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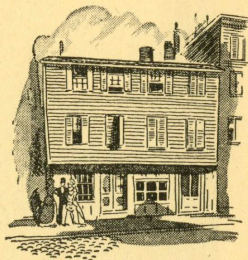
SECRET

of



Paul Revere

THE SECRET OF Paul Revere

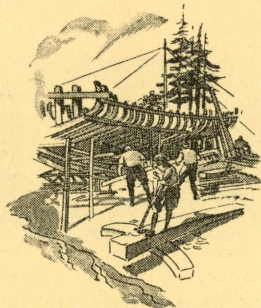


Revere House, Boston, as Restored

THE NAME, Paul Revere, patriot of Revolutionary days, is remembered and revered throughout the nation for his heroic midnight ride from Charlestown to Lexington to warn the Minute Men of the coming of the British Red-Coats. Some students of early American life know that Paul Revere was an artisan in gold and silver. But comparatively few know the story of Paul Revere's "secret," as romantic in the field of industry as was his famous ride in the struggle for Independence. For the outgrowth of that secret is a great industry that bears Paul Revere's name today—an industry that employs thousands and the products of which contribute an essential part to modern living.

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A Colonial Shipyard

It started with ships. In 1800 as in 1917, the cry of the American nation was for "ships, ships and moreships." And the cry of the ship-builders was for copper with which to sheathe hulls—because copper does not rust, and the only source of copper was in Europe. There was no one in this country, it seemed, capable of furnishing copper for sheathing and for bolts, spikes and braces for use in putting together the wooden men-of-war. The metal had to be malleable and the science of making malleable copper was known to only a few manufacturers in England.

AFTER MANY TRIALS, HE GAINED IT

IT WAS then that Paul Revere, always a pioneer and a crusader, wrote a letter to Harrison Gray Otis, Member of Congress:

"It is the universal belief that no one in this country could make copper so malleable as to hammer it hot. I have farther found it a Secret that lay in very few Breasts in England.

"I determined, if possible, to find the Secret and have pleasure to say that after a great many trials and much expense, I gained it."

*After many trials and much expense
I gained the secret..... PAUL REVERE*

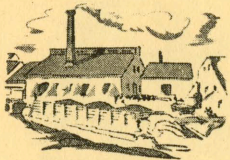
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Revere Built This First
American Copper Rolling Mill
in 1801

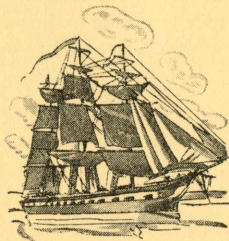
and brass industry in this country. Two years later, the United States Navy alone took \$93,000 worth of Revere copper and brass.

HELD TOGETHER WITH COPPER SPIKES

AMERICAN malleable copper bolts and spikes, made by Paul Revere, went into the frame and planks of the frigate *Constitution* and her two sister ships; American sheet copper, made by Revere, was used to resheath the hulls of the *Constitution* and many another doughty Yankee vessel that formed a part of the famous fleet which engaged the mighty British Navy in 1812.

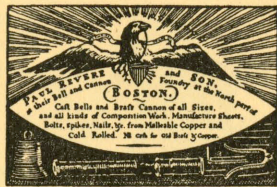
Thus was the copper industry born in America. And the name of Paul Revere, that appeared first in the 1780's on his "Foundry at the North part of Boston" and thereafter on the mill at Canton, ever since has been identified with copper and brass. Today, Revere Copper and Brass Incorporated, with six great plants, including the two largest copper rolling mills in the country, operates 25 per cent of the entire copper, brass and bronze rolling mill facilities in the United States.

The government, recognizing the importance of Revere's secret to the nation, made a loan of \$10,000 to Revere and the following year he bought a water-power site at Canton, Mass., erected buildings, installed copper rolling machinery and officially established the copper



The Frigate *Constitution*
"Old Ironsides"

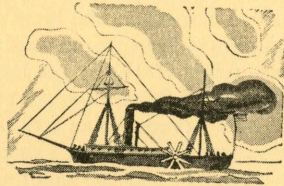
This is Paul Revere's business card, dated before 1800. His "Foundry at the North part of Boston," started in the 1780's, had already become "big business." He was casting bronze bells and brass cannon, manufacturing bolts, spikes and nails.



