

Exhibit No.:

Issues: Advertising, Membership Dues,
Miscellaneous Expenses,
Incentive compensation,
Pension Plan Expense,
Injuries and Damages,
Consulting Fees, Postage

Witness: John M. Boczkiewicz

Sponsoring Party: MoPSC Staff

Type of Exhibit: Direct Testimony

Case No.: GR-99-315

MISSOURI PUBLIC SERVICE COMMISSION

UTILITY SERVICES DIVISION

DIRECT TESTIMONY

OF

JOHN M. BOCZKIEWICZ

FILED

JUN 28 1999

Missouri Public
Service Commission

LACLEDE GAS COMPANY

CASE NO. GR-99-315

Jefferson City, Missouri
June, 1999

****Denotes Highly Confidential Information****

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1 **DIRECT TESTIMONY**

2 **OF**

3 **JOHN M. BOCZKIEWICZ**

4 **LACLEDE GAS COMPANY**

5 **CASE NO. GR-99-315**

6 Q. Please state your name and business address.

7 A. John M. Boczkiewicz, 815 Charter Commons, Suite 100B, Chesterfield,
8 Mo. 63017.

9 Q. By whom are you employed and in what capacity?

10 A. I am a Regulatory Auditor for the Missouri Public Service Commission
11 (Commission).

12 Q. Please describe your educational and employment background.

13 A. I graduated from Northeast Missouri State University in December 1991
14 with a Bachelors degree in Accounting. In May 1992, I passed the Uniform Certified
15 Public Accountant (CPA) Examination and upon completion of the two year experience
16 requirement became licensed as a CPA in the state of Missouri. I commenced
17 employment with the Commission Staff (Staff) in June 1992.

18 Q. What has been the nature of your duties while in the employ of the
19 Commission?

20 A. I am responsible for assisting in the audits and examinations of the books
21 and records of utility companies operating within the state of Missouri.

22 Q. Have you previously filed testimony before this Commission?

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1 A. Yes. Please refer to Schedule 1, attached to this direct testimony, for a list
2 of cases in which I have previously filed testimony.

3 Q. With reference to Case No. GR-99-315, have you made an examination
4 of the books and records of Laclede Gas Company (Laclede or Company)?

5 A. Yes, in conjunction with other members of the Staff.

6 Q. What are your principal areas of responsibility in this case?

7 A. My primary areas of responsibility in this case are advertising,
8 miscellaneous expense, memberships, incentive compensation, Directors' Pension Plan,
9 injuries and damages, outside consulting fees, and postage.

10 Q. What adjustments are you sponsoring?

11 A. I am sponsoring the following Income Statement adjustments:

12 Advertising S-13.1, S-13.2, S-13.3, S-13.4, S-14.4, S-15.15,
13 S-15.16, S-15.17, and S-15.26

14 Miscellaneous Expense S-14.3 and S-15.18

15 Memberships S-14.5 and S-15.19

16 Incentive Compensation S-15.7, S-15.12, and S-15.23

17 Director's Pension Plan S-15.8

18 Injuries and Damages S-15.13

19 Outside Consulting Fees S-15.14

20 Postage S-12.4

21

1 **ADVERTISING**

2 Q. Please explain adjustments S-13.1, S-13.2, S-13.3, S-13.4, S-14.4,
3 S-15.15, S-15.16, S-15.17, and S-15.26.

4 A. These adjustments restate the test year advertising levels to reflect
5 allowable advertising expense.

6 Q. Please explain the history of such adjustments before the Commission.

7 A. The Commission, in its Report and Order for Case Nos. EO-85-185 and
8 EO-85-224 involving Kansas City Power and Light Company (KCPL), adopted the
9 following treatment which separates advertisements into five categories and provides
10 separate rate treatment for each category. The five categories of advertisements
11 recognized by the Commission for purposes of this approach are:

12 (1) General – advertising that is useful in the provision of adequate service;

13 (2) Safety – advertising which conveys the ways to safely use the
14 Company's service and to avoid accidents;

15 (3) Promotional – advertising used to encourage or promote the use of the
16 particular commodity the utility is selling;

17 (4) Institutional – advertising used to improve or retain the Company's
18 public image;

19 (5) Political – advertising which is associated with political issues. The
20 Commission adopted these categories for advertisements because it believed that a
21 utility's revenue requirement should: (1) always include general and safety ads, provided
22 such costs are reasonable; (2) never include the cost of institutional or political ads; and

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1 (3) include the cost of promotional ads only to the extent that the utility can provide cost-
2 justification for the ads. (KCPL, pp. 50-51).

3 Q. What examination has the Staff performed in relation to the Company's
4 advertising expenditures?

5 A. The Staff performed an advertisement by advertisement review of all
6 advertisements sponsored in whole or in part by Laclede, which were expensed during
7 the test year. Each advertisement was reclassified by the Staff independent of the
8 classification already performed by the Company. Attached, as Schedule 2 is a schedule
9 of the Staff's classification of all of the Company's advertising. Also included in this
10 schedule is a corresponding copy of each of the advertisements placed by the Company
11 during the test year.

12 Q. How did the Staff determine each advertisement's classification under the
13 KCPL standard?

14 A. Each advertisement was reviewed to determine which of the following
15 "primary messages" the advertisement was designed to communicate: (1) the
16 dissemination of information necessary to obtain safe and adequate service (general,
17 safety); (2) the promotion of a particular product or service (promotional); (3) the
18 enhancement of the Company's image (institutional); or (4) the endorsement of a political
19 candidate or message (political).

20 Q. Does Laclede classify its advertising in categories?

21 A. According to the Company's response to DR#61, Laclede classifies its
22 advertising for accounting purposes only in accordance with the Uniform System of
23 Accounts and interpretations placed upon it by the Missouri Public Service Commission.

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1 Q. Has the Staff used all of the Commission's classifications in the
2 segregation and review of Laclede's advertisements?

3 A. No. Laclede did not submit, nor is the Staff aware of, any advertisements
4 of a political nature. The Staff also found several advertisements that had been correctly
5 charged "below-the-line." These advertisements related to sales of hot water heaters,
6 gas lights, and gas grills. Additionally, as I will discuss later in my testimony, the
7 Company incurred licensing fees for advertising, which is not directly assignable to any
8 of the other four categories of advertisements.

9 Q. How has the Staff treated general advertising?

10 A. The Staff made no adjustment to the Company's test year expense
11 associated with Staff's categorized general advertising. Most of the general advertising
12 that was placed by the Company related to assistance notices and budget billing facts.
13 Examples of advertisements which the Staff considers to be in the general advertising
14 category are found on Schedules 2-3 and 2-39.

15 Q. How has the Staff treated safety advertising?

16 A. The Staff proposes to include in the cost of service all Staff categorized
17 safety advertising incurred by Laclede during the test year. Safety advertising conveys to
18 the customer ways to deal with natural gas in a safe manner and also to avoid accidents.
19 Examples of the Company's gas safety advertisements can be found on Schedules 2-7
20 and 2-12.

21 Q. How has the Staff treated promotional advertising?

22 A. As previously defined, advertisements that encourage or promote the use
23 of a particular form of the Company's product or service (i.e., gas over electric and

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1 alternate energy products over heat pumps, gas appliances) are termed promotional
2 advertising. Examples of Company advertising the Staff has classified as promotional
3 are found on Schedules 2-22 and 2-48. The expenses for all promotional advertisements
4 recorded above-the-line by the Company are removed from the Staff's cost of service
5 calculation through adjustments S-13.1, S-14.4, and S-15.15.

6 Q. Did the Company provide any cost justification for the advertising deemed
7 promotional by the Staff?

8 A. As stated earlier, the Company classifies advertising for accounting
9 purposes only and does not attempt to make any further distinctions. The Company does
10 not maintain cost justification for promotional advertising on an advertisement by
11 advertisement basis or even on an advertisement campaign basis.

