

Laclede Gas Company
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Advertising
Source: DR(s) 161
LKH

Advertising Categorization - Laclede Division

Ad ID	Ernest	Media	Description	PSC Classification	Schedule No.
6		Print	Elderly & Handicapped	General	1-7
9		Print	Budget Billing (Balance)	General	1-10
10		Print	Open Letter to Customers	General	1-11
11		Print	Important Info for LG Customers	General	1-12
14		Radio	Ask the Experts	General	1-15
17	X	Radio	Service (Football)	General	1-22
18	X	Radio	All-Purpose Tool	General	1-23
1		Print	Serving This Public	Institutional	1-2
2		Print	At Moments Like This	Institutional	1-3
3		Print	St Louis Builds with Natural Gas A	Institutional	1-4
19		Radio	First Bath	Institutional	1-24, 1-25
20		Radio	Cooking Lesson	Institutional	1-26, 1-27
12		TV	NewsHour 1	Institutional	1-13
13		TV	NewsHour 2	Institutional	1-14
4		Print	St Louis Builds with Natural Gas B	Promotional	1-5
5		Print	St Louis Builds with Natural Gas C	Promotional	1-6
15		Radio	Live 2000	Promotional	1-16 thru 1-19
16		Radio	Live 2001	Promotional	1-20, 1-21
21		Radio	Date	Promotional	1-28, 1-29
22		Radio	Power Outage	Promotional	1-30
23	X	-	Ernest License Fee	Safety/General	N/A
7	X	Print	Safety Tips	Safety	1-8
8		Print	Follow Your Nose	Safety	1-9

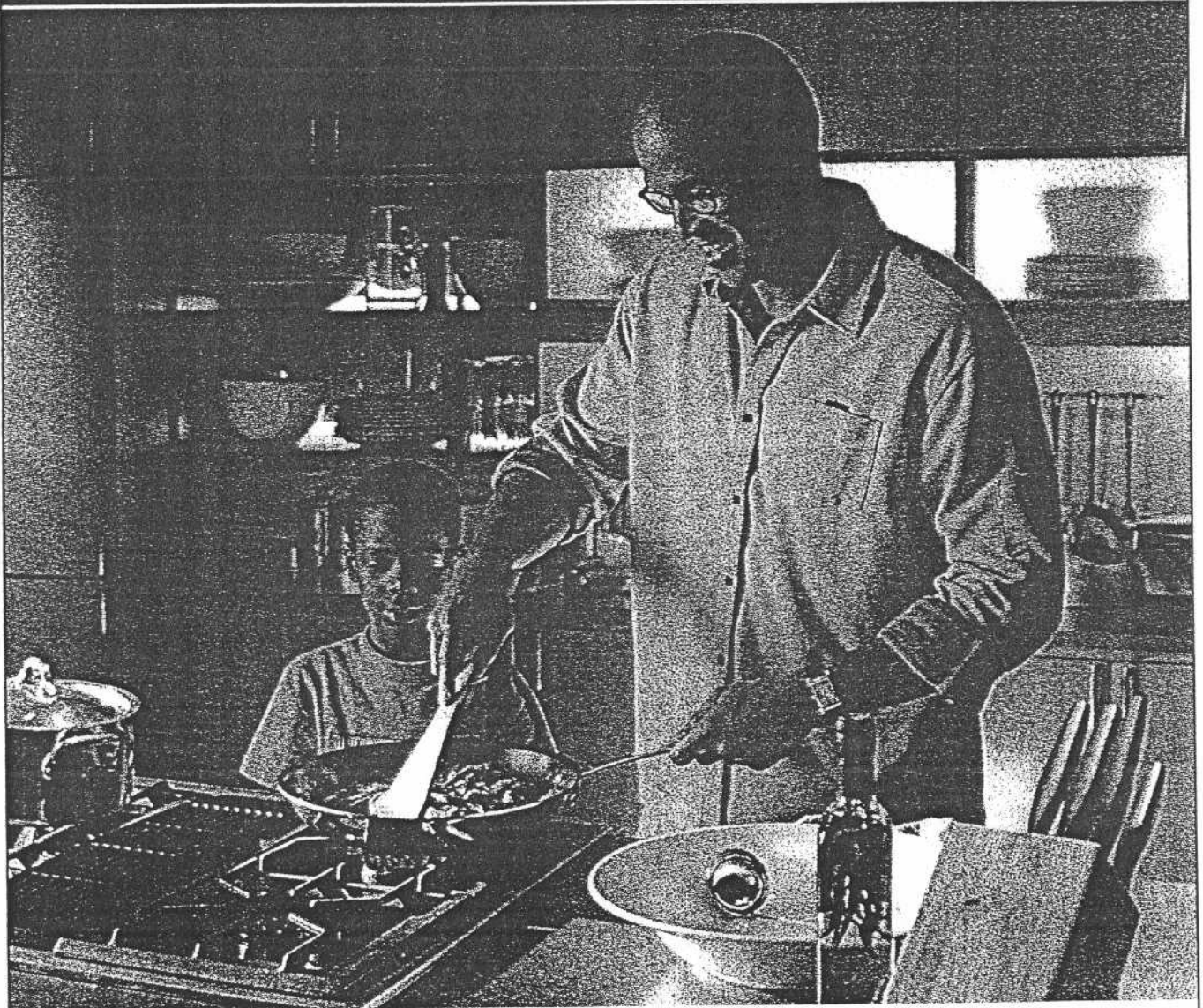
Amount of Institutional	\$	218,364.78	29.27%
Amount of Promotional	\$	158,984.88	21.31%
Amount of General	\$	312,230.65	41.85%
Amount of Political	\$	-	0.00%
Amount of Safety	\$	35,998.77	4.82%
Below-the-Line Amount	\$	20,540.00	2.75%
	\$	746,119.08	100.00%

**Serving this public
is our daily business.**



At moments like this...

One thing you can be sure of.



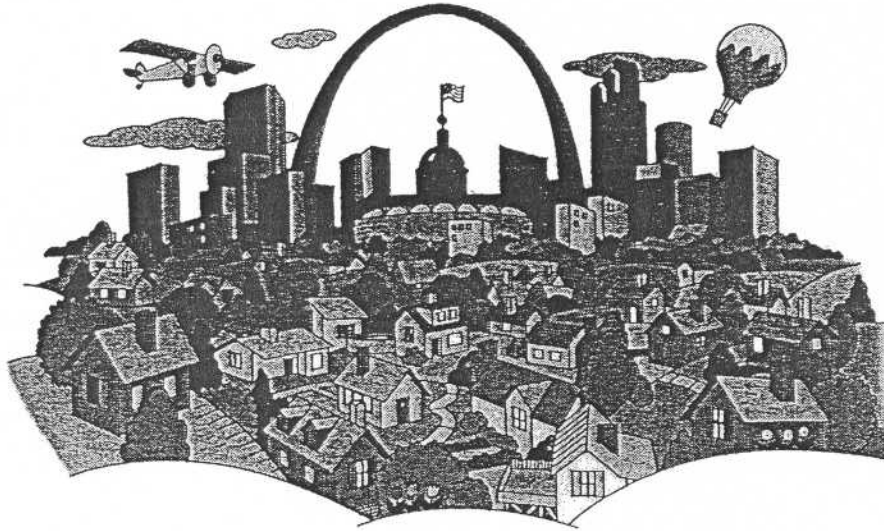
Laclede Gas

At moments like this, you probably don't give a second thought to the natural gas used to prepare your family's meals. And isn't that the way it should be? Laclede Gas. One thing you can be sure of.

