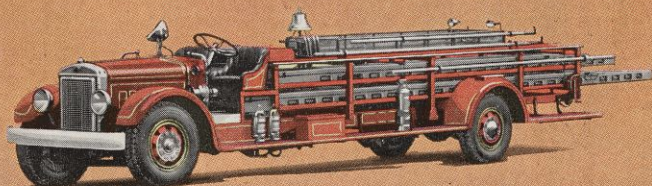


1900

# THE MACK HIGHWAY

*A Century of Progress*

CHICAGO • 1934



*Today*

# THE

# THE MACK HIGHWAY



PORTRAYING commercial motor transport in its every phase, THE MACK HIGHWAY at A Century of Progress, the greater World's Fair at Chicago, is an outstanding feature of the Travel & Transport Group.

Comprising a broad thoroughfare connecting the South door of the Travel & Transport Building with the Thirty-fifth street Gate, it parallels the track exhibits upon which are displayed the latest triumphs of modernized railway equipment.

Thus it dramatizes the rightful function of highway transport as a co-ordinate service of travel and transport complementary to railway transportation, performing the many varied and indispensable services for which it is particularly adapted, just as the railroads do in their proper economic sphere.

Lining either side of the roadway are files of vehicles comprising four-wheel and six-wheel trucks, tractor-semi-trailers, buses and fire apparatus—all of Mack manufacture. These embrace examples of almost every popular heavy-duty type, representative of national fleets in varied lines of industry and public service. There are commercial types including dumpers, tankers, streamlined models, Statotherm-equipped refrigerators and Traffic Types. Buses are of several sizes of Transit type. The last word in fire apparatus, including pumper and aerial ladder equipment is included.

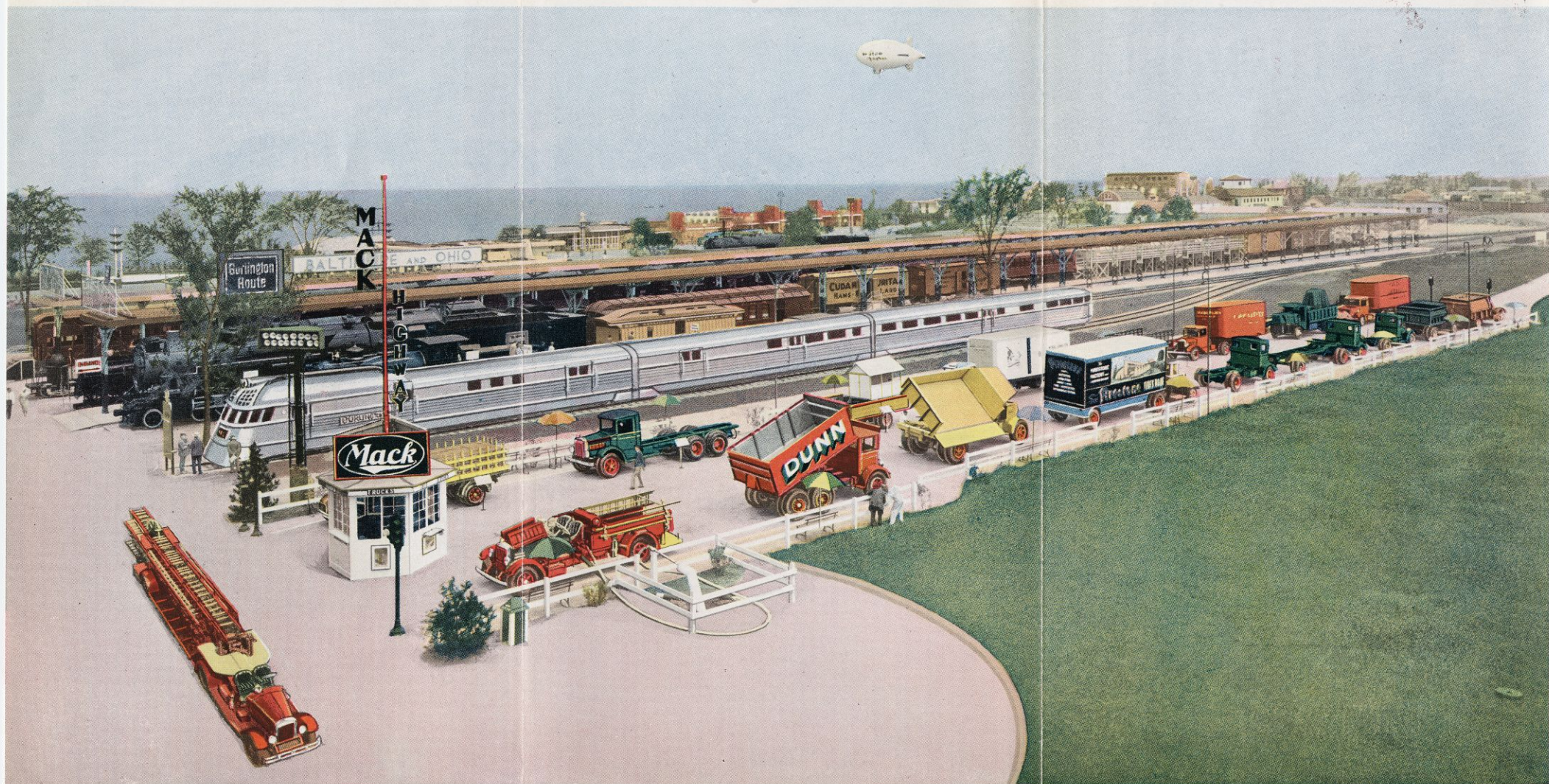
At each end are the latest type traffic lights, supplied by the Eagle Signal Corp., Moline, Ill.