12 Q. How has the Staff treated institutional advertising?

13 A. Institutional advertising is designed to enhance the Company's public
14 image. The Staff asserts that this form of advertising is not necessary for the Company to
15 provide safe and adequate service and therefore should not be included in the cost of
16 service. The Staff believes that this type of image enhancement advertising only serves
17 to benefit the shareholders of the utility. Examples of Company advertisements the Staff
18 has classified as institutional are found on Schedules 2-15 and 2-44. The expenses for
19 the institutional advertisements are removed from the Staff's cost of service in
20 adjustments S-13.2 and S-15.16.

21 Q. Has the Staff made any other adjustments to advertising expense?

22 A. Yes. During the test year the Company booked the cost of several
23 advertisements related the carbon monoxide detectors above the line. These costs pertain

1 to a non-utility product and should have been booked below the line. Adjustments
2 S-13.3 and S-15.17 move these costs below the line.

3 Q. Were there any licensing fees expensed during the test year that are not
4 directly assignable to one of the five categories with respect to the gas operations of the
5 Company?

6 A. Yes. ** _____
7 _____
8 _____
9 _____
10 _____
11 _____
12 _____
13 _____
14 _____ **

15
16 **MISCELLANEOUS EXPENSES**

17 Q. Please describe adjustments S-14.3 and S-15.18.

18 A. These adjustments represent the removal of test year operating expenses
19 which are miscellaneous in nature and have no apparent demonstrable benefit to the
20 ratepayer. These adjustments include costs for items such as athletic tickets, sponsorship
21 of sporting/social events, theater tickets, etc. Also included in these adjustments are
22 expenditures for home shows. The Staff believes these items would be more
23 appropriately assigned below-the-line to merchandising activities.

MEMBERSHIP DUES

Q. Please describe adjustments S-14.5 and S-15.19.

A. Adjustments S-14.5 and S-15.19 disallow annual membership dues paid to various organizations that are included in the Company's test year expenses.

Q. What was the basis used by the Staff to make these adjustments?

A. The Staff applied judgement in determining whether the services performed by the organizations to which the Company paid the membership dues, provided in response to Staff Data Request No. 105, were (1) necessary for the utility to provide safe and adequate service, and (2) non-duplicative of the services performed by other organizations to which the Company belongs. In addition, the Staff has attempted to derive the adjustment in a consistent manner with the adjustment proposed in the Company's last rate case.

INCENTIVE COMPENSATION

Q. Please explain adjustments S-15.7, S-15.12, and S-15.23.

A. These adjustments propose to remove from the test year the cost of Laclede's incentive compensation plan. Adjustment S-15.7 removes from the cost of service the accrual of expense for the deferred portion of dividend equivalents and compensation included in booked pension expense. Adjustment S-15.12 removes from the Company's per book level of payroll, the test year dividend equivalents awarded to current employees. Adjustment S-15.23 removes from the cost of service the Deferred Compensation accrual of expense for active employees included in booked pension expense.

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1 Q. Please explain the incentive compensation plan.

2 A. From time to time, the Board of Directors awards share units, or common
3 stock equivalents, to key executives. Incentive compensation is awarded to participants
4 based on these share units as follows:

5 1. When the Company pays a cash dividend on its common stock, it
6 shall pay a dividend to each awardee for each share unit held on
7 the date of that payment. These equivalents are paid to each
8 awardee until his or her death. If survived by a spouse, dividend
9 equivalents will be paid to such spouse for life. This cost is
10 expensed as the dividends are declared (quarterly).

11

12 2. At fiscal year-end, the difference between Earnings Per Share
13 (EPS) and dividends paid during the fiscal year is treated as a
14 defined contribution to deferred compensation. The awardees
15 receive this amount plus interest during retirement. Upon the
16 awardees death, the remaining payments are made to the
17 designated beneficiaries. Deferred compensation is accrued in
18 September, the end of Laclede's fiscal year when EPS is known.

19

20 A copy of the incentive compensation plan is attached to this direct testimony as
21 Schedule 3.

22 Q. What criteria exists for awarding share units, or common share
23 equivalents?

24 A. No specific criteria exists for awarding share units. According to the
25 Company's response to Staff Data Request No. 35, "The granting of awards is not based
26 on specific criteria, but rather involves the evaluation of each individual's unique
27 accomplishments and potential." The Board of Directors has the sole authority to award

1 equivalents at its discretion. Once an equivalent has been awarded, the only criteria for
2 receiving quarterly payments is a dividend declaration by the Board. Declaring dividends
3 is a standard form of business practice within the utility industry, as it is with Laclede.
4 As stated in the Company's 1998 Annual Report, "Laclede has paid dividends on a
5 continuous basis since 1946."

6 Q. If EPS does not exceed dividends, can awardees still receive deferred
7 compensation?

8 A. Yes. Deferred compensation may still be awarded even if EPS does not
9 exceed dividends at fiscal year end. As stated in the incentive compensation plan,
10 "The Calculation of Deferred Compensation shall be subject to the power of the Board of
11 Directors from time to time to (i) adjust the amount of Consolidated Retained Earnings to
12 reflect events or transactions which have a significant relation to the efforts and
13 performance of any or all Awardees, or (ii) exclude from the computation of
14 Consolidated Retained Earnings all or any portion of Consolidated Earnings deemed to
15 reflect events or transactions which have no significant relation to the efforts and
16 performance of any or all Awardees." Essentially, the Board may grant compensation
17 even when Laclede experiences poor earnings.

18 Q. According to the Company, why was the plan established and what was its
19 purpose?

20 A. The Company stated in its response to Staff Data Request No. 35 that the
21 establishment and purpose of the plan is "... to give officers and managerial employees
22 of the Company an increased incentive to outstanding performance, to reward such

1 performance, and to attract and retain highly qualified persons as officers and for
2 managerial positions.”

3 Q. Does this plan provide an incentive for outstanding performance?

4 A. No. Once individuals are awarded share units, those persons are
5 practically guaranteed to receive dividend equivalents for the rest of their lives. The Staff
6 does not believe there is any incentive for an officer to achieve higher performance
7 standards for the Company when dividend equivalents (a bonus) is virtually guaranteed.
8 Furthermore, the awarding of share units is not based upon any specific criteria.

9 Q. In past cases, has the Commission set minimum standards for an incentive
10 compensation plan to qualify as an acceptable one?

11 A. Yes. In its Report and Order in Case Nos. EC-87-114 and EC-87-115,
12 Union Electric Company, the Commission stated:

13 At a minimum, an acceptable management performance
14 plan should contain goals that improve existing performance, and
15 the benefits of the plan should be ascertainable and reasonably
16 related to the plan.

17
18 Q. Under the Company's plan, can awardees ascertain what they must
19 individually achieve in order to receive incentive compensation?

20 A. No. As mentioned earlier, once a share unit has been awarded, incentive
21 compensation relies upon quarterly dividends and EPS at fiscal year-end. The Staff
22 believes that it is difficult, if not impossible to ascertain what the impact of any
23 individual's performance was in relation to the level of EPS for any given year. The

1 Staff believes that there is insufficient evidence to connect incentive compensation
2 expense for a given employee with the Company's overall EPS performance.

3

4 **DIRECTOR'S PENSION PLAN EXPENSE**

5 Q. Please explain adjustment S-15.8.

6 A. Adjustment S-15.8 removes from the cost of service test year expenses
7 associated with the Company's Director's pension plan.

8 Q. Please describe the Director's pension plan.

9 A. The Director's pension plan is available to each non-employee member of
10 Laclede's Board of Director's (Board) who either (1) accumulates at least 60 months of
11 service as a Board member, or (2) accumulates less than 60 months of such service, but
12 dies while still a Board member.

13 Q. Does the Staff believe the costs associated with this plan should be
14 allowed in the Company's cost of service?

15 A. No. The Staff believes that Board members are already sufficiently
16 compensated. The Staff has allowed all \$306,000 expended by the Company for Board
17 of Director fees during the test year. Considering there are only 9 non-employee
18 directors and the Board meets only once a month, the Staff believes the compensation it
19 has allowed for the Board is more than adequate.

