YOU are one of 12,221 Mack stockholders. If you, and all of your fellow stockholders, each sold one Mack Truck, Bus or Fire Apparatus during the next year it would keep production lines humming at the Mack Factories. And the profits and dividends would be mighty satisfying to you.

You can sell Mack by talking Mack . . . at every opportunity. If you know any truck operators, make a special effort to find out if they are Mack owners. If they are, congratulate them.

But if they have old Macks, tell them it will pay to modernize with new Macks. If they are not Mack owners, ask them why not and don't be afraid to tell them Mack Trucks, Buses and Fire Apparatus are the finest on the road—the best buy for their money today!

THIS IS IMPORTANT: know who and where your local Mack Branch or Distributor is. If you think you have a Mack prospect, advise your Branch or Distributor of that fact.
# ANNUAL REPORT

**MACK TRUCKS, INC.**

**AND SUBSIDIARY COMPANIES**

**FOR THE YEAR ENDED DECEMBER 31, 1949**

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<th>Page</th>
</tr>
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</tr>
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<td>Inside back cover</td>
</tr>
</tbody>
</table>
MACK TRUCKS, Inc.
Fifth Avenue at Thirty-fourth Street · New York 1, N. Y.

BOARD OF DIRECTORS

E. D. BRANSOME, Chairman
LOUIS G. BISSELL
GEORGE E. CLARK
JOHN N. MARSHALL
WILLIAM S. NEWELL

CLARKSON POTTER
WALTER E. REID
C. T. RUIF
J. E. SAVACOOL

OFFICERS

E. D. BRANSOME ........................................President
H. W. DODGE ........................................Executive Vice President
J. E. SAVACOOL ......................................Vice President-Comptroller
A. N. MORTON ........................................Vice President-Operations
A. C. FEIZER ........................................Assistant to Executive Vice President
H. BERNARD ...........................................Chief Engineer
F. W. SOMMER ........................................Vice President-Treasurer
T. V. HOMAN ...........................................Secretary
F. R. HARRISON .......................................Assistant Secretary-Assistant Treasurer
T. WROLDSEN ..........................................Assistant Secretary
J. A. JACKSON .........................................Assistant Treasurer
W. H. SCHNEIDER .....................................Assistant Comptroller
A. W. RICE ............................................Auditor

TRANSFER AGENT OF STOCK
Guaranty Trust Company of New York, New York City

REGISTRAR OF STOCK
Bankers Trust Company, New York City

The Annual Meeting of Stockholders will be held on April 26, 1950. The Management
will solicit proxies for this meeting and proxy material will be mailed to stockholders
about March 28, 1950.
<table>
<thead>
<tr>
<th>Item</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>$78,327,752</td>
</tr>
<tr>
<td>Net Loss (After Federal Income Tax Carry-Back)</td>
<td>(3,995,139)</td>
</tr>
<tr>
<td>Percent of Net Loss to Net Sales</td>
<td>5.1%</td>
</tr>
<tr>
<td>Net Working Capital</td>
<td>34,278,265</td>
</tr>
<tr>
<td>Ratio of Current Assets to Current Liabilities</td>
<td>2.27</td>
</tr>
<tr>
<td>Wages &amp; Salaries, Social Security Taxes, Contributions to Pension</td>
<td></td>
</tr>
<tr>
<td>Fund &amp; Group Insurance</td>
<td>29,450,909</td>
</tr>
<tr>
<td>Number of Shares of Capital Stock Outstanding</td>
<td>1,494,668</td>
</tr>
<tr>
<td>Number of Stockholders at End of Year</td>
<td>12,221</td>
</tr>
<tr>
<td>Number of Employees at End of Year</td>
<td>8,597</td>
</tr>
</tbody>
</table>
TO THE STOCKHOLDERS OF
MACK TRUCKS, INC.

FINANCIAL Statements for Mack Trucks, Inc. and Subsidiaries, summarizing the results from operations for the year 1949 and Consolidated Balance Sheet as of December 31, 1949, as approved by Arthur Young & Company, independent public accountants, are submitted herewith.

