

SENTINEL-AGE

SCOTTSBORO, ALABAMA, 35768, THURSDAY, JUNE 13, 1968

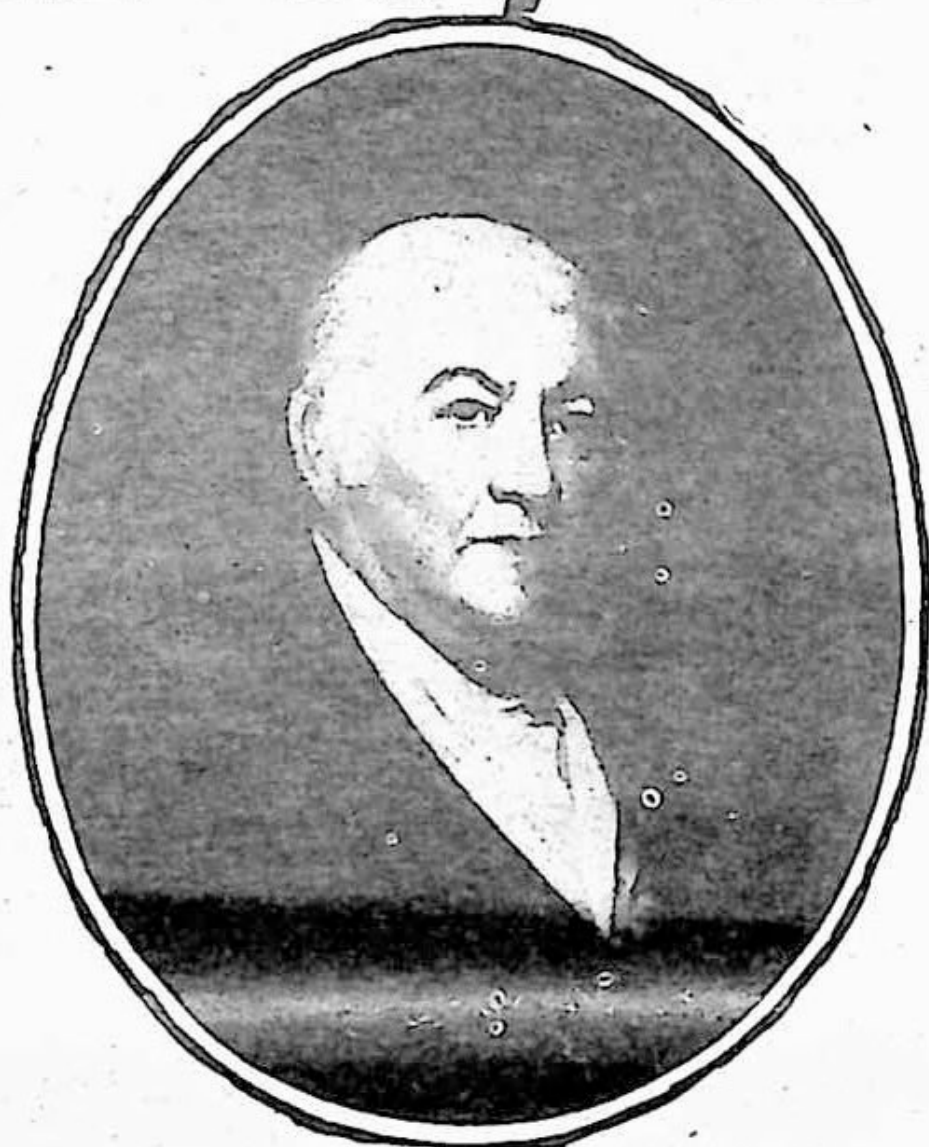
REVERE COPPER & BRASS INC.

DEDICATION DAY

JUNE 15, 1968



J. H. EIKENBERG
Chairman of the Board and
Chief Executive Officer



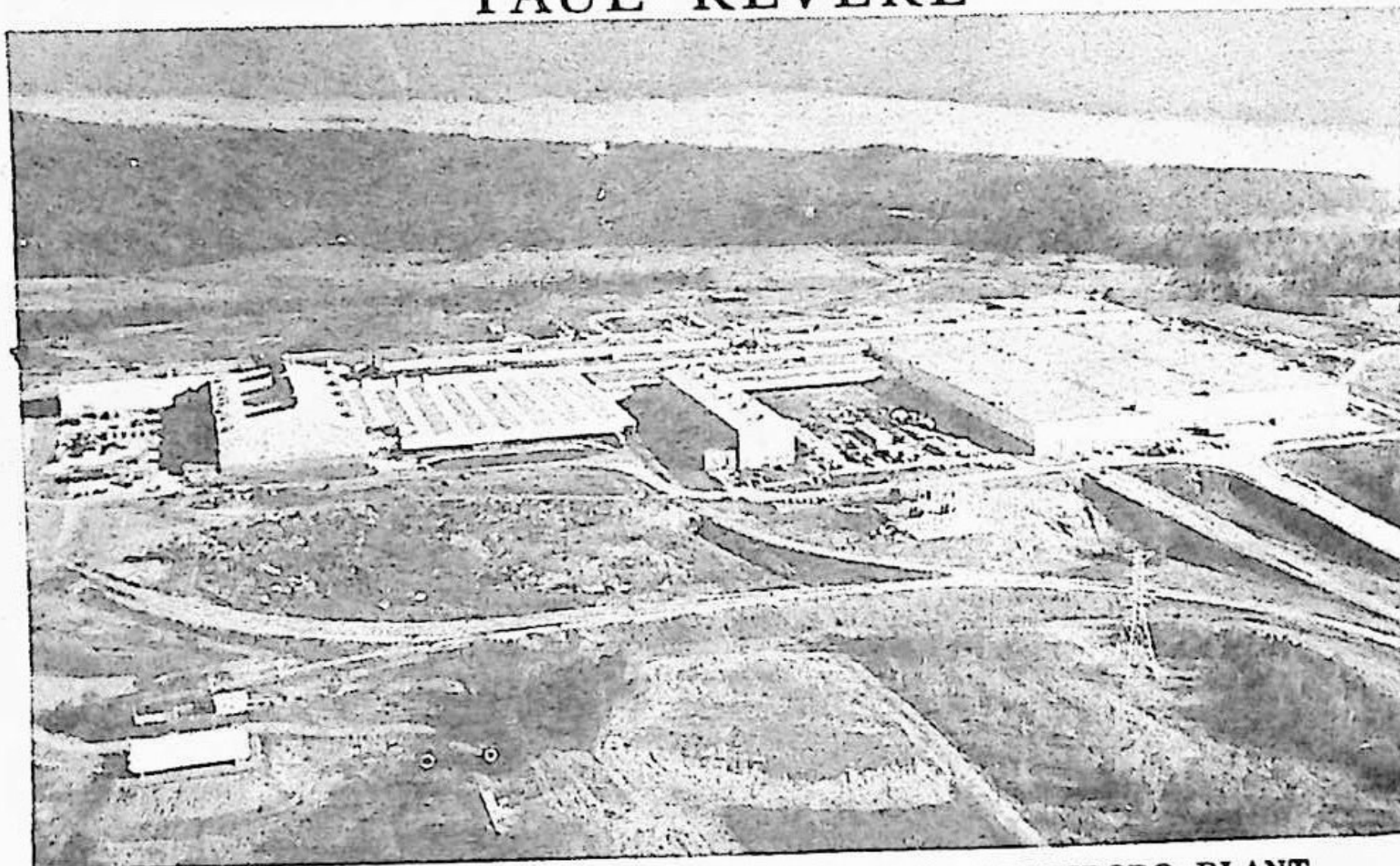
PAUL REVERE



F. C. HYDE
President, Revere and Copper
and Brass Incorporated



WILBUR S. PRENTISS
General Manager, Scottsboro



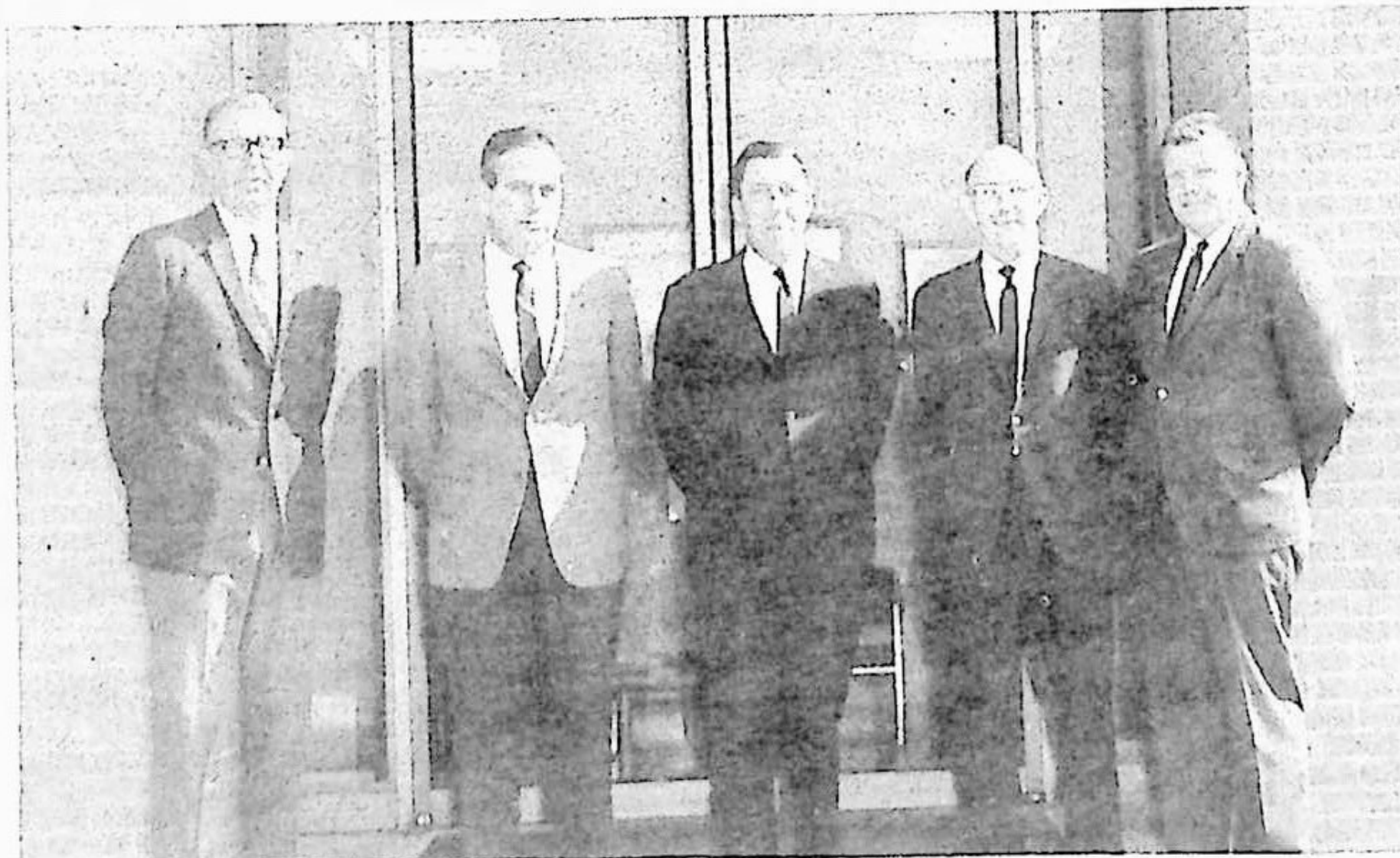
REVERE COPPER AND BRASS INCORPORATED SCOTTSBORO PLANT



J. W. EASON
Executive Vice President



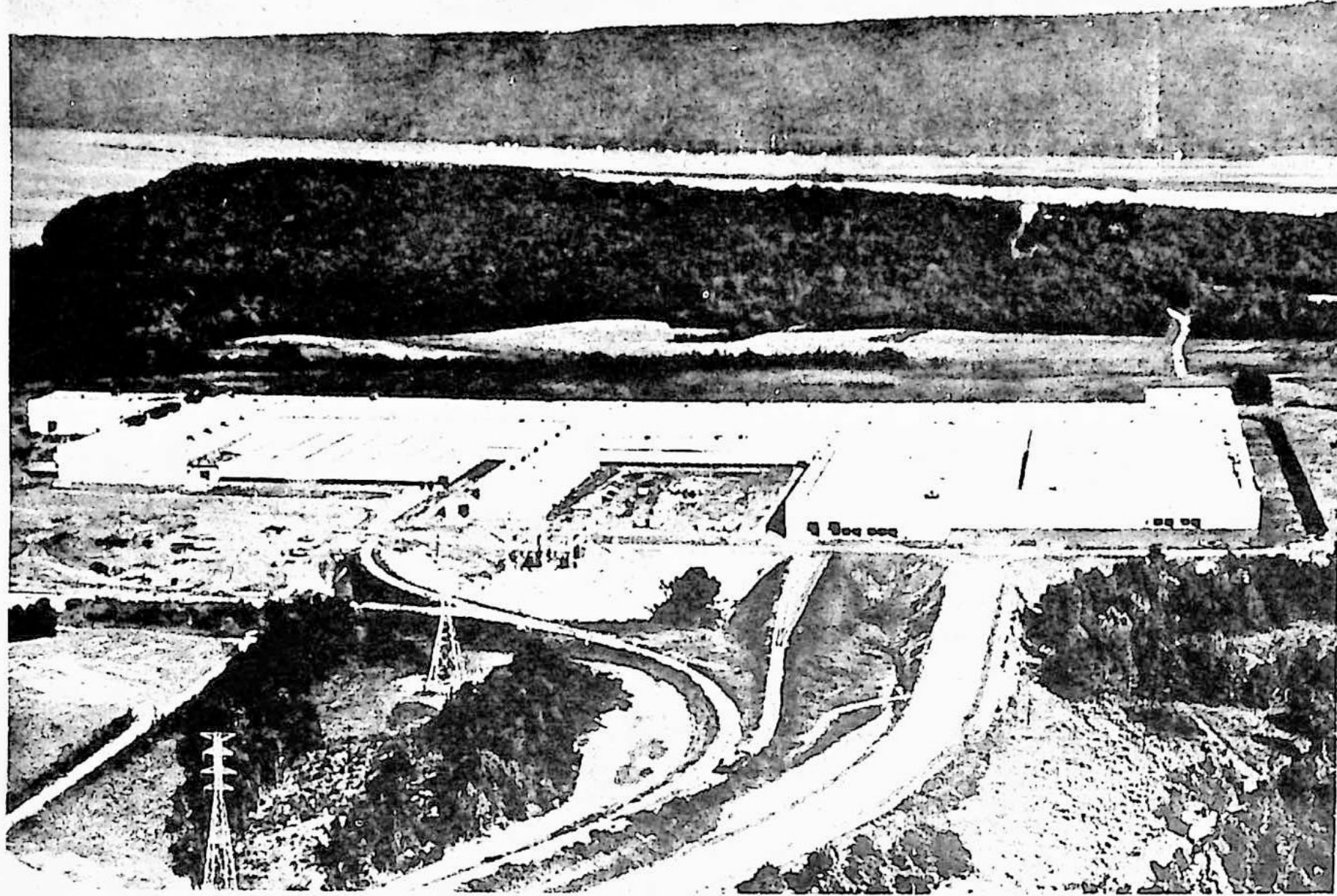
ROBERT E. JONES
Congressman of 8th District



REVERE DEDICATION DAY GENERAL COMMITTEE--planning for the June 15th affair are (left to right)--F.J. Bittel, Displays; G.P. Amrhein, Grounds; W.S. Prentiss, General Chairman; J.H. Eiford, Plant Tours and G.P. Rung, Publicity.



JOHN T. REID
Mayor of Scottsboro



REVERE'S NEWEST ALUMINUM ROLLING MILL

Scottsboro, Alabama



PAUL REVERE'S COPPER ENGRAVING OF THE BOSTON MASSACRE

Paul Revere

PIONEER INDUSTRIALIST

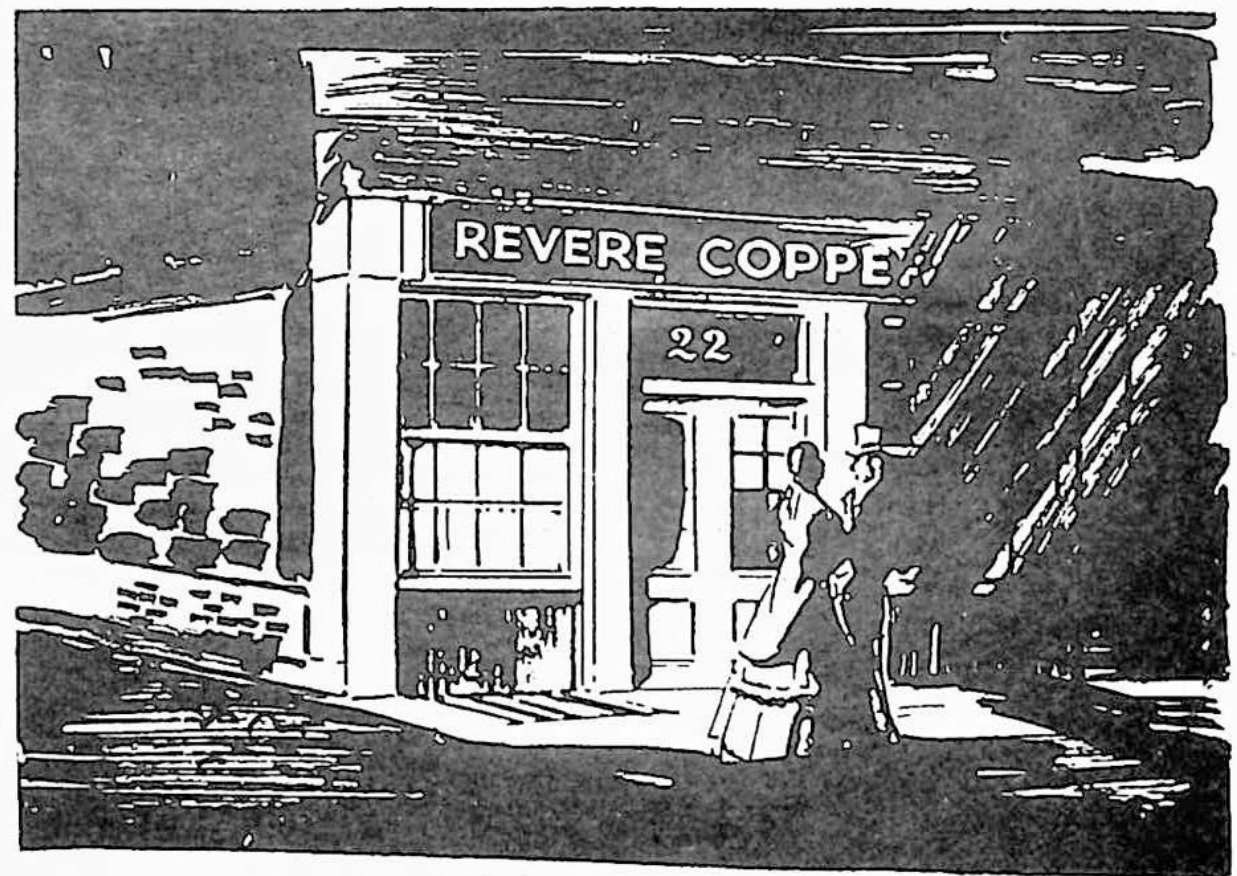
Being a brief account of the manner in which he founded in 1801 the Company bearing his name, together with some description of the historical aspects of its growth.

HISTORY is for most part a record of incidents and accidents. The minor incident of Paul Revere's ride in 1775, and the literary accident of Longfellow's stumbling upon the episode has given us a fine ballad of a young patriot. The "Mid-Night Ride of Paul Revere" overshadows the greater and none the less dramatic life of a versatile engraver, silversmith, merchant, and industrial pioneer.

1801 is quite as important economically in American annals as 1775 politically. Early that year, Paul Revere erected at Canton, Massa-

chusetts, the first successful copper rolling mill in America. He was then sixty-six years of age, self-informed in many arts and crafts, and an indomitable spirit who carried the burden of years with a sturdy grace, and who met obstacles and overcame them with the enthusiasm of youth.

Of Revere's service during the Revolution, the Annals of the (Massachusetts) Charitable and Mechanic Association said, "During all this time, he might be said to hold the sword in one hand and the implements of mechanical trade in the other, and all of them sub-



PAUL REVERE'S STORE, 22 UNION STREET, BOSTON

servient to the great cause of American liberty. Whenever anything new or ingenious in the mechanical line was wanted for the public service, the public looked to him for the consummation of the design."

With hostilities ended, he resumed his trade as silversmith. He may have had the dreams of a Benvenuto Cellini, but he no longer had munificent patrons like the Hutchinsons. All of Boston's wealthy families were in exile. The young Republic and Boston were poor, and needed staples more than luxuries. In 1783 Revere opened a store on Essex Street, Boston, and his ledgers record the sales of imported brass and copper hardware, including, "hinges of Brass," "Sley Bells," and "Truck Bells."

He was later to say, in a letter to General Knox, relative to the founding of a copper mill,

I shall be exceeding happy to render any Services that may be of advantage to my Country, and more so as it would be helping myself.

CONT. ON PAGE 4

AN EXCELLENT
PLACE TO
LOCATE

SCOTTSBORO

AN EXCELLENT
PLACE TO
LIVE

EXTENDS A FRIENDLY

WELCOME

TO

REVERE COPPER AND BRASS INC.



JOHN T. REID, MAYOR



LEE BISHOP



JACK HANCOCK



PAUL CAMPBELL

SCOTTSBORO---IT'S A GREAT PLACE TO LIVE!
POPULATION---OVER 13,500 & GROWING!
624 FT. ABOVE SEA LEVEL
AVERAGE ANNUAL TEMPERATURE---60° F
AVERAGE ANNUAL RAINFALL---52"

- ★ 28 CHURCHES ★ 1 SEMI-WEEKLY NEWSPAPER ★ 1 WEEKLY NEWSPAPER
- ★ 3 RADIO STATIONS ★ 2 HOTELS ★ 1 HOSPITAL ★ 5 SCHOOLS
- ★ 1 RAILROAD ★ 3 MAJOR TRUCK LINES ★ 1 BUS LINE ★ 3 BANKS
- ★ 6 CIVIC CLUBS ★ LIGHTED AIR PORT...CHARTER SERVICE
- ★ TAX RATE-40 MILLS PER 100 ★ 4 MOTELS



E.K. BERGMAN SR.