EARLIEST OF INDUSTRIAL SUCCESSES

PAUL REVERE had no guidance but his own genius. He experimented, tested and proved. By trial and error, through years of constant effort, he became one of the earliest of successful manufacturers. His name remains today the symbol for all that stands for quality in the industry he founded.

Not satisfied with his earlier triumphs, Paul Revere determined to carry on to new and bigger accomplishments. He sent abroad his son, Joseph Warren Revere, to study methods in the copper and brass plants of Europe. Here was the first authentic

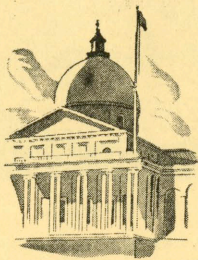


Robert Fulton's S. S. Raritan
Had Revere Copper Boilers



Revere's Hand-Operated Mill

industrial research conducted by an American manufacturer. Paul Revere urged the American Government to search out American sources of copper supply. He worked closely with the leading inventive minds of the day. When Robert Fulton, having succeeded in his steamboat experiment, wanted better boilers, Paul



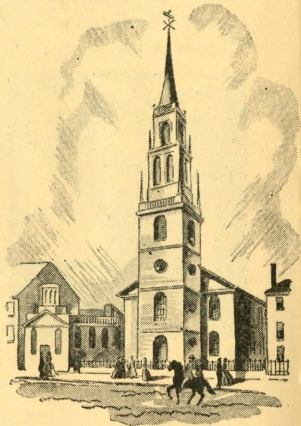
State House, Boston

Revere made them for him. He developed boilers for the first steam ferryboat and steam man-of-war.

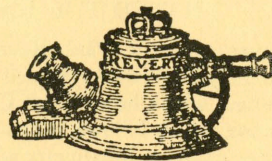
REVERE COPPER ON FAMOUS ROOFS

REVERE copper soon became popular for roofing. It was used on the dome of the old State House in Boston. Shortly after, Old North Church, from which the signal was flashed to Revere to start on his famous ride, was crowned with Revere copper. The City Hall in New York and other fine public buildings of the times were likewise roofed with Revere copper. The tradition carried on into later years and when the National Capitol in Washington was built, the sheet copper roofing was rolled (1814) by the Baltimore Copper Mills, now a division of Revere Copper and Brass Incorporated.

Paul Revere was an artist as well as a manufacturer and inventor. In his father's shop he learned the secrets of the silversmith and the goldsmith. Before the Revolution he engraved cryptic cartoons on copper plates, aimed at British aggression and tyranny. He also made a set of false teeth for George Washington. Examples of Paul Revere's art, in the form of silver bowls, teapots, pitchers and the like, gold plate, fine engravings, gold ornaments and



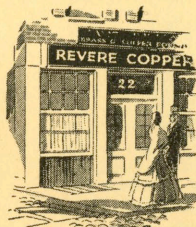
Old North Church, Boston



Bronze bells, bearing Paul Revere's mark, quickly became a great vogue. In 1803, sixty Revere bells summoned church-goers all over New England. Others sounded the watches on the finest ships built in New England shipyards.

curious novelties wrought in silver, are to be seen in numerous historic collections in the museums of this country. They are treasured as the finest examples of the silversmith's art of the Colonial period and have been widely copied.

MADE SHIP BELLS AND CANNON



Boston Office of Revere Copper Co., 1828

HE FASHIONED the copper bell that hangs in the belfry of a church in Cambridge, Mass., and still tolls its weekly summons to services. Other church bells made by Paul Revere are to be found as far away from Boston as New Orleans. He likewise made and sold to the government the bronze ship bells that struck the hours on many of the early fighting ships of Uncle Sam's Navy, and he made numerous brass cannon used in the Revolution and the War of 1812.

