



## Tomorrow starts with steel...

Planning for tomorrow is something we all like to do. Kids like to plan ahead. So do adults. And U.S. Steel likes to plan ahead, too.

That's why we have spent more than 4 billion dollars in the last decade and a half to bring you new and better steels. Take the steel, for example, that forms the very backbone of America's 41,000 miles of Interstate Highways scheduled to be completed by 1971.

Right now, in every part of the country, super-tough steel dozer blades are chewing out huge hillsides... sheep's-foot rollers with hardened steel prongs, like the one above, are packing down roadways... massive shovels ram through rock without breaking their extra-tough steel teeth.

And, on the completed sections of this great new highway system, welded wire fabric actually binds the concrete, making roads 30 per cent stronger and much less expensive to maintain... thousands of feet of steel guard rails divide opposing lanes of traffic, making driving safer than ever before... and hundreds of underpasses and bridges, which owe their very existence to steel, ease the ever-increasing flow of traffic.

Helping to build safer, more comfortable and more economical highways is a vital part of our job at U.S. Steel — a job designed to lighten your work... brighten your leisure... widen your world.

Watch THE UNITED STATES STEEL HOUR on television. See your newspaper for time and station.



**United States Steel**