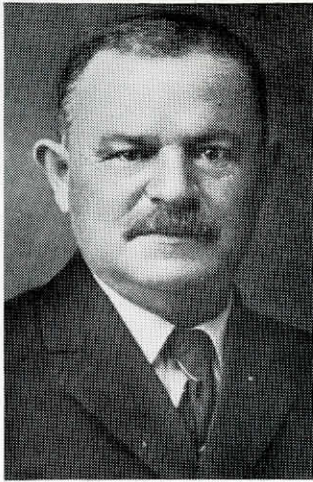


## THE LEVINSON STEEL COMPANY . . . "Pittsburgh—Workshop of the World"



**Israel ("Jim") Levinson**  
**Founder,**  
**Levinson Steel Company**

nationally, began to know about the Levinsons and their business methods, honesty and reliability. This reputation spread—and with this confidence and trust in the company the sales chart began to rise phenomenally. Soon it was necessary to again increase the facilities—this time by four hundred to five hundred percent.

Levinson's fabricating department, in addition to fabricating structural steel, began to specialize in the fabrication of steel for coal tipples, conveyors, coke ovens, industrial furnaces, coal washeries, and other industries. The Levinson Steel Company is proud to number among its valued customers many of the most important industrial firms throughout this area. A Pittsburgh steel company,—one of the nation's largest,—awarded The Levinson Steel Company a contract for a large part of the steel needed for a new strip mill in those days. This company was so satisfied with the performance by Levinson that—and this is an amazing record for any company—The Levinson Steel Company has not been without an order from that company since.



**The new building which now houses the offices of**  
**Levinson Steel Company.**

they put Aaron P. Levinson—Sam's son—in this position of responsibility.

Levinson Steel Company was steadily moving into "big time" as an important factor in the steel industry—for that same year their engineers were asked to construct the "Unity Bridge," which was displayed at the New York World's Fair, representing Pennsylvania's role in industry.

The dependability and integrity which "Jim" Levinson was to hand down to his heirs as a part of the philosophy behind the company they were building was to come to the forefront in a time of great importance in our country's history. During 1940 and 1941 there was an acute shortage of steel supplies. Price controls were not yet in effect. The law of supply and demand governed prices. No warehouse in the country held larger supplies of structural shapes and steel plates than Levinson Steel Company. Bonuses and premiums were being offered for scarce commodities. While others took advantage of the situation to unload their stocks at exorbitant prices, the credo and philosophy of "Jim" Levinson guided the Levinson brothers through the crisis. Not one pound of their stock—all critical material—was sold for one cent above the regular, published prices.

Loyal customers, appreciative of this action by the company, proved their appreciation by making The Levinson Steel Company one of the largest independent steel warehousing companies between New York and Chicago.

While there are many facets to their customer relations policy—one is the winter season. Everyone in the steel industry here and the important public and civic officials look forward to the fabulous Christmas Parties at Levinson's where customers and friends and employees join in friendship and goodfellowship to welcome the Yuletide Season.

The Levinson name is synonymous also with every worthwhile civic and community venture in the Pittsburgh district. This policy permeates throughout the entire personnel of the company for, under the guidance of youthful Aaron P. Levinson, who moved from one key position to another following the footsteps of his father, The Levinson Steel Company won a national award—the top prize—presented by the American Heritage Foundation in connection with the Freedom Train Tour of the country. This first prize—a replica of the Freedom Train itself—is kept proudly on display at the company headquarters. It was awarded to the



**S. M. ("Sam") Levinson**  
**Chairman of the Board**  
**Levinson Steel Company**

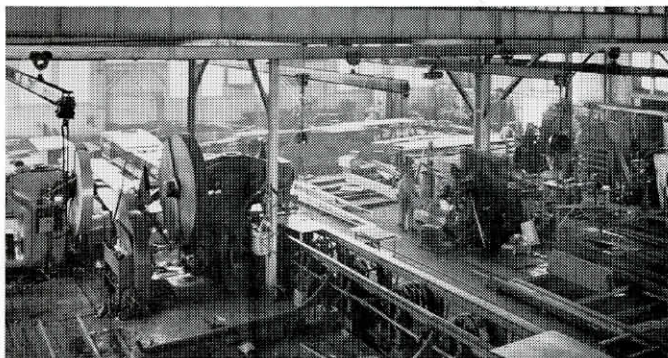
## THE LEVINSON STEEL COMPANY . . . "Pittsburgh—Workshop of the World"

Levinson Steel Company for its work with the employees of the company in fostering the principles of Americanism—in voting, in serving on juries, in taking part in community affairs, in learning to live together regardless of race, color or creed.