BRADFORD SHELTON

FOR INFORMATION
PLEASE WRITE OUR
CHAMBER OF COMMERCE
OR
INDUSTRIAL COMMISSION

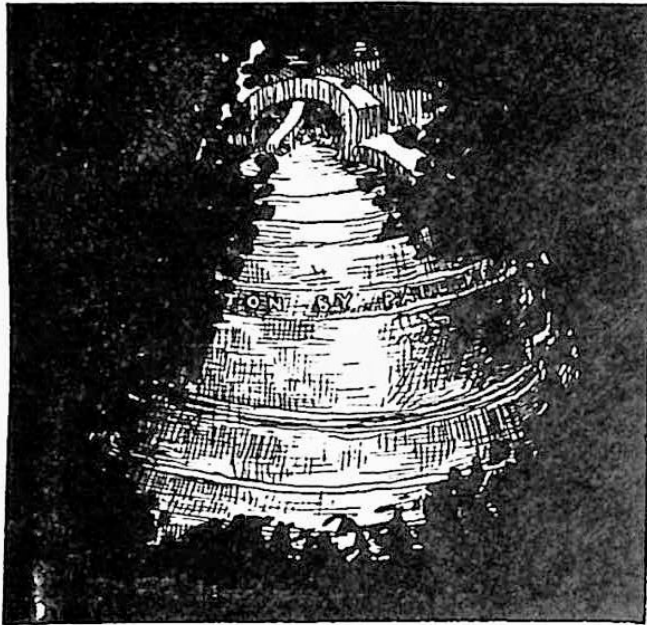
CITY OF SCOTTSBORO

He was ready to turn his hand to any honest and humble endeavor but destiny decreed that his inventive and creative gifts would be called into the service of his country.

His interests and talents lay in production rather than distribution. In 1788 he was nearer, by one important step, to the crowning work of all. On November 3rd of that year he wrote to Brown and Benson, of Providence.

We have got our furnass agoing, and find that it answers our expectations... I should be glad that you ship as soon as possible ten tons of Pigs by way of Nantucket without there should be a vessell coming here from Providence.

With his iron furnace in operation, his interest turned to the making of bronze church bells and cannon, a not unusual combination for a founder nor a country that sought to maintain freedom for its citizens and faith in the Almighty. Copper was the principal ingredient in both bell and cannon, bells requiring thirteen parts of copper to four of tin. Revere's first bell was cast in 1792. From then on, he hung them profusely in chapel and meeting house. One hundred and six bells are recorded by 1810, most of them exceeding six hundred pounds and one of them weighing as much as one thousand eight hundred and nineteen pounds. The spirit of New England still echoes through that vibrant bronze of many of Revere's sweet toned bells.



THE FIRST BELL
CAST BY
PAUL REVERE,
NEW BRICK CHURCH,
BOSTON

American ships the staunchest navy afloat. But there were other than technical struggles ahead. From now on, his problems were chiefly those of finance and organization. They were urgent problems if he was to achieve his principal objective: to roll copper in an American mill, and especially in a Revere mill.

Working copper was no longer any mystery to him, although in a partnership agreement it is called a "mystery & art", but building a rolling mill was a costly task. The rolling mill was the center and the backbone of the industry. It was in the rolling mill that the metal was prepared for coppersmiths, to protect roofs against the worst of weathers, to guard the hulls of vessels, and to the myriad purposes to which this ductile yet sturdy metal could be put.

From a contemporary account we get the following word-picture of a rolling mill operation in England. A pig of copper is heated to a glowing red, then beaten by a hammer, and cut by wheel-driven shears into pieces of convenient length. These pieces are returned to the furnace and heated again. Then each glowing piece is thrust between a pair of rollers made of case-hardened steel. As one man thrust the piece between the rollers, another seizes it with tongs as it passes through. The second man lifts it back over the upper roller to his



PAUL REVERE'S HOME
IN NORTH SQUARE,
BOSTON, PURCHASED
BY HIM IN 1770.

In April, 1794, there were 5985 pounds of copper on hand. This put Revere in a favorable position to meet the order of General Knox, then Secretary of War. In July of that year, the General, a pioneer artilleryman, commissioned Revere to make brass howitzers for the Army—

The Calibre of the Howitzer to be eight inches and twenty five hundredth part of an Inch...

The Dolphins and also the Arms of the United States are to be upon them.

Copper and copper alloys were critical materials of a defense economy for a new nation, awkward in its domestic strength and uncertain of its international security. Aside from its many domestic and industrial uses, copper was needed now for the bolts and spikes, dovetails and nails, essential to a seaworthy ship.

Copper was used to sheathe the hulls of merchantmen and frigates as protection against barnacles and the wear and tear of ocean traffic. Yet, until Revere, there was no one in all America to produce the rolled copper sheathing. All such products were, of necessity, imported.

In a letter to Congressman Harrison Otis, on March 11th, 1800, Revere tells of the event that hurried him toward a solution of this problem. When "Old Ironsides" was building, her copper bolts had to be imported from England. The builder found a portion of the bolts too wide in diameter, and Revere was called in the emergency.

After discoursing with a number of old Copper/smiths, they one & all agreed that they could not melt copper, and make it so malleable as to hammer it Hot. I further found, that it was a secret in Europe that lay in but very few Breasts. I determined, if possible, to gain the Secret. I have the satisfaction to say, that, after a great many tryals, I have . . . obtained my wishes.

The result of Revere's "tryals" was evident more than a century later, when the venerable ship was being repaired and a Navy lieutenant, John A. Lord, Construction Corps, U.S.N., identified the spikes Revere had altered. The officer explained, in a letter to the company,

An examination of some of the old copper bolts removed under my direction

showed strong evidence of their having been stretched. . . . Some . . . showed a light pink color and the end of the fracture indicated that in stretching the bolts the elastic limit of the metal had been reached. I have had forty years of experience in designing and building ships . . . and I am convinced that the bolts . . . were . . . manufactured by Paul Revere.

The technical trials of Revere were now virtually over. The silver-smith had advanced to a skill in the manufacturing of copper that matched the best copper foundries in Europe. He had helped make



partner, who adjusts a screw that brings the rollers closer together. This is repeated until the copper is rolled to the thickness desired.

To match this British process was a costly matter. Therefore Revere, whose pen was as fluent as his graver, sought support from his most insistent customer, the Government of the United States, which wanted the best, but was in no mood for subsidy.

In 1798 he had written to Secretary of Navy Stoddert, seeking a sponsor for the mill. But a Colonel Humphries, who knew the obstacles but not the man who had overcome them, advised the Secretary that no man in America could make copper malleable. Revere's letter lay unanswered in the Department files for many months. Later Colonel Humphries passed through New England on an inspection trip, met Revere, and found there was a man in America who could match the British in working copper. Upon his return he went to Stoddert and corrected the wrong impression he had given the Secretary. Revere's letter was promptly answered and he was given the assurance of future backing.

In August of 1799 Nathaniel Goodwin, of Providence, shipped a forge- or trip-hammer to Revere in Boston. Soon Revere was as busy as his hammer, working

OLD NORTH CHURCH,
BOSTON
"One, if by land, and
two, if by sea."



PIGGLY WIGGLY

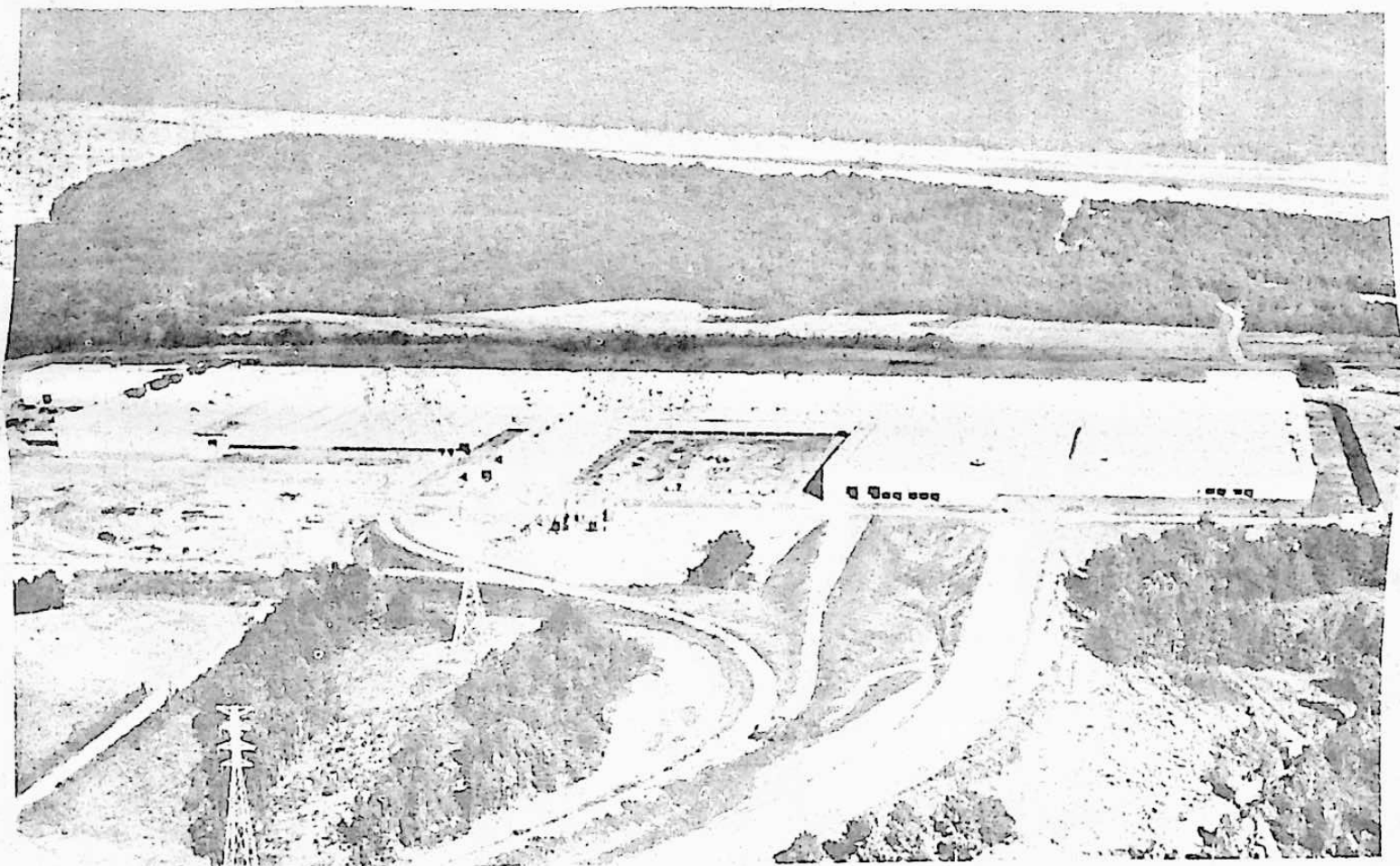


CONGRATULATES

REVERE COPPER AND BRASS INC.

ON YOUR DEDICATION OF YOUR NEW

GOOSE POND PLANT

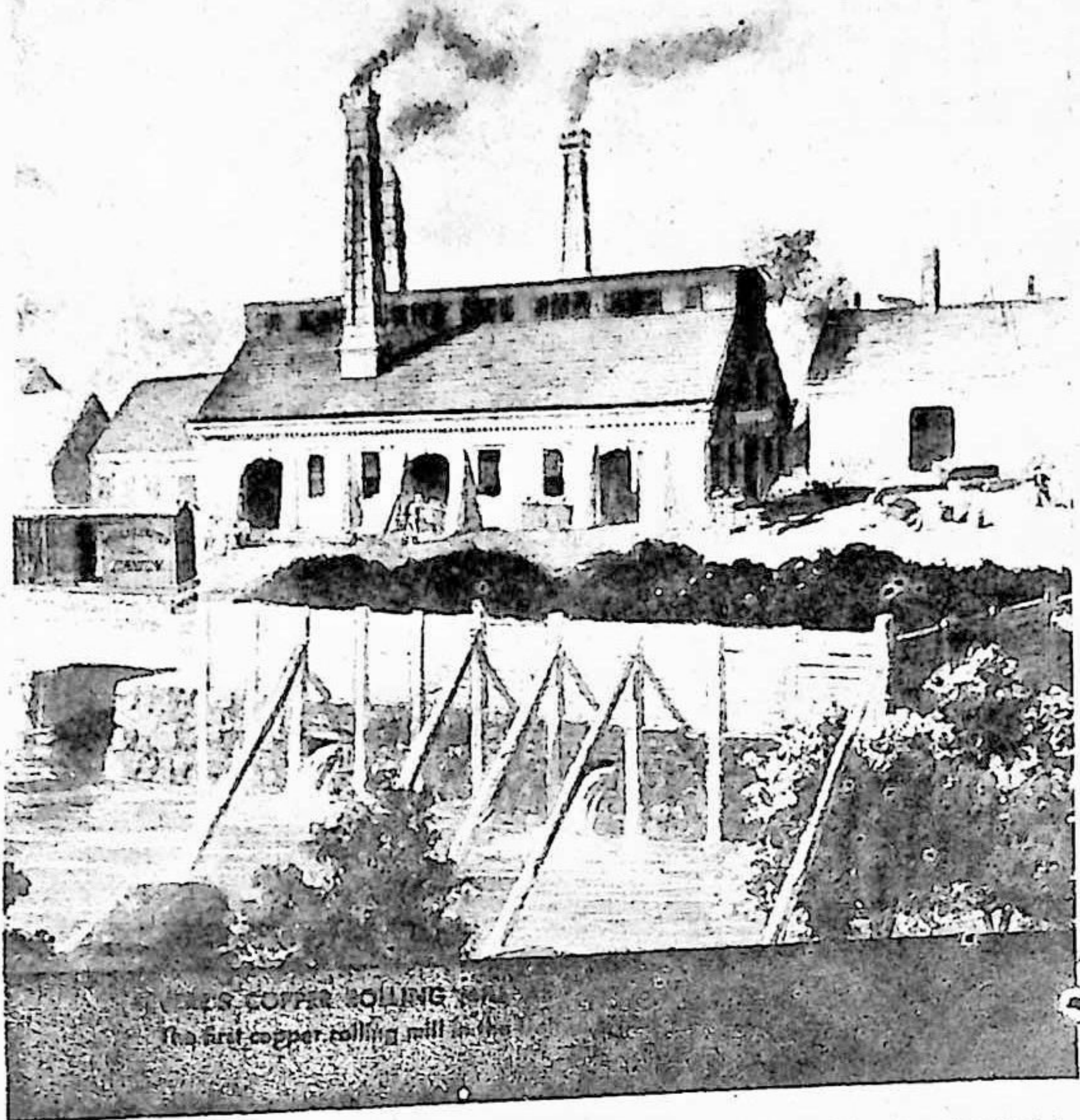


**TWO CONVENIENT LOCATIONS
TO SERVE YOUR FINE EMPLOYEES
BETTER AND FASTER WITH THE
LOWEST FOOD AND DRUG PRICES
IN TOWN**

PIGGLY WIGGLY

705 SO. BROAD

414 EAST WILLOW



PAUL REVERE'S COPPER ROLLING MILL
The first copper rolling mill in the U.S.

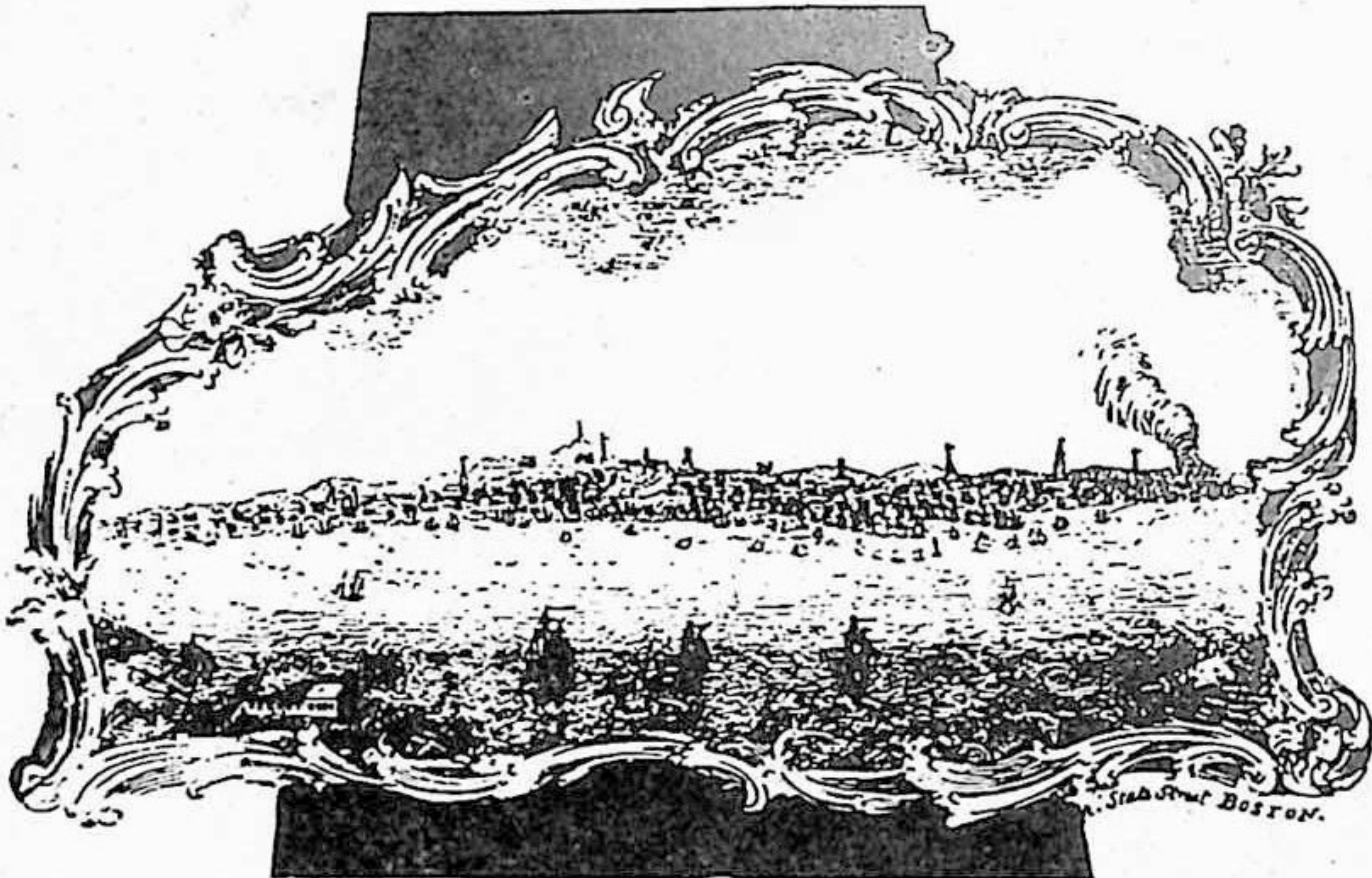
metal, shipping copper in casks and pigs to the Arsenal at Springfield, raising, as he writes, "every farthing I can rake or scrape" to buy the mill and to purchase the costly rolls. He felt certain of Government support. But, as his plans went forward, the promise of support was suddenly withdrawn. Jefferson became President; Robert Smith replaced Stoddert as Secretary of the Navy.

In response to Revere's plea that the promised contract be drawn up, Smith coolly replied, on April 29th, 1801, that,

I know of no law which authorizes this Department to lend Money for the creation of copper works.

The shock of this pronouncement staggered Revere, but though disappointed and hurt he returned to the attack. His temperate reply of May 11th, points to the unfairness of the Government's attitude:

I was sensible . . . there was no law for the purpose . . . the fact was, I had contracted to manufacture Copper Bolts, Spikes, etc. sufficient for two seventy-four ships . . . when a place for a Rolling Mill offered . . . I knew that the Congress had appropriated a large sum of Money for building those ships; and that the United States was obliged to procure their Sheet Copper from Foreigners. I acquainted the Naval Agent here, that if the Government would advance me 10,000 dollars on my giving them sufficient security to deliver



VIEW OF BOSTON, 1788 SHOWING
SMOKE FROM PAUL REVERE'S "FOUNDRY"

the Sheet Copper, or repay the Money, I would go on with the Rolling soon after. He acquainted me, that He had the assurance that the Money should be advanced to me. I bought the place, and am completing the works . . . I had no doubt but the present Administration would have full filled what the last had engaged. It is exceeding hard that an individual should suffer, when he is exerting himself for the good of the Government.

The Secretary quickly saw the justice of the plea and the worth of the project, especially since Tripoli, in May, 1801, declared war on America and the Navy was called to action against the pirates. The need for copper brought the letter of June 6th, ratifying the promise of the previous administration, and the contract between Revere and the Navy was drawn and signed.

Two adjoining pieces of land on the Neponset River in what later became the town of Canton had been bought in January and April of 1801 from Leonard & Kinsley, iron founders. The price, six thousand two hundred dollars, a sizable sum if converted into current dollars, included a dwelling house, trip-hammer shops, and a "cole" house. But these buildings had to be repaired, and others erected to supplement them.

Technological difficulties slowed his production. Yet, by October 24, 1801, at the latest Paul Revere had rolled his first copper sheets and by November they were on the way to the Navy Department for inspection

A news item in Boston's *Columbian Centinel* of

that date noted under the heading "Improvements" that "several sheets of sheet copper produced at the manufactory of Col. Paul Revere and Son were yesterday lodged at the insurance offices in this town (and) pronounced by the best judges equal to any manufactured in Great Britain."

Having received no word on the results of the copper tests, Revere wrote the Secretary of the Navy in May, 1802. He reported he had rolled enough copper to repay the loan of ten thousand dollars and, "we have already expended upwards of 12,000\$ on our works." The Government loan was premised on his delivery, within eighteen months, of twenty thousand pounds of the quality sheathing for the Navy. That meant the investment of a huge additional sum in wages and in copper. There were now employees to be paid. With his equity in Canton pledged to the Government, his credit would be lean until the sheathing was approved after rigid inspection and delivered. Working capital was urgently required as he needed large quantities of raw material for other contracts. Old or new copper was sold for cash and was then at its highest market.

With the roof of the State House to be sheathed, Boston came to the rescue. Seven thousand six hundred and seventy-five pounds were needed for that alone, not to mention the seven hundred and eighty-nine pounds of copper nails that would hold the sheathing fast. The Legislature would have worked uneasily beneath an alien roof, especially when they knew that copper was being better made at home, and by an ex-member of the Committee of Safety of 1774.

The State was quick to pay, and the payrolls were met on schedule. The Federal Government lagged far behind, though not in orders. When the inspectors rated the first sheathing as excellent, orders began to pour in for the growing Navy. The harried Revere, unable to discount compliments at the bank, was forced to make repeated pleas for money, especially as the arrears mounted beyond twenty thousand dollars.

"We are distressed for money to carry on our business," he wrote, "and the interest eats up our profits." His letters were unflinchingly courteous, but they told eloquently of the financial burden he carried.

Massachusetts promptly paid him \$1232.00 for the roof which was to serve well over a century. He promptly ploughed the money back into copper. The frigate *Constitution*, beloved under its nickname of "Old



THE STATE HOUSE, BOSTON

The dome was sheathed with copper from Paul Revere's mill

Ironsides." was coming home for a face-lifting, and tons of copper were needed to resheath her.