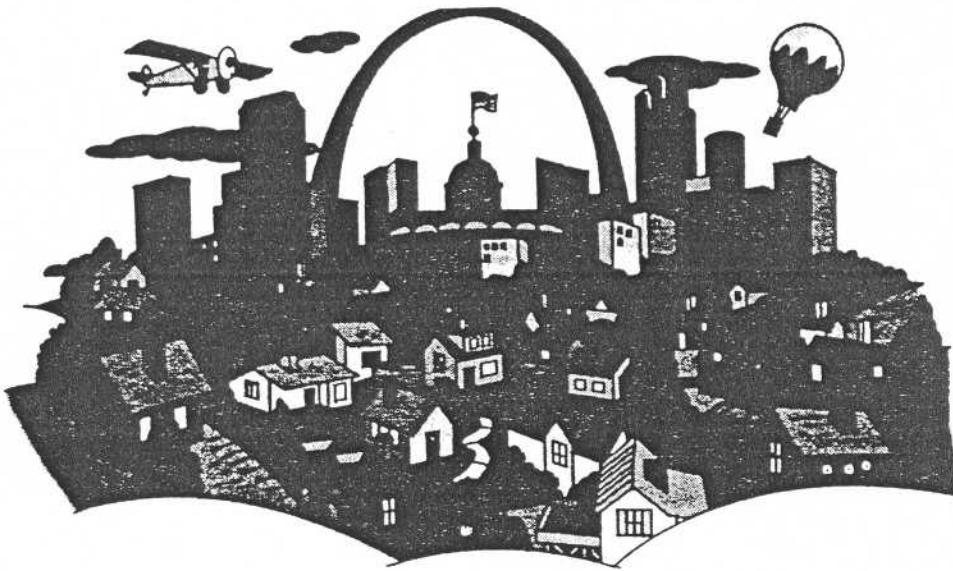
www.lacledegas.com



St. Louis builds with natural gas.



St. Louis builds with natural gas.



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. Natural gas heat is comfortable, efficient and virtually pollution-free.

Laclede is proud to deliver the St. Louis area's energy of choice. At Laclede Gas, public service is our daily business.



Laclede Gas

St. Louis Builds

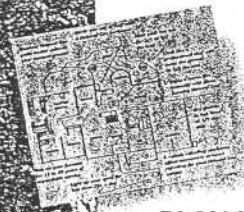


In the area served by Laclede, more than nine out of ten single family homes built are equipped with natural gas furnaces and water heaters.

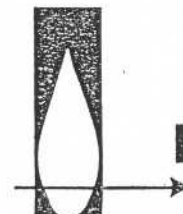
Natural gas is comfortable, efficient and virtually pollution-free.

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

Natural gas fireplace logs, gas grills and gas lights also complement your home.



**PLAN WITH
NATURAL GAS**



Laclede Gas

Schedule 1-6

5

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 on 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 (314) 621-6960. The registration form may also be picked up from the Laclede offices at 720 Olive in Downtown St. Louis.



6



Safety Tips

from the Natural Gas Experts



"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 (314) 621-6960, or, if that number is busy, call (314) 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. Dig safely.

Don't accidentally break a gas line or other underground service while digging in your yard. Careless digging can not only damage and disrupt vital utility services, but can cause injury or even loss of life. So, before you dig, call 1-800-DIG-RITE to have underground utilities located and marked. Wait for the locate to be completed. Then, be aware of the marks as you dig carefully with a shovel. If a gas line break occurs, call Laclede immediately at (314) 621-6960 or (314) 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.





**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



Balance Your Monthly Bill With Budget Billing

If fluctuating gas bills in the winter months make it difficult to balance your budget, sign up for Budget Billing now to level your monthly gas bill and help you manage your household budget.

Weather and wholesale gas costs - things out of our control - can cause your gas bill to fluctuate, especially in the winter. The nation's demand for clean-burning natural gas continues to increase. This puts price pressures on available supplies - especially during the colder winter months - December through March. And during those months, you typically use more gas than you do in the other eight months combined.

But Budget Billing can help you avoid fluctuating gas bills. With Budget Billing, we estimate your total annual gas usage and divide it into 12 equal monthly payments. We continue to read your gas meter each month.

Then in January and July, we review your account and, if you used significantly more or less gas than expected, your monthly budget payment is adjusted accordingly. For best results in managing your gas bills, sign up for Budget Billing during the summer, preferably in July.

Mark the blue X on your gas 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. Visit our website at www.lacledegas.com or call us at (314) 621-6960 for an Easy-Pay enrollment form.

Bring Balance To Your Financial Life

Sign up today for BUDGET BILLING and EASY-PAY!
For more detailed information, see our website www.lacledegas.com

6 7/16 x 11 1/4

Laclede Gas Newspaper Ad - 07-02-01

9

An Open Letter To Customers Of Laclede Gas

Dear Customer:

As we have been indicating since July, your gas bills this winter could be much higher than in recent years. You and your neighbors are beginning to receive bills for your natural gas usage during December. And, just as you rely on the warm comfort of natural gas heat during extreme cold weather, you also should understand the factors that impact your current gas bill.

Your December gas bill is higher for several basic reasons:

- The December we just endured was the second coldest December in recorded history and was 62% colder than December 1999. For that reason alone, your gas usage increased dramatically over last year.
- Further, the wholesale cost of natural gas at the wellhead through December was significantly higher than it was last year or in the last decade. These are the costs we must pay to our suppliers so that we have the natural gas resources necessary to provide gas service when you need it. These costs are established in a competitive, national market, and increases and decreases in these wholesale costs are passed on to you in accordance with Missouri law.
- The causes of this year's price increases are complex, but experts attribute them to such factors as reduced exploration and production of natural gas due to low prices in recent years, reduced inventories of natural gas stored underground, increased use of natural gas for electric generation, and unseasonably cold temperatures this winter.

This is not simply a local issue, but instead is one that is impacting the entire nation. We at Laclede Gas are no happier than you about this situation, as we must first pay for and then eventually collect these wholesale cost increases from you, our customers. To put this into perspective, more than 75% of the portion of your current bill for gas service is going to wholesale suppliers and pipeline transportation providers. Another 6% of the bill, on average, goes to pay county and municipal taxes (based on rates that range from 0.5% to 11%). The remainder is our regulated charge to you to operate and maintain our distribution and storage system, which consists of more than 15,000 miles of pipe.

Although we believe this current national supply-demand imbalance will correct itself, we at Laclede Gas have taken several significant steps to mitigate the impact of these high prices on you:

- The gas costs reflected in your November and December gas bills did not fluctuate with the rapidly rising wholesale prices, but were based on costs established using an October price index. Although we have been able to hold to this October price level thus far, it will be difficult to maintain this level throughout the remainder of the winter if these gas cost trends continue.
- Unlike the situation in some other areas of the country where the energy has been, at times, limited or even unavailable at almost any price, we are confident that we will indeed have the gas supplies available to meet your needs. Our broad-based portfolio of suppliers and our connections to multiple major pipeline systems allow us to provide a level of supply diversity that helps to reduce costs. Additionally, we have extensive natural gas and propane storage capabilities that allow us to supplement current gas purchases with less-expensive supplies we purchased and stored during the summer months.
- We have an innovative program currently approved by the Missouri Public Service Commission that has further offset wholesale price increases by more than \$11 million to date through the use of financial instruments. We believe this program will produce additional such benefits as the winter progresses.

There also are some things you can do to lessen the impact of increased usage during severe cold-weather periods:

- Participate in our Budget Billing program. We project your annual cost, based on your individual usage history and current rates, and then divide that total into 12 equal monthly installments. To enroll in Budget Billing, call Laclede Gas at (314) 621-6960.
- Use energy wisely, especially during times of prolonged or severe cold weather. • Reducing your consumption through weatherization and efficient energy use will reduce costs. • Service your central heating system regularly — at least once a year — to keep it working efficiently. • Start the heating season with clean furnace filters and renew them at least once a season. • If you have a fireplace, make sure to keep the damper closed when there is no fire. • Seal off unused rooms, closing the registers and keeping the doors tightly shut. • If radiators are near cold walls, place aluminum or aluminum foil in between the walls and the radiators to reflect heat back into the room. • Open draperies on sunny days to let sunlight help heat your home, and then close the drapes at night to help keep out the cold.
- Support legislative efforts to provide federal and state funding for heating assistance programs to help those in need.

If you are having difficulty paying your gas bill, call us at (314) 621-6960, and we'll work with you to make suitable payment arrangements. Further information also is available at our website (www.lacledegas.com).