Exemplifying the essential place of motor transport in our national life, THE MACK HIGHWAY also fittingly reflects the dominance of the Bulldog Mack in highway transport.

**MACK DIRECT FACTORY BRANCHES  
IN ALL PRINCIPAL CITIES**

Type 95 — 1000-gallon  
Triple-combination pumper

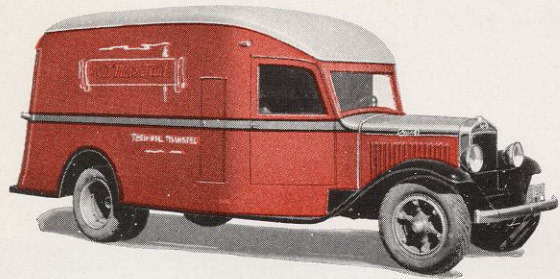
# THE MACK HIGHWAY



*D*RAMATIZING the culmination of 34 years of continuous development, THE MACK HIGHWAY is a display of the most modern types motor vehicles of commerce, transit and fire-fighting in their natural setting—a broad highway set in the midst of green lawns, inclosed with white fences. The gleaming metal and bright hues of the vehicles present a colorful picture. Shaded benches on soft gravel walks afford grateful relaxation while studying interesting types. Demonstrations of special types are given at frequent intervals. THE MACK HIGHWAY is headquarters for all those whose interests are concerned with motor transport.

Type 95 — 1000-gallon  
Triple-combination pumper

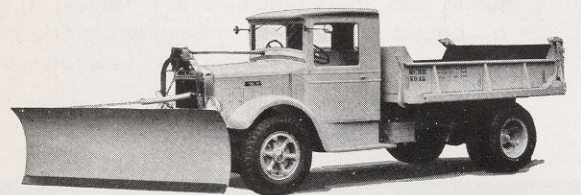
Type 19 — Aerial Ladder Truck  
Engine-driven mechanical hoist



Model BL — 1- to 2-ton  
Modernistic panel truck



Model BG — 1½- to 3-ton  
Standard bottlers' truck



Model BF — 2½- to 4-ton  
Highway maintenance dumper



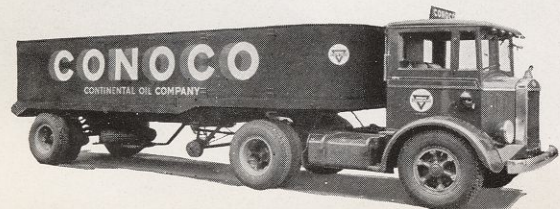
Model BM — 6- to 10-ton  
Tractor-semi-trailer



Model BX — 3½- to 6-ton  
Heavy-duty dump truck



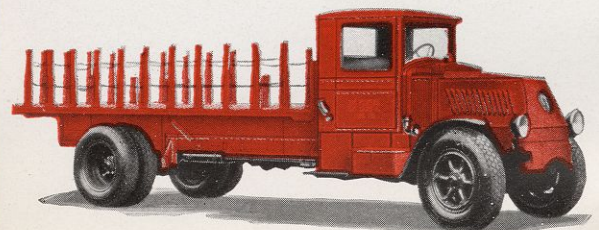
Model BQ — 6- to 8-ton  
A powerful riggers' job