20

21 **INJURIES AND DAMAGES**

22 Q. Please describe adjustment S-15.13.

1 A. Adjustment S-15.13 adjusts injuries and damage expense to reflect a five-
2 year average of actual payments. The adjustment amount is the difference between the
3 actual average payments and the test year accrued provision.

4 Q. Why has the Staff used a five-year average of actual payments?

5 A. Actual payments for injuries and damages have been fluctuating in the
6 past few years. The Staff believes that a five-year average will smooth the effect of these
7 fluctuations.

8

9 **CONSULTING FEES**

10 Q. Please describe adjustment S-15.14.

11 A. Adjustment S-15.14 disallows the test year expenses associated with the
12 Company's consulting agreements with former Chairman and Chief Executive Officer
13 (CEO) L. M. Liberman and former Senior Vice President-General Counsel and Secretary
14 D. L. Godiner.

15 Q. Why is the Staff recommending a disallowance of these consulting
16 expenses?

17 A. Mr. Liberman's consultant agreement concluded July 1998, while
18 Mr. Godiner's consultant agreement concluded at the end of February 1999. The Staff
19 believes these are non-recurring expenses and therefore, should not be included in the
20 Company's cost of service.

21 **POSTAGE**

22 Q. Please describe adjustment S-12.4.

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1 A. Adjustment S-12.4 increases postage expense to account for both the
2 increased number of customers used in the Staff's customer growth annualization and the
3 January 1, 1999 postal rate increase. To account for the increased number of customers,
4 the Staff subtracted the test year number of customers from the annualized level and
5 multiplied the difference by the current postage and card stock costs per residential and
6 commercial customer used in the Company's workpapers. To account for the postal rate
7 increase, the Staff multiplied the test year postage expense by the percentage increase that
8 took effect on January 1, 1999.

9 Q. Does this conclude your direct testimony?

10 A. Yes, it does.

BEFORE THE PUBLIC SERVICE COMMISSION

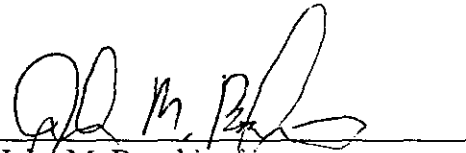
OF THE STATE OF MISSOURI

In the Matter of)
Laclede Gas Company's Tariff) Case No. GR-99-315
to Revise Natural Gas Rate Schedules.)


AFFIDAVIT OF JOHN M. BOCZKIEWICZ

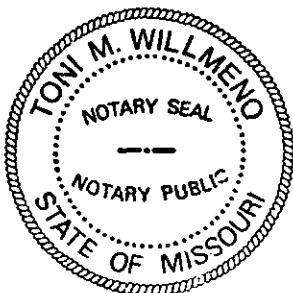
STATE OF MISSOURI)
) ss.
COUNTY OF COLE)

John M. Boczkiewicz, of lawful age, on his oath states: that he has participated in the preparation of the foregoing Direct Testimony in question and answer form, consisting of 14 pages to be presented in the above case; that the answers in the foregoing Direct Testimony were given by him; that he has knowledge of the matters set forth in such answers; and that such matters are true and correct to the best of his knowledge and belief.


John M. Boczkiewicz

Subscribed and sworn to before me this 24th day of June 1999.


Toni M. Willmeno
Notary Public, State of Missouri
County of Callaway
My Commission Expires June 24, 2000



SUMMARY OF RATE CASE INVOLVEMENT

JOHN M. BOCZKIEWICZ

<u>COMPANY</u>	<u>CASE NO.</u>
Southwestern Bell Telephone Company	TC-93-224
Laclede Gas Company	GR-94-220
St. Louis County Water Company	WR-95-145
St. Louis County Water Company	WR-96-263
Missouri-American Water Company	WR-97-237
St. Louis County Water Company	WR-97-382
Laclede Gas Company	GR-98-374

LACLEDE GAS COMPANY
CASE NO. GR-99-315
STAFF'S CLASSIFICATION OF ADVERTISEMENTS

<u>Schedule No.</u>	<u>Type</u>	<u>Description</u>	<u>Staff Classification</u>
2-2	Print	Budget Billing	General
2-3	Print	Elderly & Handicapped	General
2-4	Print	C.O. Home Safety Kit	Below-the-Line
2-5	Print	Holiday Appliance Sale	Below-the-Line
2-6	Print	Sign of an All-Gas Home	Promotional
2-7	Print	"Ernest" Safety Tips	Safety
2-8	Print	Gas Lights/Gas Grill Sale	Below-the-Line
2-9	Print	State Water Heater	Below-the-Line
2-10	Print	Serving This Public (People)	Institutional
2-11	Print	Grill Parts	Below-the-Line
2-12	Print	"Ernest" Job Safety	Safety
2-13	Print	Public Service is our Daily Business	Institutional
2-14	Print	Weber Grills	Below-the-Line
2-15	Print	Serving this Public is our Daily Business (pic)	Institutional
2-16	Print	Gas Grills on sale now	Below-the-Line
2-17	Print	Dr. Martin Luther King, Jr. Tribute	Institutional
2-18	Print	Ruud Water Heater	Below-the-Line
2-19	Print	Black History Month	Institutional
2-20	Print	Follow Your Nose (Safety)	Safety
2-21	Print	Log Sale	Below-the-Line
2-22	Print	St. Louis Builds with Natural Gas	Promotional
2-23	Print	St. Louis Cooks with Natural Gas	Promotional
2-24	Print	Vent-Free Gas Logs & Space Heaters	Below-the-Line
2-25	Print	A.O. Smith Water Heater	Below-the-Line
2-26	Print	Gas Furnace Check-Up	Promotional
2-27	Print	"Ernest" Furnace Inspection	Promotional
2-28	Print	"Ernest"-Service...One Tool	Promotional
2-29	Print	Gas Range Repair	Promotional
2-30	Print	Gas Dryer Repair	Promotional
2-31	Print	Gas Light Repair	Promotional
2-32	Print	Gas Grill Repair	Promotional
2-33	Print	Water Heater Special with CO Detector	Below-the-Line
2-34	Print	Water Heater Repair	Promotional
2-35	Print	Night Hawk CO Detector	Below-the-Line
2-36	Print	C.O. Detector	Below-the-Line
2-37	Print	Appliances for All-Gas Home	Promotional
2-38		"	
2-39	Television	The Squeeze	General
2-40	Television	Yo-Yo	General
2-41	Television	Teddy Bear	General
2-42	Television	Standing on Head	General
2-43	Television	911	General
2-44	Television	Bringing you Energy	Institutional
2-45	Television	Our Daily Business	Institutional
2-46	Radio	Shooort (Rev.)	Promotional
2-47	Radio	Classroom (Rev.)	Promotional
2-48	Radio	Radio Station (Rev.)	Promotional
2-49	Radio	Service (Football)	Promotional
2-50	Radio	Dream Team	Promotional
2-51	Radio	Football-Game Plan	Promotional
2-52	Radio	Expert I	Promotional
2-53	Radio	Expert II	Promotional

PROPRIETARY



Budget Billing Levels Your Monthly Gas Bill.

Since usage patterns and wholesale gas costs vary, why not avoid fluctuations in your gas bill with Budget Billing?

From December through March, the four months which are normally the coldest, you usually spend more for gas than you do for the other eight months combined. And this makes it hard to plan your budget.

With Budget Billing, Laclede estimates your total annual gas usage and divides that into 12 monthly payments. We still read your meter every month and check your account, so if your actual bills run higher or lower than expected over time, your budget payments can be adjusted accordingly.

Mark the X on your bill this month to take advantage of Budget Billing!

Also, with our Easy-Pay plan, your Budget Billing payment can be automatically deducted from your bank account. Call Laclede at 621-6960 for an Easy-Pay enrollment brochure.

***Budget Billing
and Easy-Pay –
what a bright idea!***

KnoWhutI mean?