If you are a low-income customer, you may qualify for heating assistance. Contact the Missouri Division of Family Services (DFS) to apply for the Low-Income Home Energy Assistance Program (LIHEAP). In St. Louis City and County, call (314) 340-7600. Outside the St. Louis area, call 1-800-392-1261.

If you are able to help the poorest of the poor keep warm this winter, check the red box on your Laclede Gas bill to automatically contribute a dollar each month to Dollar-Help. Laclede underwrites all administrative costs so that every penny of every dollar you donate goes directly to help someone in need. And, Dollar-Help grants pay for heating bills of all types — gas, electric, heating oil, and propane. When people are truly in need, Dollar-Help has been there for them.

We hope this will help you understand your current gas bill and the reasons for it.



Important Information For Laclede Gas Customers

In an Open Letter to you this past January, Laclede Gas Company discussed why your gas bill had increased so dramatically this winter over prior winters. The first reason had to do with the sharp wholesale price increases that Laclede and virtually every other local distribution company have had to pay this winter to obtain their gas supplies — supplies that are now purchased from marketers and producers in a deregulated, national market driven by the laws of supply and demand. The second reason had to do with the record cold weather we experienced in November and December. Colder weather means higher usage and, ultimately, higher bills.

Since that Open Letter, there have been multiple hearings and investigations conducted in connection with this issue. For the most part, the media has done a credible job of explaining why winter bills went up and the impact of nationwide market forces. The facts remain:

1. Wholesale gas prices are established in a competitive national market, not by Laclede Gas. The out-of-state marketers and producers who supply this gas are free to contract with those, and only those, entities willing and able to pay a competitive price. This winter's wholesale price levels have impacted the entire nation, not just St. Louis — although, as indicated below, the impact has been less here than in many other places across the country.
2. Laclede Gas Company's earnings are generated by selling higher volumes of gas, not by selling gas at higher prices.
3. The January bills you paid through the 28th of that month, though high, were 15% to 50% lower than the bills paid by gas customers in San Francisco; Buffalo; Minneapolis; Chicago; New York; Rockford, Illinois; Milwaukee; Kansas City, Kansas; and Kansas City, Missouri.
4. The gas supply hedging and incentive programs developed and utilized by Laclede that now are being questioned by some are the very programs that produced the benefits that kept, and are keeping, your bills lower than what others were paying.

But there remains some misconception, unfortunately prompted by a few "reports" that are inaccurate and misleading. Let us clarify some of the misinformation:

- It has been "reported" in the media that the Missouri Public Service Commission "refused to cancel a rule that allows Laclede to hold on to money it saves on gas purchases instead of passing the savings on to you," and that "this incentive plan is partly how Laclede made such a big profit even in the summer." The decision referred to relates to our successful hedging program through which Laclede Gas this year alone turned \$4 million into \$28.9 million of overall benefits and which provided a basis for the recent reduction of your gas rates. Further, although Laclede is entitled to keep some of that money for its successful efforts, it has chosen not to do so in this instance but has informed the Commission that it desires to use it to provide additional price protection for our customers in future winters. Additionally, that "big profit" this "report" claims that Laclede made last summer is the epitome of exaggeration. In the third quarter of our last fiscal year (the months of April, May and June), Laclede Gas was able to market some gas to non-utility customers outside our local service area, which we are entitled to do. These gains resulted in the "big profit" for that quarter of 2 cents per share versus 1 cent per share the previous year.
- It also has been stated that Laclede charges higher, winter-time prices for gas it buys more cheaply in the summer and stores underground until it is needed during the heating season. This simply is not true. Our storage capabilities indeed allow us to meet about one-third of your needs with stored gas, providing you with service reliability and seasonal gas-cost differences. However, Laclede is specifically required to flow-through to our customers its cost of gas based on the price paid at the time it was purchased.

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."

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.

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.

Laclede Gas Copy Points

*****IMPORTANT NOTE: You MUST read the disclaimer (in red, bold and underlined on the pages that follow) in any spot in which you talk about service work!**

GENERAL POINTS:

- Laclede Gas – the natural gas experts!
- Sales and service of your natural gas appliances.
 - Wide variety of gas appliance makes and models.
 - If it deals with natural gas,
why deal with anyone but the natural gas experts at Laclede?
- Call the gas experts at Laclede:
 - For appliance repair service, call 621-6960.
 - For appliance sales, call 342-0709.
- Pay on your monthly gas bill!

GAS APPLIANCE REPAIR SERVICE:

- Sometimes you don't need a new appliance, but you need repair work instead.
- If you're going to have a gas appliance serviced, who would you rather rely on than the natural gas experts at Laclede?
- Call the gas service experts at Laclede at **621-6960**.
- And the cost goes right on your gas bill.

*****Gas appliance service work is not subject to PSC regulation.**

- That means it's not regulated, but is a competitive situation, and you have lots of choices for service work. But why would you want anyone else but the gas experts servicing your gas appliances?
- Laclede Gas has a staff of reputable, well-trained service experts.
- Laclede Gas has been here for 150 years, and they'll be around tomorrow.

FURNANCE INSPECTIONS:

- Now is the time to inspect your natural gas furnace.
- Make sure it's working safely and efficiently.
- In about an hour, Laclede will
 - check and clean your heating system
 - examine the blower and vent systems, filters and cold air returns
 - check the operation of the thermostat
 - make sure there's proper ignition and safe burner operation.
- And you can pay on your monthly gas bill!

*****Gas appliance service work is not subject to PSC regulation.**

- That means it's not regulated, but is a competitive situation, and you have lots of choices for service work. But why would you want anyone else but the gas experts servicing your gas appliances?

GAS APPLIANCE SALES:

- Buy your gas appliances from the gas experts at Laclede:
 - Wide variety of top-quality, name-brand products
 - Price includes assembly and installation***
 - Pay on your monthly gas bill
 - (90 days same as cash or spread your payments up to 36 months).
- **Fireplace logs**
 - Look as good as they feel — without the hassles of wood.
 - Highly convenient
 - Heat and charm whenever you want it.
 - Just turn a valve to turn it on or turn it off.
 - Some models even have a remote control device.
 - A complete line of log styles to convert your existing wood fireplace *or buy a complete new fireplace system.*
 - New, vent-free technology means that — If you have a wall, you can have a fireplace.
 - Just select the style of logs you like and your favorite mantle.
- **Water heaters**
 - When you're out of hot water, you want it working now!
 - The gas experts at Laclede offer same- or next-day replacement service.
- **Gas Grills – convenient grilling all-year round**
- **Many other items**
 - Carbon Monoxide Detectors
 - The best street map book in town.
 - Ranges --- Dryers (with matching washers)
 - Gas lights ---- Patio heaters
 - Space & Garage heaters
- **Buy from the gas experts by calling Laclede at 342-0709**
 - Top quality products.
 - Pay on your monthly bill.

*****IMPORTANT NOTE: Laclede employees do not install appliances; it is done by others with whom we contract. So, you can say that the price includes installation, or that Laclede will have your appliance installed. You just can't say that Laclede will install it.**

COOKING WITH GAS:

- Next time you're at your favorite restaurant, ask what they use to cook.
 - Bet ya it's natural gas — because all the finest chefs cook with gas.
 - They want total control over the flame, which you only have when you cook with gas.
 - ***If the finest chefs cook with natural gas, shouldn't you?***
- With a gas range, there's no waiting for the burner to heat up or cool down. Gas is fast.
- When you turn off the gas, off is off. There's no leftover heat with a gas range, so there's no need to worry about food overcooking or overflowing.
 - When the flame is gone, so is the heat.
 - Only the amount of energy necessary to cook the food is used.
- A gas flame is flexible. You see the flame and can adjust it to precisely the size you want.
- **Call the gas experts at Laclede Gas and make your cooking a five-star experience!**

Laclede Gas Copy Points

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GENERAL POINTS:

- Laclede Gas – the natural gas experts!
- Buy your gas appliances from the gas experts at Laclede.
 - Wide variety of top-quality, name-brand gas appliance makes and models.
 - If it deals with natural gas, why deal with anyone but the natural gas experts at Laclede?
- Call the gas experts at Laclede:
 - **For appliance sales, call (314) 342-0709.**
- Pay on your monthly gas bill!