Model C1 — 7- to 12-ton  
Tractor-semi-trailer tanker



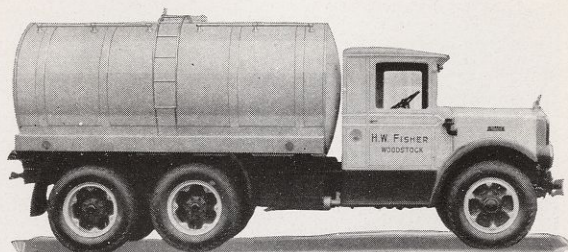
Model AB — 3- to 5-ton  
4-cyl. brewery truck



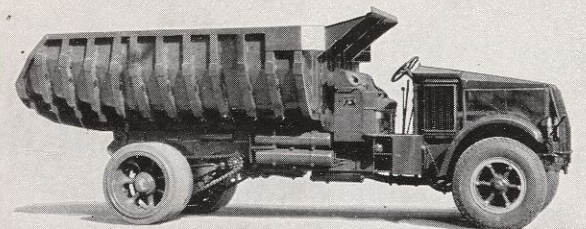
Model AK6 — 6- to 8-ton  
Heavy haulage truck



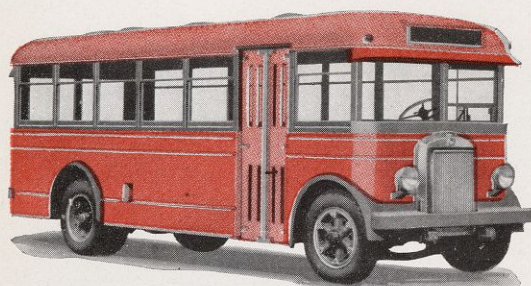
Model AC6 — 6- to 8-ton  
Batch-compartment dumper



Model BX 6-wheel — 8-15-ton  
Milk transport tanker



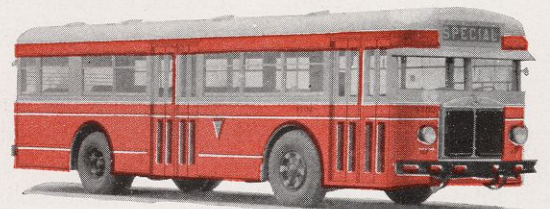
Model AP — 7½- to 10-ton  
Super-duty Boulder Dam Type



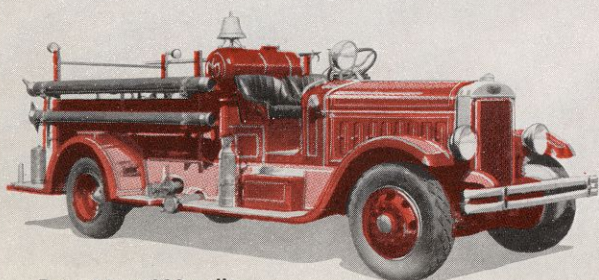
Model CG — 20-passenger  
Transit Type Bus



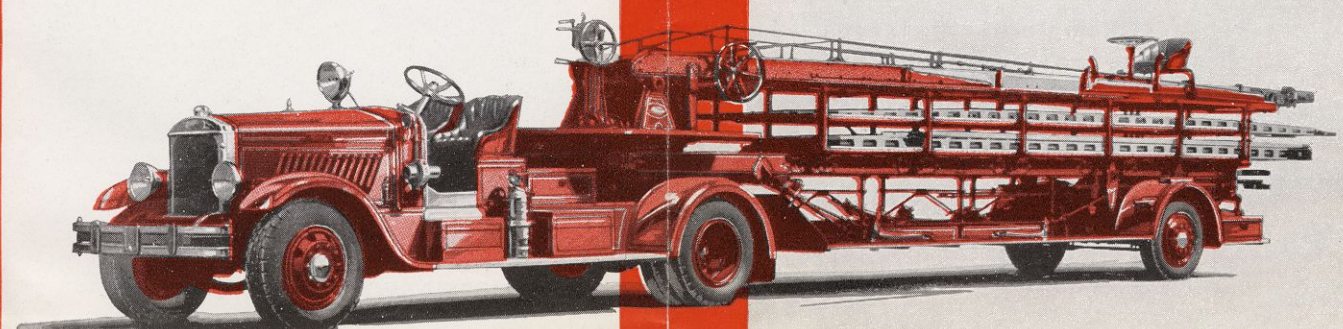
Model CL — 30-passenger  
Transit Type Bus



