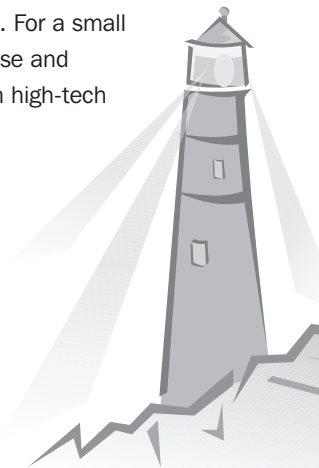


Turn your building into a beacon...

Now you can protect and beautify your property with **affordable contract lighting** solutions from Holyoke Gas & Electric. For a small monthly fee, you will have use and maintenance of the latest in high-tech **energy efficient** lighting.

In addition to their ability to **deter criminals and vandals**, HG&E's high pressure sodium lamps are also **economical lighting** alternatives for pools, basketball courts and parking lots.



Installed and maintained by people you trust...

Holyoke Gas and Electric offers a variety of **contract lighting packages** that can protect your home or business. For as little as **\$10 a month**, you can have a high pressure sodium lamp, timer, and a 35 foot wood poll **wired and installed**. And if you should ever require service for your lighting, help is **just a phone call away**.

fact:

HG&E's contract lighting packages even include the cost of electricity!


A very bright marketing idea...

Your building is probably the best form of advertising that your company has. Each day, **thousands of potential customers** pass by this billboard and absorb the message that it offers. But what happens to your company's presence at night?

Bring your business into the light.



Outdoor illumination has never been more affordable! With **HG&E's contract lighting program**, your business can obtain a full exterior lighting solution for **just dollars a day**. And everything from



electrical installation to routine lamp maintenance is included in this one low price! Just telephone **Jeff Brouillard at (413) 536-9358** to find out more about this exciting opportunity. Call today and let HG&E bring your home or business into the light.



serving you since 1902