*****Gas appliance service work is not subject to PSC regulation.**

- That means it's not regulated, but is a competitive situation, and you have lots of choices for service work. But why would you want anyone else but the gas experts servicing your gas appliances?

NATURAL GAS GRILLS:

- Convenient grilling all year round.
- A natural gas grill is ready at any time, winter or summer, at the touch of a button.
- You'll never have to buy charcoal and lighter fluid or refill a propane tank.
- Grilling is a healthy form of cooking because it allows fat to drain away from meats and poultry.
- Natural gas grills allow you to bake or smoke foods.
- By lighting just half of the grill, you also can cook just a small quantity of food, or you can cook a multi-course meal.
- Top-quality, name-brand natural gas grills from the natural gas experts at Laclede.
 - Weber *** Broilmaster *** MHP *** Viking *** BroilKing

WATER HEATER REPLACEMENT:

- Don't forget, if you need to replace your water heater, the experts at Laclede Gas can have a new one installed and operating quickly — the same or next day.
 - Top-quality brand names you know like Maytag, State and Ruud.
 - Water heaters generally last 10 to 15 years. If yours is older, you may be needing a replacement.
 - Don't let your family be without hot water. Call the natural gas experts at Laclede.
 - And the cost goes right on your gas bill.

OTHER GAS APPLIANCES:

- Buy your gas appliances from the gas experts at Laclede:
 - Wide variety of top-quality, name-brand products
 - Gas lights, fireplace logs, dryers, ranges, patio heaters
 - *FYI: We do not sell furnaces!*
 - Price includes assembly and installation***
 - Pay on your monthly gas bill
 - (90 days same as cash or spread your payments up to 36 months).
- **Buy from the gas experts by calling Laclede at (314) 342-0709**
 - Top quality products.
 - Pay on your monthly bill.

*****IMPORTANT NOTE: Laclede employees do not install appliances; it is done by others with whom we contract. So, you can say that the price includes installation, or that Laclede will have your appliance installed. You just can't say that Laclede will install it.**

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
LAK

August 1995
Laclede Gas
All Purpose Tool
Radio :30
#21625

ERNEST

Hey Vern!® Did you know you could service a whole bunch of natural gas appliances with just one tool? Gas furnaces, gas water heaters, gas ranges, gas dryers, gas grills, gas lights, gas logs...and all you need is one tool...a telephone! You just call Laclede Gas at SIX-TWO-ONE-SIX-NINE-SIX-Oh for service of any gas appliance. Why, they'll even spread the payments out on your monthly gas bill. And all you need is one tool...the telephone...and, of course...(SFX: Breath spray) a suave and sophisticated voice like mine. KnowWhutImean?®

*PHONE NUMBER MUST BE DELIVERED AS WRITTEN.

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OK
JAK

FINAL SCRIPTS

Client: LACLEDE GAS
Subject: :60 Real Life Radio, "First Bath"
Date: May 21, 2001

SFX: (SOUNDS OF A BATHTUB BEING FILLED)

DAD: You're sure he's ready for this?

MOM: Well, he definitely smells.

SFX: (BABY SOUNDS)

DAD: Huh? Oh, yeah, no, that's not what I meant. I just meant...

MOM: (LAUGHING) I know. I know what you meant.

DAD: You know, maybe this whole first bath thing could wait until...

MOM: (STILL LAUGHING) Until, college?

DAD: That's, that's very funny.

SFX: (WATER BEING TURNED OFF)

MOM: Thank you. Now can you help me get him in here?

DAD: Yeah. Are you sure the water's not too hot?

MOM: No, I did the elbow trick.

DAD: Elbow trick? I thought that was just for the bottles?

MOM: No, it's universal. You ready?

DAD: Yeah, OK, if you're sure about this. (STRAINING) Here we go big guy.

MOM: Oh he's a good boy! Look at you!

SFX: (BABY BEING LOWERED INTO THE BATHWATER. HE IS UNSURE AT FIRST, BUT THEN WARMS TO THE IDEA AND STARTS COOING CONTENTEDLY)

DAD: How about that? He likes it, hey!

MOM: Quick, hon, hand me the soap before he changes his mind.

SFX: (A FUSSY MOMENT FOLLOWED BY A LOUD SPLASH)

DAD: Oh, he just changed his mind.

MOM: OK, now you can hand me a towel.

DAD: Towel coming up.

FINAL SCRIPTS

SFX: (THE SOUNDS OF A BABY BEING GIVEN HIS FIRST BATH COME UP AND THEN
CONTINUE UNDER THE ANNOUNCER)

ANNCR: At moments like this, you probably don't give a second thought to the
natural gas used to heat the water. And isn't that the way it should be?
Laclede Gas. One thing you can be sure of.

FINAL SCRIPTS

Client: LACLEDE GAS
Subject: :60 Real Life Radio, "Cooking Lesson"
Date: May 21, 2001

SFX: (A GIRL WALKS INTO THE KITCHEN WHERE HER MOM IS MAKING DINNER)

GIRL: Mom, can I help?

MOM: (SURPRISED) You... you wanna help me make dinner?

GIRL: (ENTHUSIASTICALLY) Yeah.

MOM: OK, Great. You do know how to make baked Alaska don't you?

GIRL: Umm...

MOM: Oh yeah, you're right. Maybe we should stick to spaghetti sauce

GIRL: I love spaghetti.

MOM: I know. Well, this is how your grandma taught me to make it. (TURNING ON THE BURNER) First, we turn on a burner to about there. And you can see when the flame is just right. Then, we pour in some olive oil...

GIRL: How much?

MOM: (POURING) Um, about that much. OK then we sauté this onion in the hot oil...

SFX: (SIZZLE OF ONION BEING ADDED TO PAN)

MOM: And you got the part about the oil being hot, right?

GIRL: I got it.

SFX: (STIRRING)

MOM: Good. You just stir it around like this. You wanna try?

GIRL: Yeah.

SFX: (CLUMSY STIRRING)

MOM: Oh, did I mention you might want to keep some of it in the pan?

GIRL: Mom!

MOM: That's better, that's better. While you're doing that, I'm gonna chop these tomatoes. OK?

FINAL SCRIPTS

GIRL: Uh-huh.

SFX: (SILENCE EXCEPT THE SIZZLING ON THE ONION)

MOM: How are you doing?

GIRL: (DEEP IN CONCENTRATION) I think I'm doing good.

MOM: You're doing great.

(THE SOUNDS OF DINNER BEING MADE CONTINUE UP AND UNDER)

ANNCR: At moments like this, you probably don't give a second thought to the natural gas used to make dinner. And isn't that the way it should be? Laclede Gas. One thing you can be sure of.

FINAL SCRIPTS

Client: LACLEDE GAS
Subject: :60 Real Life Radio, "Date"
Date: May 21, 2001

SFX: (DOORBELL, THEN DOOR BEING ANSWERED)

GIRL: Hey, you're early.

BOY: Yeah, I wanted to see your place. It's really nice in here.

GIRL: Hi.

BOY: Hi. So this is all yours?

GIRL: Yep, all mine. You want the grand tour?

BOY: I guess we should probably get going.

GIRL: (SLIGHTLY DISAPPOINTED) You wanna go to the party, huh?

BOY: (SURPRISED) Don't you?

GIRL: I guess so. Plus, I know you really wanna go.

BOY: Well not necessarily...

SFX: (AWKWARD SILENCE)

BOY: (BREAKS THE SILENCE WITH A NON-SEQUITUR) Oh, cool fireplace! But they're so much trouble, I bet you don't use it very much.

GIRL: Oh no it's no trouble, I use it all the time. Those are gas logs. Here, hand me that remote over there.

BOY: Remote?

GIRL: Yeah, watch this.

SFX: (LIGHTING A GAS FIREPLACE)

BOY: Whoa!

SFX: (THE INSTANTLY ROARING FIRE SEDUCES THEM)

GIRL: Isn't that cool?

BOY: Hey that's really cool!

GIRL: Isn't that great?

BOY: Yeah.