Model BT — 40-passenger  
Transit Type Bus

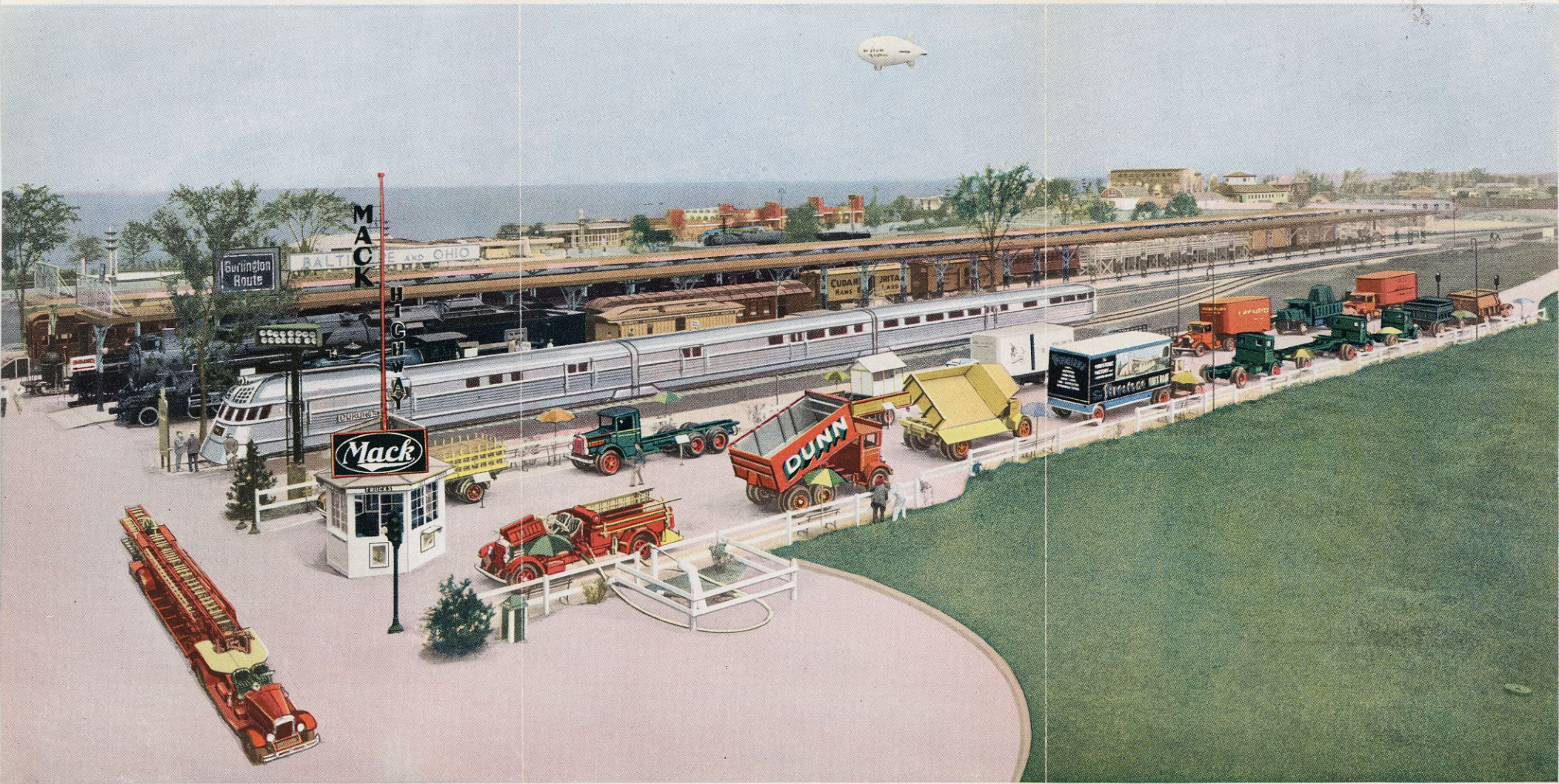


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Type 19 — Aerial Ladder Truck  
Engine-driven mechanical hoist