She was coppered in 1803. The ship's log records, "The carpenters gave nine cheers which were answered by the seamen and calkers because they had in fourteen days completed re-coppering the ship with copper made in the States".

Paul Revere's aging but rugged shoulders shrugged off such minor worries as the temporary diversion of his water-power through the malice of an up-stream neighbor, and the loss of his iron-foundry roof to the worst gale that ever struck Boston. It was not such an ill wind, he decided, and centralized the foundry, housing it at the main Revere works in Canton. There was always a bigger problem than malice or gale. He could not get enough copper now to meet the growing demand.

Since the Navy was such an avid customer and a globe trotter, Revere conceived the idea of using her as a raw material carrier to serve them both. It was an audacious proposal for a civilian to make, but Revere was driven to the suggestion by the common need. In October 1803, he told the Secretary of the Navy,

The following was wrote some time since, but for fear that it would appear too officious, I neglected sending it. . . . We find it extremely difficult to procure Stock, or, old Copper. . . . The Merchants are not in the habit of importing it. . . . Smirna produces great quantities as cheap as in any part of the World. When our Ships' cruse in the Medeteranian sea . . . they might run (to) that port, purchase & bring home a Number of Tons. . . . I mentioned



BENJAMIN STODDERT,
THE FIRST SECRETARY
OF THE NAVY —
1798 1801

Congratulations

**REVERE COPPER & BRASS INC.
ON THE DEDICATION OF YOUR
GOOSE POND PLANT**



**WE ARE HAPPY TO HAVE BEEN
CHOSEN TO FURNISH YOU WITH
OUR FULL LINE VENDING SERVICE**

**WORD
THEATRES & VENDING CORP.**

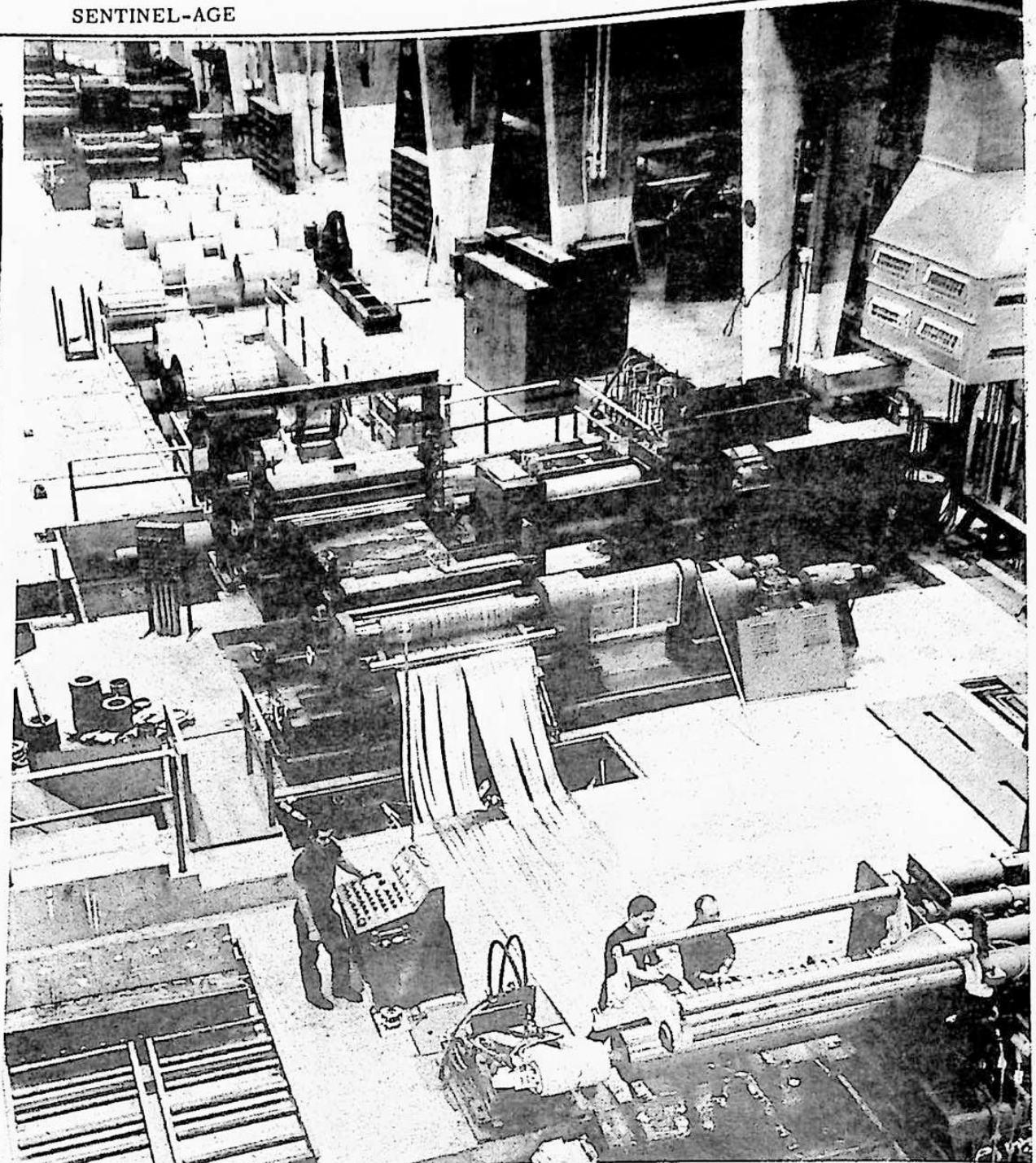
SCOTTSBORO, ALA.

PHONE 574-1079

Revere Descendant Unveils Plaque



E.H.R. Revere, great-grandson of Paul Revere and a Director of Revere Copper and Brass Incorporated, is seen here as he unveiled a memorial plaque on a wall of the historic building in Canton, Mass., in which Paul Revere produced the first copper ever rolled in the United States. The plaque reads: "Birthplace of the U.S. Copper Industry. In this building in 1801 Paul Revere--famed 'Midnight Rider', patriot and silversmith--founded an industry as well as a business. Here he rolled copper successfully for the first time in America, thus beginning one of the most vital industries in this country. The business he established here under the Revere family name has grown into the nation's largest and oldest independent copper fabricator, Revere Copper and Brass Incorporated. This tablet placed April 20, 1951, as part of the Sesquicentennial of the company Paul Revere founded. Sponsored by Canton Historical Society."



THIS FINISH SLITTER CUTS ALUMINUM INTO NARROW WIDTHS

Producing aluminum sheet in narrow widths is accomplished by this finish slitter in the new aluminum rolling mill of Revere Copper and Brass Incorporated in Scottsboro, Alabama. Left to right are Samuel H. Smart, Jr. of Pisgah, operator; Ernest Corkill, Scottsboro and Charles Dunn, Scottsboro, helpers.

If the invertebrates, the animals without backbones, suddenly disappeared from the oceans, almost all other forms of marine life would die of starvation, according to biologists. The invertebrates constitute a large part of the essential food chain of the sea.

The pearly razorfish exhibited at Marineland in Florida may be seen burrowing under the sand whenever it is threatened or preparing to sleep.

Jellyfish have no head or backbone and consist of 95 per cent or more water. Salts and other organic material, mostly protein, make up the remainder of the body elements.

Some men grow, others swell.

He who falls in love with himself will have no rivals.

Congratulations

REVERE COPPER & BRASS COMPANY, INC.

ON THE OPENING OF YOUR NEW PLANT IN SCOTTSBORO

WE ARE DEEPLY GRATEFUL FOR THE HONOR OF HAVING BEEN
SELECTED TO FURNISH AND INSTALL YOUR HEATING EQUIPMENT

★ LOUIS LETSON

★ J.W. PRESTON

★ ALBERT RICKER

★ JIMMY ROGERS

★ ROBERT GROSS

★ JAMES ATCHLEY

★ BROOKS STEWART

★ VERGIL FRAZIER

★ JO HENEGAR

B & G GAS COMPANY

LET THE MAGIC
BLUE FLAME
LIGHT YOUR WORK

520 WEST WILLOW

SCOTTSBORO

PHONE 574-1030

LET THE MAGIC
BLUE FLAME
LIGHT YOUR WORK

Congratulations

REVERE

COPPER & BRASS INC.

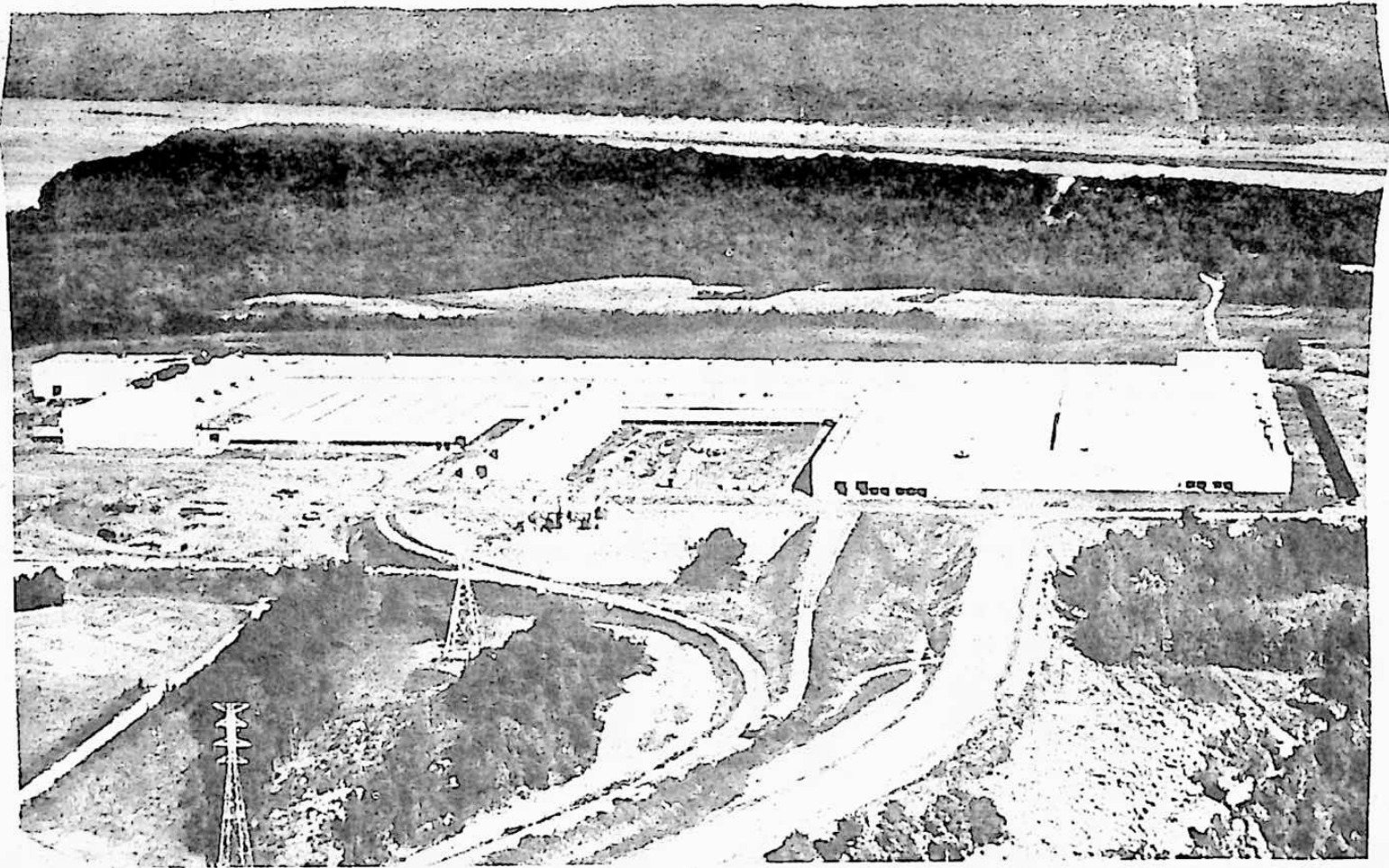
HI-JACKSON WHOLESALERS, INC.

IS PROUD TO HAVE SERVED

YOU

AND YOUR CONTRACTORS

AT YOUR NEW SCOTTSBORO PLANT



HI-JACKSON

• WHOLESALERS, INC.

ELECTRICAL AND PLUMBING SUPPLIERS

MARKET STREET

SCOTTSBORO, ALA.

this letter to Commodore Pribble, he advised me to write you on the Subject before he sailed.

The plan received official approval, and the copper was carried as ballast on the return trip of the *Constitution*.

For some years, Paul Revere had been seconded by his son Joseph Warren, born two years after his famous namesake the doctor and general who fell at Bunker Hill. Joseph Warren Revere proved an alert adjutant, and in 1801 he was made a partner.

The articles of partnership gave the son a one-third interest in the real, the personal, and all other property of his father, this third being valued at \$16,200. The articles are quaintly worded. Paul Revere is listed as "Gentleman," and Joseph Warren as a "Bell & Cannon Founder."

Joseph Warren Revere was sent abroad on a fact-finding visit to the copper making countries of Europe and gained much valuable technical data in England, Wales, France, and Scandinavia. He returned in 1805 to continue with Paul the expansion of the business.

Year by year, more and more Revere copper was used by Americans. It roofed America's public buildings and its private dwellings



in great number. It crossed the border too, for in December 1807, Revere wrote Josiah Quincy,

We have supplied different Merchants in Quebec, New Hampshire, Conn., N. Y., Phila., Balto., with copper bolts, spikes and sheets.

Craftsmen were now calling on Revere, not only for copper, but also for technical advice. A letter of May 10, 1809, from Levi Hollingsworth,² of Baltimore, asked for information on heating iron bolts. "I presume," he said, "you prepare them as you do copper bolts."

With the industrial revolution in full swing, and with industry seeking improved

machinery from ingenuity, inventors also turned to Revere. The most famous among them was Robert Fulton.

Fulton, in developing his early steamboats, received the support of Robert R. Livingston and John R. Livingston, wealthy members of an old New York family and early proponents of steam navigation. John Livingston wrote Revere in October 1808,

I am informed you have a Mill for Rolling of Copper, and that you furnish it in any size. I wish to have a quantity of 12 lb. to the square foot and should be glad to know your price and when it could be delivered.

Revere's response was prompt as usual, and Fulton's plans, showing the exact dimensions of his boiler plates, were sent to Canton in November.

With the success of the steamboats, Fulton proved a valuable customer. Copper from Canton sailed in all of Fulton's ships, from the "Can of Neptune" to the "Fulton the First," the world's first steam warship which was launched after Fulton's death. To help his prog-

ress, Revere gave Fulton four months' credit (and more), help reflected in the mounting tempo of Fulton's orders. . . . "April 3, 1811,

²Hollingsworth, a member of a distinguished Maryland shipbuilding family, built a copper rolling mill on the Gunpowder River near Baltimore in 1804. This was the corporate ancestor of the Baltimore Copper Mills which in 1928 were to become a part of Revere Copper and Brass Incorporated.

\$1050.00, Sept. 2, 1811, \$2500, October 10, 1811, \$1600, Nov. 4, 1811, \$3131.50, Jan. 11, 1812, \$2860.89.

During the half-peace of Jefferson's administration, much sheet copper was still imported from England. Revere was undersold by the British who had easier access to the ore, larger quantities of old copper, as well as a lower wage scale for experienced workers. Foreign competition was also, from Revere's viewpoint, encouraged by our own Treasury's interpretation of the tariff law.

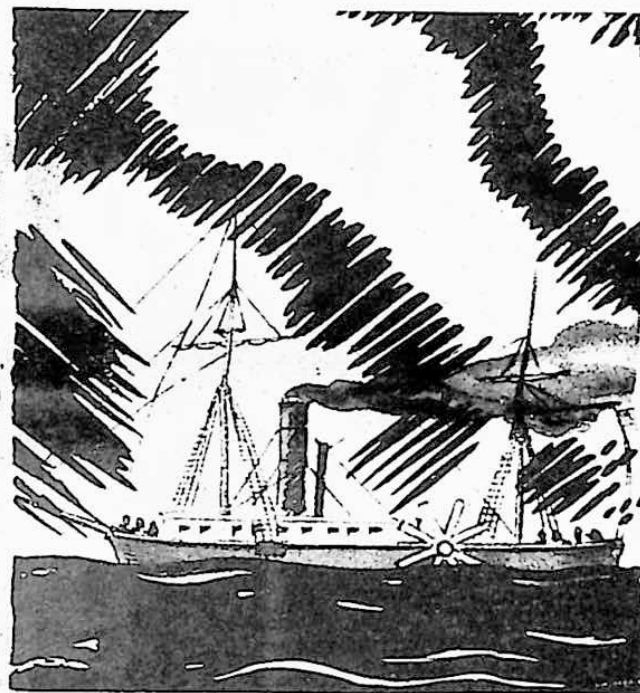
We learn how adverse the tariff was from Revere's letters. As early as December 12th, 1807, he wrote Josiah Quincy that, while not seeking a new law,

Now what do we pray for? only that the Laws made by Congress may have their natural and just force. The Act says, all copper manufactured, shall pay a duty of 17 1/2 p. ct. But Copper in plates, pigs, & Bars shall be free . . . to make raw materials in Copper free: to encourage the importing of it.

He points out that sheathing is not a raw material, but a manufactured one, a fact attested to by the years it took him to solve its secret. But worst of all, by a twisted interpretation of the law, Revere himself was taxed on his raw material. He was forced to pay full tariff on the old sheathing which, ripped from ships in foreign docks, was an important source of the scarce copper.

The tariff was exasperating in its muddled wording and unfair interpretation, yet his pleas to Congress met with no success. He was

ROBERT FULTON'S "RAMMANT" "The world's first steam warship" Sheer built by Paul Revere



still being rebuffed three years later. In September 1810, the Comptroller told him with blunt brevity,

CONT. ON PAGE 12

Welcome

REVERE COPPER & BRASS INC.

WE AT HARBIN MOTOR CO.

ARE HAPPY TO HAVE YOU

AND YOUR EMPLOYEES HERE

HARBIN MOTOR CO.

HOYT HARBIN SR.

SCOTTSBORO, ALA.

HOYT HARBIN JR.



WELCOME

TO OUR FINE CITY!

FROM

DERRICK'S RED HOT STORE

"110 DEGREES IN THE SHADE"

★ MEN'S DEPT.

★ BOY'S DEPT.

★ LADIES DEPT.

★ GIRLS DEPT.

NATIONALLY ADVERTISED MERCHANDISE

PORTER DERRICK

BROOKS DERRICK

Copper in sheets and bolts are not liable to duty, this department can afford you no relief.

Legislative provision only can protect your manufactory.

Perceptive, Paul Revere ignored the ominous tone of this message. We find him ordering a pair of iron rollers from England this year, putting, as usual, every available penny into his business.

When the War of 1812 struck, he was prepared and, by 1813, was making three tons of copper products a week, most of them for the Navy, a vast leap from the ten-ton contract so laboriously filled in 1801.

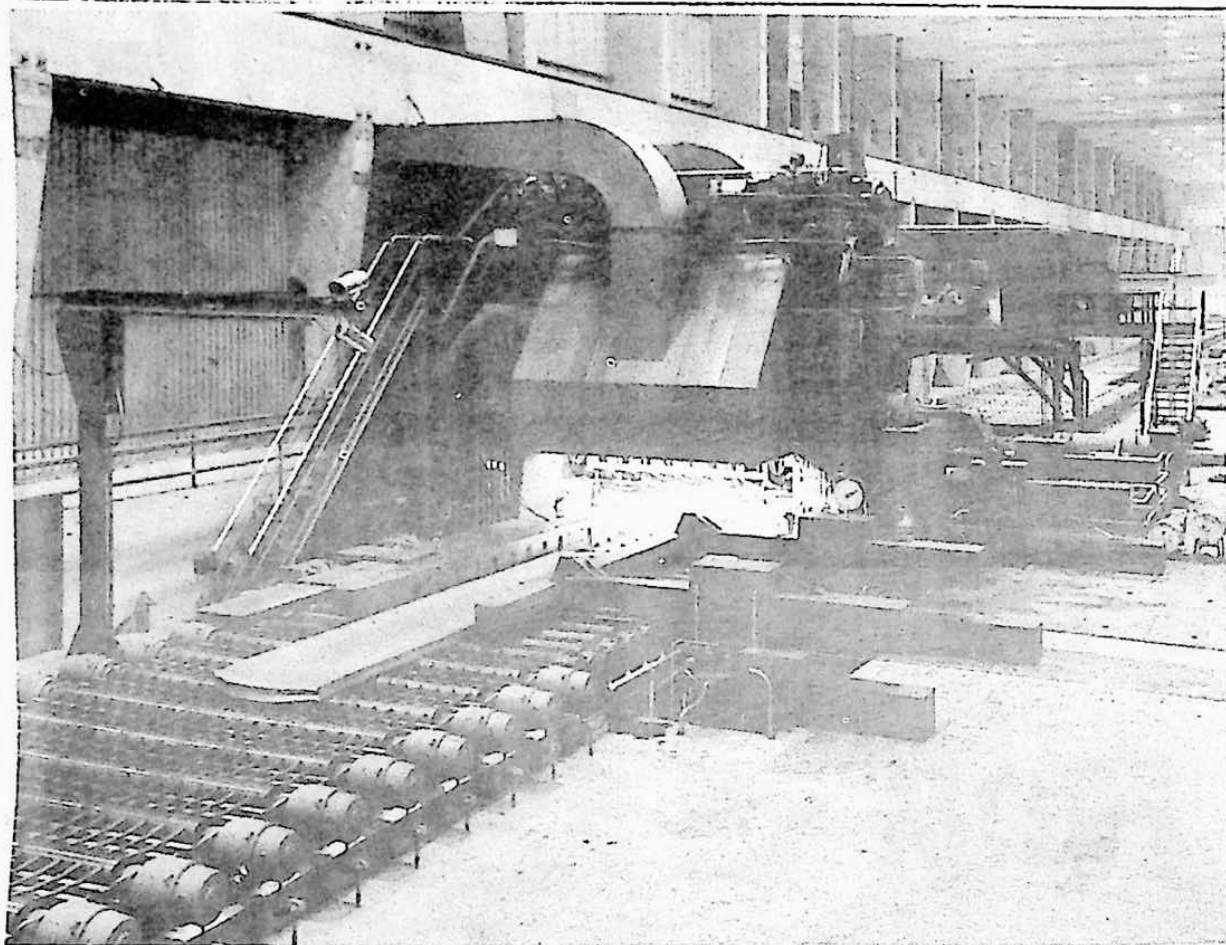
The war proved the worth of American seamen and of their ships.

"Old Ironsides" was the most noted of the many that, gunned and coppered by Revere, matched and outfought the traditionally superior ships of the Royal Navy. Revere's part in the building of American naval prestige was a fitting climax to the long life of a man who held "sword in one hand . . . implements of mechanical trade in the other."

