

Wishes never became horses

...they turned into horsepower!

"If wishes were horses—beggars would ride," says an old Scottish Proverb...but science bypassed the horse and wishes became horse-power. Now, all you need do is pull up to a gas pump and say, "Fill 'er up mister!"

Your foot touches the pedal. Highways skim beneath your wheels; miles are measured in minutes as horse-power leaps into action.

Millions of years ago this power was created when the oil deposits of the earth were formed. Today steel helps release it to serve you. Only *steel* drill pipe and *steel* wire rope can withstand the strains of drilling deep into the earth.

J&L is one of America's major producers of drill pipe and wire rope. As wells go deeper and as new drilling techniques are developed, J&L keeps pace with the oil producing industry with new and better steels.



**J&L
STEEL**

Jones & Laughlin
STEEL CORPORATION — Pittsburgh

Look to J&L...for the steels that work for modern industry