A Demonstration of Progress
THE PRODUCTS OF RELIANCE

RELIANCE MANUFACTURING COMPANY
212 W. Monroe St. 66 Leonard St.
Chicago, Ill.  New York City
Big Yank Work Shirts
Yankeear Athletic Uniforms
Yankeear "No Tare Fly" Shorts
Yank Jr. Play Garments
Honor Bright Play Suits
Boys' Jackets—Longies—Snowsuits

The Divisions of Reliance

THE STERLING COMPANY
212 W. Monroe St. 150 Broadway
Chicago, Ill.  New York City
Happy Home—Sterlene and Buffold Frocks

CHOCK-HOROWITZ COMPANY
212 W. Monroe St. 200 Fifth Avenue
Chicago, Ill.  New York City
Rest-rite and Nite-Top Pajamas for men and boys

ALPERIN-STRAUSS COMPANY
212 W. Monroe St. 200 Fifth Avenue
Chicago, Ill.  New York City
Ayeon Men's Shirts—Booby Jr. Boys' Shirts

SOUTHLAND MANUFACTURING CO.
212 W. Monroe St. 65 Leonard St.
Chicago, Ill.  New York City
Jiant Jim Work Shirts

LAUREL GARMENT COMPANY
212 W. Monroe St. 150 Broadway
Chicago, Ill.  New York City
Maude Mitchell and Sunflower Girls' Frocks

THE CENTURY of PROGRESS EXHIBIT of the RELIANCE MANUFACTURING CO.

As the World's Fair visitor approaches the south end of the General Exhibits Building, he is greeted by the whirr and click of a busy factory. He finds scores of people intently watching the skillful manipulation of a long row of high speed machines by a picked corps of Reliance girls. They are making BIG YANK work shirts. The women visitors have all bought shirts for their men—most of them have experience in operating a sewing machine. Their common expression is one of amazement at the speed with which the machines are operated, although they are run in the BIG YANK Century of Progress Factory at only about 50% of regular factory capacity. These wives and mothers who buy shirts, as well as the men who wear them, are surprised to learn that there are thirty-one different operations involved in the production of a properly made shirt. In this BIG YANK factory all these operations are shown, except the cutting of the fabric which must be done on cutting tables too long to be accommodated in the exhibit. But here are a whole series of interesting operations—forming of the collars and cuffs on precision dies—the sewing of the principal seams—the sewing of strain-proof yokes—the making of perspiration-proof pockets—the putting on of indestructible buttons—affixing the special Century of Progress BIG YANK labels—the careful finishing and pressing of each garment and many other operations.

On the great walls in back of the factory are a series of striking murals—telling the textile story from the growing cotton through the great cotton mills and Reliance Manufacturing establishment to the stores and the ultimate consumer. In looking at these paintings, thousands of people have realized for the first time, the gigantic scope of one of America's essential industries.

On the side walls the visitor reads a list of the products of Reliance as shown on another page of this folder. In the central display case and on the stage, many of these garments are on display—items of wearing apparel for every member of the American family. If the visitor happens to be shown in the exhibit during one of the four weekly broadcasts given WLS radio station WLS each week, he has an opportunity to see how the BIG YANK story is being told to thousands of radio listeners—adding to the millions of workers who have come to regard BIG YANK work shirts almost like a friend.

CO-OPERATING EXHIBITORS

RIVERSIDE & DAN RIVER COTTON MILLS
Mills at Danville, Virginia
Office: New York City
Producers of Cotton Fabrics, including the famous Ideal Chambrey being made into BIG YANK Work Shirts

AMOSKEG MANUFACTURING COMPANY
Mills at Manchester, New Hampshire
Office: Boston—New York—Chicago
Producers of Cotton Fabrics, including moles and Flannel Rock shirted using in BIG YANK

ARNOLD PRINT WORKS
Mills at North Adams, Mass
Office: New York—Chicago
Printers of Cotton and Rayon materials, including Noveltes Fabrics.

LAWRENCE M. STEIN COMPANY
Chicago, Illinois
Distributors of sewing machines and equipment for the needle industries. Thirteen typical machines in operation in the Reliance exhibit.

UNION SPECIAL MACHINE COMPANY
Chicago, Illinois
Manufacturers of machines and equipment for needle industries. Six machines in operation at the Reliance exhibit.

THE REECE BUTTONホール MACHINE COMPANY
Boston—Chicago
Producers of machines for the needle industries. Three typical machines in operation in the Reliance exhibit including button machines.

HENRY MYER THREAD MANUFACTURING CO.
319 West Van Buren Street
Chicago, Illinois
Makers of high-grade, uniformly open thread, such as used in Big Yank Shirts.

G. REIS & COMPANY
New York—Chicago
Producers of stable, including BIG YANK.

PATENT BUTTON COMPANY
Makers of Indestructible BIG YANK Buttons.

WEST COAST THREAD COMPANY
Chicago, Illinois
Manufacturers of Thread.
RELIANCE MANUFACTURING CO.
212 WEST MONROE STREET
CHICAGO, ILLINOIS