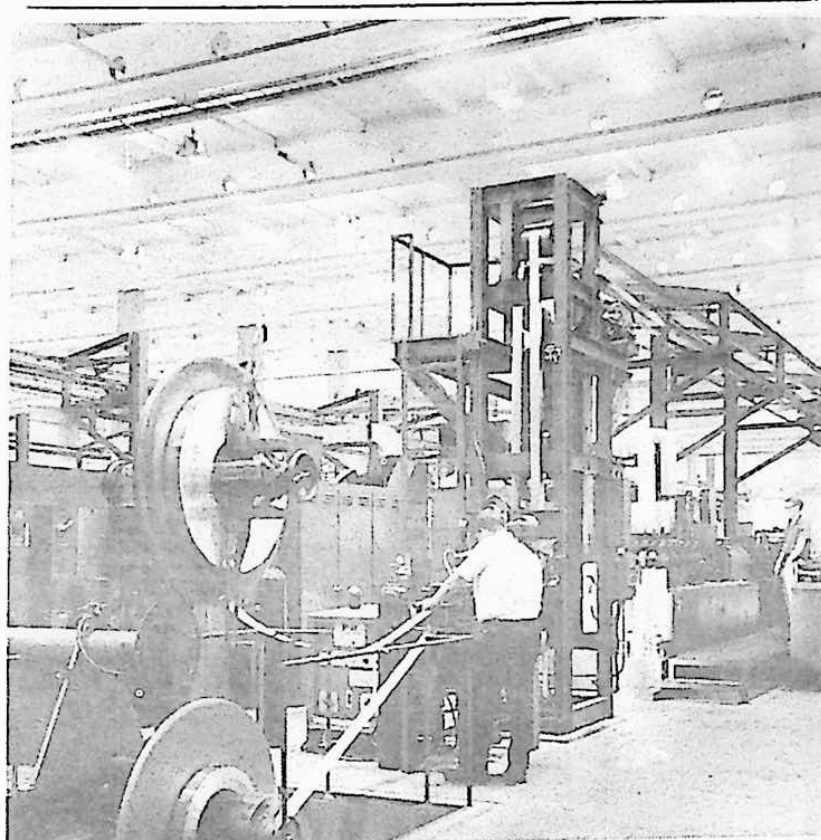
The last years of Paul Revere could not be called "declining years." To the end, he took a hearty interest in his business and in life. Like Shakespeare's Adam, his youth had been a temperate one. His only excess had been work. He could say, with that old servant, "my age is like the winter's sun . . . frosty, but kindly."

A century later, Mr. E. H. R. Revere, his great-grandson, who until

CONT. ON PAGE 14



REVERESING MILL IN NEW REVERE SCOTTSBORO PLANT



YOUR CHAIRS OR YOUR TYPEWRITER MAY USE TUBES FROM THIS LINE

This reversing mill in the new aluminum rolling mill of Revere Copper and Brass Incorporated at Scottsboro, Alabama, plays a major role in transforming primary aluminum into a wide range of quality aluminum products. The reversing mill reduces aluminum ingots of 18 and 24 inch thickness, by means of forward and backward passes, to .600 inches to 1.000 inches thick depending on alloy. These are later reduced to thicknesses of .075 to .315 inches after which they are blocked into coils. This mill will also roll plate up to 6 inches thick and up to 144 inches wide. The operator in the pulpit is Frank Cutbirth of 1806 Lakeview Drive, Scottsboro.

Welded tube products in all commercial gauges, tempers and finishes flow from this Yoder Tube Line in the new aluminum rolling mill of Revere Copper and Brass Incorporated in Scottsboro, Alabama. The products from the line are used in a wide variety of applications. Robert T. Johnson of Guntersville, left, prepares to butt weld while Kenneth Anderson of Rainsville operates the machine.

Congratulations

Holiday Inn®

YOUR HOST FROM COAST TO COAST®

WELCOME'S REVERE COPPER AND BRASS CO., INC.

TO SCOTTSBORO

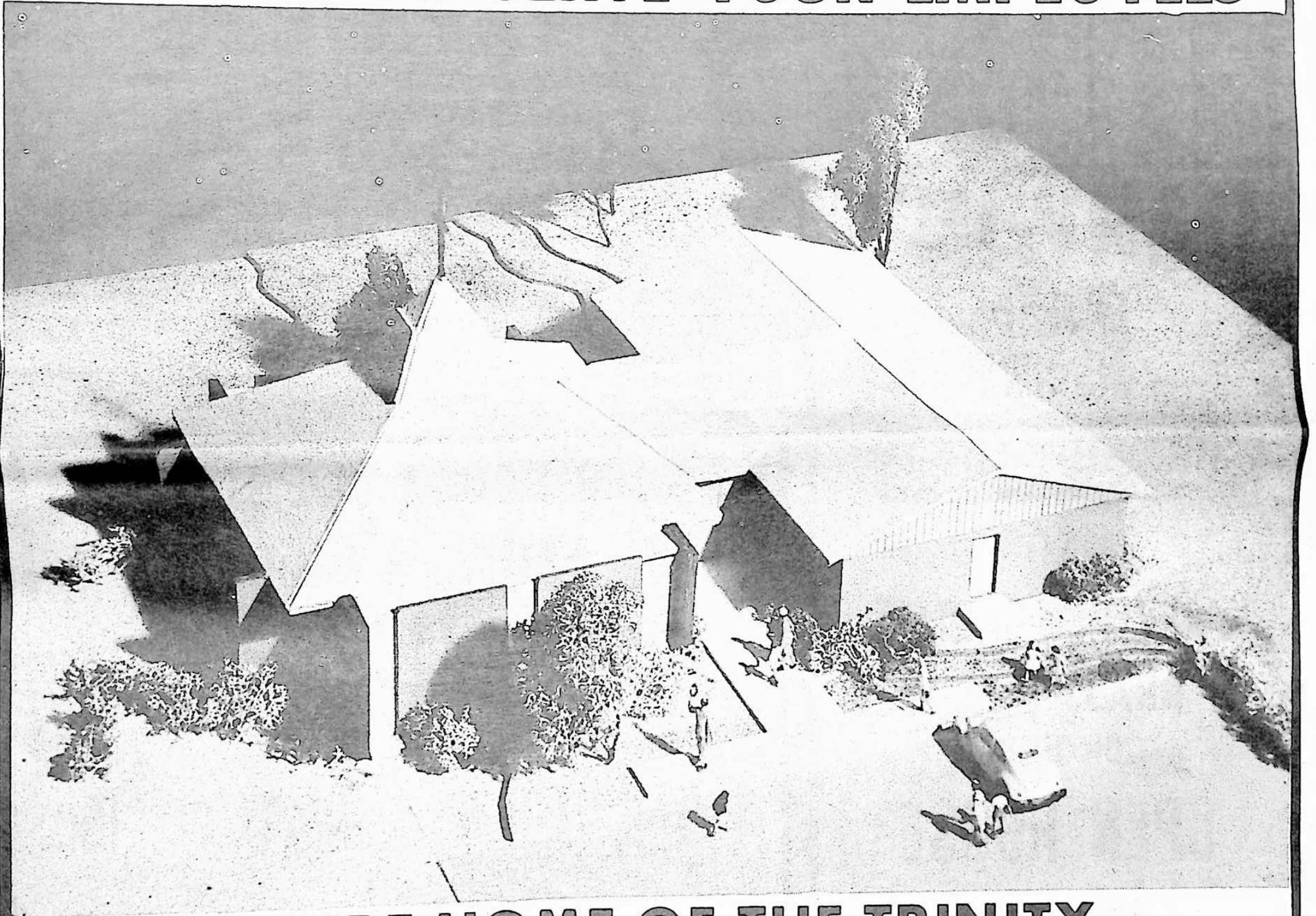


LOCATED HIGHWAY 72
EAST IN SCOTTSBORO
PHONE 574-1115
ED KETNER MANAGER

Congratulations

REVERE COPPER & BRASS INC.

**WE AT THE LUTHERN CHURCH
ARE HERE TO SERVE YOUR EMPLOYEES**



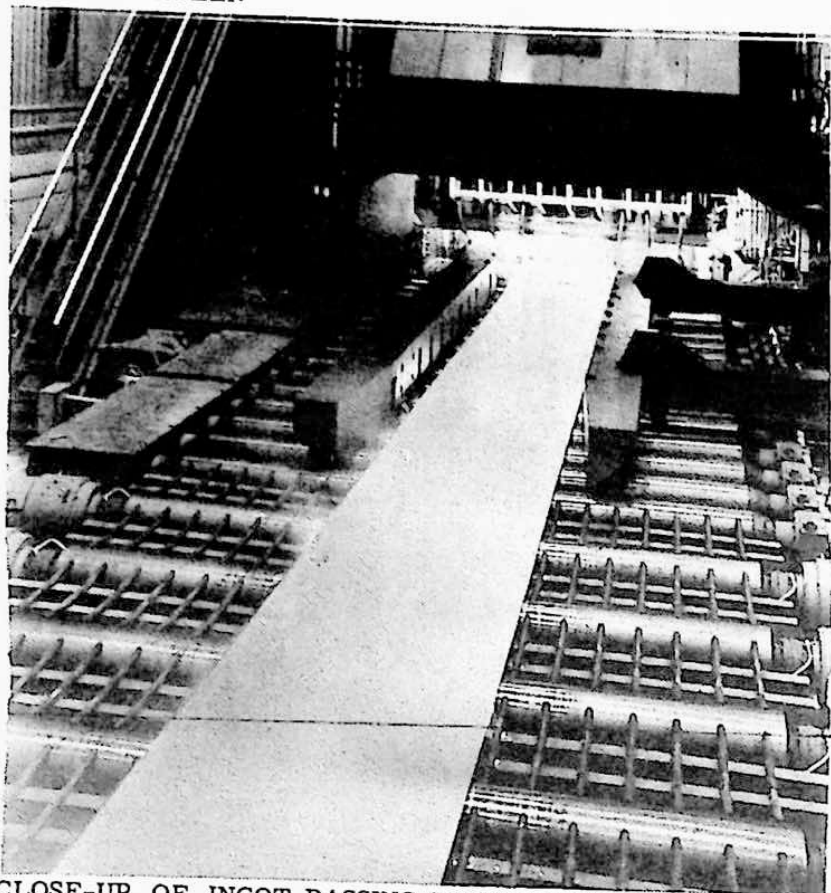
**FUTURE HOME OF THE TRINITY
LUTHERAN CHURCH OF SCOTTSBORO
TEMPORARILY LOCATED "ON THE SQUARE"
AT 106 PEACHTREE STREET
SERVICES AND SUNDAY SCHOOL 8 A.M.**

THE CHURCH OF "THE LUTHERAN HOUR" WCRI 9:30 A.M.

"THIS IS THE LIFE" ON T.V.

REV. J. ELLERMANN

PHONE: 574-4039



CLOSE-UP OF INGOT PASSING THROUGH REVERSING MILL

The aluminum in the foreground is in the process of being transformed from a rolling ingot into a sheet which can be coiled and subsequently processed to make a wide variety of aluminum products. The action is taking place in the reversing mill in the new aluminum rolling mill of Revere Copper and Brass Incorporated in Scottsboro, Alabama. After numerous backward and forward passes through the mill, depending on the aluminum alloy involved, the basic ingot is reduced to a workable thickness.

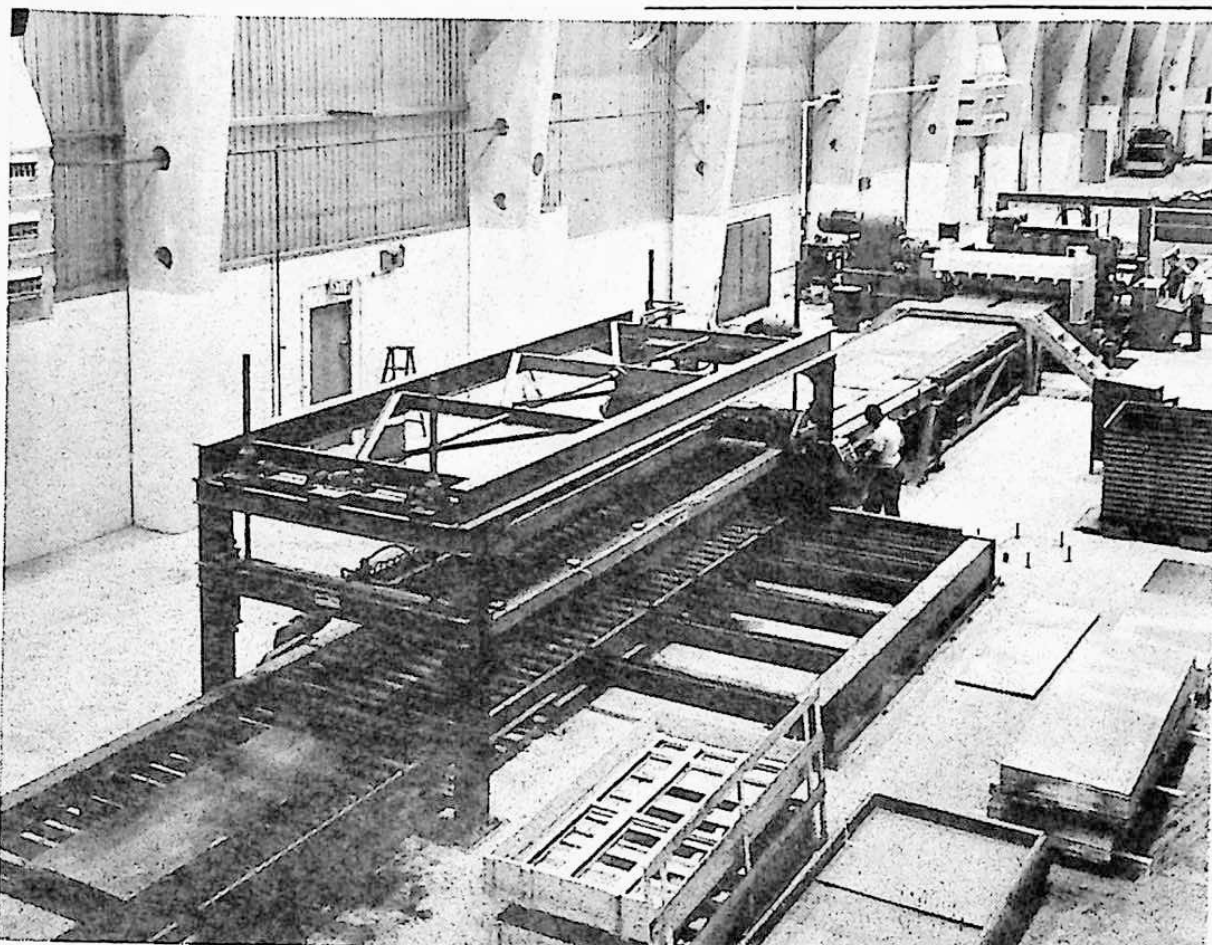
his death in 1957, was a director of Revere Copper and Brass Incorporated, found in an old family chest a poem that his ancestor had written. We must add one more gift to the list of Paul Revere's talents. The verses are genuine in feeling, and there is a touch of Revere craftsmanship in their execution. In part, this self-portrait of his placid age tells us,

And, in this serene way, his long life closed. Paul Revere died on May 10th, 1818, in his eighty-fourth year, closing a long, eventful and useful career.

II

Joseph Warren Revere was born in 1777 — those trying times when a rebellion was still wavering in the devotion of the few and the fear

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REVERE TURNS OUT FLAT ALUMINUM SHEET HERE

This light-gauge cut-up line, in the new aluminum rolling mill of Revere Copper and Brass Incorporated in Scottsboro, Alabama, is used to convert coil stock to flat sheet stock. Working at the machine from left to right are Charles Johnson, Jr. of Scottsboro, Raymond Batey of Rainsville, and Jimmy McGee of Scottsboro.

DARWIN'S

**EXTENDS
SINCERE**

Congratulations

TO

**REVERE COPPER
& BRASS CO., INC.**

ON THEIR

OPEN HOUSE

WE'RE

HAPPY TO HAVE

YOU IN

SCOTTSBORO

DARWIN'S

EAST SIDE OF THE SQUARE

SCOTTSBORO SHOE STORE

EXTENDS A HEARTY

CONGRATULATION

TO

REVERE COPPER & BRASS CO. INC.

AND

WELCOMES YOU

TO SCOTTSBORO

"THE FRIENDLY CITY"

YOU HAVE PICKED A WONDERFUL LOCATION FOR YOUR NEW PLANT

SCOTTSBORO SHOE STORE

SHOES FOR THE ENTIRE FAMILY

RAND



**Miss
Wonderful**

YOUNG SHOE FASHIONS



"Half The Fun of Having Feet"

PROCLAIMING REVERE DEDICATION DAY

WHEREAS ★★ ON THE FIFTEENTH DAY OF JUNE 1968, REVERE COPPER AND BRASS COMPANY INC. WILL BE CELEBRATING THE COMPLETION OF THE FIRST STAGE OF CONSTRUCTION OF THEIR NEW SCOTTSBORO PLANT, AND

WHEREAS ★★ JACKSON COUNTY AS A WHOLE WILL BENEFIT FROM THE LOCATION OF THIS NEW INDUSTRY HERE, AND

WHEREAS ★★ WE BELIEVE THAT REVERE COPPER AND BRASS COMPANY INC. HAS PICKED THE BEST POSSIBLE SITE FOR THEIR NEW PLANT IN THE SELECTION OF JACKSON COUNTY, LAND OF RIVERS, MOUNTAINS, TREMENDOUS ELECTRICAL POWER, WONDERFUL PEOPLE AND MOST OF ALL AN ATTITUDE OF PROGRESS, AND

WHEREAS ★★ WE FORESEE A TREMENDOUS GROWTH OF BOTH REVERE AND JACKSON COUNTY, WE EXPRESS OUR SINCERE AND DEEPEST GRATITUDE TO THE REVERE COPPER AND BRASS COMPANY INC. AND HEREBY PROCLAIM THE FIFTEENTH DAY OF JUNE 1968 AS REVERE DAY.

CONGRATULATIONS FROM THE JACKSON COUNTY BOARD OF REVENUE

GORDON SEBRING, CHAIRMAN

JACK LOYD, PLACE 1

BEN MATHEWS PLACE 3

SUE STEWART, CLERK

RAMOND SANDERS PLACE 2

DEWEY MAPLES PLACE 4

and apathy of the many. He was named for the Revolution's first hero, General Joseph Warren, but two years dead. Through nine decades of life he carried on with the industry and fidelity that were fostered by such a father and such a heritage. It is said by one who knew him well that "his whole character seemed to have been formed of soberer and more profound elements than in after years were generally . . . prevailing." Above all, this is sure — he was the craftsman and executive the young copper industry needed in 1818. It was menaced by a diminished demand at home, and by accelerated competition from abroad. As soon as the Treaty of Ghent was concluded, dumping became the order of the day and the infant American industries of all types were suddenly overwhelmed by a flood of foreign products. Woolen mills were forced to close, iron manufacturers were seriously affected, all native crafts were depressed, as the exports of Europe doubled within a year of the war's end.

During the war, of course, Revere would have welcomed all the copper in the British empire. America had to flex its own sinews and it was only through the tremendous efforts of men like Revere that the nation got the supplies that meant survival. After the war was another matter. After the war, competition was crushing.

England had lost two military decisions, but she still held a menacing economic whip. What America had achieved in arms might be lost in trade. Accordingly, there was one last bid to restore the old dependence — a commercial bid. The market was flooded from the reservoir of goods that had piled up during the war. The deluge engulfed the industries that had sprung up in the years of Embargo and Non-Intercourse, when the cargo hatches of American ships were

opened and unloaded by British for British reasons, and by Napoleon in his effort to strangle the British economy.

The national depression was now critical. Unemployment was widespread. The manufacturers of the country raised their tempers to a fusing point, and aroused Congress into action which led to our first important protective tariff. It is noteworthy that the South and Calhoun were in favor of protection, while Webster exerted his eloquence for free trade, roles that both men would later reverse completely.

The Tariff of 1816, while an aid to many enterprises, contained the pre-war inequities towards the copper industry. Foreign sheathing was still untaxed. This fact, coupled with the lesser pay of British craftsmen and the British determination to recapture its former market, called upon all the skill of Joseph Warren Revere to keep the young company from the disaster that had struck so many others.

An added challenge was that of domestic competition. Before the War of 1812, Revere copper had been unique, and was unchallenged by American rivals. During the war, it had carried the copper part

of the armament burden almost alone. But other men, moved by the success of Revere, were to enter the field he had opened.

The first rival, both in time and rank, was Levi Hollingsworth of Baltimore. His geographical position made him a serious competitor in American markets, a matter reflected in the correspondence of New York and Philadelphia agents with the Boston office.

In 1826, another rival rose nearer home. The three Crocker Brothers set out in the path of Revere, and began business near Taunton, Massachusetts. Despite the rising competition, Revere remained supreme in the field. The Navy, though operating under competitive bidding, was committed to Revere because of the skill wrought into his copper and because of the improved methods and quantity production that were constantly reducing the price of his finished material. Merchant shipping interests naturally followed the cue of the Navy. The Navigation Act of March, 1816, by restricting coastal trade to American ships and foreign trade to ships of the exporting nation, gave fresh impetus to American commerce.

What the Navy thought of Revere is shown in yellowed documents still extant. On November 10th, 1817, Commodore Rodgers wrote to Revere, "If you find that you cannot fill up your contract with copper manufactured by yourselves, then the Navy Commissioners will agree to receive English copper . . . in place of the deficiency."

On August 7th, of the following year, the Navy wrote to inform the company that it needed 515,485 pounds of bolts, and 33,025 pounds of spikes, and would, in turn, sell 116,970 pounds of bolts and 19,750 pounds of spikes for reprocessing. And on September 1st, a contract was drawn up between Commodore Rodgers and Joseph Revere, whereby the latter agreed to deliver, at thirty-six cents a pound, 257,750 pounds of copper augers to the Charlestown Navy Yard, and accepted, as first payment, 47,132 pounds of old copper at thirty-two cents a pound.

The transaction speaks of admirable management, for Revere, despite the tedious methods of early production, had reduced his overall price close to the costs of raw material. And the cost of production was further reduced, for in June, 1820, he agreed to provide the copper for two Navy schooners at thirty cents a pound for the spikes and twenty-nine cents for the sheathing. Shortly, he whittled the price to little more than half the price prevailing when the company began. The year 1827 found him furnishing the Charlestown and Philadelphia Navy Yards with 4,000 sheets at twenty-six cents a pound.

At this time a new associate joined with Joseph Warren Revere, and the alliance greatly widened the horizons of the company. James Davis, a Barnstable man of the same age as the younger Revere, had come to Boston before the close of the preceding century and learned the trade of brass founder. His own enterprise had been suppl-

CONT. ON PAGE 18

Congratulations

REVERE COPPER & BRASS INC.