Laclede Gas

Schedule 2-2



Laclede's Commitment To The Elderly And Handicapped

Laclede Gas Company is committed to helping its elderly or handicapped customers through a special registration program aimed at preventing interruption of gas service. Before interruption becomes necessary, Laclede will help by:

1. reaching the customer twice by mail, by telephone also if possible, and, when the weather is cold, by making personal contact on the premises with the customer, or any member of the family who is more than 15 years old; and
2. by notifying a family member, social service agency, charitable organization or another individual selected by the customer so that outside help can be provided.

A big advantage of the Laclede Notification Plan for the elderly and handicapped is that customers who register for the service, and designate a third party contact, can have the reassurance of knowing that someone will be notified in their behalf who will work to avoid gas service interruption. If you or a member of your household are age 60 or older, or are disabled and cannot leave your home without assistance, you are encouraged to register with Laclede for this service. For further information on the Laclede Notification Plan or to receive a registration form, write to:

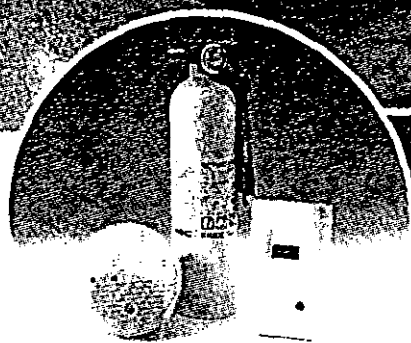
Laclede Gas Company
Customer Relations Department
Drawer 9
St. Louis, Missouri 63166

...Or call 621-6960. The registration form may also be picked up from Laclede offices at 720 Olive in Downtown St. Louis.





When it
comes to
protecting
your home
and loved ones,
only the **best**
is good enough.



the Kidde Home Safety Kit featuring

the Nighthawk™ Utility Deluxe
Carbon Monoxide Detector

The gas experts at Laclede believe in complete home protection. Our exclusive Kidde Home Safety Kit includes only top-of-the-line products and features what we believe is the best residential carbon monoxide detector on the market!

Buy the Kidde Home Safety Kit and/or the carbon monoxide detector separately.

\$99 for the Kidde Home
Safety Kit with:

- ★ Nighthawk™ Utility Deluxe
Carbon Monoxide Detector
- ★ Kidde Full Home Fire
Extinguisher
- ★ Kidde Smoke and Fire Alarm

\$60 for the Nighthawk™ Utility
Deluxe Carbon Monoxide Detector

This top-of-the-line model is
UL-approved and meets the higher
standard of accuracy recommended
by the American Gas Association.

*The latest, most improved technology meets
the highest standard of accuracy!*

Not available
in stores.

Pay on your monthly gas bill!
Up to six installments, interest-free!

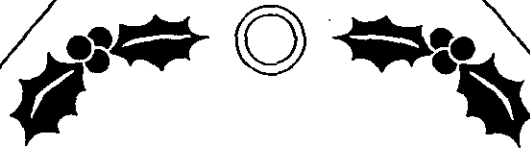


Laclede Gas

Call 621-6960 and we'll ship directly to you!



POST



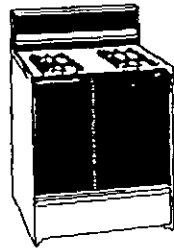
Holiday Sale

\$20-\$70 off

selected Ranges, Washers, Dryers

Pay on your monthly gas bill.

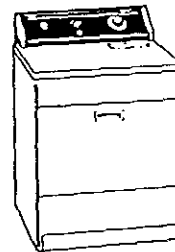
Sale prices good through December 31, 1998



Call 342-0709



Laclede Gas
Gas Appliance Sales



The sign of an all-gas home.

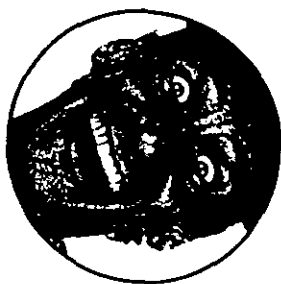


Ninety-eight percent of all single-family homes built last year in the St. Louis area served by Laclede were equipped with natural gas furnaces and water heaters. And for good reason: both cost less to operate than their electric counterparts.

Not only is gas the most economical way to heat your home, but gas also heats water faster, cooks food with greater control and dries more loads of clothes for less cost. And, gas is virtually pollution-free.

If you want to increase your new home sales, give your customers what they want -- natural gas appliances throughout the house. For more information, call 314/342-0683.





Safety Tips



"Listen up, Vern! I've been in a few accidents in my time. Now I'm here to tell you how to avoid 'em."

1. Let us follow your nose.

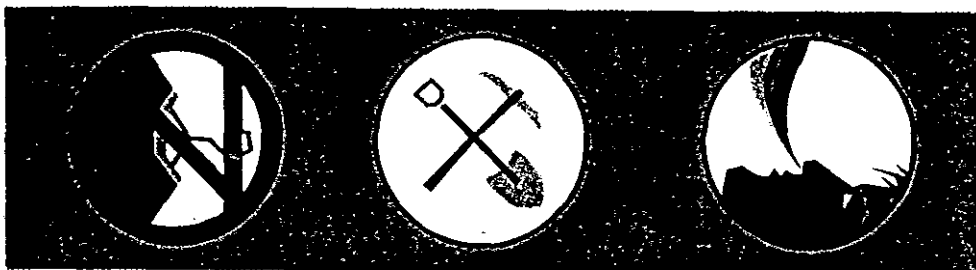
If you detect the odor of natural gas, let Laclede track it down. Don't turn on or off any electrical appliances, even light switches. If the odor is strong, leave the building immediately. Then, from another location, call Laclede at 621-6960, or, if that number is busy, call 342-0800. Also, if your pilot or burner flame is substantially higher than normal, this may be an indication of excessive pressure. Call Laclede immediately.

2. Call before you dig.

Don't accidentally break a gas line while digging in your yard. Before digging, call 1-800-DIG-RITE to have the location of underground utilities marked. Also, know where any privately owned gas lines run underground, such as to your grill or gas light. Always be careful until you verify whether any type of buried gas lines are present. If a break occurs, call Laclede immediately at 621-6960 or 342-0800.

3. Let gas pipes be gas pipes.

Gas pipes have a job of their own to do and shouldn't be used for anything else—certainly not clotheslines, free-form closets or grounds for electrical appliances. Also, if a gas appliance is disconnected, be sure the gas pipe is capped.



4. Check your furnace and flue.

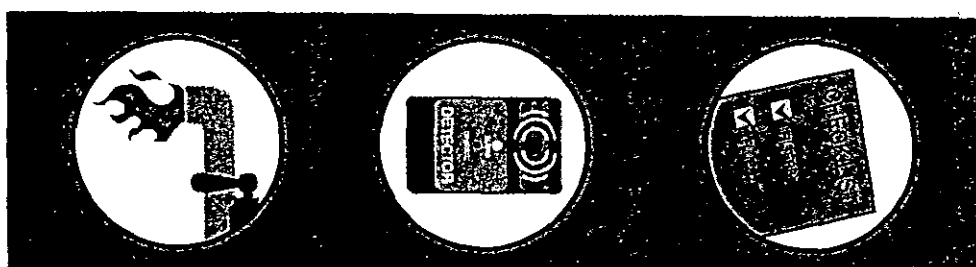
See that your heating equipment is clean and in good working order. Properly adjusted pilots and burners and clean filters pay off in both safety and savings. Also clear chimneys, vents and flues. Leaves, birds' nests, fallen bricks or mortar can mean problems, including exposure to carbon monoxide (CO). If you find something that you can't handle, call Laclede or your heating contractor. If you like, we also can check to see that your other gas appliances have appropriate connectors. **Gas appliance service work is not subject to PSC regulation.**

5. Guard against carbon monoxide.

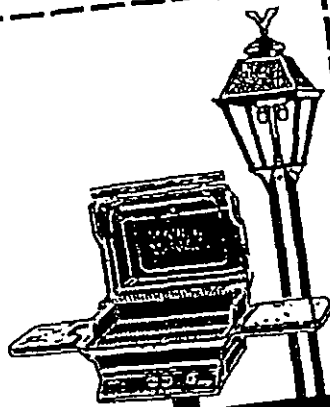
Properly working gas appliances are very safe, so your first line of defense against carbon monoxide (CO) is to have your furnace inspected annually, either by Laclede or your heating contractor. If you use a CO detector, make sure it is a U.L.-approved, alarm-sounding device. If your CO detector alarm sounds, call your local fire department.

