PLAINTIFF'S EXHIBIT

BAB-370

404

BRING MORE *Electric* POWER DO MORE THINGS FOR MORE PEOPLE

...do is growing fast... setting the pace for growth ...ulation... in agriculture... and in industry.

...Within the past ten years, thousands of new families ...moved into the state... the income from manufac- ...has increased many times... and agriculture has ...s place as the State's largest industry.

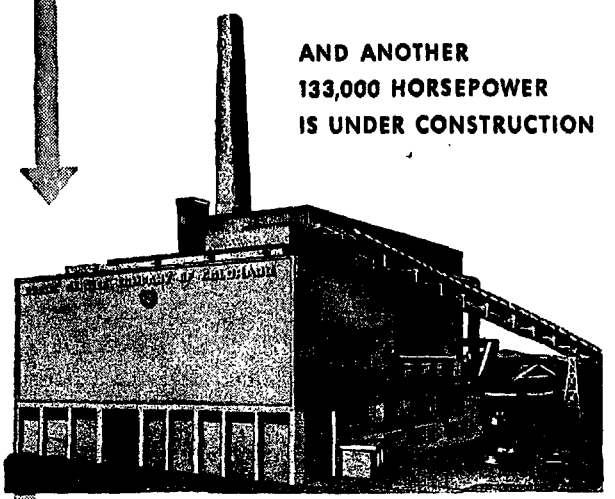
...More families... increased manufacturing... and ...r farm production brought the need for more elec- ...ower to do more things for more people.

...That's why seven years ago the Public Service Com- ...started construction on its Arapahoe Plant which ...s today as a symbol of the dynamic progress of ...reat State.

...The first unit of this Plant, which is one of the largest ...Rocky Mountain Area, was completed in 195...; but ...e the first 118,000 horsepower was turned over, ...uction had been started on another unit which ...d 59,000 horsepower to the capacity of the Plant.

...Today, at Arapahoe Station, the newest of the 15 ...Service Company Plants, we are dedicating an- ...unit of 133,000 horsepower to the growth and ...perity of the Rocky Mountain Region... 133,000 ad- ...al horsepower to do its part in building a great ...a great Region... and a great Nation. Here is ...power for America... power for freedom and ...er for progress.

AND ANOTHER 133,000 HORSEPOWER IS UNDER CONSTRUCTION



The New CHEROKEE STATION

Looking again toward tomorrow, the Company is providing for the area growth by planning more power to do more things for more people in the months ahead.

Along with the dedication of the 133,000 horsepower unit at Arapahoe Plant, ground-breaking ceremonies were held for the new Cherokee Plant North of Denver for an additional 133,000 horsepower unit.

Here is more power to safeguard tomorrow's freedom and progress.

...UBLIC SERVICE COMPANY OF COLORADO