FINAL SCRIPTS

GIRL: Well, I should be getting my coat.

BOY: Yeah, (PAUSE) um, wait. I really like that fireplace... maybe we could rent a movie get some take out, just stick around...

GIRL: Tonight?

BOY: Uh-huh.

GIRL: Really?

BOY: I mean, if that's all right with you.

GIRL: But I thought you wanted to go to the party?

BOY: Actually, I was only going because I thought you wanted to go.

GIRL: Oh.

ANNCR: At moments like this, you probably don't give a second thought to the natural gas logs used in the fireplace. And isn't that the way it should be? Laclede Gas. One thing you can be sure of.

FINAL SCRIPTS

Client: LACLEDE GAS
Subject: :60 Real Life Radio, "Power Outage"
Date: May 21, 2001

SFX: (SOUND OF POWER GOING OUT ON RADIO)

ALT SFX: (JOE BUCK BROADCASTING AN EXCITING MOMENT OF A CARDINALS' GAME. AS THE POWER GOES OUT IN MID-SENTENCE AND HIS VOICE SORT OF WINDS DOWN.)

HUSBAND: Ohh!!! There goes the power again.

WIFE: Oh no! I still have to set the table and load up the dishwasher. What time is it anyway?

HUSBAND: I think it's time to find the instructions on how to reprogram the VCR.

WIFE: Tom... not funny. We have people coming in less than an hour. What are we supposed to do now?

HUSBAND: Tell them to bring flashlights?

SFX: (THE HUSBAND CRASHES INTO SOMETHING AND MUTTERS)

WIFE: Serves you right.

HUSBAND: OK hon, how about this: we could move everything outside. No, I mean, the gaslights are still on and we could make dinner on the grill.

WIFE: Oh yeah, right.

HUSBAND: No, come on, it'll be fun.

WIFE: Can you make a crown roast on a gas grill?

HUSBAND: Honey, I can make anything on that grill. In fact, maybe I could throw on a few brats with it.

WIFE: Ah ah—not a chance.

HUSBAND: Aw, come on, it's worth a shot. Listen, you look for some candles and I'll start moving things outside.

WIFE: But what if the power comes back in the meantime?

HUSBAND: Well, we won't let that ruin our plans now, will we?

ANNCR: At moments like this, you probably don't give a second thought to the natural gas used to make dinner and light the patio. And isn't that the way it should be? Laclede Gas. One thing you can be sure of.

Laclede Gas Company

GR-2002-356

Advertising

Source: DR(s) Verbal from meeting 5/29 with Glenn Buck, copies of actual ads from GR-2001-629

LKH

Advertising Categorization - MoNat Division

Media	Description	PSC Classification	Schedule No.
Print	Offices Closed Ads	General	2-2
Print	Open Letter Ads	General	2-3
Radio	Blue Flame	General	2-17
Radio	St Francois Fair	General	2-18
Radio	Prepare for Heating Season	General	2-19
Radio	Desloge Labor Day Picnic	General	2-20
Radio	Furnance Inspection	General	2-21
Print	Logo Ads	Institutional	2-5
Radio	Christmas Tree Lady	Institutional	2-29
Radio	Holiday Greeting	Institutional	2-28
Print	Fall Home Improvement Section	Promotional	2-9
Print	Grills Available	Promotional	2-6
Print	Handy Flame Ads	Promotional	2-2
Print	How Water Heaters Can Save You Money	Promotional	2-8
Print	Natural Gas Home	Promotional	2-7
Print	Prog/Visions/Whent's Tim	Promotional	2-10
Radio	Basketball	Promotional	2-32
Radio	Basketball (:30)	Promotional	2-25
Radio	Blues Hockey	Promotional	2-27
Radio	Comfortable	Promotional	2-30
Radio	Credit Cards/Merch	Promotional	2-31
Radio	Football (:15)- Kick off season with new furn	Promotional	2-22
Radio	Football (:30)- Kick off season with new furn	Promotional	2-23
Radio	Gas Dryer	Promotional	2-26
Radio	Get ready for Grill Season	Promotional	2-12
Radio	High School Baseball	Promotional	2-14
Radio	Hot Kitchen	Promotional	2-16
Radio	Kitchen Heat	Promotional	2-15
Radio	MAC Baseball	Promotional	2-33
Radio	MAC Basketball	Promotional	2-34
Radio	Oven Meals	Promotional	2-11
Print	Safety Tips Ads	Safety	2-4
Radio	Safety Tips	Safety	2-24
Radio	Spring digging	Safety	2-13

Amount of Institutional	\$	7,484.66	9.67%
Amount of Promotional	\$	38,638.81	49.92%
Amount of General	\$	22,629.75	29.24%
Amount of Political	\$	-	0.00%
Amount of Safety	\$	8,650.17	11.18%
	\$	77,403.39	100.00%

2-14-01



HANDY FLAME SAYS:
MISSOURI NATURAL GAS
is now accepting

as payment for Merchandise only.
For information, call toll free:
1-888-654-0444
 **Missouri Natural Gas**
COMPANY
A Division of Laclede Gas Company

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①

The Offices of
Missouri
Natural Gas Company
will be **Closing**
Presidents' Day
Monday, Feb. 19

For emergency service, please call (toll-free) 1-877-664-2726.

②

2-14-01

An Open Letter to Customers Of Missouri Natural Gas

1-19-01
Dear Customer:

As we have been indicating since July, your gas bills this winter could be much higher than in recent years. You and your neighbors are beginning to receive bills for your natural gas usage during December. And, just as you rely on the warm comfort of natural gas heat during extreme cold weather, you also should understand the factors that impact your current gas bill.

Your December gas bill is higher for several basic reasons:

- The December we just endured was the second coldest December in recorded history and was 62% colder than December 1999. For that reason alone, your gas usage increased dramatically over last year.
- Further, the wholesale cost of natural gas at the wellhead through December was significantly higher than it was last year or in the last decade. These are the costs we must pay to our suppliers so that we have the natural gas resources necessary to provide gas service when you need it. These costs are established in a competitive, national market, and increases and decreases in these wholesale costs are passed on to you in accordance with Missouri law.
- The causes of this year's price increases are complex, but experts attribute them to such factors as reduced exploration and production of natural gas due to low prices in recent years, reduced inventories of natural gas stored underground, increased use of natural gas for electric generation, and unseasonably cold temperatures this winter.

This is not simply a local issue, but instead is one that is impacting the entire nation. We at Missouri Natural Gas are no happier than you about this situation, as we must first pay for and then eventually collect these wholesale cost increases from you, our customers. To put this into perspective, more than 75% of the portion of your current bill for gas service is going to wholesale suppliers and pipeline transportation providers. Another 6% of the bill, on average, goes to pay county and municipal taxes (based on rates that range from 0.5% to 11%). The remainder is our regulated charge to you to operate and maintain our distribution and storage system, which consists of more than 15,000 miles of pipe.

Although we believe this current national supply-demand imbalance will correct itself, we have taken several significant steps to mitigate the impact of these high prices on you:

- The gas costs reflected in your November and December gas bills did not fluctuate with the rapidly rising wholesale prices, but were based on costs established using an October price index. Although we have been able to hold to this October price level thus far, it will be difficult to maintain this level throughout the remainder of the winter if these gas cost trends continue.
- Unlike the situation in some other areas of the country where the energy has been, at times, limited or even unavailable at almost any price, we are confident that we will indeed have the gas supplies available to meet

your needs. Our broad-based portfolio of suppliers and our connections to multiple major pipeline systems allow us to provide a level of supply diversity that helps to reduce costs. Additionally, we have extensive natural gas and propane storage capabilities that allow us to supplement current gas purchases with less-expensive supplies we purchased and stored during the summer months.

- We have an innovative program currently approved by the Missouri Public Service Commission that has further offset wholesale price increases by more than \$11 million to date through the use of financial instruments. We believe this program will produce additional such benefits as the winter progresses.

