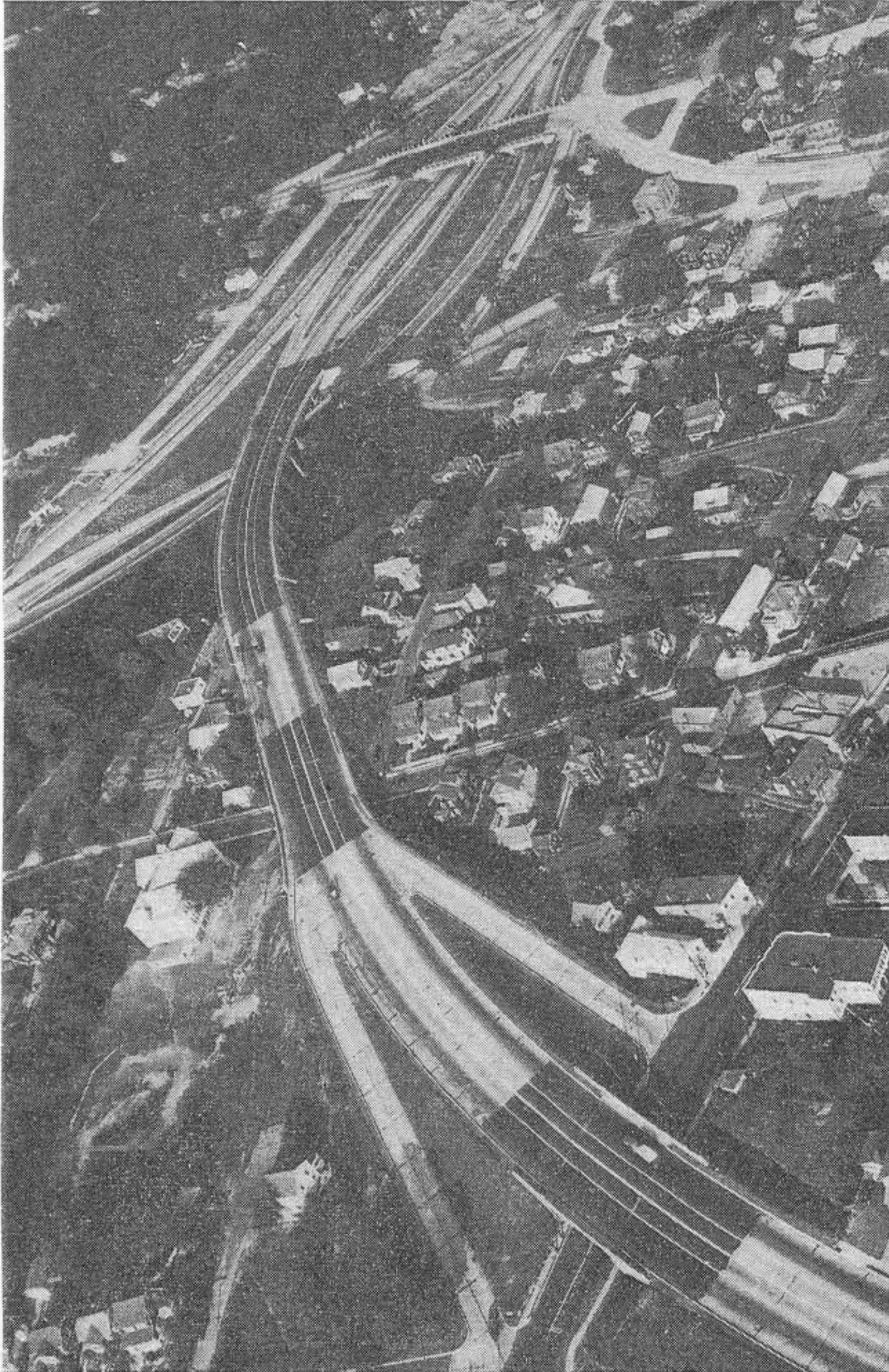


**"...just drive straight ahead
for 37,681 miles"**



THESE beautiful, wide, straight, smooth roads you've been wishing for, are really on their way. The magnificent plan of interstate highways, greatest road program in U. S. history, is already taking form at the rate of 700 million dollars worth of construction per year.

37,681 miles of swell driving... direct travel from any part of the country to any other part... routes north and south, east and west, and diagonal routes as well... big highways directly serving practically all cities of 50,000 population or more...

This is part of the better America that our generation is building. It's taking plenty of brains. Plenty of manpower. Lots of cement. And lots of *steel*.

And this is just one of the many places where steel is being used today to make life better for all of us.

United States Steel has been working at capacity to supply steel of the right quality and in the greatest possible quantity, to help build a better America. Not only for those super-highways—but also for housing, for automobiles, for railroad equipment, for bridges and tunnels, for national defense—and for your home.

Never before has there been so much constructive need for steel. Nothing can take its place. Out of United States Steel's laboratories have come better, stronger steels to meet today's exacting demands. In United States Steel plants, production has been breaking all peace-time records. And United States Steel's 900 million dollar plant improvement and expansion program, now nearing completion, will provide still more steel to help build a better America.

This label is your guide to quality Steel.

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