In his declining years, Paul Revere lived out his life close by the copper and brass rolling mill and foundry at Canton. There he had his friends. He found his greatest pleasure in management; every morning he strolled, before breakfast, through the works to give orders and advice to his men.

HATED THE KNAVE AND CHEAT

SOMETHING of Paul Revere's sound philosophy and homely interests is revealed in a poem, heretofore unpublished, which he wrote at Canton in his later years. The verse, which follows, portrays this vigorous and bold patriot enjoying life quietly with his "Better Half," finding pleasure in his work, in his books and in the birds that abounded at Canton Dale, but still making war on the hypocrite, the knave, the flatterer and the cheat:

Not distant far from *Taunton Road*,
In *Canton Dale* is my abode.
My *Cot* 'tho small, my mind's a ease,
My *Better Half*, takes pains to please,
Content sits lolling in her chair,
And all my friends find wellcome there.
When they git home, they never fail,
To praise the charms of *Canton Dale*.

There *Business*, with his chearing face,
And *Labours-Arm*, by nerves well brac'd,
The Interest seek, of all concern'd;
They strive to have their wages earn'd.
Labour, and *Health*, go hand in hand;
Industry, claims the chief command;
Prudence, attends with early care;
And *Discontent's*, but seldom there.

In my last *Stage*, how blest am I,
To find *Content*, and *Plenty*, by?
Just *work* enough to keep in *health*;
I *exercise* prefer to *Wealth*.
Within my *Cot*, I sit reclin'd;
I sooth to peace my thoughtful mind,
Receive my *Friends*, with kind embrace,
Give them the best, with chearfull face.

The doubledealing *Hypocrite*,
I try to shun, with all my might,
The *Knave*, I hate; the *Cheat*, despise;
The *Flatterer* fly; but court the *Wise*.
The poor *Man's* hope; the *Widow's* friend;
The *Orphan's* guide; who often lend,
Within my *Cot*, I'm pleas'd to *find*;
Such *Men's* congenial to my mind.

Arround my *Cot*, at break of day,
The *Robin* pipe's his artless lay;
The *Yellow-Bird*, with pleasing Note,
Sings sweet, and trills his little throat.
Near to my *Couch*, congenial guest,
The *Wren* has wove Her mossey Nest,
Her hopes in safe repose, to dwell,
Nor ought suspects the silvian Cell.

At early morn, I take my round,
Invited first by *Hammer's* sound;
The *Furnace* next; then *Roleing-Mill*;
'Till Breakfast's call'd, my time does fill;
Then round my *Acres* (few) I trot,
To see what's done, and what is not.
Give orders what ought to be done,
Then sometimes take my *Dog* and *Gun*.

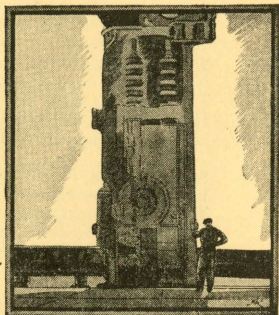
Under an aged spreading *Oak*,
At *noon* I take a favorite *Book*.
To shun the heat, and feed the Mind,
In elbow Chair; I sit reclin'd.
When dinner's call'd, I feel prepar'd,
For to refresh from frugal board;
When Table's clear'd, and dinner ends
With Chearfull *Glass*, drink absent Friends.

In afternoon, when weather's fair;
And business *suits*, on *Horse* or *Chair*;
For *exercise*, or see a *Friend*,
My *Better half*, and I attend,
Or ere the Sun sinks in the West;
Or tunefull Birds skim to their Nest,
We walk thro *Groves*, and *grass's* *Fields*;
Contemplating what *Nature* yealds.

At eve' within my peacefull *Cot*,
Sometimes I meet, and sometimes not,
The *Parson*, *Docter*; or, some *Friend*,
Or neighbor kind, one hour to spend;
In social chat, our time we pass;
Drink all our *Friends*, in parting *Glass*;
The *Parson*, *Docter*; *Neighbour*; gone,
We prepare for *Bed*, and so trudge on.