ON THE DEDICATION OF YOUR

GOOSE POND PLANT

WE AT FIRST FEDERAL ARE HERE TO SERVE YOUR FINE EMPLOYEES

NOW PAYING

MEMBER FEDERAL SAVINGS AND LOAN
INSURANCE CORPORATION

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION

4 $\frac{1}{2}\%$ PASS BOOK SAVINGS

5 $\frac{1}{4}\%$ 12 MONTHS
SAVING CERTIFICATES

SCOTTSBORO, ALABAMA

Congratulations

REVERE

COPPER AND BRASS CO., INC.

FROM

SCOTTSBORO'S

FINEST

FOOD MERCHANTS

SHOPWORTH

GROCERS

FILL YOUR CART WITH SAVINGS FROM S-H-O-P-W-O-R-T-H

T.G. COLLINS GENERAL MERCHANDISE

WOOSLEY'S GROCERY

INDEPENDENT PRODUCE CO.



mentary to that of Revere, for the foundry often was doing the composition castings for the ships Revere was coppering. The post-war growth of the merchant marine brought the two firms into closer business relations. A few months after James Davis and his son formed a partnership, they merged their enterprise with the pioneer firm.

In June of 1828, the two firms were incorporated into one unit — the Revere Copper Company.² Joseph Warren Revere became President of the enlarged firm, and James Davis, Sr., became its Treasurer. His son, James Davis, Jr., was appointed agent in Boston, while Samuel Walker Lincoln, the fourth of the firm, was made resident agent at Canton. The name of Lincoln was, like that of Revere, an historical one. His mother was the daughter of Paul Revere and his father had been one of the leading "Indians" who presided over the tea that was brewed in Boston harbor. Thus the company retained, in this latest step, its links with a stirring past.

The forward step marked by this merger was indicative in growth, though not in rashness, of the decade the nation was entering. The years between 1827 and 1836 were boom years. Canals were seaming the countryside. In 1826, the first bud of a railroad opened to the sun, as a slim six miles of track were laid between Quincy and the Neponset tidewater. Then the tentacles spread like crabgrass and soon the iron horse was neighing defiance to the sluggish canal boats. Growth was the order of the day.

Since the end of the Revolution the lands of the great Northwest Territory had been open to public purchase. But until the twenties, as they were being purchased for their original purpose, that of settlement, they had been bought in only moderate amounts, and sales never exceeded \$2,000,000 a year.

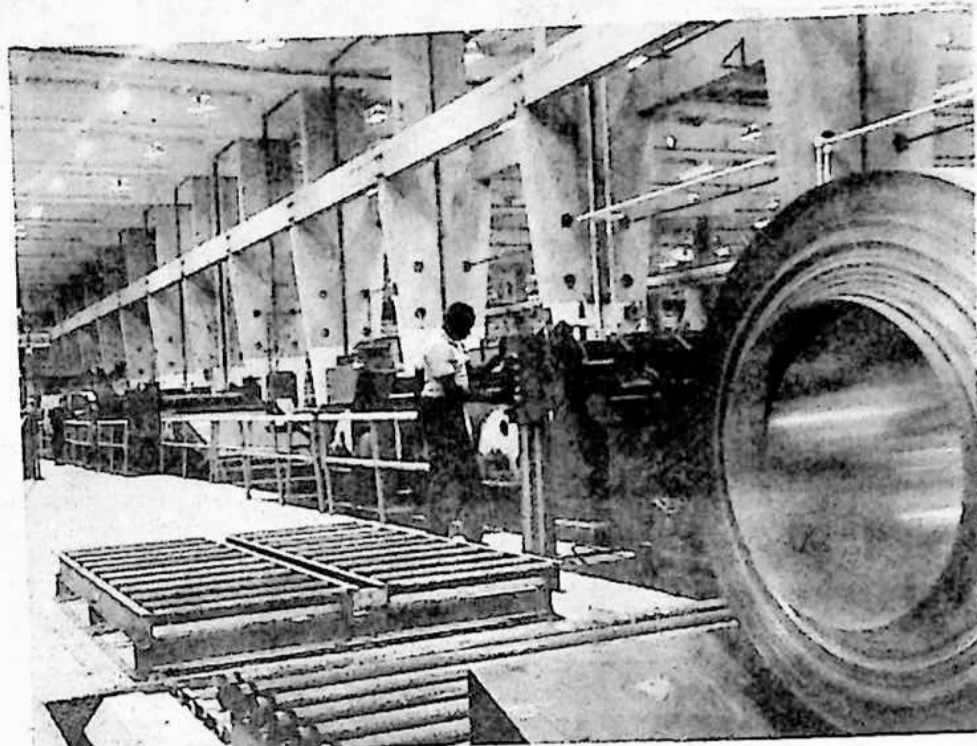
Suddenly, speculation began. Parcels were bought at the land office with paper money issued by private companies and banks. These parcels were used as collateral for more purchases and the process repeated indefinitely. The fever and the pyramiding pushed sales up to \$23,000,000 in 1836 — a tremendous figure and a dangerous condition, since it was based on highly artificial and inflated values. Andrew Jackson, then President, issued the Specie Circular which stated that henceforth the Land Office would not take paper in payment.

In England there was a concurrent and widespread depression, and British creditors were forced to call in their American loans. English cotton mills decreased production markedly, and the South felt this acutely. To add to our troubles, the grain crops of the West

failed again.

Struck by these negative forces, the nation reeled under the blow. In 1837, businesses failed by the thousands, and six hundred and

CONT. ON PAGE 20



THIS REVERE LEVELER PRODUCES FLAT PRODUCTS

This tension leveler, in the new aluminum rolling mill of Revere Copper and Brass Incorporated in Scottsboro, Alabama, is an important machine in the finishing processes of producing a wide variety of aluminum products. Attending the machine are from left to right, Jimmy McGee, Scottsboro; Raymond Batey, Rainsville and Charles Johnson, Scottsboro.

welcome

REVERE

COPPER & BRASS CO., INC.

AND

Congratulations

ON THE DEDICATION
OF YOUR NEW PLANT

WE INVITE EVERYONE TO

VISIT OUR RESTAURANT AND ENJOY
THE BEST IN SOUTHERN HOSPITALITY
AND GOOD FOOD

KATIE'S
LIBERTY RESTAURANT

Congratulations

REVERE COPPER
& BRASS INC.

ON THE DEDICATION OF

YOUR NEW

GOOSE POND PLANT

WE AT STERCHI'S INVITE YOU TO

COME IN AND BROUSE AROUND

WE MERCHANDISE THESE LEADING BRANDS

KROEHLER — KELVINATOR

ADMIRAL — HOTPOINT

PANAMERICAN — EUREKA

GENERAL ELECTRIC — JAMERSON

FOX — GAINES — HOWARD

JOHNSON CARPET — BERKLINE

HICKORY — TAVERN

KENT — COFFEY — SOUTHERN

BRUINGTON — FAIRFIELD — LA-Z-BOY

IT COSTS LESS AT —
Sterchi's
THE SOUTH'S LARGEST QUALITY HOME FURNISHERS

Congratulations

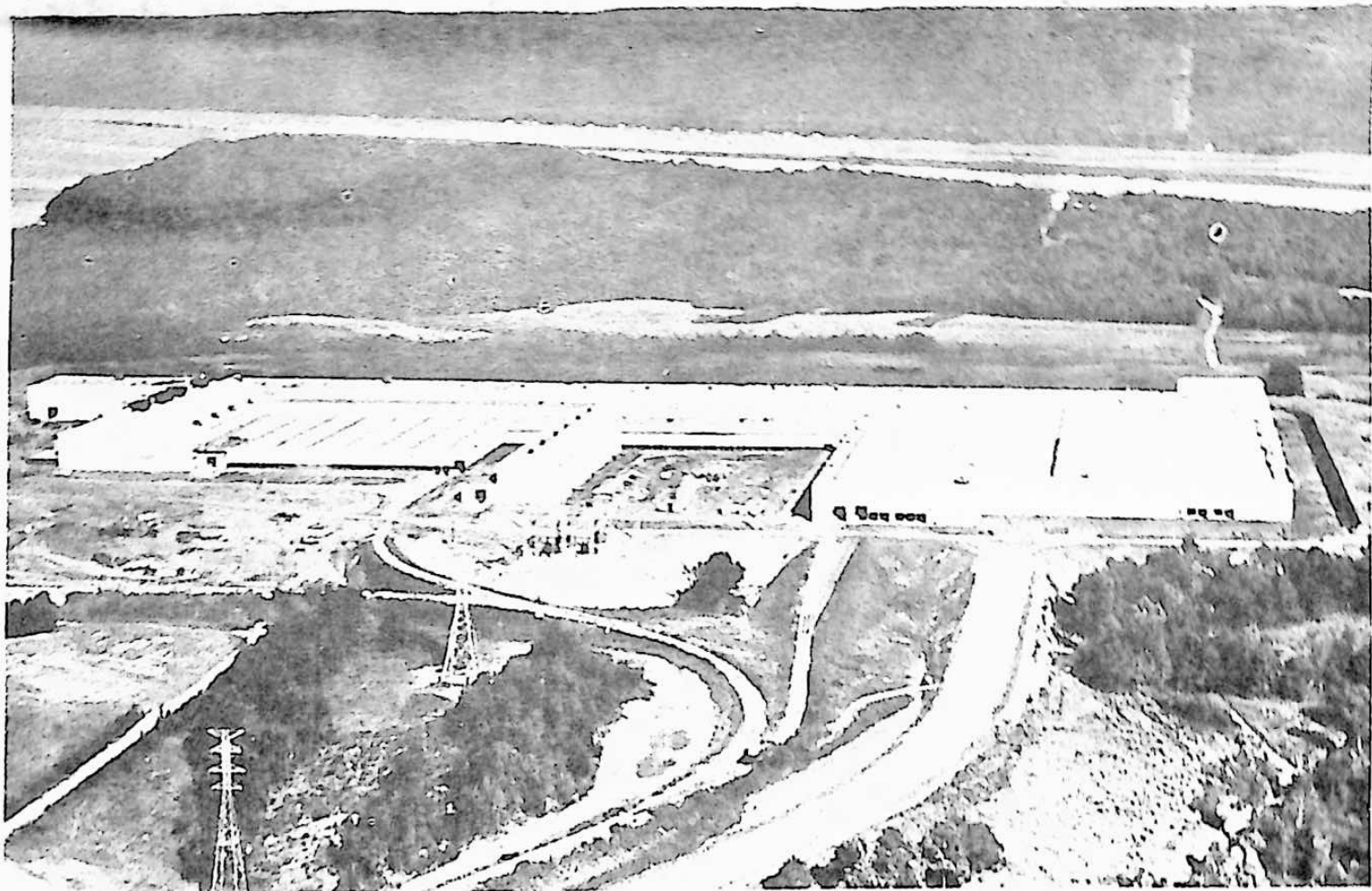
REVERE COPPER & BRASS INC.

FROM THE FRIENDLY FOLKS WHO BOTTLE

Coca-Cola

J.L. BEAN, PRESIDENT

HAMLIN CALDWELL JR., MANAGER



SCOTTSBORO

COCA-COLA

BOTTLING COMPANY

223 WEST LAUREL

things go
better
with
Coke

IN SCOTTSBORO

TRADE-MARK ®

eighteen banks closed their doors. Nine-tenths of our factories were forced to suspend operations. And many thousands of workers were close to starvation in the grievous unemployment that followed.

It is testimony to the foresight of the men of Revere, that the

2 This was the last of a series of consolidations that were to result in Revere Copper and Brass Incorporated as we know it today.

company weathered the storm although Joseph Revere wrote to the Secretary of the Navy that he was suffering a loss on his contracts through the depreciation of money values. In the heart of the maelstrom, deep in 1837, Revere delivered one hundred and fifty thousand pounds of sheathing to the Charlestown Navy Yard alone. Constant experimentation had steadily lowered Revere's prices, and there is little doubt that the million and a half pounds of copper sold to the Navy in 1835 and 1836, against competitive bidding, was an important factor in the company's ability to cope with the next year's depression.

Copper held a fascination even for those of the family who followed other pursuits. In March 1831, for instance, we find Paul's son, John, a doctor then resident in England, receiving a patent from the United States. He had discovered a substitute for copper, which was designed to improve the sheathing of ships.

When the gale of the late thirties had spent its force, the nation pulsed with a new vigor. By 1840, the population had swelled to five times that of 1790. While the tide of immigration rose, and men by the thousands followed Greeley's finger to a beckoning West, Revere

geared its mills to the mounting demand of a resurgent country. The founding of the Point Shirley Works for refining copper ores, at this time, showed that the company was not lagging behind the nation.

Several decades later, Doctor Eggleston, in the Quarterly of Columbia University's School of Mines, was to call Point Shirley, "The first American copper works using the continental process, successfully run in this country . . . an important step in the history of copper metallurgy in the United States."

In 1844, on Point Shirley, a promontory in Boston Harbor, five miles from the city, the company acquired a site for the treatment of foreign ores. The land, covering five or six acres, was on an extremely favorable spot, as it faced the water on three sides, and was exposed to constant breezes that would blow the sulphurous smoke out to sea. The wharf was capable of docking and unloading the largest of vessels. As the ore-laden ships arrived from South America, they were unloaded of their cargo which was then roasted in rectangular piles to remove the impurities. With this first process completed, the copper would then be taken to Canton for firing and refining in the four furnaces there. Part of this work was later done at Point Shirley itself, where two additional furnaces were erected. With the works in full swing, twenty thousand tons of ore were treated each year, a thousand cords of wood being consumed in the process.

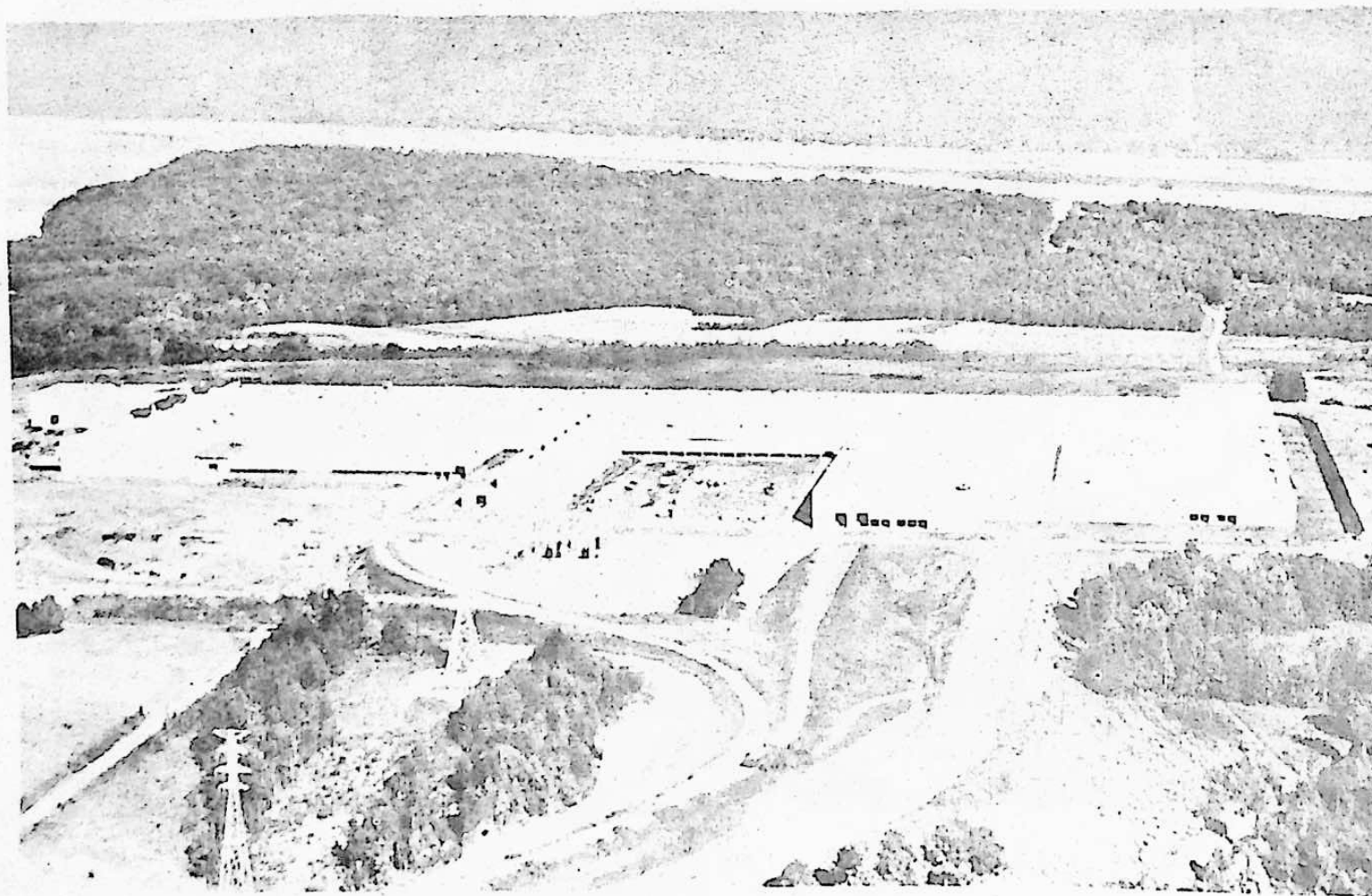
The success of these works, Dr. Eggleston says, was largely due to the chemists who supervised them. Chief among these chemists was the brilliant young metallurgist, Frederick William Davis, son of

CONT. ON PAGE 22

Congratulations

REVERE

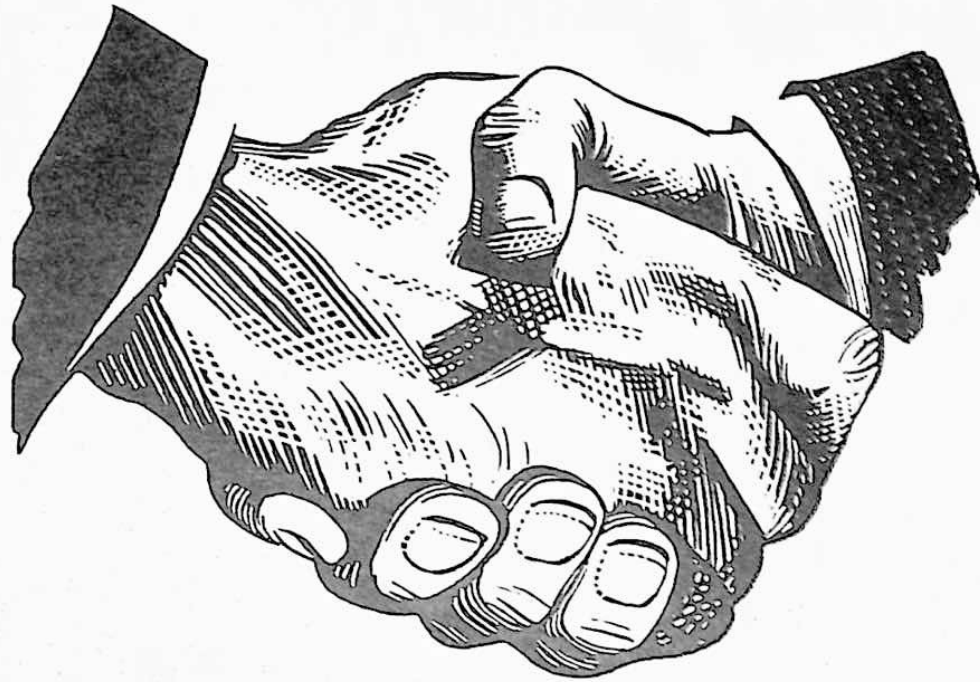
COPPER & BRASS CO., INC.



PATRICK LUMBER CO.

"YOUR COMPLETE BUILDERS SUPPLY"

WELCOME TO NORTH ALABAMA

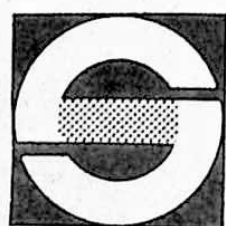


STATE NATIONAL COUNTRY

THE FOLKS ARE FRIENDLIER, THE CLIMATE SUNNIER, THE FISHING EASIER IN BEAUTIFUL
NORTH ALABAMA.

TO THE NEW EMPLOYEES AND MANAGEMENT OF REVERE COPPER AND BRASS WE EXTEND A
WARM SOUTHERN "WELCOME! WE'RE GLAD TO HAVE YOU HERE. YOU'LL FIND NORTH ALABAMA
A GREAT PLACE TO WORK, LIVE AND PLAY."

WELCOME ALSO TO THE FULL-SERVICE BANKING AVAILABLE AT STATE NATIONAL.
WITH BRANCHES IN FOURTEEN COMMUNITIES, WE'RE THE BIGGEST HOMETOWN BANK IN
NORTH ALABAMA...OFFERING CHECKING ACCOUNTS, SAVINGS ACCOUNTS, COMPLETE
LOAN AND TRUST DEPARTMENTS, AND THE PERSONAL SERVICE YOU RECEIVE BY DOING
BUSINESS WITH LOCAL PEOPLE. STOP BY TO SEE WALTER WEATHERLY AND JOE COBB AT
SCOTTSBORO STATE NATIONAL. THEY WOULD LIKE TO SAY "WELCOME" TO YOU PERSONALLY.



STATE
NATIONAL
BANK

OF ALABAMA
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

W.J. WORD LUMBER CO.

EXTENDS A FRIENDLY



WELCOME

TO

REVERE

COPPER & BRASS INC.

WE ARE PROUD TO HAVE

FURNISHED VARIOUS MATERIALS

FOR THE CONSTRUCTION OF YOUR PLANT

W.J. WORD LUMBER CO.