6. Watch your hot water setting.

A child's skin burns more easily than an adult's. So, if you turn up the thermostat on your water heater for any reason, remember to turn it down when you're finished to avoid small children accidentally scalding themselves when they turn on the hot water faucet.



GAS LIGHTS GAS GRILLS



SALE!
\$30 - \$100 off

Pay on Your Monthly Gas Bill
Sale Price Good Thru August 31, 1998



Laclede Gas

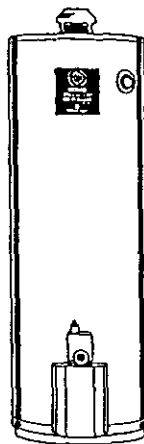
720 Olive Street

Gas Appliance Sales

CALL

342-0709

**Laclede
Gas
Company
Is Proud
To Introduce**



**BORN
IN THE
USA!**

**Every State
Water Heater
is Made in
Ashland City,
Tennessee!**

That's not so with
some other brands.
You should also
know, **State**
makes better
water heaters!



Laclede Gas

Appliance Sales

Call 342-0709

Public Service Is Our Daily Business



Laclede Gas



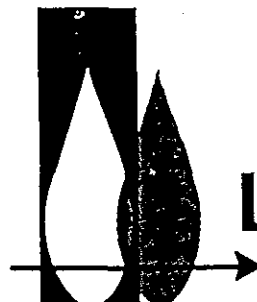


HEY VERN!

Take it from your
ol' buddy Ernest.
Be careful and
follow your job
safety rules.

***Being safe is
no accident.***

Know What I mean?



Laclede Gas

AT LACLEDE GAS, PUBLIC SERVICE IS OUR DAILY BUSINESS

Smell gas? Experiencing a disruption in your gas service? Call Laclede Gas at 621-6960 day or night for emergency repair service. If our regular number is busy and the situation is an emergency, call 342-0800. During regular business hours, call 621-6960.

- Establishing and Discontinuing Service
- Gas Appliance Service
- Customer Account Information
- Budget Billing Information
- Collection and Credit Information

For Gas Appliance Sales, call 342-0709

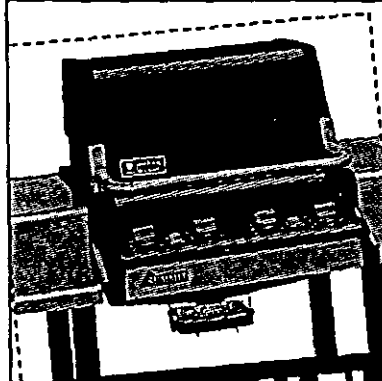
- Clothes Dryers
- Ranges
- Space Heaters
- Water Heaters
- Grills
- Gas Lights

And don't forget the special Elderly and Handicapped Registration Program - If you're 60 years or older or handicapped you can register with the Gas Company by giving the name of a friend, relative, social service agency or charitable organization to contact if there is a billing problem with your account.



Laclede Gas

Premium Weber N A T U R A L Gas Grills



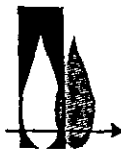
Now on SALE!
\$150 - \$400 off

ALSO ON SALE:

- Traditional MHP favorites
\$30 - \$100 off
- Charming natural gas lights
\$30 off

**Pay on Your
Monthly Gas Bill**

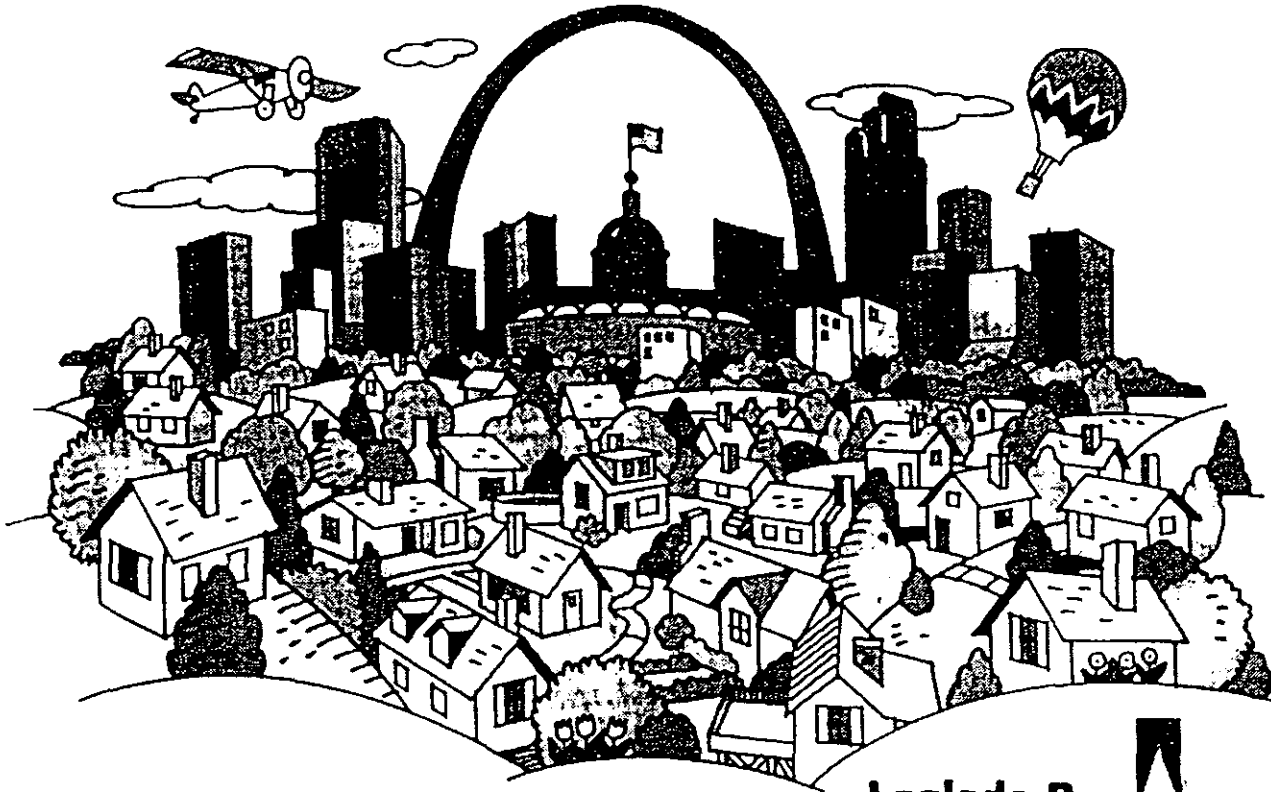
Sale Prices Good Thru August 31, 1998



Laclede Gas
720 Olive Street

call
342-0709

Serving this public is our daily business.



Laclede Gas



42991-gas grill ad 6/3/98 11:04 AM

Gas Grills On Sale Now!

- Premium Weber Models
\$150 - \$400 off
- Traditional MHP Favorites
\$30 - \$100 off
- All natural gas lights
\$30 off

Call the Gas Experts!

342-0709

Laclede Gas



Sale prices good thru 8/31/98

PROPRIETARY

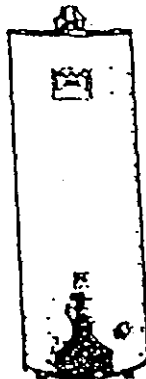
*"It is one thing to agree that the
goal of integration is morally and legally
right; it is another to
commit oneself
positively and actively
to the ideal of integration."*

- Dr. Martin Luther King, Jr.
1929-1968



Laclede Gas

Public Service Is Our Daily Business.