There also are some things you can do to lessen the impact of increased usage during severe cold-weather periods:

- Participate in our Budget Billing program. We project your annual cost, based on your individual usage history and current rates, and then divide that total into 12 equal monthly installments. To enroll in Budget Billing, call Missouri Natural Gas at (877) 664-2726.
- Use energy wisely, especially during times of prolonged or severe cold weather. ♦ Reducing your consumption through weatherization and efficient energy use will reduce costs. ♦ Service your central heating system regularly — at least once a year — to keep it working efficiently. ♦ Start the heating season with clean furnace filters and renew them at least once a season. ♦ If you have a fireplace, make sure to keep the damper closed when there is no fire. ♦ Seal off unused rooms, closing the registers and keeping the doors tightly shut. ♦ If radiators are near cold walls, place aluminum or aluminum foil in between the walls and the radiators to reflect heat back into the room. ♦ Open draperies on sunny days to let sunlight help heat your home, and then close the drapes at night to help keep out the cold.
- Support legislative efforts to provide federal and state funding for heating assistance programs to help those in need.

If you are having difficulty paying your gas bill, call us at (877) 664-2726, and we'll work with you to make suitable payment arrangements. Further information also is available at our website (www.lasledogas.com).

If you are a low-income customer, you may qualify for heating assistance. Contact the Missouri Division of Family Services (DFS) at 1-800-392-1261 to apply for the Low-Income Home Energy Assistance Program (LIHEAP).

If you are able to help the poorest of the poor keep warm this winter, check the red box on your Missouri Natural Gas bill to automatically contribute a dollar each month to Dollar-Help. We underwrite all administrative costs so that every penny of every dollar you donate goes directly to help someone in need. And, Dollar-Help grants pay for heating bills of all types — gas, electric, heating oil, and propane. When people are truly in need, Dollar-Help has been there for them.

We hope this will help you understand your current gas bill and the reasons for it.



MISSOURI NATURAL GAS COMPANY

"Because We Care"

SAFETY TIPS

1. Check 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 and flues. Leaves, bird nests, fallen bricks or mortar can mean trouble and danger. If you find something you can't handle, call your heating contractor or Missouri Natural.

2. Follow your nose.

If you detect the odor of natural gas, let Missouri Natural track it down. Don't turn on any electrical appliances, even light switches. If the odor is strong, leave the building immediately. Then, from another location, call your local Missouri Natural office. Also, if your pilot or burner flame is substantially higher than normal, this may be an indication of excessive pressure. Call Missouri Natural immediately.

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 clothes lines or free-form closets, or grounds for electrical appliances. Also, if a gas appliance is disconnected be sure the abandoned fuel run is capped.

4. Shovel carefully.

Don't let your shovel be the cause of broken piping to gas lights or grills. And if you're doing some real digging, be careful. Know where your gas service line runs, by calling DIG-RITE before you dig at (1-800-344-7483)

5. Watch your hot water setting.

A child's skin burns more easily than an adult's. So, when you turn up the thermostat on your water heater for washing clothes, remember to turn it down when you're finished to avoid small children accidentally scalding themselves by turning on the hot water tap.



Missouri Natural Gas Company
A Division of Laclede Gas Company

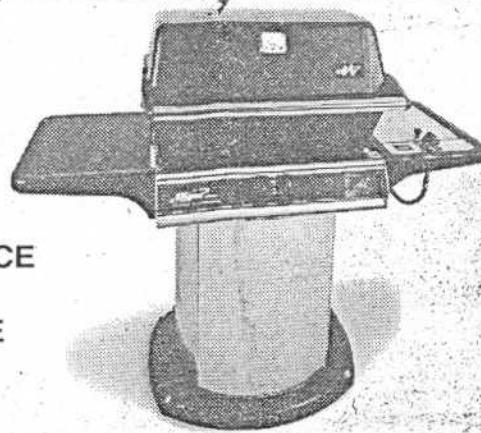
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9-27-00

Missouri Natural Gas Takes Great Pride In Serving Iron Count

Ellipse
by HARPCO

Reshaping the way in Outdoor Cooking



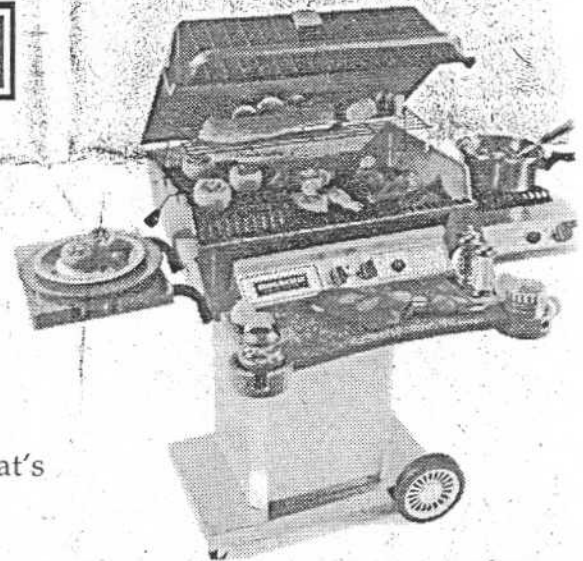
- STYLE
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- AFFORDABLE
ELEGANCE



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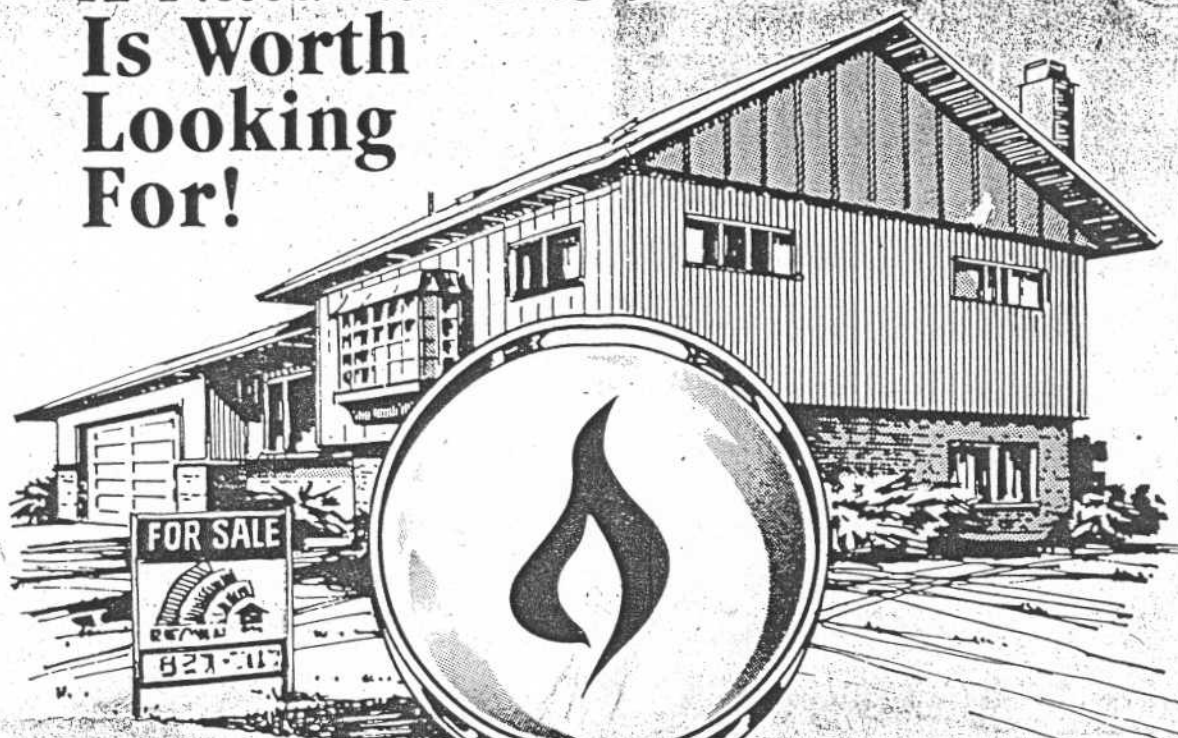


**Missouri Natural Gas
COMPANY**

Appliance Sales
1-888-654-0444

105 S. Washington, Farmington, Missouri

A Natural Gas Home Is Worth Looking For!



