



A Demonstration
of PROGRESS

Reliance

RELIANCE MANUFACTURING CO



EXHIBIT OF
RELIANCE MANUFACTURING CO.
GENERAL EXHIBITS BUILDING
A CENTURY OF PROGRESS
CHICAGO 1933

THE PRODUCTS OF RELIANCE

RELIANCE MANUFACTURING COMPANY

212 W. Monroe St. 65 Leonard St.
Chicago, Ill. New York City

Big Yank Work Shirts
Yankwear Athletic Unionsuits
Yankwear "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. 1350 Broadway
Chicago, Ill. New York City

Happy Home—Sterleen and Daffodil Frocks

CHOCK-HOROWITZ COMPANY

212 W. Monroe St. 200 Fifth Avenue
Chicago, Ill. New York City

*Rest-rite and Nite-tog Pajamas for men
and boys*

ALPERIN-STRAUSS COMPANY

212 W. Monroe St. 200 Fifth Avenue
Chicago, Ill. New York City

Aywon Men's Shirts—Bobby Jr. Boys' Shirts

SOUTHLAND MANUFACTURING CO.

212 W. Monroe St. 65 Leonard St.
Chicago, Ill. New York City

Giant Jim Work Shirts

LAUREL GARMENT COMPANY

212 W. Monroe St. 1350 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 rapid triple stitching 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 in the exhibit during one of the four weekly broadcasts given over 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
Offices: New York City—Chicago

*Producers of Cotton Fabrics, including the famous
Ideal Chambray being made into BIG YANK Work
Shirts.*

AMOSKEAG MANUFACTURING COMPANY
Mills at Manchester, New Hampshire
Offices: Boston—New York—Chicago
*Producers of Cotton Fabrics, including suede and
Flan-L-Back shirting used in BIG YANK.*

ARNOLD PRINT WORKS
Mills at North Adams, Mass
Offices: New York—Chicago
*Printers of Cotton and Rayon materials, including
Noveltex 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 HOLE MACHINE COMPANY
Boston—Chicago
*Producers of machines for the needle industries.
Three typical machines in operation in the Reliance
exhibit including creasing 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 Labels, including BIG YANK.

PATENT BUTTON COMPANY
Waterbury, Connecticut
Indestructible BIG YANK Buttons.

WEST COAST THREAD COMPANY
Chicago, Illinois
Manufacturers of Thread.



RELIANCE MANUFACTURING CO.

212 WEST MONROE STREET

CHICAGO, ILLINOIS