Water Heaters
for all your
gas water
heating needs.



Laclede Gas

Appliance Sales

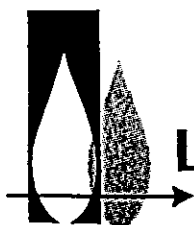
Call 342-0709

Laclede Gas Proudly Salutes Black History Month

Alexandre Dumas
(1802 - 1870)



Born into poverty in Villers-Cotterets, France, and with only a smattering of education, Alexandre Dumas became one of the world's most widely read authors. He wrote more than 200 volumes of plays and historical romances, but he is best remembered for *The Count of Monte Cristo* and his tales of the exploits of Porthos, Athos and Aramis in *The Three Musketeers*.



Laclede Gas

PUBLIC SERVICE IS OUR DAILY BUSINESS

Schedule 2-19



**We'll follow
your nose
anywhere.**

If you detect the odor of gas inside or out, let Laclede track it down. If the odor is strong indoors, don't turn on any electrical appliances, even light switches. Leave the building immediately. Then follow your nose to a phone.

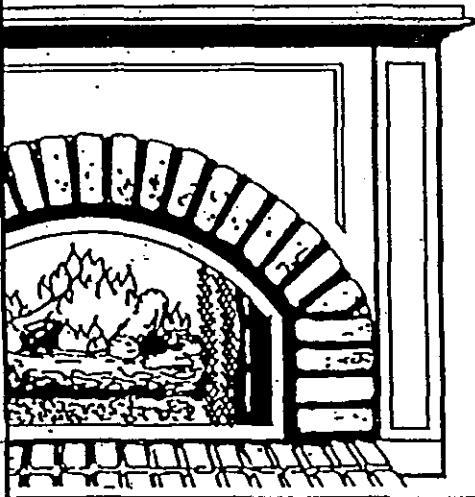
**Call 621-6960
if you smell gas.**




Laclede Gas

Gas Logs Now on Sale!


*Give your home fireplace the look
of wood and the convenience of gas.*
Prices include normal installation. Pay on your monthly gas bill.



AGA-certified logs with
embers. Variety of sizes and
models, including see-through
logs. Regular prices will be
from \$565. Sale prices good
from Sept. 15 to
Jan. 31, 1998,
while quantities
last



Laclede Gas
Appliance Sales
342-0709



OK ★ ROP

HARRIS: Kaelin
ADVERTISER: LACLEDE GAS CO.
(SALESMAN) Philabaun
AD #:8SD602901
DATE: WED., 09-17
SIZE: 5 X 2
FIRST PROOF



8SD602901

St. Louis builds with natural gas.



St. Louis cooks with natural gas.



Today's smart homeowners are choosing natural gas for cooking because gas offers greater cooking control, lower fuel costs and easy cleanup.

Natural gas ranges provide instant on-off with precise temperature control. Cooking with natural gas costs one-third as much as with electricity. Cleanup is easy with today's modern ranges.

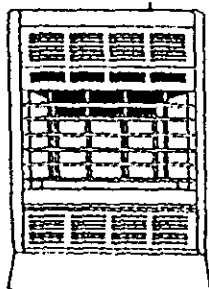
Laclede is proud to deliver the St. Louis area's energy of choice. Ask your display home sales agent for more information on how you can enjoy the benefits of natural gas appliances in your new home or call Laclede Gas at 342-0683.



Laclede Gas

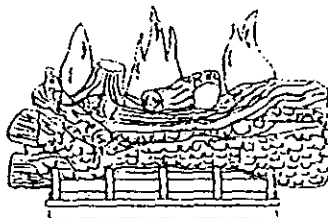
Get ready for winter with **Natural Gas Logs** and **Space Heaters.**

Introducing our new line of
vent-free logs and heaters.



Space Heaters starting
at \$285 installed.

Laclede Gas also offers
a complete line of vented
logs and space heaters.



Logs starting at
\$450 installed.

Now Through
January 31,
1999



Laclede Gas

342-0709

Pay on Your Monthly Gas Bill

NEXT DAY WATER HEATER REPLACEMENTS



*Loads of hot water economically
with A.O. Smith
Natural Gas water heaters.*

Few things are more inconvenient than being without hot water. So if your water heater is starting to go, call us. We offer a wide selection of A.O. Smith energy-savers, and we can install one in your home quickly and professionally. Play it safe. Jot our phone number down. At the first sign of water heater trouble, give us a call:

342-0709

Pay on your monthly gas bill.

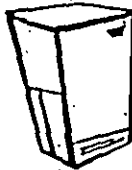


Laclede Gas

**GAS FURNACE
CHECK-UP**

Laclede Gas

621-6960



**Pay on your
monthly bill!**



Laclede Gas

Now is the time to inspect your natural gas furnace!

*Call the gas service experts
at 621-6960.*

For approximately \$70.00*, Laclede will conduct a maintenance check of your furnace before the heating season begins to make certain it is operating safely and efficiently.

In addition to checking and cleaning your heating system, we also will examine the blower and vent systems, filters and cold air returns, operation of the thermostat, proper ignition and safe burner operation.

And, you can pay on your
monthly gas bill!



Laclede Gas

*Actual rates are \$77.10 for the first hour;
normal inspections take less than one hour.

Laclede services all gas appliances!

Gas appliance service work is not subject to PSC regulation.



All you need to service natural gas appliances is one tool – a telephone!

Just call the gas service experts at **946-8937** for prompt, dependable service of any natural gas appliance. St. Charles Gas has the people, the parts and the know-how to do the job right.

For service of:

- Gas Furnaces
- Gas Water Heaters
- Gas Grills
- Gas Lights
- Gas Air Conditioners
- Gas Dryers
- Gas Ranges
- Gas Logs
- Gas Pool Heaters

946-8937

Pay on your monthly gas bill



St. Charles Gas



**GAS RANGE
REPAIR**
Laclede Gas
621-6960



Pay on your
monthly bill!



Laclede Gas

**GAS DRYER
REPAIR**
Laclede Gas
621-6960



Pay on your
monthly bill!



Laclede Gas

**GAS LIGHT
REPAIR**
Laclede Gas
621-6960

Pay on your
monthly bill!



**GAS GRILL
REPAIR**
Laclede Gas
621-6960

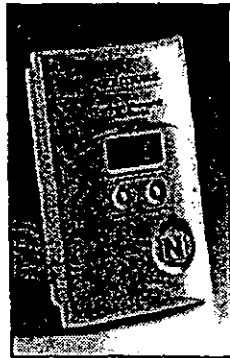


Pay on your
monthly bill!



Laclede Gas

Natural Gas Water Heater Special



Deluxe, Utility Nighthawk

**Carbon Monoxide
Detector**

FREE!

with the purchase of a water heater from
the Gas Experts!

Prices start as low as \$399⁹⁹ installed.

Next-Day

**Installation
Service**

Available



Pay on Your Monthly Gas Bill.



Laclede Gas

720 Olive Street

call 342-0709

open Monday-Friday 8 a.m.-4:30 p.m.

Offer good through Aug. 31, 1998.

GAS WATER HEATER

REPAIR

Laclede Gas

621-6960



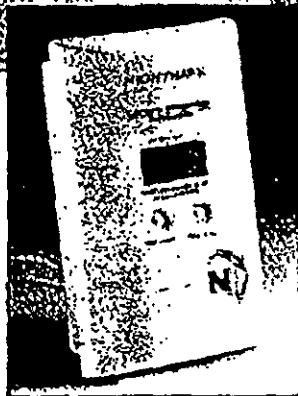
Pay on your
monthly bill!



Laclede Gas



When it comes to
protecting
 your home and
 loved ones,
only the best
 is good enough.



Nighthawk carbon monoxide detector

Premium Plus

The gas experts at St. Charles Gas believe the Nighthawk Premium Plus is the best residential carbon monoxide detector on the market!