Looking for a new
house or apartment?

Add natural gas
appliances to the list of
features you're looking
for . . . and you'll add up
the savings!

SAVE WITH A GAS RANGE.

Gas ranges have traditionally cost less to
operate than electric; with the new pilotless
ignition models, you'll save even more.

SAVE WITH A GAS DRYER.

Substantial savings will be yours every
laundry day, as gas dryers operate for about
half the cost of electric.

SAVE WITH A GAS WATER HEATER.

Not only are gas water heaters more
efficient than electric . . . but new
improved gas water heaters use 25% less
energy than old gas models!

SAVE WITH A GAS HEATING SYSTEM.

This will give you the biggest savings.
Natural gas is the most efficient energy for
house heating, costing far less than any
other method.

Natural gas appliances . . . dependable, economical, efficient.
They're worth looking for!

Missouri Natural Gas

COMPANY

A Division of Laclede Gas Company



2/23/00

GAS

has saving
ways....

Take a gas water heater for
example, here's how it saves
you:

1. Natural Gas is the truly effi-
cient fuel. The flame is instantly
on, so it heats water fast and
heats it hot. The instant heat
means fast recovery, assuring an
adequate supply of hot water at all
times.

2. A gas water heater costs less to
own -- which means savings today,
tomorrow, and in the years to come.
It operates for about half the cost of
an electric one, and it maintains a
controlled water temperature 24
hours a day, so you only use the fuel
you need.

76

When your present water heater
needs replacing, consider the ones that
save you the most -- new, modern
conservation type GAS water heaters.
And select the proper size water heater
for the size of your family and your
home.

You can pay for your new GAS equip-
ment on your monthly GAS bill with
financing available for our credit quali-
fied customers.

Call your local office for more information.

Missouri Natural Gas

COMPANY

A Division of Laclede Gas Company

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Schedule 2-9

HANDY FLAME SAYS:

**The Appliance Sales Department of Missouri Natural Gas Company
can now be reached by calling a Toll-Free number:**

1-888-654-0444

The number to call for repair and service of natural gas appliances and equipment is still*
1-800-675-6577 or 636-390-2100



**Missouri Natural
Gas Company**

A Division of Laclede Gas Company

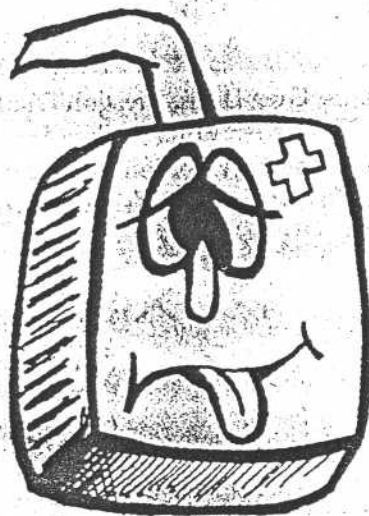
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*Gas appliance service work is not subject to PSC regulation.

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9/30/00 Fall Home Improvement Section
92

When it's time to replace your present heating system, your best bet is still **GAS.**



And, with new high-efficiency GAS heating equipment it's better yet.

We sell, install and service a full line of GAS heating equipment: space heaters, wall and floor furnaces, standard and high efficiency furnaces.

Gas appliance service work is not subject to PSC regulation.

You can pay for your new GAS equipment on your monthly GAS bill with financing available for our credit qualified customers.

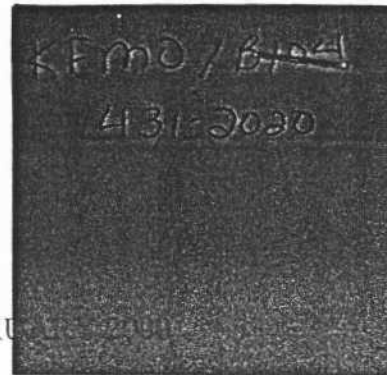
Call your local office for more information.



Missouri Natural Gas Co.

313 S. Broadway
Poplar Bluff, MO 63901
785-9681

For Appliance Sales Only Call toll Free 1-888-654-0444



RADIO ADVERTISING – FEBRUARY 2000

To be run on regular schedule

During February, 2000

Plan and prepare oven meals to make efficient use of your **GAS** oven.

For even baking and browning, leave two inches of space around each pan, and stagger the pans so that one isn't directly over another.

If your natural **GAS** range needs service, call Missouri Natural Gas.

For information about the new **GAS** ranges available at Missouri Natural Gas, call Bob, toll-free @ 1-888-654-0444. Gas appliance service work is not subject to PSC regulation.

189

RADIO ADVERTISING – MARCH 2000

To be run on regular schedule during March 2000

It's easy to cook out the year 'round on a GAS grill. But, if you haven't been using your GAS grill this winter, it's time to make sure it's ready for the "traditional" outdoor cooking season. Parts and accessories for GAS grills are available at Missouri Natural Gas. To make sure you get the correct ones, you need to know the make and model number of your grill. If you need a new GAS grill, they're on sale now at Missouri Natural Gas. For information, call Bob Malone, toll-free, at 1-888-654-0444

190

RADIO ADVERTISING – APRIL 2000

To be run on regular schedule

During April 2000

If your plans include any digging this Spring, Missouri Natural Gas Company reminds you to take safety precautions.

Be sure to avoid the piping to your **GAS** grill and/or **GAS** light.

When you're doing any deep digging, be sure to stay away from your **GAS** service line. If you don't know it's location, call **1-800-DIG-RITE** (that's 1-800-344-7483) at least two working days before digging.

If you have any questions about **GAS** safety call your Missouri Natural Gas Company office at **431-2020**.

191

April, May

HIGH SCHOOL BASEBALL AD

KFMO/B104 - 2000

Missouri Natural Gas is glad to have a part in bringing you this high school baseball game. We'd also like to have a part in your enjoyment of outdoor cooking. If you need a new **GAS** grill, they're on sale now at Missouri Natural Gas. We also have **GAS** grill parts and accessories. We'll need the make and model of your **GAS** grill to determine the correct parts. For information, call Bob Malone toll-free at 1-888-654-0444. Good luck to all our area athletes from all of us at Missouri Natural Gas.

192

RADIO ADVERTISING – MAY 2000

To be run on regular schedule

during May, 2000

Keep the heat out of your kitchen by cooking out on your **GAS** grill.

If your **GAS** grill needs parts, they're available at Missouri Natural Gas. (You'll need the brand name and model number of your grill to get the correct parts.)

Accessories such as rotisseries, mesquite or hickory chips, utensil sets and covers are also available.

GAS grills are on sale now at Missouri Natural Gas.

You can pay on your monthly gas bill if you're a credit-qualified customer.

For information, call Bob at 1-888-654-0444.

193

RADIO ADVERTISING – JUNE 2000

To be run on regular schedule

during June 2000

You can get out of your hot kitchen by cooking out on your **GAS** grill. Vegetables, breads and even desserts can be cooked along with the meat, fish or poultry. **GAS** grills light instantly. You cook without the wait, mess and bother of charcoal. And, you get the same flavor.

If you need a new **GAS** grill, they're on sale now at Missouri Natural Gas. Parts and accessories are also available. Credit qualified customers can pay on your monthly **GAS** bill. For information, call 1-888-654-0444.

194

RADIO ADVERTISING – JULY 2000

To be run on regular schedule

From July 3 through August 6

One advantage of cooking on top burners of a **GAS** range is being able to adjust the flame to fit under the pan.

If the flame isn't a steady blue one, the burner may be dirty. An open burner can be lifted out and cleaned thoroughly. If that doesn't make the flame burn blue, it may need adjusting. For adjustment by a serviceman, call your Missouri Natural Gas office.

Gas appliance service work is not subject to PSC regulation.

For information about **GAS** ranges, call 1-888-654-0444.

195

August

ST. FRANCOIS COUNTY FAIR AD

KFMO/B104 -

2000

It's St. Francois County Fair time! We at Missouri Natural Gas hope you will take time to enjoy the fair.

It's also time to get ready for the heating season. So, if your natural GAS heating equipment needs repairs, call us for service.