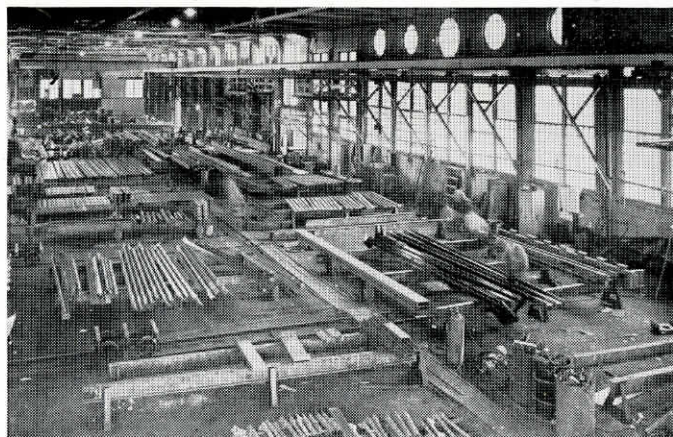
Amazingly like his father in his intense interest in community affairs combined with an unusual sense for business, Aaron P. Levinson quickly found himself in a key position with the company. Like his father, here was youth again projecting new ideas into the business and Aaron Levinson was responsible in great measure for many new selling ideas and new contacts which resulted in the company representing many nationally-known concerns in selling their lines in the Tri-State area.

Among these lines for which Levinson is the exclusive distributor in the Tri-State area are: Reynolds Metals Company (aluminum sheets, rods, and other items); Harnischfeger Corporation (welding electrodes and equipment); Reliance Steel Products (steel grating and treads); Steelcraft Manufacturing Company (standard metal buildings); J. S. Thorn Company (steel and aluminum windows); Virginia Metal Products Company (metal door frames and doors); Corrulux (plastic sheets for daylighting industrial buildings). These are but a few of the many national companies Levinson represents.

With helpful advice from his father and uncles, A. P.



*Levinson Steel Company Fabricating Plant—showing portion of First and Second Bay—taking in plate layout, punching, drilling, grinding, saw cutting and plate burning operations. In foreground is huge automatic finger-operated multiple punch and spacing table.*



*View showing upper section of Bay Three at Levinson Steel Company Fabricating Plant—including riveting, welding and fitting departments.*

Levinson took charge of the tremendous task of moving the company headquarters to a new and much larger location—their own four-story brick building at Twentieth and South Wharton Streets, Southside, adjacent to their fabricating plant. Here was the only deviation from tradition—for the first time in its history The Levinson Steel Company moves from its original site to a beautifully decorated business building, finished and furnished in the most modern manner and equipped with the latest in business efficiency machines to give the quickest possible service to customers. With the move comes a new telephone number for the company—HUBbard 1-3200.

Another newsworthy note of historic momentum to The Levinson Steel Company is the recent election of Aaron P. Levinson to the presidency of the company. His father, S. M. Levinson, becomes chairman of the board in this latest move.

Schooled in the tradition and philosophy set down by his grandfather and carried on by his father and uncles, the youthful president of the company has devoted and committed himself to the unswerving belief in those very principles of honesty, sincerity and genuine friendship and sound business practices which have created for The Levinson Steel Company its success and the respect of the entire industry and have made this company an outstanding example of the true meaning and significance of free enterprise.



*We are proud to send you a copy of a reprint of this story which appeared in the September 1950 issue of Smaller Manufacturers Council magazine, and to that organization we extend our sincere thanks for selecting our firm for such notice*

**THE LEVINSON STEEL COMPANY**