- ★ Carries the prestigious Blue Star label – not only is it UL-approved, but it also meets the higher standard of accuracy recommended by the American Gas Association
- ★ Full 7-year factory warranty
- ★ Continuous digital readout
- ★ Loud 85-decibel alarm alerts you even if you're sleeping
- ★ Plug it in, mount it to the wall or set it on a table top
- ★ 9V battery backup



\$60 per unit

Pay on your monthly gas bill!
 Up to 6 installments, interest-free!

**Special
 premium model
 not available
 in stores.**

*The latest, most-improved technology meets
 the highest standard of accuracy!*



St. Charles Gas

**Call 946-8937 and we'll ship the
 Nighthawk Premium Plus directly to your home!**

**CARBON MONOXIDE
DETECTOR**

Laclede Gas

621-6960



**Pay on your
monthly bill!**



Laclede Gas

Build your home around natural gas appliances.

Rely on quality service from the gas experts at Laclede.

DRYER

Many people enjoy the soft, fluffy feeling of clothes dried in a gas dryer. An energy-saving natural gas dryer can dry three loads for less than the cost of one dried electrically.

WATER HEATER

Natural gas water heaters provide plenty of hot water when you need it. And gas heats water nearly twice as fast as typical electric units while costing only about a third as much to operate.

CO DETECTOR

When it comes to protecting your home and loved ones, only the best is good enough. Depend on a top quality, alarm-sounding, UL-approved carbon monoxide detector from the gas experts at Laclede.

SPACE & GARAGE HEATERS

Warm up drafty spots in your home or garage with a natural gas space heater for 1/3 the operating cost of similar electric models. Choose from a variety of styles including freestanding or wall-mounted units.

GRILLS

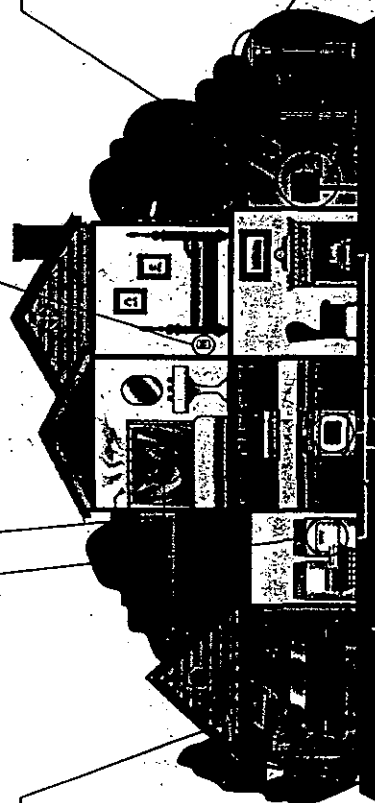
Convenience is the hallmark of natural gas grills. You'll never have to buy charcoal and lighter fluid or refill a propane tank with a natural gas grill.

GAS LIGHTS

Add charm to the exterior appearance of your home with natural gas lights. They also provide round-the-clock security, a light source during electrical failures and, unlike electric outdoor lights, do not attract flying insects.

PATIO HEATER

Enjoy your patio year-round with the addition of an economical natural gas patio heater. The umbrella-shaped heater warms an area of approximately 20 feet in diameter to a comfortable temperature in just minutes.



RANGE

Cooking with natural gas puts you in control. Most professional chefs choose natural gas ranges because it gives them immediate and accurate control of the burner flame. And cooking with gas costs 1/3 as much as cooking with electricity.

FURNACE

Clean-burning natural gas furnaces provide a comfortable and efficient way to warm your home. Gas heat is comfortable because it delivers heat at a higher temperature than the electric heat pump. And natural gas remains the most cost-effective way to heat your home.

PIPING

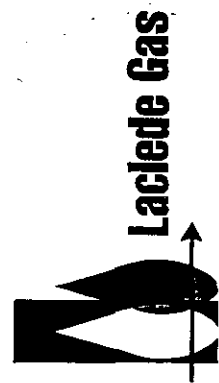
Modern homes use flexible piping to supply natural gas to appliances. Because this corrugated stainless steel tubing is so easily installed, it makes using gas appliances in a new or existing home convenient and affordable.

GAS LOGS

Enjoy the beauty of a fireplace without the hassles of firewood, ashes and chimney cleaning with clean-burning natural gas logs. Gas logs also provide a realistic alternative to wood burning fireplaces without pollution concerns.

Natural Gas is the Natural Choice.

Natural gas appliances provide the comfort and savings you can enjoy year after year. You can depend on the gas experts at Laclede.



June 1997
Laclede Gas
Budget Billing
The Squeeze
TV :30
#22846

Interior. Ernest seated at the kitchen table. In front of him is Vern's breakfast, a plate with donuts and a glass of milk.

ERNEST

Hey Vern! You need to call the gas experts at Laclede and sign up for budget billing. When you look at how little it costs each day, I found more than enough to cover it in your sock drawer.

Ernest displays a handful of coins. He drops them on the table then helps himself to one of Vern's donuts.

ERNEST

And with budget billing, Vern, your monthly gas bills stay the same so you'll have worry-free comfort and old man winter won't be squeezin' the life out of you!

In his excitement, Ernest squeezes the donut and its filling pulls out between his fingers. Ernest reacts to his blunder.

ERNEST

Eeeeeeeeeewwwwwwwwwww.....

SUPER: Laclede Gas (logo)

© 1997 by Carden & Cherry Syndication, Inc.
Approved by client 6/24/97.

OK

June 1997
Laclede Gas
Budget Billing
Yo-Yo
TV :30
#22847

Ernest with a yo-yo going up and down.

ERNEST

Vern, without budget billing your monthly bills can go...

Ernest makes the yo-yo go up and down

ERNEST

up and down... up and down... But if you call and get budget billing from the gas experts at Laclede, you can level those ups and downs because each month's gas bill stays the same. Yeah, Vern, with budget billing you can have worry-free comfort all winter long. And that's the truth around the world.

Ernest whirls the yo-yo around and around. It appears to hit Vern in the chin. Camera falls back. Ernest examines Vern's teeth.

ERNEST

Sorry Vern. Ah... you're gonna lose that one...

SUPER: Laclede Gas (logo)

© 1997 by Carden & Cherry Syndication, Inc.
Approved by client 6/24/97

OK

June 1997
Laclede Gas
Budget Billing
Teddy Bear
TV :30
#22844

Interior. Ernest enters Vern's bedroom carrying an afghan and puts on Vern's bed.

ERNEST

Oh sorry to wake you, Vern, but it's cold in here. You need to call the gas experts at Laclede and sign up for budget billing. Your bill stays the same each month and ^{costs} takes only a few dollars a day for worry-free comfort all winter long.

Ernest picks up the loose change from Vern's bedside table. He gestures to the coins and then puts them in his pocket.

ERNEST

Why, you've got enough right here to cover it. Well cover up, Vern. You still have a couple hours to dream about budget billing.

Ernest adjusted the afghan up over Vern's face (the camera). He quickly removes it and then points to Vern's unseen teddy bear.

ERNEST

And Vern, I like your little bear!

Ernest laughs and covers him up again.

SUPER: Laclede Gas (logo)

© 1997 by Carden & Cherry Syndication, Inc.
Approved by client 6/24/97.



June 1997
Laclede Gas
Budget Billing
Standing on Head
TV :30
#22849

Interior. Camera is upside down as if Vern is standing on his head. Ernest is on his knees as he addresses Vern.

ERNEST

OK Vern, there's a point here by making you stand on your head. It's budget billing from the gas experts at Laclede. Usually takes just a few bucks a day for all the comfort you need. Steady...

Ernest appears to shake Vern a little and coins fall to the floor. Ernest picks them up.

ERNEST

See Vern, you've got more than enough in your pockets right now to cover it. With budget billing, you know what your heating bill will be, so you can relax in worry-free comfort all winter long. No surprises!

Ernest gives Vern a little push and he falls back. We see the ceiling as Ernest checks on Vern.