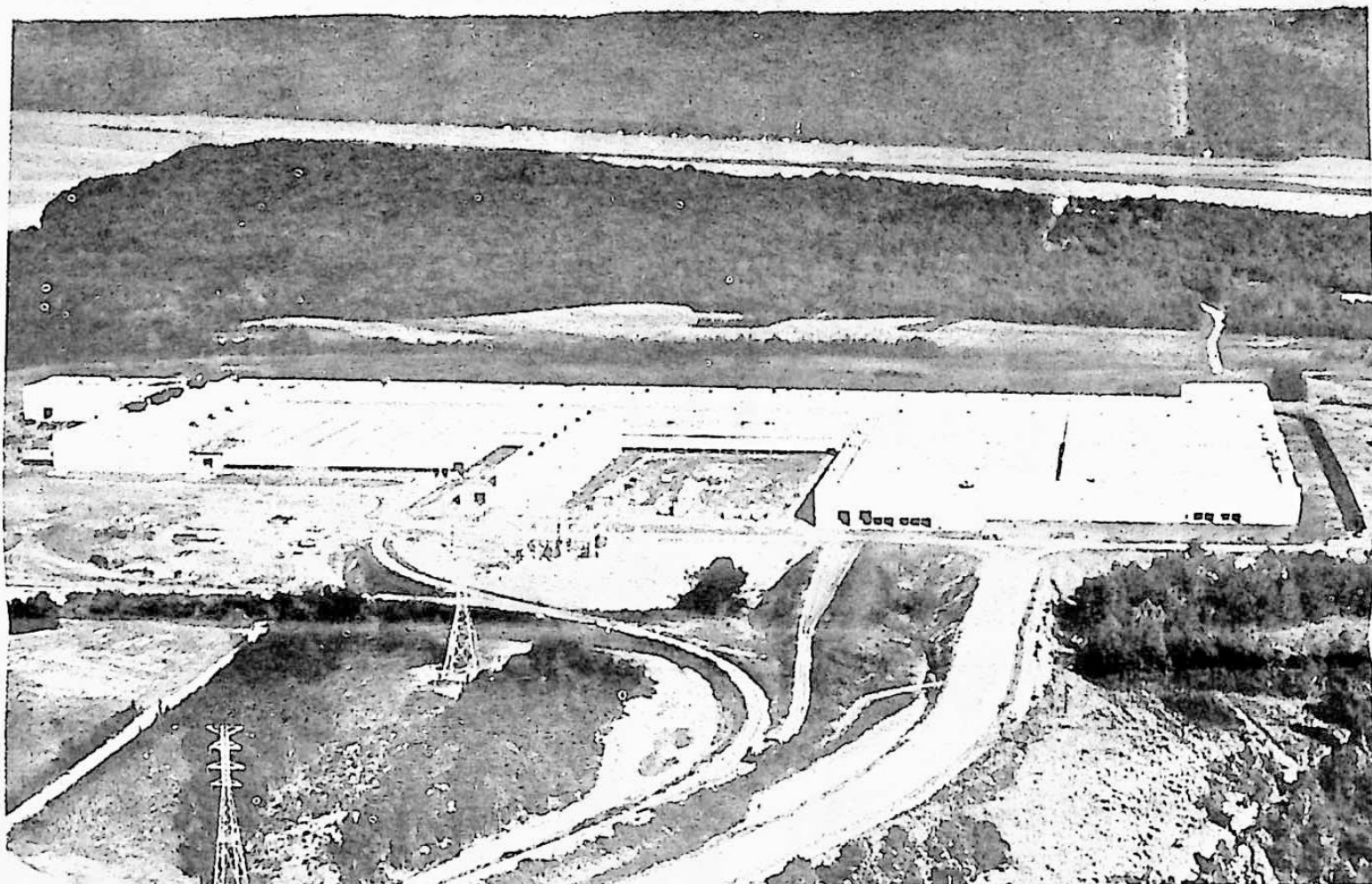
SINCE 1892

OUR 75 YEAR

SCOTTSBORO, ALA.

574-3858

JACOB'S BANK SALUTES REVERE COPPER & BRASS INC. AND IT'S MANY FINE EMPLOYEES



WE ARE HAPPY TO HAVE
BEEN SELECTED TO SERVICE
YOUR ACCOUNTS

J.C. JACOB'S BANKING CO., INC.

WHERE THERE IS NEVER A PARKING PROBLEM

SCOTTSBORO, ALA.

DIAL 574-1516

Revere's Treasurer. Young Davis had received his early training in the laboratory of Doctor Charles T. Jackson, a pioneer in the field and had accompanied that scientist in his exploratory trips through the copper regions of Lake Superior. Davis carried on the active supervision of the bustling works and, in addition, devoted his spare hours to research. He was said, by his famous instructor, to have discovered "the best and most economical methods of mixing the various copper ores of commerce, and to have obtained the largest yield at the least expense." His death, from typhoid fever, at thirty years of age, cost the company one of its most valued men, and the nation a scientist of great promise.

were closed, and with them closed a brief and brave chapter in American industrial achievement.

Before this tragic climax, the Point Shirley Works, as part of the Revere enterprise, were to take a stirring role in the history of the nation. They proved of the utmost importance during the four long years of the War between the States.

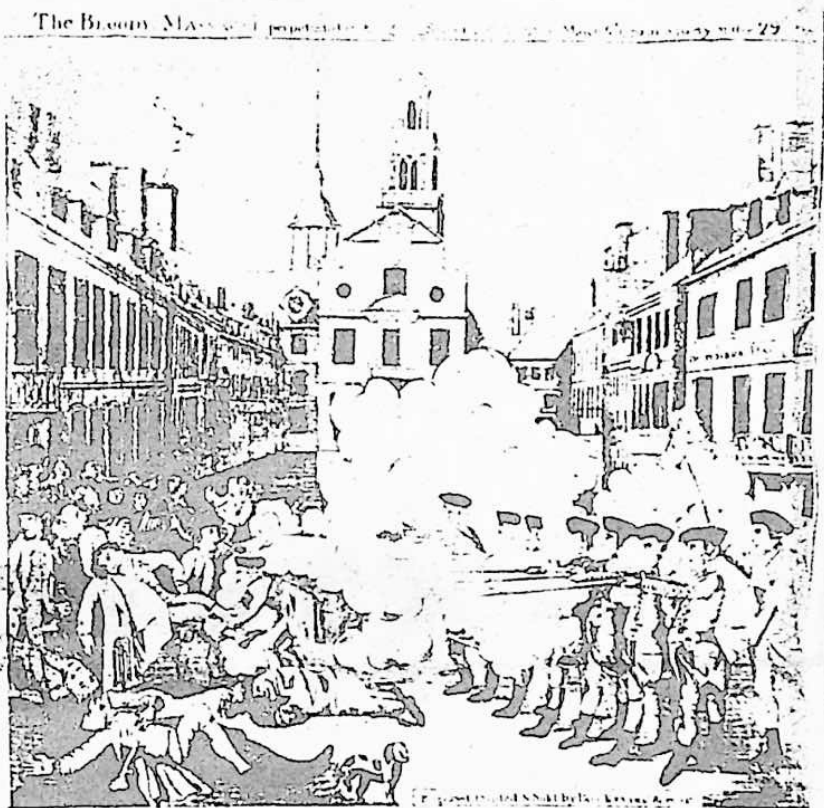
Among the factors that weighed heavily on the Union side, two were highly significant. The North had the greater industrial capacity, and the Navy, whose roving service accentuated national rather than state ties, suffered few defections to the Confederate cause. It was the Navy blockade that sped the collapse of the Confederacy.

After the disillusionment of a quick victory at Bull Run, there is ample evidence of the national urgency for materiel in the records of both War and Navy Departments. As early as 1861, the orders to Revere call for "Rapid delivery of thirty 12-pounders—they are much needed."

Letters change to telegrams in the dark days of '62. February 2nd, wire from Army Ordnance, "How many 12-pounders can you turn out per week? and how many have you ready?" Revere answered the same day, "Can turn out four guns a week with present facilities. Sent forward seven yesterday. Seventeen more under way." A following letter explained that, with increased equipment, Revere could soon supply an additional gun a day. "We do not mean to confine ourselves to the 12-pounders, but can do the same with any sort from six to thirty-two pounds." On March 5th, thirty twelve-pounders were ordered, on March 6th, twenty more.



After nearly thirty years of successful operation, the Point Shirley project was, in Dr. Eggleston's phrase, "legislated out of existence." A tariff was placed on foreign ores in 1869. The plant, deprived of its raw material, was staggered by the blow. For several years, it operated on what domestic ores could be scraped together. In 1872 the works



This celebrated copper engraving, depicting the Boston Massacre, one of the events that precipitated the American Revolution, was created and marketed by Paul Revere. The son of an immigrant, Paul Revere was a zealous patriot, throughout his long life. As a silversmith, foundry operator, merchant, artist, industrial pioneer and metal craftsman, his contributions to the cause of American liberty and progress have endured to the present time.

Congratulations
 AND
welcome
**REVERE COPPER &
 BRASS CO. INC.**

FROM THE STAFF AND MANAGEMENT
 AT
 SHOP AT SEARS
 AND SAVE

Sears

KEN'S RECORD RACK
 OFFICE FOR WESTERN UNION IN
 SCOTTSBORO

WELCOMES
**REVERE COPPER
 & BRASS CO., INC.**
 TO SCOTTSBORO
 "THE FRIENDLY CITY"

COME IN AND BROUSE AROUND
 RECORDS AND BOOKS FOR THE ENTIRE FAMILY

Founder's Great Pioneering Spirit Still "Rides" Today

With a history of pioneering achievement and industrial progress dating back almost to the birth of the nation it has helped make the greatest on earth, Revere Copper and Brass Incorporated this year is observing the 150th anniversary of its founding by the patriot whose name it proudly bears-- Paul Revere.

Now one of the largest fabricators of copper and copper alloys in America, a key participant in the country's current all-out production effort, the vast Revere organization of today still retains a striking resemblance in principle and purpose to the humble mill on the banks of the Neponset River in Massachusetts where Paul Revere first established the copper and brass industry in the United States a century and a half ago.

This similarity of ideals is exemplified by a comparison of two statements, one written in Colonial days and the other set down only this year.

Historical Tribute

The first, an appraisal of Paul Revere's service in Revolutionary times, is contained in the carefully-preserved Annals of the (Massachusetts) Charitable and Mechanic Association and reads:

"During all this time, he might be said to hold the sword in one hand and the implements of mechanical trade in the other,

and all of them subservient to the great cause of American liberty. Whenever anything new or ingenious in the mechanical line was wanted for the public service, the public looked to him for the consummation of the design."

The second statement, prepared in connection with the observance of the 150th anniversary of Revere Copper and Brass Incorporated, reads:

"The men and women of Revere, in both labor and management, are determined that their Company will continue to serve our Country in peace and war, and to cooperate, prosper and grow with freedom-loving people in the development of better living for all. Paul Revere's love of country, great pioneering spirit, and tireless hard work set a great example for us all--his spirit helped to light the path of freedom in 1776, and we are proud that this same spirit still 'rides' today."

Perhaps no individual in the long record of American achievement typifies so well as Paul Revere the tendency of succeeding generations to focus upon the dramatic and adventurous aspects of an historic figure's life at the expense of his more prosaic qualities, however noteworthy the later may be.

Thus, with Henry Wadsworth Longfellow's stirring--if somewhat apocryphal--poem, "Paul Revere's Ride," as their most memorable source material, millions of

Americans have identified Paul Revere principally as the heroic horseman who roused his countrymen to arms in their moment of peril.

Actually, Paul Revere, while intensely patriotic throughout his life, best served his country

as one of the great industrialists and master metal craftsmen of all time. He was unexcelled as a silversmith, and many of his delicately-patterned urns, tankards, serving trays and pitchers are still prized by collectors and museums.

Paul Revere also was an expert in the working of bronze, and more than sixty church bells cast by him early in his industrial career are in use to this day, tolling the hours and calling worshippers to

Cont on page 26

WELCOME

REVERE COPPER & BRASS INC.

WE ARE HAPPY TO SERVE YOUR OFFICE SUPPLY NEEDS

SCOTTSBORO BUSINESS MACHINE CO.
SCOTTSBORO

601 EAST WILLOW PHONE 574-3441

congratulations

REVERE COPPER & BRASS INC.

WE AT PARK'S ARE HERE TO SERVE YOUR FINE EMPLOYEES BOTH LADIES AND GENTLEMEN

Park's

SOONER OR LATER YOUR FAVORITE STORE

CORNER BROAD & WILLOW

SCOTTSBORO, ALA.

Paul Revere's Ride

BY HENRY W. LONGFELLOW

Listen, my children, and you shall hear
Of the midnight ride of Paul Revere,
On the eighteenth of April, in Seventy-five;
Hardly a man is now alive
Who remembers that famous day and year.

He said to his friend, "If the British march
By land or sea from the town to-night,
Hang a lantern aloft in the belfry arch
Of the North Church tower as a signal light,--
One, if by land, and two if by sea;
And I on the opposite shore will be,
Ready to ride and spread the alarm
Through every Middlesex village and farm,
For the country folk to be up and to arm."

Then he said, "Good night!" and with muffled oar
Silently rowed to the Charlestown shore,
Just as the moon rose over the bay,
Where swinging wide at her moorings lay
The Somerset, British man-of-war;
A phantom ship, with each mast and spar
Across the moon like a prison bar,
And a huge black hulk, that was magnified
By its own reflection in the tide.

Meanwhile, his friend, through alley and street,
Wanders and watches with eager ears,
Till in the silence around him he hears

CONT. ON PAGE 28

service in a score of New England cities and towns. Even before he discovered the secret of rolling copper--a procedure theretofore known only to a handful of European artisans--Paul Revere was well-known throughout Colonial America as an engraver, ironsmith, printer

and political crusader.

Building "Old Ironsides"

Soon after the American Revolution, industrial and government leaders of the new

Cont on page 30

Congratulations

REVERE COPPER & BRASS CO., INC.

ON THE DEDICATION OF YOUR
GOOSE POND ISLAND PLANT

FOR BRANDS YOU KNOW AND TRUST
MEN & BOYS LADIES & GIRLS

MANHATTEN

RUSS TOGS

LEVI

MANFOUL

PURITON

KARELL

KAYNEE

PATTY PETITE

MANN

HER MAJESTY

BATONY

EXQUISITE FORM

BEAU BRAMMELL

SEAMPRUFE

PINEHUSST RICEMOR

KENNAMER'S

"There Is No Substitute For Quality"

WE SALUTE REVERE COPPER & BRASS INC.

ON THE DEDICATION OF YOUR

GOOSE POND PLANT

WE AT COPELAND TIRE ARE HERE

TO SERVE YOU AND YOUR FINE

EMPLOYEES WITH GOODRICH TIRES

COPELAND TIRE CO.

SCOTTSBORO, ALA.

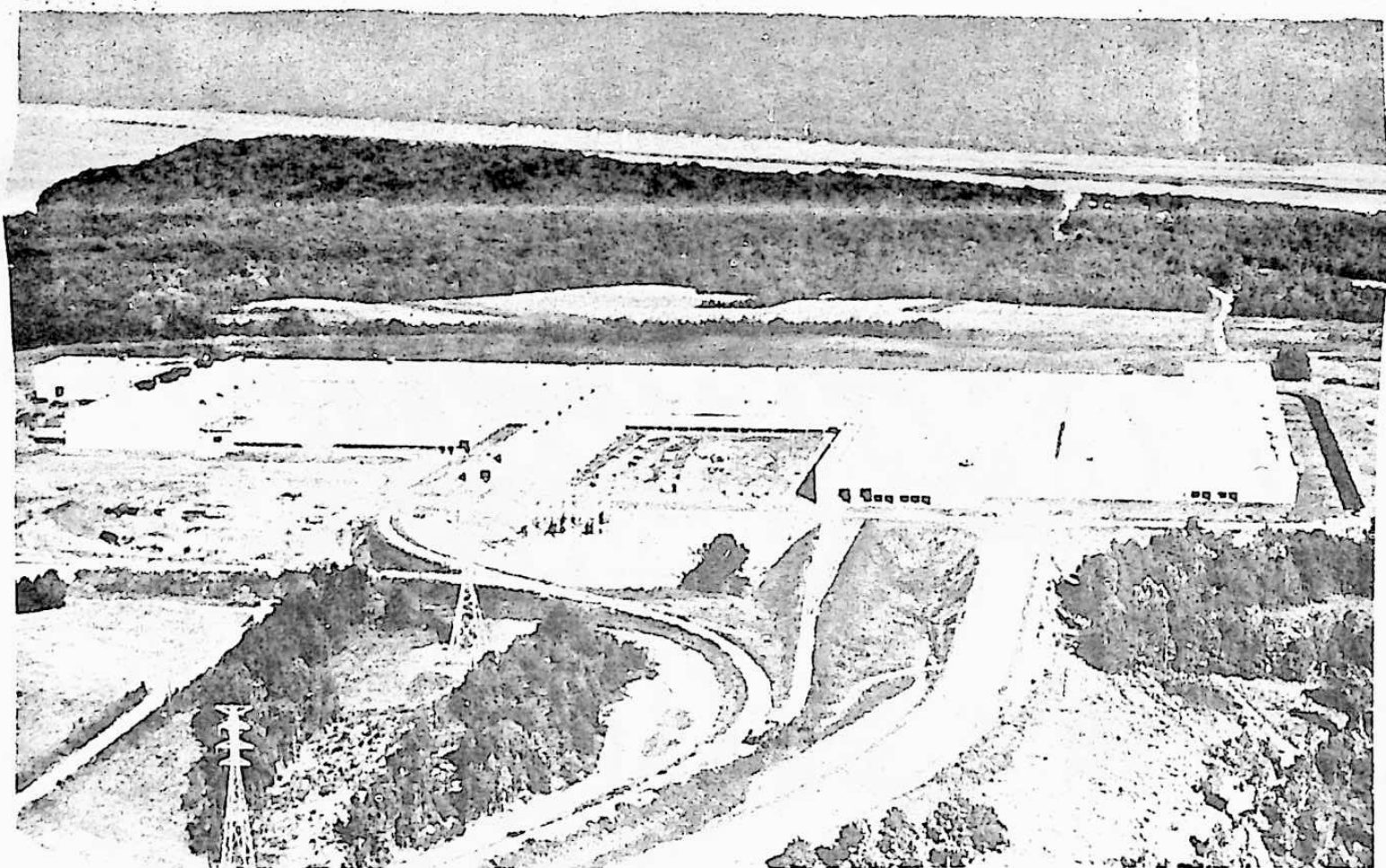
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574-3319

Congratulations

**REVERE COPPER & BRASS
COMPANY, INC.**

**ON
THE OPENING OF YOUR NEW PLANT!**



**WE ARE HAPPY
TO SERVE YOU**

**SCOTTSBORO ELECTRIC POWER BOARD
SCOTTSBORO WATER, SEWER & GAS BOARD**

The muster of men at the barrack door,
The sound of arms, and the tramp of feet,
And the measured tread of the grenadiers,
Marching down to their boats on the shore.

Then he climbed the tower of the Old North Church,
By the wooden stairs, with stealthy tread,
To the belfry-chamber overhead,
And startled the pigeons from their perch
On the sombre rafters, that round him made
Masses and moving shapes of shade,--
By the trembling ladder, steep and tall,
To the highest window in the wall,
Where he paused to listen and look down
And the moonlight flowing over all.

Beneath, in the churchyard, lay the dead,
In their night-encampment on the hill,
Wrapped in silence so deep and still
That he could hear, like a sentinel's tread,
The watchful night-wind, as it went
Creeping along from tent to tent,
And seeming to whisper, "All is well!"
A moment only he feels the spell
Of the place and the hour, and the secret dread
Of the lonely belfry and the dead;
For suddenly all his thoughts are bent
On a shadowy something far away,
Where the river widens to meet the bay,--
A line of black that bends and floats
On the rising tide, like a bridge of boats.

Meanwhile, impatient to mount and ride,
Booted and spurred, with a heavy stride
On the opposite shore walked Paul Revere.
Now he patted his horse's side,

Now gazed at the landscape far and near,
Then, impetuous, stamped the earth,
And turned and tightened his saddle-girth;
But mostly he watched with eager search
The belfry-tower of the Old North Church,
As it rose above the graves on the hill,
Lonely and spectral and sombre and still.
And lo! as he looks, on the belfry's height
A glimmer, and then a gleam of light!
He springs to the saddle, the bridle he turns,
But lingers and gazes, till full on his sight
A second lamp in the belfry burns!

A hurry of hoofs in a village street,
A shape in the moonlight, a bulk in the dark,
And beneath, from the pebbles, in passing, a spark
Struck out by a steed flying fearless and fleet:
That was all! And yet, through the gloom and the light,
The fate of a nation was riding that night;
And the spark struck out by that steed, in his flight,
Kindled the land into flame with its heat.

He has left the village and mounted the steep,
And beneath him, tranquil and broad and deep,
Is the Mystic, meeting the ocean tides;
And under the alders, that skirt its edge,
Now soft on the sand, now loud on the ledge,
Is heard the tramp of his steed as he rides.

It was twelve by the village clock
When he crossed the bridge into Medford town.
He heard the crowing of the cock,
And the barking of the farmer's dog,
And felt the damp of the river fog,
That rises after the sun goes down.

It was one by the village clock,

CONT. ON PAGE 30

Congratulations

REVERE COPPER & BRASS CO., INC.

WE ARE PLEASED TO HAVE BEEN

CHOSEN TO FURNISH A LARGE

PART OF YOUR OFFICE FURNITURE

OFFICE SUPPLY CO.

229 GRANT ST.

CHARLES ALLEN

OWNERS

DECATUR, ALA.

PLEAS MANLEY

Congratulations

**INDUSTRIAL DEVELOPMENT BOARD
OF SCOTTSBORO ALABAMA
AND REVERE
COPPER & BRASS CO., INC.**



**WE ARE PROUD TO HAVE PARTICIPATED
IN THE INSTALLATION OF THIS
MODERN NEW ALUMINUM PLANT**

When he galloped into Lexington,
 He saw the gilded weathercock
 Swim in the moonlight as he passed,
 And the meeting-house windows, blank and bare,
 Gaze at him with a spectral glare,
 As if they already stood aghast
 At the bloody work they would look upon.

It was two by the village clock,
 When he came to the bridge in Concord town.
 He heard the bleating of the flock,
 And the twitter of birds among the trees,
 And felt the breath of the morning breeze
 Blowing over the meadows brown.
 And one was safe and asleep in his bed
 Who at the bridge would be first to fall,
 Who that day would be lying dead,
 Pierced by a British musket-ball.

You know the rest. In the books you have read,
 How the British Regulars fired and fled,--
 How the farmers gave them ball for ball,
 From behind each fence and farm-yard wall,
 Chasing the red-coats down the lane,
 Then crossing the fields to emerge again
 Under the trees at the turn of the road,
 And only pausing to fire and load.

So through the night rode Paul Revere;
 And so through the night went his cry of alarm
 To every Middlesex village and farm,--
 A cry of defiance and not of fear,
 A voice in the darkness, a knock at the door,
 And a word that shall echo forevermore!
 For, borne on the night-wind of the Past,
 Through all our history, to the last,
 In the hour of darkness and peril and need,

The people will waken and listen to hear
 The hurrying hoof-beats of that steed,
 And the midnight message of Paul Revere.

republic appealed to Paul Revere for assistance in meeting the critical shortage of copper and copper alloys, urgently needed for strengthening the hulls of merchantmen and men-of-war. By a historic coincidence, one of the ships under construction at the time for which copper sheathing,

bolts and spikes were required was the frigate Constitution, later to win enduring fame and popular acclaim as "Old Ironsides."

On March 11, 1800, Paul Revere wrote Congressman Harrison Otis that he had

Cont on page 32

~~welcome~~

**REVERE COPPER
& BRASS CO., INC.
TO SCOTTSBORO**

AND

Congratulations

**ON THE DEDICATION OF
YOUR NEW PLANT
ON GOOSE POND ISLAND
C & H COMPANY**

"OUTFITTERS FOR THE ENTIRE FAMILY"

REVERE COPPER AND BRASS CO., INC.

WELCOME

TO

A FRIENDLY TOWN

OF

FRIENDLY PEOPLE

FROM THE

FRIENDLY FOLKS AT

**BROWN-BERGMAN
FURNITURE CO.**

**MAKING FRIENDS IN
SCOTTSBORO AND JACKSON COUNTY
FOR 40 YEARS!**

CONGRATULATIONS

Revere Copper & Brass Inc.

