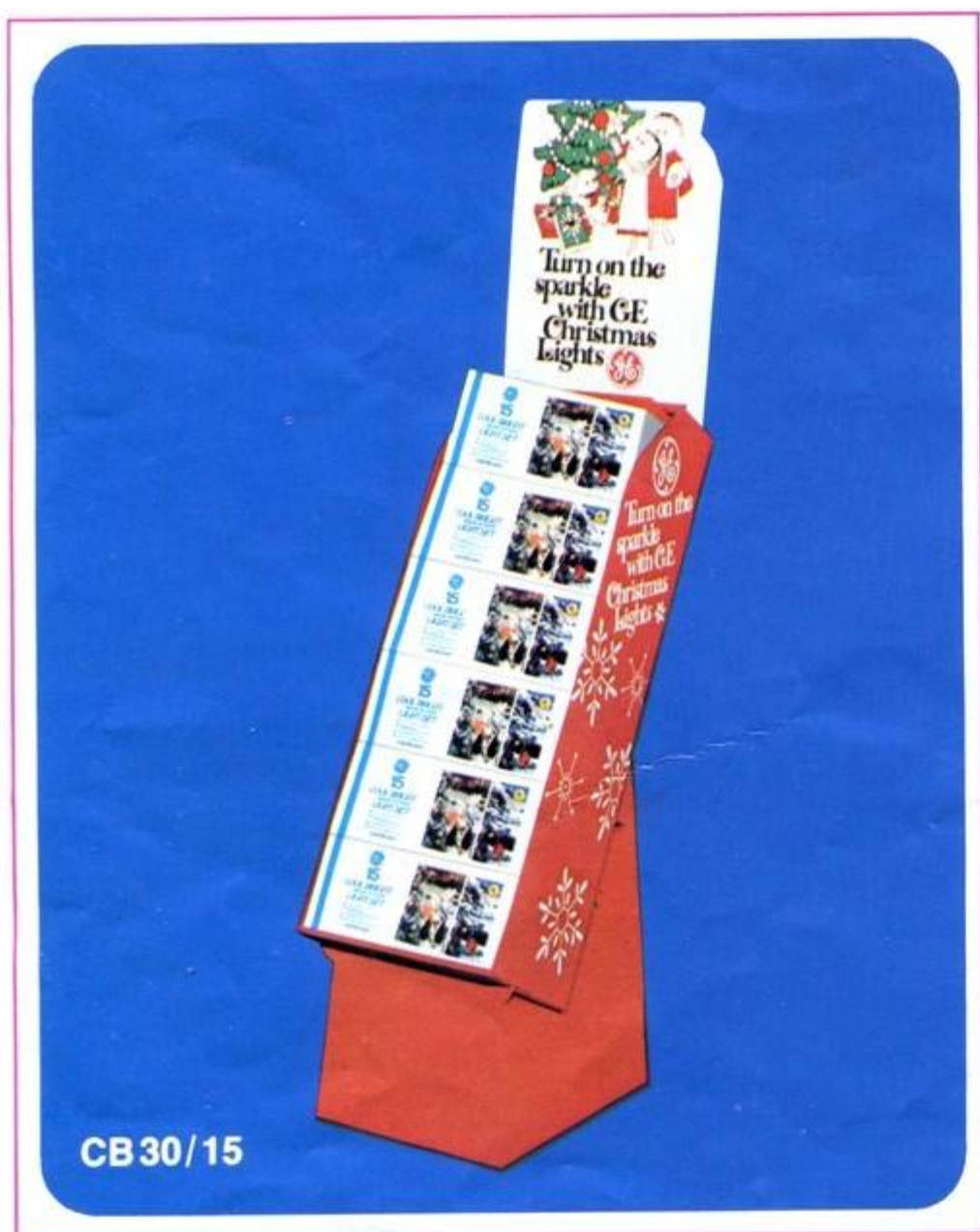
Shipping weight:
8.6 lbs. (1.21 cu. ft.)



Set Displays

SPECIAL FEATURES:

- Eye-catching displays promote impulse sales.
- Set up fast; save time and labor.
- Easy to assemble displayer with light sets.
- Available with Cool Bright or Merry Midget sets.
- Profit from both...show 'em side-by-side.



CB 30/15

CB30/15 FLOOR DISPLAY

Contains:

3 cases (30 sets) of 15-light Indoor/Outdoor Cool Bright sets (OL7-15CB) and displayer banded together...shipped as unit package.

OL7-15CB Assorted transparent color bulbs (Red, blue, green, and gold). 16-foot cord.

Replacement bulbs: C7-CB (steady burning)
C7-TW (twinkle)

Floor Display Dimensions Set Up:
11 $\frac{5}{8}$ " wide x 24" deep x 66" high

Shipping Weight:
31 lbs. (3.15 cu. ft.)



SLM 40/35

SLM40/35 FLOOR DISPLAY

Contains:

2 cases (40 sets) of 35-light Merry Midget Straight-line sets (SL2-35A) and displayer banded together...shipped as unit package.

SL2-35A Assorted color bulbs (Red, blue, green, gold).
Packed with 2 spare bulbs; one flasher for twinkle effect; one safety fuse. 19-foot cord.

Floor Display Dimensions Set Up:
11 $\frac{5}{8}$ " wide x 24" deep x 66" high

Shipping Weight:
27.7 lbs. (2.65 cu. ft.)

NOTE: 35 Light Merry Midget Straight-Line Sets (SL2-35A) are offered *only* in the SLM40/35 Floor Display.

Put the Shrewd Mr. Magoo to work for you with his '79 Christmas P.O.P. Packaged Program

GET READY TO SELL
MORE CHRISTMAS LIGHTS
THIS HOLIDAY SEASON WITH
THE GE CHRISTMAS LIGHT
DECORATING CENTER
PROGRAM!

Christmas
Light
Decorating
Center

Colorful, eye-catching sales aids designed to catch your customers' attention wherever they are in your store and create a holiday mood in your selling area. You can set the mood — an easy, informative buying mood for the customers to locate the GE Christmas Lights they need. Take a look at all the exciting aids you can choose from. Contact your regular General Electric Christmas lights representative for complete ordering details.



A Two Mr. Magoo stand-up units to clamp above shelf units, use on walls, or against displays. Comes complete with clamps installed, plus 20' of wire to hang over-the-wire-banners.

B Four over-the-wire-banners (each 18½" x 24"). Each is two-sided with a different selling message.

C One "gigundi" mobile of Magoo and a sales message — hangs above the Christmas Home Decorating Center.

D Two Mr. Magoo section dividers. The super-salesman-Magoo with arm outstretched, to invite customers to the GE Christmas lighting section.

E Six shelf dividers — to set off each

section of GE Christmas lighting products.

F A package of 12 stick-on lapel tags, to remind customers to buy GE for Christmas lighting.

G One "Bringing Home Christmas" banner for window or wall to instantly attract consumer attention. 18½" x 23".

Mr. Magoo

has what it takes to turn on
your Christmas Light sales in '79!