SALES

Net sales for 1949 total $78,327,752, as compared with 1948 sales of $109,187,519, a decline in volume of $30,859,767. However, it is noteworthy that quarterly sales both in dollars and in units showed an upward trend throughout the year as follows:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Unit Sales</th>
<th>Dollar Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Quarter</td>
<td>1749</td>
<td>$17,494,063</td>
</tr>
<tr>
<td>Second Quarter</td>
<td>1822</td>
<td>17,777,284</td>
</tr>
<tr>
<td>Third Quarter</td>
<td>2094</td>
<td>18,617,955</td>
</tr>
<tr>
<td>Fourth Quarter</td>
<td>2657</td>
<td>24,438,447</td>
</tr>
<tr>
<td>Year</td>
<td>8343</td>
<td>$78,327,752</td>
</tr>
</tbody>
</table>

This total of 8343 units compared with 12,992 net unit sales in 1948, showed a decline of 4649 units.

A review of available industry statistics indicates a reduction of approximately 40% of all truck manufacturers' sales of "Mack size" trucks. In the larger capacity truck field, in which Mack has always predominated, Mack was again the leader in 1949.

Our backlog of unfilled orders for vehicles at the end of 1949 was approximately $12,000,000.

EXPORT

Mack export business in 1949, in dollar volume, amounted to less than half of that of 1948. In spite of adverse dollar exchange conditions and governmental restrictions, the truck dollar volume was reduced only approximately 20%, while replacement parts volume held its own.

Thus the loss in export dollar volume in 1949 was due almost entirely to the practically non-existent market for, and sales of, U. S. manufactured transit buses.

DIESEL ENGINE

Of special note is the steady and continued progress of our diesel engine driven trucks. A very substantial number of these diesel units are in commercial service and their performance augurs well for a lasting and growing market for this type of equipment.

BUS SALES

Mack Bus Sales in 1949 were exceedingly low in comparison with other years, as were bus sales throughout the country. Replacement of bus equipment is inevitable, but when this will occur is naturally dependent on revenues from fares that are publicly regulated and on stabilization of costs. Indications are that a greater program of replacement will occur during 1950 with a substantial upswing in 1951. Mack buses in the gas and diesel field retain their competitive position.

FIRE APPARATUS

Sales of Fire Apparatus during 1949 were on a somewhat lower level than in 1948, but in this highly specialized field Mack is retaining its position.

BRANCHES

Eight of 67 Mack branch offices have been changed to distributor basis and it is expected further changes will be made.

Virtually all of the personnel concerned are remaining as employees of the new distributors and thus continue their relations of long standing in sales and service to Mack users.

EARNINGS

The year 1949 showed an over-all loss amounting to $6,295,139. By the operation of the carry-back provision of the income tax law, this was reduced by an estimated $2,300,000, making a net loss for the year of $3,995,139.
FINANCIAL CONDITION

Current Assets at December 31, 1949 were $61,338,385 and Current Liabilities $27,960,120. The 1,494,668 shares of common stock outstanding at December 31, 1949, have a book value of $35.27 each and the net working capital amounted to $22.93 a share. This compares with a book value on the same number of shares of common stock outstanding at December 31, 1948 of $38.10 each and net working capital of $27.03 a share.

INVENTORIES

Our inventories of finished goods including service parts, raw materials and work in process are carried at the lower of cost or market value. At the middle of the year the number of finished trucks at our factory and at our branches was considered out of balance. A campaign to liquidate such inventory was undertaken, and while the finished truck inventory in the field is presently below normal, it consists, for the most part, of vehicles of recent manufacture and is substantially in balance.

The write-off on manufacturing parts on account of obsolescence has been material.

Service parts are being watched carefully as to obsolescence and requirements for keeping Mack units on the road.

MODELS

In the interest of reducing over-all costs and inventories, a program of reduction in the number of models and variables has been started and a substantial number have been discontinued. During the third quarter of 1950 such program should be in full effect with the models then manufactured sufficient to cover the requirements of our field.