Paul Revere

Modern Four-High Tandem Mill. Indicative of Revere's Progressive Spirit, is the World's First Continuous Copper Rolling Mill in its Plant at Rome, N. Y.



CENTURY OF PROGRESS IN COPPER

SINCE Paul Revere's death in 1818, a Century of Progress in the copper industry has brought this metal into a multiplicity of uses that are essential to modern living. With every great development, copper or one of its alloys contributes an important part. You find it in automobiles and airplanes; without it, electric lighting, the telephone, radio, power transmission would still be in their struggling infancy; modern methods of heating, refrigeration and air conditioning depend largely upon copper. The world's most famous chefs cook in utensils made of copper. It helps to preserve the health, safety and convenience of people today in a thousand and one different ways.

Paul Revere's spirit was a glorious heritage. His son, Joseph Warren Revere, carried it on and today E. H. R. Revere, great-grandson of Paul Revere, sits on the Board of Revere Copper and Brass Incorporated.

NAME OF REVERE PERPETUATED

A CENTURY and a quarter after Paul Revere discovered his secret, there was a merger, by which the original com-

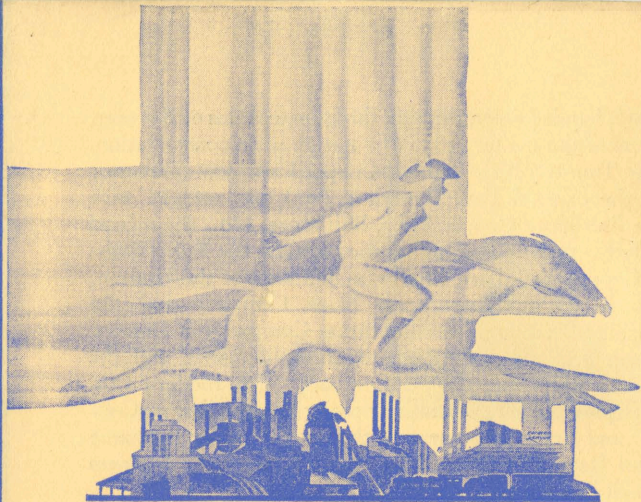
pany, handed down through three generations of Reveres, became the corner stone of a nation-wide consolidation. The Taunton-New Bedford Copper Company (successor to the original Paul Revere & Son) was merged with the Baltimore Copper Mills, Baltimore, Md., the second oldest copper rolling mill in the country, the Rome Brass & Copper Company, first brass mill west of the Hudson, the Michigan Copper and Brass Company and the Higgins Brass and Manufacturing Company, in Detroit, which grew up with the automobile industry, and the Dallas Brass and Copper Company, ultra-modern Chicago plant. The new company took the name Revere Copper and Brass Incorporated, thus perpetuating the name Paul Revere in the industry, and in the very business which he founded.

REVERE TODAY

TODAY Revere Copper and Brass Incorporated is carrying on with the same pioneer vigor as Paul Revere did more than 130 years ago. Revere is copper and brass maker to the famous names in electricity, automobiles, airplanes, radio, refrigeration . . . and industry in general.

In countless American homes, from roof to basement, Revere products are giving lifetime service in the form of roofing materials that defy the weather; rust-proof piping of copper or brass; copper and brass radiators; hot water storage tanks; copper cooking utensils with chromium linings which are reviving the vogue for utensils of this material; gift articles of polished copper and shining chromium that range in design from the classic to the modern.

The name Revere stood for copper and brass leadership in Paul Revere's day . . . it does the same today, perpetuating in its progress the "Spirit of Paul Revere" and the whole characteristic rise of American industry.



The Spirit of Paul Revere is a Glorious Heritage

Compliments of

Revere Copper and Brass

INCORPORATED

Executive Offices: 230 PARK AVENUE, NEW YORK CITY

Mills:

BALTIMORE, MD. • TAUNTON, MASS. • NEW BEDFORD, MASS.
ROME, N. Y. • DETROIT, MICH. • CHICAGO, ILL.

Sales Offices in Principal Cities