YOUR DEDICATION CEREMONIES JUNE 15, MARKS ANOTHER PROUD MILESTONE IN YOUR COMPANY'S LONG HISTORY OF ACCOMPLISHMENTS OF BENEFIT TO THE CUSTOMERS YOU SERVE AND THE COMMUNITIES IN WHICH YOU ARE LOCATED.

Congratulations.

WITH OUR GOOD WISHES GOES THIS PLEDGE, TOO: WE ARE PROUD TO HAVE THE PRIVILEGE OF SERVING YOU, AND WILL DO EVERYTHING IN OUR POWER TO PROVIDE YOU WITH MODERN, PROGRESSIVE AND DEPENDABLE RAIL TRANSPORTATION, SO IMPORTANT TO THE SUCCESSFUL OPERATION OF YOUR FACILITIES HERE.

SOUTHERN RAILWAY SYSTEM

discovered the manner in which copper could be rolled for industrial use. In the picturesque prose of the day, his message read.

"After discoursing with a number of old Coppersmiths they one and all agreed that they could not melt copper, and make it so malleable as to hammer it hot. I further found, that it was a secret in Europe that lay in but very few Breasts. I determined, if possible, to gain the Secret. I have the satisfaction to say, that, after a great many trials, I have . . . obtained my wishes."

With the aid of a \$10,000 loan from the Federal government, Paul Revere purchased an old powder mill at Canton, Mass. Here the company he founded in 1801 produced the first copper ever rolled on the American continent, ending forever this country's dependence on foreign sources for its supply of the vital metal and its alloys.

The first copper sheets rolled by the firm of Paul Revere and Son were used to sheath the dome of the new Massachusetts State House in Boston. A decade later, in the War of 1812, "Old Ironsides" and several of her sister ships--all of them coppered by Revere and all mounting cannon cast by the Revere foundry--won a series of decisive victories against vessels previously regarded as superior.

Lifelong Endeavor

Paul Revere was sixty-six years old when he established his first copper mills. With the youthful vitality and creative energy that characterized his entire lifetime, he remained in active control of his flourishing business until a few days before his death in 1818, when he was eighty-three.

Under the terms of Paul Revere's will, his son, Joseph Warren Revere, took over the management of the business. The younger Revere had been associated with the firm for many years, and under his leadership it continued to prosper.

Consolidation Effected

In 1928, the company founded by Paul Revere and handed down to three generations of Reveres became the cornerstone of Revere Copper and Brass Incorporated. The present-day Revere organization is the result of a consolidation of several outstanding copper and brass fabricators. Serving on its Board of Directors is E. H. R. Revere, great-grandson of Paul Revere.

The Revere company of today employs nearly 10,000 persons and has offices in principal cities throughout the country. Its great mills, now operating at peak production to help supply both civilian and military copper requirements, are located in Rome, N.Y.; Baltimore, Chicago, Clinton, Ill.; Detroit, Los Angeles, New Bedford, Mass., and Riverside, Cal.

It is interesting to note that more than fifty per cent of the employees of Revere Copper and Brass Incorporated have been associated with the firm for ten years or more--a tribute to the company's human-relations program and its adherence to the precepts originally laid down by Paul Revere.

New Executives Named

A prime illustration of the

Revere policy of "promotion from within" is found in the recent announcement of two top executive appointments.

Upon the retirement of C. Donald Dallas, one of the best-known men in the American non-ferrous metals field, James J. Russell was elected Chairman of the Board of Revere Copper and Brass Incorporated. Mr. Russell, who has spent his entire career in the copper industry, was Treasurer of Rome Brass and Copper Co.--one of the firms involved in the 1928 merger--and had been President of the Revere firm since 1931.

Named to succeed Mr. Russell as President was James M. Kennedy, who has been active in the copper industry since 1925 and who had been head of Revere's Rome Manufacturing Company Division since 1932.

Mr. Kennedy, it should also be noted, was largely responsible for the appearance on the American scene of the most famous Revere product of all--Revere Ware. This line of copper-clad stainless steel kitchen utensils, prized by millions of housewives throughout the land, has been on the market only since 1939 but, as a company spokesman recently observed, it already has "put the name of Revere on more contemporary tongues than Longfellow's poem."

Revere Ware Developed

The graceful and durable Revere Ware is typical of the efforts made by Revere Copper and Brass Incorporated to create new products and improve on established items. Under Mr. Kennedy's direction, the Rome Manufacturing Company Division utilized its

best technicians and extensive laboratory and research facilities over a period of years to achieve the high quality that countless American housewives attribute to Revere Ware.

Two of the newer Revere plants--at Clinton, Ill., and Riverside, Cal.--were established principally to produce Revere Ware, in conjunction with the Rome plant. Despite this expansion, the demand for the utensils continues to match or even exceed the supply.

The far-flung Revere manufacturing organization turns out great quantities of copper, brass and bronze mill products, such as sheet, plate, tube, pipe, bar and rod; mill products of aluminum alloys and welded steel tubing.

In an outline prepared in conjunction with the observance of Revere's 150th anniversary, the firm sums up its operations as follows:

"Copper is often called the 'metal of invention' and thus plays an important part in most of the great developments in the modern world. Innumerable peacetime necessities for better living make some use of copper or its alloys. In countless American homes, from roof to basement, Revere products are giving lifetime service in the form of roofing materials that defy the weather; non-rusting piping of copper or brass; hot water storage tanks, and Revere Ware cooking utensils.

Revere products are also working for almost all of us every day in many of our customary activities--when we ride in a car, bus, train or airplane; when we switch on an electric fan, or unlock a door, and when we use our mechanical

refrigerator. Also the steamship, the telephone, the electric railway, radio and television, the electric toaster, the vacuum cleaner and hundreds of other time-savers and work-reducers--all owe a part of their efficiency, their long life, and their low cost, to the use of Revere metals. You meet Revere products almost every day of your life."

The company statement notes that Revere products have served the Armed Forces of

the United States in wartime from the War of 1812 to the present day. Following the tradition established by Paul Revere, the firm sets forth its objectives in these words:

"In addition to supplying domestic peacetime needs, Revere stands ready to help arm and strengthen the forces of democracy and freedom throughout the world. Revere is proud to have had the privilege of being part of the American scene for 150 years--

DON WRIGHT
ALLSTATE INSURANCE AGENT FOR
SCOTTSBORO & JACKSON CO.
TAKES THIS MEANS TO WISH
REVERE COPPER
& BRASS CO., INC.
A WARM WELCOME
AND A HEARTY
CONGRATULATIONS
ON THE DEDICATION OF
YOUR NEW
PLANT AT GOOSE POND ISLAND
Allstate
INSURANCE
 DON WRIGHT, Agent SEARS BLDG. (302 S. Broad)

welcome



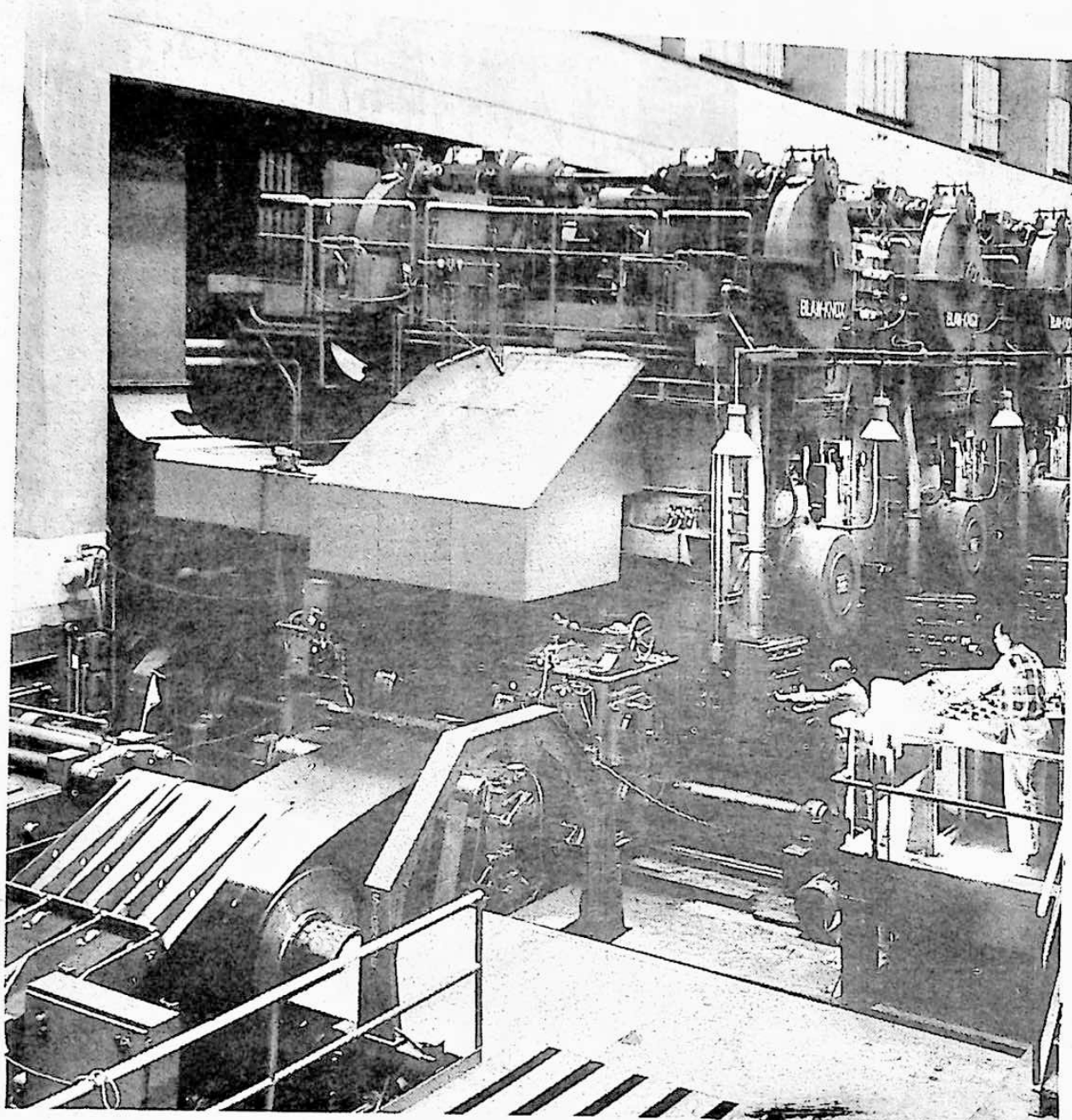
REVERE
COPPER
&
BRASS INC.

WE'RE GLAD
YOU CAME

FIVE REGISTERED PHARMACIST
TO SERVE YOU

HODGES DRUG
MORTAR & PESTLE
H & H PHARMACY

Left to Right
 John Reeves, R.L. Hodges, Barry Wilson,
 Herbert Glass, Joe Bowman, Charles
 Hodges



ALUMINUM SHEET IS COILED IN NEW REVERE MILL

This tandem mill--in the new aluminum rolling mill of Revere Copper and Brass Incorporated in Scottsboro, Alabama--continues a process of reducing an 18 or 24 inch thick aluminum ingot to thicknesses of a fraction of an inch. The aluminum is being blocked into a coil which will then be further processed into finished coils or cut into individual sheets up to 20 feet long. Operators are from the left John Stefanski and William Hamilton of Scottsboro.

REVERE'S NEWEST ALUMINUM ROLLING MILL

Scottsboro, Alabama

Congratulations

TO
REVERE

COPPER & BRASS CO., INC
ON THE OPENING
OF
YOUR NEW PLANT

●
THE FRIENDLY
PEOPLE AT

ROUGH & TUMBLE

FURNITURE COMPANY
WELCOME TO OUR COMMUNITY!

Congratulations

TO

REVERE COPPER & BRASS INC.

**ON THE DEDICATION OF YOUR
NEW ALUMINUM SHEET MILL**

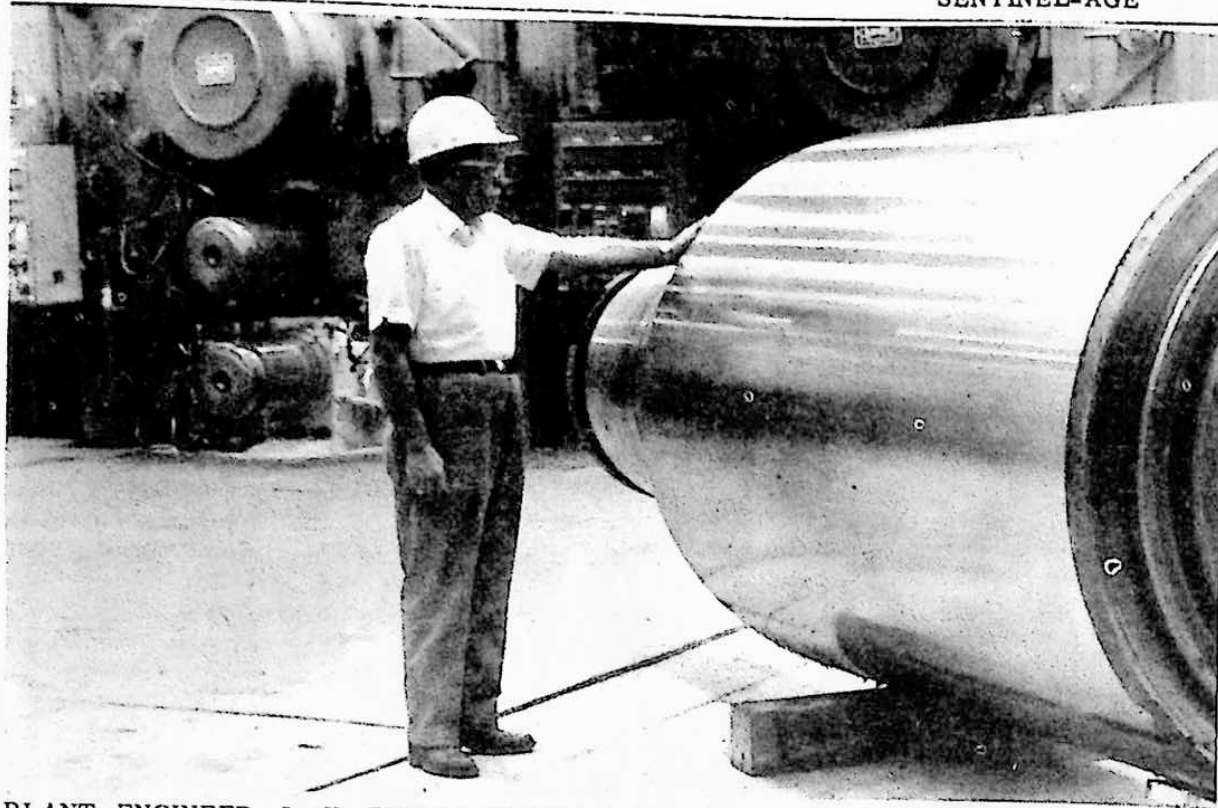
BELL EQUIPMENT CORP.

ATLANTA, GEORGIA 30303 TELE. (404) 525-8201

SOUTHEASTERN REGIONAL OFFICE

J.M. "JIM" ROSE

YOUR RENTAL EQUIPMENT REQUIREMENTS, LARGE OR SMALL, ARE OUR SPECIALTY!



PLANT ENGINEER, L. H. EIFORD, IS DWARFED---by huge back-up roll for one of the intermediate process mills at the new aluminum rolling mill of Revere Copper and Brass Incorporated, near Scottsboro, Alabama. This new plant can produce continuous coils up to 21.6 miles long.

Quick Facts About New Aluminum Rolling Mill

LOCATION: On Goose Pond Island in the Tennessee River, 6.4 miles from Scottsboro, Alabama and 50 miles from Huntsville-Decatur Airport. Connected to mainland by Revere Road, a four-lane highway intersecting Star Route #79. Reached via Routes U.S. #72, State #79 and #35.

SIZE OF SITE: 2,129 acres comprising the entire island.

SIZE OF PLANT: 40 acres of plant and parking facilities. More than 24 acres under one roof.

Main building 1,950 feet long. Total building area approximately 1,245,250 square feet.

Main rolling mill bay is 100 feet wide x 1,950 feet long and serviced by three cranes of 10-25 and 150/25 ton capacities.

PRODUCTION CAPACITY: 15,000,000 pounds of rolled and finished aluminum sheet, coils and plate per month. . .90,000 tons annually.

NUMBER OF EMPLOYEES: Starting force 400. When adjoining reduction plant is completed number will be approximately 1,000.

FINANCING: Plant operated by Revere on a lease-purchase basis at rentals sufficient to cover debt service on \$60,000,000 of industrial development bonds issued by the

Industrial Development Board of the City of Scottsboro. The mill will be leased to the company until July 1, 1987, at which time the company has agreed to purchase the mill.

TYPES OF PRODUCTS MANUFACTURED: All commercial grades of flat and coiled sheet including clad, embossed, bright and anodizing quality finishes. Also painted mobile home sheet, siding, and building product coils. Reroll, round and shaped welded tube, circles and blanks, and plate up to 6 inches thick.

PRODUCT RANGE: Starting ingot--in excess of 20,000 lbs. with maximum width of

77 inches.

Plate--up to 6 inches thick, up to 144 inches wide and up to 40 feet lengths. **Coils--**250 lbs. per inch of width up to 74 inch trim width and up to 400 lbs. per inch of width in a maximum width of 52 inches. **Painted Coils--**up to 60 inches wide. **Flat and Coiled Sheet--** up to 72 inches wide. **Flat Sheet** in lengths to 20 feet. **Welded Tube--**round and shapes--the widest assortment in the industry.

MACHINES AND CAPACITIES: **Cast House--**The Cast House contains 75,000 pound reverberatory melting furnaces, 60,000 pound holding furnaces and direct chill semi-continuous vertical casting equipment. These units have a 15,000 pound per hour gross melting capacity. Each casting unit will produce ingots up to 200 inches long and the hydraulic platens in these D.C.

Cont on page 35

welcome
REVERE
COPPER & BRASS INC.

WE ARE HAPPY
TO SERVE YOUR
EVERY PRINTING
AND OFFICE
SUPPLY NEEDS

THE PRINTING MART
SCOTTSBORO

MARKET ST. 574-3755

CONGRATULATIONS TO THE FINE
REVERE COPPER & BRASS CO.
ON THEIR
GRAND OPENING CELEBRATION
WATCH FOR OUR OWN GRAND OPENING
EXTRAVAGANZA ON AUGUST 1st
WE'RE HERE TO SERVE SCOTTSBORO
AND THE
GREAT JACKSON COUNTY AREA
WOODY ABERCROMBIE'S TIRE CENTER

HIGHWAY 79 SOUTH 903 BROAD STREET SCOTTSBORO

units have a capacity of 50,000 lbs. "drops" weight. The maximum standard ingot sizes are 77 inches x 150 inches x 18-3/4 inches thick which will yield a 250 #/ inch of width coil weight and 53 inches x 174 inches x 24-3/4 inches thick yielding coils weighing 400#/ inch of width. These ingots weigh approximately 21,500 pounds and 23,250 pounds respectively.

The Cast House has capacity to provide sufficient aluminum ingot to meet the needs of the entire rolling mill.

Ingot Heating--Horizontal pusher type furnaces, radiant tube fired, each accommodating 15-18-3/4 inches thick ingots, have a capacity for heating 10.0 ingots per hour to 1140 degrees F.

Hot Line--Consists of a four-high hot reversing mill 154 inches wide and three 86 inches wide four-high roughing mills in tandem, inter-connected by a 650 foot runout table. A 408 foot "approach" table is provided on the entry side of the reversing mill.

Ingot of 18 inches and 24 inches thickness, heated in the

ingot furnaces are deposited automatically on the "approach" table and, depending on alloy, reduced to .600 inches to 1.000 inches thick. They are then conveyed to the three-stand tandem mill and reduced to .075 inches to .315 inches thick in one pass through the three mills, depending on alloy and end temper requirement.

This hot line is provided with a 42 inch diameter roll edge for processing the slab edges.

Modern roll collant supply and filtering systems, as well as the latest electronic thickness gauge controls for all mills, are installed to assure the maximum in aluminum surface quality, gauge accuracy and the ultimate in rolling efficiency.

Plate Processing Facilities--The Hot Reversing Mill will be used to produce plate thicknesses up to 6 inches, up to 12 foot wide and lengths up to 40 feet. A 4,500-ton stretcher leveller, capable of leveling various sizes and tempers of plate in the above range, is also provided.

Offside Rundown Mill-- A

single stand rundown four-high rolling mill with a roll face width of 86 inches will reduce aluminum coil from .200 inches down to a minimum exit metal gauge of .018 inches. An automatic gauge control (AGC) system is included to provide accurate control of finished metal thickness.

Finish Rolling Mills--A four-high mill, with a 44 inch roll face has a metal exit gauge range of .030 inch to .003 inches.

A four-high finishing mill with an 86 inch roll face provides a range of exit metal gauges from .040 inches to .003 inches.

The latest in automatic electronic gauge controls are provided on these mills.

SHEET AND STRIP LEVELING LINES: In addition to other coil leveling equipment, the mill is provided with the latest McKay tension leveling line. This highly sophisticated line capable of handling strip gauges from 0.064 to .010 and speeds up to 600 fpm is equipped with edge control, side trimmer, shear and splicing equipment

(the latter for continuous operation without rethreading) and multiple winder mandrel sizes of 10 inches, 12 inches, 16 inches, 20 inches, and 24 inches.

PAINT LINES: In addition to a 24 inch-wide coating line suitable for producing siding coil the mill is equipped with a wide coater which will produce painted coils up to 60 inches wide.

These lines are installed in a separate and specially designed building in order to maintain the ultimate in dust-free conditions.

CIRCLE AND BLANKING EQUIPMENT: High speed circle and blanking equipment including a 300 ton 66 inch x 66 inch bed press capable of producing automotive blanks and multiple punched circles up to 48 inches in diameter is installed in conjunction with modern vertical induction annealing furnace equipment.

Circles and blanks up to .125 inch gauge can be produced.

A circle shear with a

maximum capacity of 72 inch diameter circles and maximum gauge of .375 inches is also provided.

EMBOSSING MILL: This 190-ton mill will emboss or coin metal 72 inches wide and up to .063 inch gauge.