GAS appliance service work is not subject to PSC regulation.

If you need new natural GAS heating equipment, ^{call us at Mo. Nat. Gas.} ~~call Bob at 1-888-654-0444.~~

Take time now to get your heating system in good operating condition.

And, take time out to enjoy the St. Francois County Fair.

196

RADIO ADVERTISING – AUGUST 2000

To be run on regular schedule

During August 2000

Even though it's still hot, now's the time to get ready for the heating season.

If your natural **GAS** heating equipment needs repairs, call Missouri Natural Gas for service.

If you need new **GAS** heating equipment, two lines are available at Missouri Natural Gas.

Whatever your heating need—whole house, space, commercial or residential—Missouri Natural Gas has the equipment to supply that need.

For service or information on **GAS** heating equipment, call your Missouri Natural Gas office.

Gas appliance service work is not subject to PSC regulation.

197

August, September

DESLOGE LABOR DAY PICNIC

KFMO,

2000

It's Desloge Labor Day Picnic time! We, at Missouri Natural Gas, urge you to enjoy the three-day picnic.

It's also time to get ready for the heating season.

For repairs on natural **GAS** heating equipment, call us at 431-2020. (Gas appliance service is not subject to PSC regulation.)

For new **GAS** heating equipment, call Bob at our toll-free number: 1-888-654-0444.

Get your heating system in good operating condition now.

And, enjoy the Desloge Labor Day Picnic.

198

RADIO ADVERTISING

September 2000

To be run on regular schedule

Now is the time to call the gas experts at Missouri Natural Gas to have your furnace inspected before it gets cold. Let Missouri Natural check and clean your natural gas heating system to make sure it is operating safely and efficiently. Missouri Natural has the people, the parts and the know-how to do the job right. And, you can pay on your monthly gas bill. Call your local office of Missouri Natural Gas. We'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.

199

September, October, November

KFMO FOOTBALL AD

2000

(:15 Seconds)

Kick off the heating season with an efficient **GAS** heating system. Missouri Natural Gas sells and installs natural **GAS** space heaters, wall furnaces & central furnaces. For information call us toll free at 1-888-654-0444.

2000

September, October, November

FOOTBALL AD 2000

KFMO,

(:30 Seconds)

Kick off the heating season with new natural **GAS** heating equipment. Missouri Natural Gas sells, installs and services natural **GAS** space heaters, wall furnaces and central furnaces, including floor furnaces. Don't let another season pass without an efficient heating system in your home.

For information about or to purchase natural **GAS** heating equipment, call Bob toll-free at 1-888-654-0444.

One of our goals at Missouri Natural Gas is satisfied heating customers.

201

RADIO ADVERTISING – OCTOBER 2000

To be run on regular schedule

During October 2000

Missouri Natural Gas has some safety tips for you:

Check furnace and flue. Properly adjusted pilots and burners, clean filters and clear flues pay off in safety and savings.

Follow your nose. If you smell natural gas, let Missouri Natural track it down. If the odor is strong, open windows, leave the building and call your Missouri Natural Gas office.

Shovel carefully. If you don't know the location of your **GAS** service line or main, before you dig, call 1-800-DIG-RITE.

202

November, December, January,
February

KFMO, KREI, KTJJ & KYLS

-- 2000

30 Second Basketball

Missouri Natural Gas is glad to have a part in bringing you this high school basketball game. If you need service on your present natural GAS heating system or need new GAS heating equipment, call us at Missouri Natural Gas.

Gas appliance service work is not subject to PSC regulation. For information about purchasing GAS appliances and equipment, call us toll-free at 1-888-654-0444. Best of luck to all our area basketball teams from all of us at Missouri Natural Gas.

1103

RADIO ADVERTISING – NOVEMBER 2000

To be run on regular schedule

during November, 2000

You'll get the best results and most efficiency from your **GAS** dryer when you:

Dry a full load each time (but avoid overloading).

Clean the lint filter frequently.

Wipe the drum occasionally with a clean, damp cloth.

And, follow the manufacturer's instructions.

When you need a new **GAS** dryer, they're available, along with matching washers, at Missouri Natural Gas. For information, call Bob, toll-free, at 1-888-654-0444.

204

October 2000 - May 2001

St. Louis Blues Hockey

KFMO

2000

At Mo. Nat. Gas, public service is our daily business. And, customer satisfaction is our goal.

When you need service on one of your natural **GAS** appliances, call us at 431-2020. (Gas appliance service work is not subject to PSC Regulation.)

When you need new **GAS** appliances or equipment, call Bob, toll-free, at 1-888-654-0444.

As a community service, Mo. Nat. Gas is proud to help bring you this Blues Game. Good luck, Blues!

205

December

HOLIDAY GREETING – 2000

KREI, KTJJ, KJFF & FROGGY 96

KFMC

(15 Seconds)

We employees of Missouri Natural Gas are happy to serve you throughout the year and look forward to serving you in the future.

We hope this holiday season will be a joyful one for you as you spend time with family and friends. Happy Holidays from all of us at Missouri Natural Gas.

246

CHRISTMAS TREE LADY

KFMO – 2000

Missouri Natural Gas is pleased to help bring you the Christmas Tree Lady. We're proud of all you children who bring toys to share with other children who are less fortunate. Thank you for sharing! And, thanks to the adults who help make it possible. Helping others helps make the holidays more enjoyable for everyone involved.

If Missouri Natural Gas can help you with information about natural **GAS** appliances, call us at 431-2020. Happy holidays to you and yours from all of us at Missouri Natural Gas!

2007

RADIO ADVERTISING – JANUARY 2001

To be run on regular schedule

During January, 2001

Even when it's cold, you can be comfortable without wasting money and energy.

Be sure that your heating equipment is in proper operating condition. If it isn't, have it repaired, or replace it with new energy-efficient **GAS** equipment.

For efficient heating, be sure to clean or replace furnace filters. And, be sure furniture does not block vents.

For information about natural **GAS** heating equipment, including vent-free heaters, call Missouri Natural Gas, toll-free, at 1-888-654-0444.

208

FEBRUARY RADIO AD

To be run on regular schedule

February, 2001

Missouri Natural Gas is now accepting credit cards as payment for merchandise. You can use your American Express, Discover, Mastercard or Visa card to pay for merchandise only.

GAS heating equipment, logs, fireplaces, ranges, water heaters, lights, grills and accessories, as well as **GAS** dryers with matching washers can all be purchased with your credit card.

For information, call Missouri Natural Gas, toll-free, at 1-888-654-0444.

209

February

HIGH SCHOOL BASKETBALL AD (West County Lady Bulldogs)
KFMO/B104 - 2001 * KREI/KTJJ

Missouri Natural Gas congratulates the West County Lady Bulldogs for advancing in post-season play. We wish the Lady Bulldogs continued success. For successful grilling, we have Broilmaster, Ellipse and MHP **GAS** grills on sale now at Missouri Natural Gas. We also have **GAS** grill parts and accessories. For information, call Bob Malone, toll-free, at 1-888-654-0444. Good luck to the West County Lady Bulldogs from all of us at Missouri Natural Gas.

210

2000 MAC BASEBALL – J-98

(30 Seconds)

At Missouri Natural Gas, public service is our daily business.

As a community service, we're proud to help sponsor this MAC Cardinal baseball game.

One daily service is providing repairs when needed on any of your natural **GAS** appliances or equipment.

GAS appliance work is not subject to PSC regulation.

Another daily service is selling and installing natural **GAS** equipment and appliances, including three lines of **GAS** grills.

From all of us at Missouri Natural Gas, Good Luck, Cardinals!

319
339

November thru February

2000 MAC BASKETBALL – J98

(30 Seconds)

Public service is our daily business at Missouri Natural Gas. It includes selling, installing and servicing natural gas appliances and equipment. Call us for service.

(Gas appliance service work is not subject to PSC regulation.) For new appliance information, call Bob at 1-888-654-0444.

Helping bring you MAC Cardinal basketball games and the Tim Gray Show is part of our community service.

From all of us at Missouri Natural Gas, Good Luck, Cardinals!

330
/ 350