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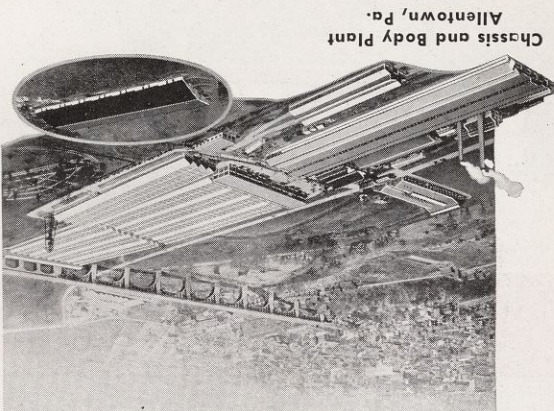
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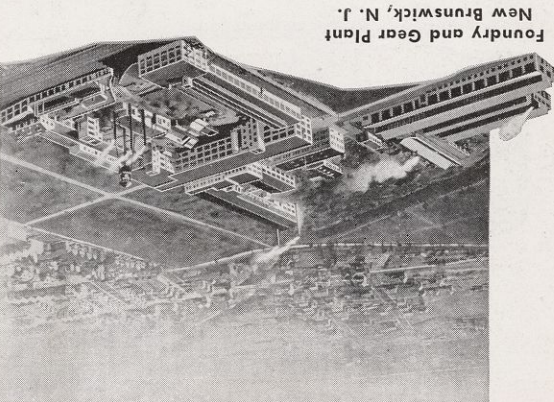
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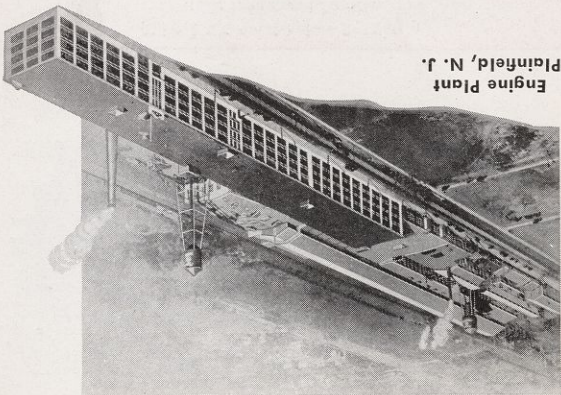
MACK TRUCKS, INC. 25 BROADWAY, NEW YORK, N. Y.



Chassis and Body Plant Allentown, Pa.



Foundry and Gear Plant New Brunswick, N. J.



Engine Plant Plainfield, N. J.

Macks are built in three mammoth factories totaling 2,676,699 square feet floorspace

Today

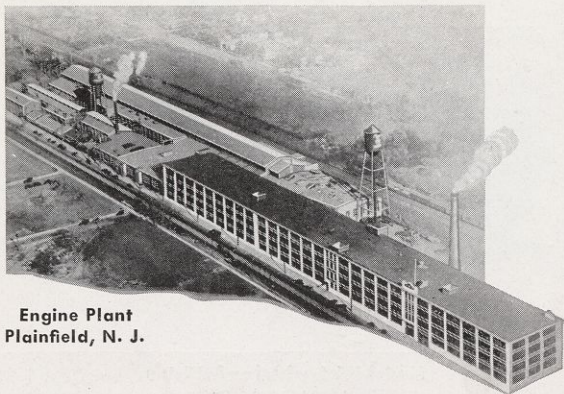
CHICAGO • 1934

## A Century of Progress

# THE MACK HIGHWAY

1900

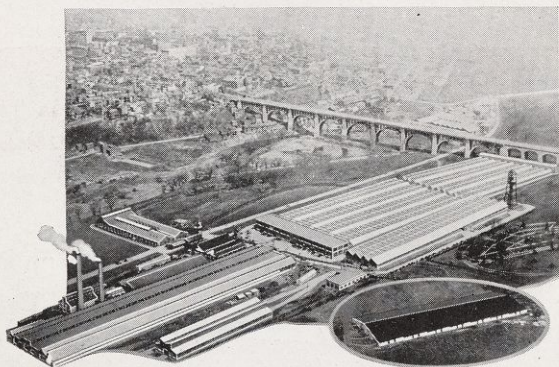
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