UTILITIES: Electricity--The electric power system is based on an estimated connected load of 63,000 horsepower with an average load factor of 50%. Incoming power lines feed through two main step down transformers with a basic rating of 18,000 Kva each and forced air and oil ratings of 30,000 Kva for future expansion. Bus ties are provided on primary and secondary circuits for reliability of service. Main switchgear at 13.8 Kv distributes power for main drive motors and unit substations. Plant utilization voltages are 2300 volt for intermediate power and 480/277 volts for general power and lighting. Power generated by

Cont on page 37

**WE ARE JUSTLY PROUD
TO JOIN THE FINE
REVERE
COPPER & BRASS INC.**

**AS NEWER
ADDITIONS TO SCOTTSBORO'S
BUSINESS COMPLEX**

**WATCH FOR OUR SEPT. 1 OPENING
AT OUR BROAD STREET LOCATION
WE WILL BRING ONE OF AMERICA'S FASTEST
FOOD SERVICE RESTAURANTS TO SCOTTSBORO
FEATURING TOP QUALITY FOODS
AT REASONABLE PRICES**

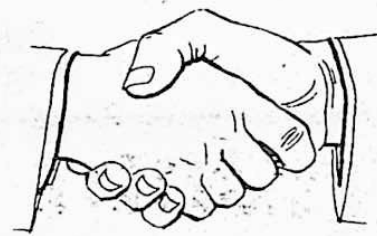
ASSISTANT MANAGER-COUNTER HELP NEEDED

BURGER CHEF

**WE SELL MILLIONS NATION-WIDE
700 STORES FROM COAST TO COAST**



AND



Congratulations

**REVERE COPPER
& BRASS CO., INC.**

**FROM
ALL
OF
US
AT**

WORD

FURNITURE COMPANY

**WE KNOW YOU'LL BE HAPPY IN THE
GROWING**

SCOTTSBORO AND JACKSON COUNTY AREA



WELCOME!

REVERE COPPER & BRASS INC.

WE ARE HERE

FOR THE

PROTECTION

OF YOU

FINE PEOPLE

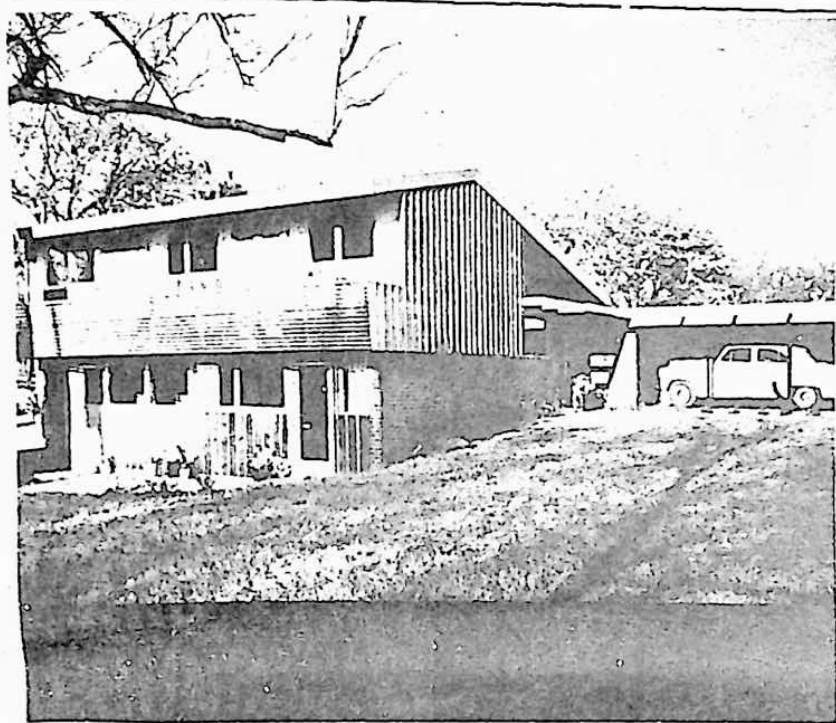
SCOTTSBORO

POLICE DEPT.

LEE BISHOP COMMISSIONER



Millions of Americans know Paul Revere best for his famed "Midnight Ride," immortalized in the poem by Henry Wadsworth Longfellow. This artist's drawing depicts Paul Revere calling his countrymen to arms on the momentous night of "the eighteenth of April, in Seventy-five."



TVA.


Gas--96-mile high-pressure 10 and 12 inch gas transmission line runs from Southern National Gas Co. station in Tarrant City to Goose Pond Island.

The gas requirement for process and space heating will approximate 1,300,000 MCF annually with a peak gas load in one hour of 350 MCFH during the coldest winter day.

Water--With a major use of

process water recirculation, the annual requirement for city water will approximate 108,000,000 gallons - principally for cooling make-up purposes, with an average use of 400 g.p.m.

Two recirculating process water systems are used - one for the cast shop with two-1,000 g.p.m. cooling towers and one for normal process cooling water with two-3,000 g.p.m. cooling towers.


Adams
 WHERE YOU FIND
 THE USUAL AND THE UNUSUAL
WELCOME
 REVERE COPPER &
 BRASS CO. INC.
 TO
 SCOTTSBORO
 AND
 JACKSON CO.
 COME IN AND
 BROUSE AROUND
Adams

ON THE EAST SIDE OF THE SQUARE
IN SCOTTSBORO

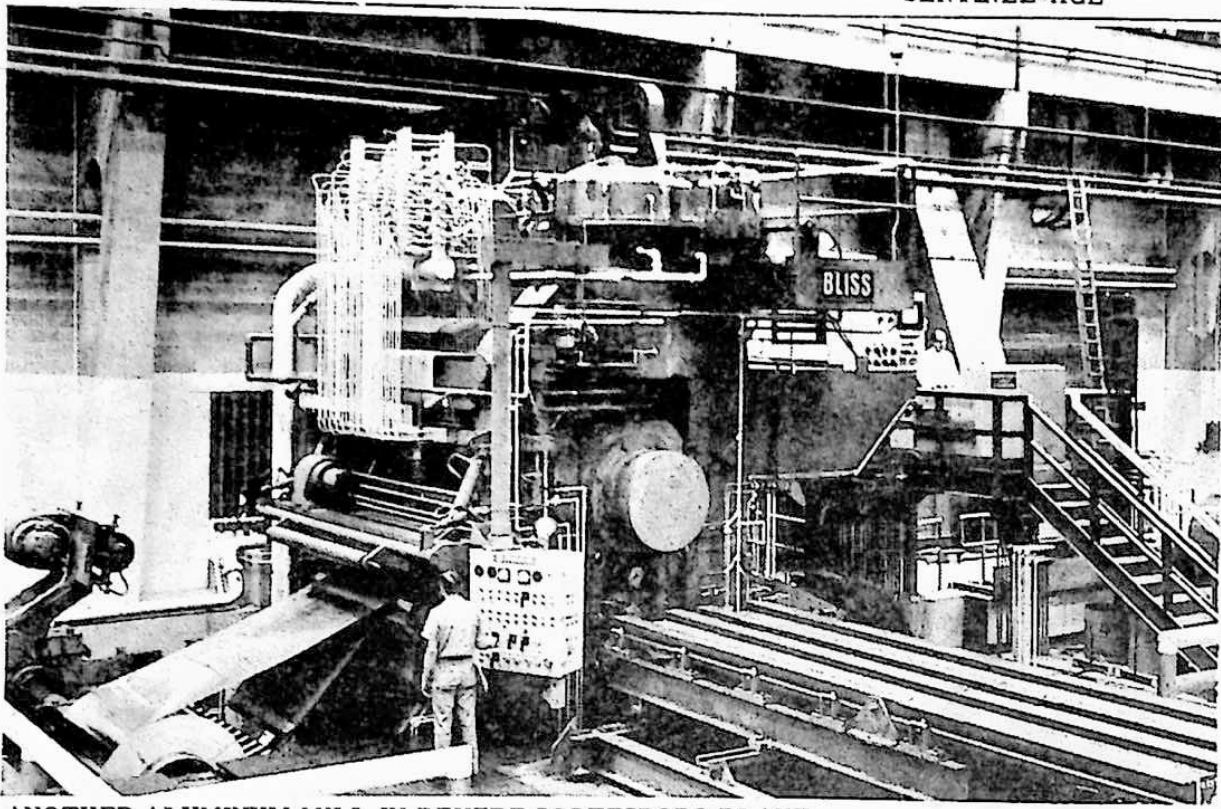
Congratulations

REVERE COPPER & BRASS INC.

WE HAVE THE FINEST LINE OF FURNITURE AND TELEVISIONS IN JACKSON COUNTY

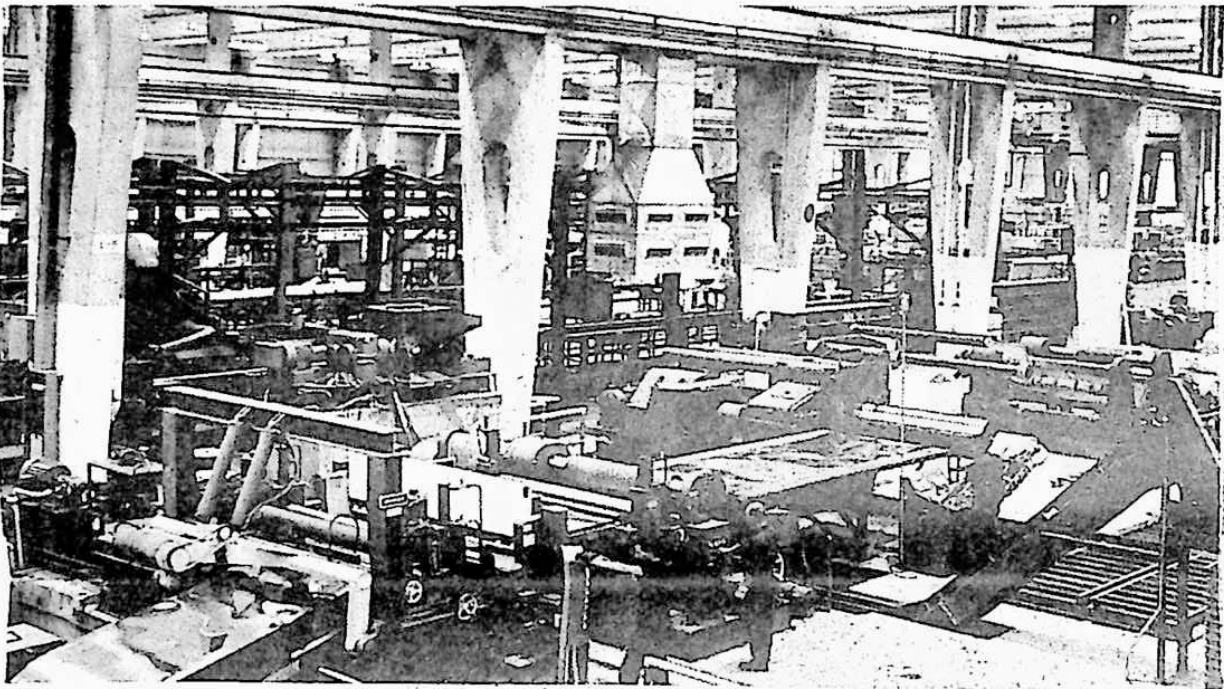
TOWN & COUNTRY FURNITURE

FT. PAYNE HIGHWAY NEXT TO THE WATER WORKS



ANOTHER ALUMINUM MILL IN REVERE SCOTTSBORO PLANT

This 14-inch mill--in the new aluminum rolling mill of Revere Copper and Brass Incorporated in Scottsboro, Alabama--continues a process of reducing an 18 or 24 inch thick aluminum ingot to thicknesses of a fraction of an inch. The resulting sheets of aluminum are blocked into a coil some of which are cut into individual sheets up to 20 feet long in a shear cut-up line fed from a pay-off block. From left to right are Wille Poole of Fyfee, Roll Helper and James Bell of Scottsboro, Operator.



ALUMINUM SHEET IS "SLIT" INTO THINNER WIDTHS

Many of the end products of the new aluminum rolling mill of Revere Copper and Brass Incorporated in Scottsboro, Alabama are coiled sheet products consisting of aluminum which has been cut or "slit" into thinner widths. A "process slitter", which is used in this activity, is shown above. Operators from left to right are Ernest Corkill, Scottsboro; Charles Dunn, Scottsboro and Samuel Smart, Jr., Pishah.

Offering you the broadest range of aluminum sheet and plate in our history.

- Plate: Up to 6" thick
Up to 144" width
- Coils: 250 lbs. per inch
of width
- Roll Coating Lines: 24" wide
60" wide
- Flat & Coiled Sheet: Up to 72" wide
- Welded Tube: Round and Shapes

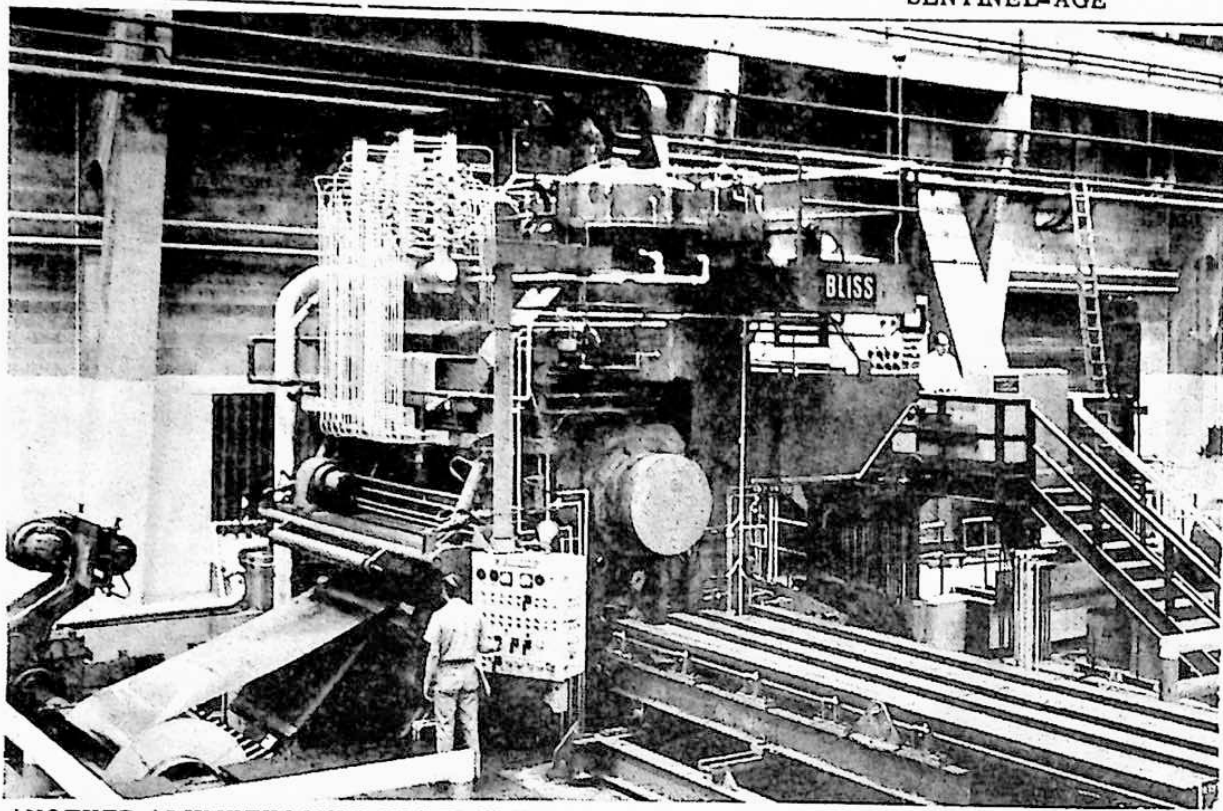
**WELTON NORWOOD
YOUR
STATE FARM
AGENT
WELCOMES
REVERE COPPER
& BRASS INC.
WE'RE HERE TO SERVE
YOUR FINE PEOPLE
WITH
STATE FARM
INSURANCE**

Welcome
REVERE COPPER & BRASS INC.

**WE ARE HAPPY TO HAVE TREATED
YOUR BUILDING CITE AREA**

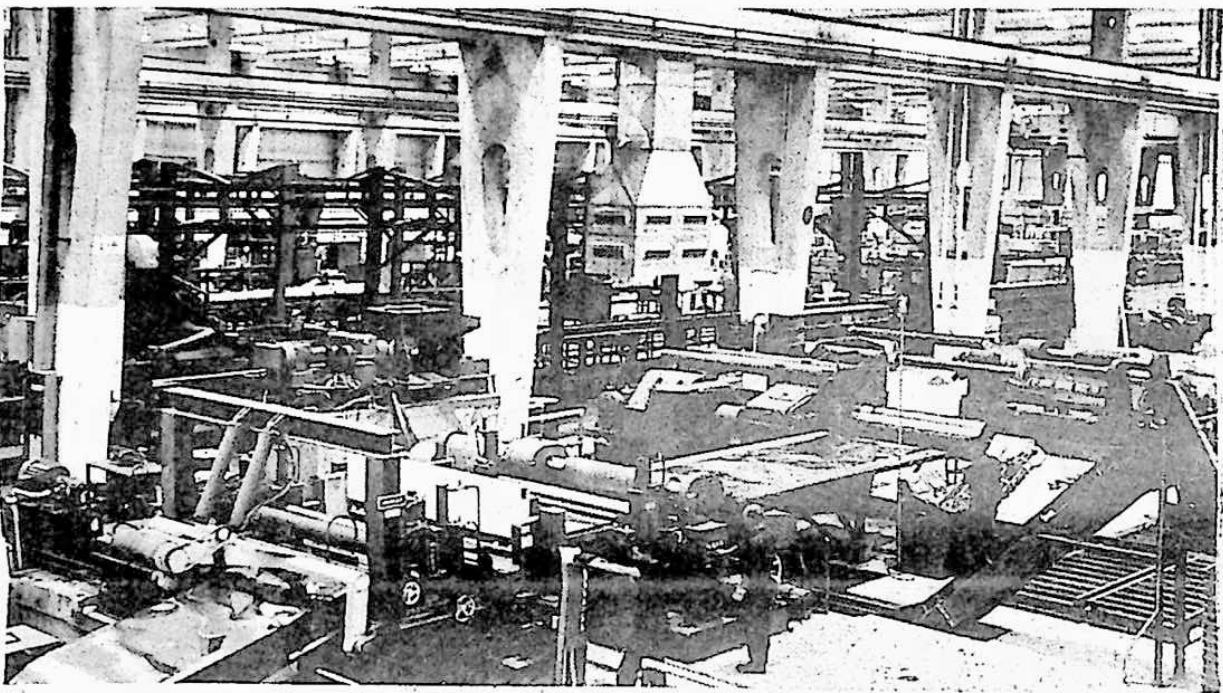
ORKIN

PEST CONTROL TERMITE CONTROL WEED CONTROL



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YOUR BUILDING CITE AREA

ORKIN

PEST CONTROL

TERMITE CONTROL

WEED CONTROL



WELCOME!

REVERE COPPER & BRASS INC.

THE SHERIFF'S DEPT.

IS AS CLOSE AS

YOUR TELEPHONE

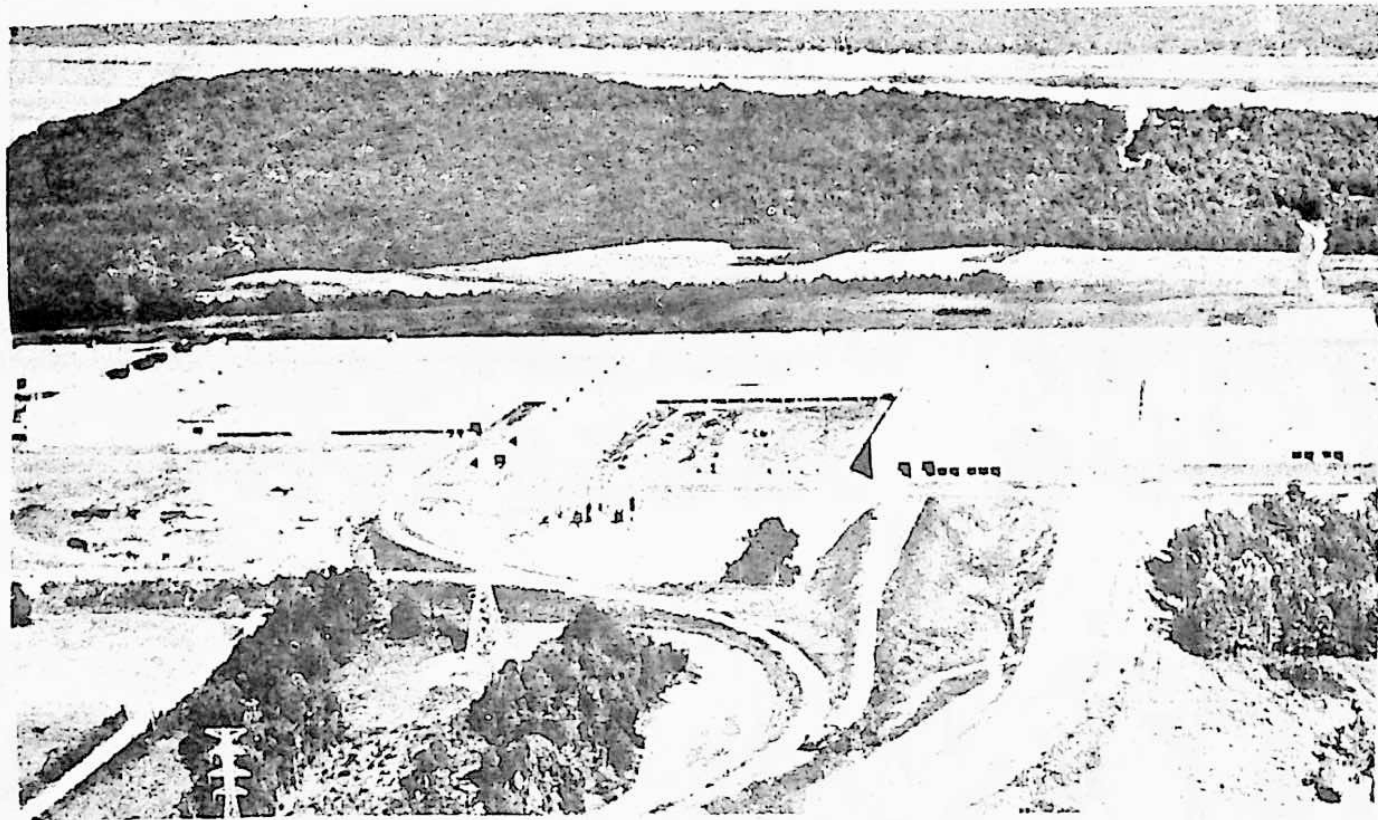
JACKSON COUNTY

SHERIFF'S DEPT.

BOB COLLINS SHERIFF

WELCOME!

REVERE COPPER & BRASS INC. ON THE DEDICATION OF YOUR SCOTTSBORO PLANT



---AND---

WE ARE HAPPY TO BE A PART
OF THE THRIVING SCOTTSBORO SCENE
WE'RE LOOKING FOWARD TO DOING
BUSINESS WITH THE PEOPLE AT THE
NEW REVERE COMPANY IN OUR CITY

★ COMPLETE BANKING SERVICE ★

★ CHECKING

★ LOANS

★ SAVINGS

★ FIRST CHARGE PLAN

THE FIRST NATIONAL BANK

SCOTTSBORO, ALA.

MEMBER F.D.I.C.

MEMBER FEDERAL RESERVE SYSTEM