



"My name's **SHORTY...**
LET'S GET ACQUAINTED"

LEVINSON adopted me to symbolize their **SHORT SUPPLY SERVICE**. I'm an offspring of the famous L-S trademark. You'll find me in every department—fabricating, shipping, traffic, expediting—and I'll answer the phone when you call. When metals are hard to get . . . brother, that's when I am busiest.

Like the other day . . . I went out scouting for an unusual size and type of steel for a particular customer . . . and got it! Often I can figure out a substitution that will work. I might suggest a revision in design to use available metals. Or again I might go on the drawing boards and, by planning a splicing, riveting or welding operation, make the material on hand fit your needs and save delays.

I don't claim to be a magician. I can't always do the impossible. But one thing you can be sure of—I'll always keep trying. *And I'll never charge a premium for anything, no matter how tough it is to get . . . that's company policy.*

"Shorty"

20TH AND WHARTON STS.

Levinson

S. S., PITTSBURGH, PA.

STEEL SALES CO.

Warehouse Aluminum & Steel Products

LSS-10

*Levinson introduces its new trade character in current
1951 national trade-paper advertising campaign*