ERNEST

You OK Vern? Well we'll just try this tomorrow...when your back stops hurting. KnowWhutImean?

SUPER: Laclede Gas (logo)

© 1997 by Carden & Cherry Syndication, Inc.
Approved by client 6/24/97.

June 1997
Laclede Gas
Budget Billing
911
TV :30
#22848

Interior. Living room. Vern is bundled in blankets shivering. Ernest starts using a staple gun to put up insulation, stapling it over lamps and pictures and things.

I'll help you put this
ERNEST
Vern, ~~when you're cold in the winter all this insulation will help,~~
but what you really need to do is get budget billing from the gas
experts at Laclede.

Ernest talks to Vern, pointing the staple gun to emphasize his points.

ERNEST

Vern, with budget billing, your heating bill stays the same each month. Usually just a few dollars a day for worry-free comfort all winter long. No surprises!

The staple gun goes off and hits Vern. Ernest panics.

ERNEST

Oh, gosh Vern, that looks painful. I'll go get some pliers...or maybe I'd better call 911... or is it 411... I'll call information, they usually know.

SUPER: Laclede Gas (logo)

© 1997 by Carden & Cherry Syndication, Inc.
Approved by client 6/24/97.

The Newshour

"Bringing You Energy"

Channel 9's broadcast of The NewsHour has been locally supported for more than 10 years by Laclede Gas, 2,000 people taking care of more than a million customer inquiries, making more than 400,000 service calls, adding to 12,000 miles of pipe. Laclede Gas, bringing you energy that is comfortable, efficient and virtually pollution free.

The Newshour

"Our Daily Business"

ANNOUNCER: "Channel 9's broadcast of The NewsHour has been locally supported for more than 10 years by Laclede Gas, where public service is our daily business.

"Laclede Gas, bringing you energy that is comfortable, efficient and virtually pollution free. Bringing you prompt and professional service and bringing you The Newshour on Channel 9."

May 1993
Laclede Gas
Anti Heat Pump
Shooort (Revised)
Radio 30
(Update of #02430)

ERNEST

Hey, Vern! Workin' on that old electric heater again, I see. Vern, Vern, Vern, when will you learn? When are you going to wise up and start heatin' with gas? Natural gas is comfortable, natural gas is efficient, natural gas is virtually pollution-free. It's the smart move, KnowWhutI mean?

Here, let your ol' buddy Ernest have a look at that electric heater... Well, there's your problem right there, Vern... See that little wire right there? Looks like it's got a shooooooooorrrrt in it... My daddy used to work on them.

© 1993 Copyright Carden & Cherry, Inc.
Final

May 1993
Laclede Gas
Classroom (Revised)
Radio :30
(Update of #12105)

Ernest singing.

ERNEST

"School days, school days, dear old golden rule days..."

ERNEST

That's right, Vern, your ol' buddy Ernest took an energy class down at the community college. And my professor was a regular energy knowitall. He taught us how people can conserve energy and protect the environment by using natural gas to heat their homes. Said, natural gas is comfortable, efficient and virtually pollution-free.

And then I said, "'Cause gas heat can't be beat!" Pretty smart, huh, Vern?... Well, my professor sure thought so. He graduated me Magna Cum Loud. KnowWhutI mean?

© 1993 Copyright Carden & Cherry, Inc.
Final

May 1993
Laclede Gas
Radio Station (Revised)
Radio :30
(Update of #06052)

ERNEST

Testing... am I on?... am I on? Hey, uh... hey, Vernon! This is your ol' buddy Ernest! And these folks at the radio station have let me read this important announcement. Here it goes!

ERNEST

If you are within the sound of my voice, you will be amazed to know that heating your home with natural gas from Laclede is comfortable, efficient and, most of all, virtually pollution-free.

ERNEST

And now, Vernon, here's a blast from the past from our classic stacks of wax...

(SFX: A needle being dragged across a record)

ANNOUNCER

Get that guy outa here!

ERNEST

Uh, I'm sorry... uh... were these important?

© 1993 Copyright Carden & Cherry, Inc.
05-14-93

August 1995
Laclede Gas
Service (Football)
Radio :30
#21622

ERNEST

Hey Vern!® If you need any of your natural gas appliances serviced...gas furnace, gas water heater, gas range, gas dryer, gas grill, gas lights or gas logs...you'll need a good game plan. Like calling Laclede Gas at SIX-TWO-ONE-SIX-NINE-SIX-Oh. 'Cause the pros at Laclede can tackle any problem you might have. OK Vern, here we go. Pick up the phone. Get set...

Phone number to be delivered like a quarterback's snap count.

ERNEST

SIX-TWO-ONE-SIX-NINE-SIX-Oh! HUT-HUT-HUT! (SFX: Crowd roar) Vern, good service is a *snap* with Laclede. KnowWhutImean?®

*PHONE NUMBER MUST BE DELIVERED AS WRITTEN.

© 1995 by Carden & Cherry, Inc.

OK
JAK

August 1995
Laclede Gas
Anti Heat Pump
Dream Team
Radio 30
#21623

(SFX: Charge!! -Ball Park music)

ERNEST

Hey Vern. In your house, you're the head coach. And if you've got an electric heat pump on your team, it's time to make a trade to a natural gas furnace. 'Cause a gas furnace gives you hotter air and is warranted to last twice as long as a heat pump. And you'll score big with the environment too because gas is virtually pollution free. A high efficiency furnace and natural gas...the Dream Team. KnowWhutImean?®

© 1995 by Carden & Cherry, Inc.

OK
JAK

August 1995
Laclede Gas
All Gas Home
Football—Game Plan
Radio :30
#21624

ERNEST

Hey Vern!® What do you say we play a little touch football? OK, now go out long...cut over...button hook. Better watch out Vern, I know all moves, like my smart move to an all gas home. Forget electricity for heatin', Vern, cause an all gas home scores big on comfort and efficiency. Plus natural gas burns clean--virtually pollution free. So huddle-up with some common sense and get a game plan that includes an all-gas home. You'll be a winner everyday. (SFX crowd roar) KnowWhutImean?®

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LACLEDE GAS "ASK THE EXPERT" #1

It's time for the Laclede Gas "Ask the Expert" Baseball question. Coming up next today's question for Tony LaRussa.

If you're in need of gas appliance repair, ask the experts at Laclede Gas. They service all natural gas appliances, whether it's a gas grill, gas light, water heater, range, dryer or furnace. Laclede Gas has the people, the parts and the know how to do the job right. And you can pay on your monthly gas bill. So, now the only tool you'll need to service your gas appliances is a telephone. Call 621-6960 to call the experts at Laclede Gas. They've got the bases covered when it comes to gas appliance repair. Gas appliance service work is not subject to PSC regulation.

NEW COPY FOR LACLEDE GAS "ASK THE EXPERTS" SHOW - #2

NOW IS THE TIME TO CALL THE GAS EXPERTS AT LACLEDE TO HAVE YOUR FURNACE INSPECTED BEFORE IT GETS COLD. LET LACLEDE CHECK AND CLEAN YOUR NATURAL GAS HEATING SYSTEM TO MAKE SURE IT IS OPERATING SAFELY AND EFFICIENTLY. LACLEDE GAS HAS THE PEOPLE, THE PARTS AND THE KNOW-HOW TO DO THE JOB RIGHT. AND, YOU CAN PAY ON YOUR MONTHLY GAS BILL. THE ONLY TOOL YOU NEED TO SERVICE GAS APPLIANCES IS A TELEPHONE. DIAL 621-6960 TO CALL THE EXPERTS AT LACLEDE GAS. THEY'VE GOT THE BASES COVERED WHEN IT COMES TO FURNACE INSPECTIONS AND GAS APPLIANCE REPAIR. GAS APPLIANCE SERVICE WORK IS NOT SUBJECT TO PSC REGULATION.

SCHEDULE 3

HAS BEEN DEEMED

HIGHLY CONFIDENTIAL

IN ITS ENTIRETY