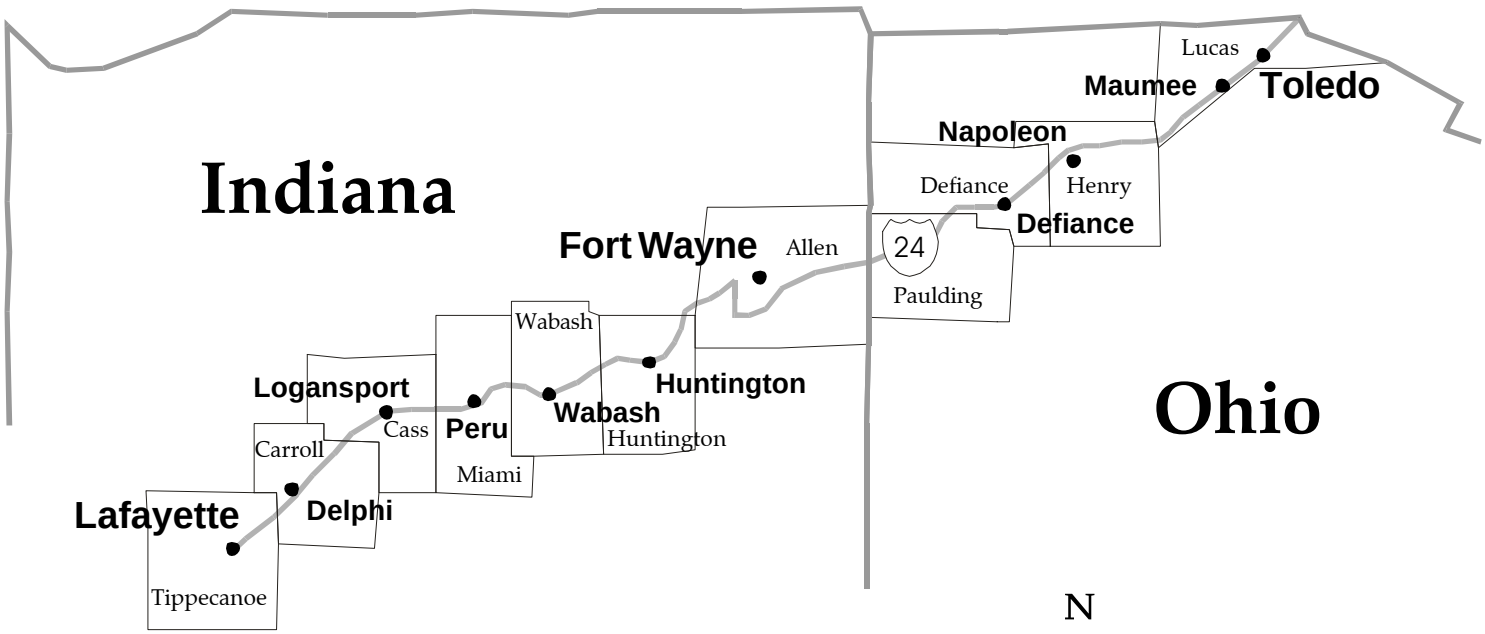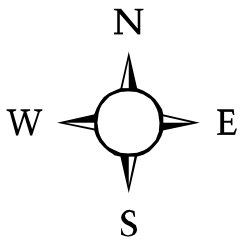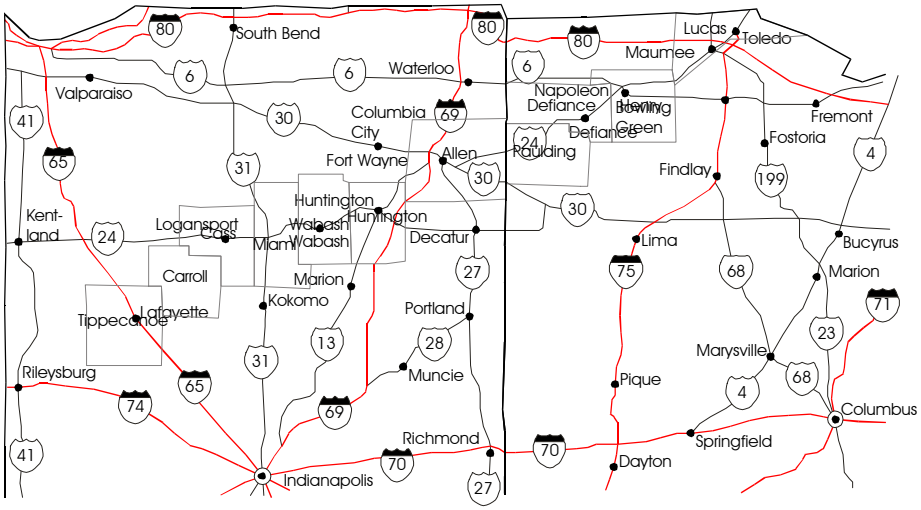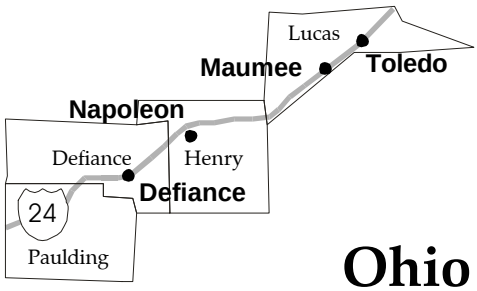The Heartland Highway