PLANT

In July, after a careful appraisal, it was decided to build an addition to the Plainfield Engine Plant that would permit the housing of all operations carried on at our New Brunswick Plant except the Cast Iron Foundry. The addition to the Plainfield Plant was begun in October and it is expected that the move will be completed by September of 1950. Substantial savings are forecast by the amalgamation of these plants. The New Brunswick land and buildings, excepting the foundry property, have been advertised for sale.

EMPLOYEE RELATIONS

There were no important changes in labor relations during the year. Contracts with the major factories were renewed until September 19, 1950. Such contracts are subject to reopening on Wages, Pensions and Group Insurance. With respect to issues other than Wages, contracts were executed with most of the factories continuing present conditions until October 15, 1950.

MANAGEMENT CHANGE

Mr. C. T. Ruhf resigned as President June 6, 1949, but remained as a consultant and member of the Board of Directors.

Mr. L. G. Bissell, a director and of general counsel, who had been serving as Chairman of the Board on an interim basis, also resigned June 6, 1949. He remains as a director and of general counsel.

Mr. E. D. Bransome, a director of six years standing was elected to both offices.

Mr. H. W. Dodge was elected Executive Vice President, effective July 1, 1949, with special responsibility for sales and advertising. He was formerly Vice President and General Sales Manager for the Texas Company.

BY ORDER OF THE BOARD OF DIRECTORS

New York, N. Y., March 9, 1950.

Chairman of the Board and President
Certificate of Independent Public Accountants

Arthur Young & Company
Accountants and Auditors
1 Cedar Street
New York 5, N. Y.

To the Board of Directors and Stockholders
Mack Trucks, Inc.
New York, N. Y.

We have examined the consolidated balance sheet of Mack Trucks, Inc. and Subsidiaries at December 31, 1949 and the related statement of consolidated operations and accumulated earnings retained in the business for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying consolidated balance sheet and statement of consolidated operations and accumulated earnings retained in the business present fairly the financial position of Mack Trucks, Inc. and Subsidiaries at December 31, 1949 and the results of their operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

New York, N. Y.
February 23, 1950

Arthur Young & Company
MACK TRUCKS, INC. AND SUBSIDIARIES

STATEMENT OF CONSOLIDATED OPERATIONS AND ACCUMULATED EARNINGS RETAINED IN THE BUSINESS FOR THE YEAR ENDED DECEMBER 31, 1949

Net Sales ................................................. $78,327,752
Cost of Goods Sold ........................................ $74,724,233
Selling, General and Administrative Expenses .............. 10,303,465 85,027,698 (*)

Other Income:
- Interest on installments receivable .................. $ 732,035
- Miscellaneous other income ....................... 35,324 767,359

Income Deductions:
- Interest expense ................................... $ 234,506
- Loss on Canadian exchange ....................... 73,046 307,552

Loss Before Income Taxes ................................ $ (6,240,139)
Provision for Canadian Income Taxes....................... 55,000

Estimated Recovery of Federal Income Taxes Through Carry-back 2,300,000
Net Loss for Year ......................................... $ (3,995,139)

Accumulated Earnings Retained in the Business (Exclusive of $5,212,615 Transferred to Common Stock Account in Prior Years in Connection With Stock Dividends and Split-ups):

Balance at December 31, 1948 ............................. 17,236,275
Balance at December 31, 1949 ............................. $13,241,136

(*) Includes provision for depreciation and amortization of $1,505,463.
## ASSETS

### CURRENT ASSETS:

- Cash .................................................. $ 4,919,866
- Accounts receivable ............................... 5,397,540
- Installments receivable (Note A) .......... 17,352,409

**Total current assets** ........................................... $61,338,385

- Less: Reserve ......................................... 499,581
- Estimated recovery of Federal income taxes through carry-back ............... 2,749,949
- Less: Fourth installment of 1948 taxes applied thereto ......................... 386,197
- Inventories, at the lower of cost or market:
  - Finished goods (including service parts) ....... $15,570,565
  - Raw materials and work in process .......... 16,683,783

**Total current assets** ........................................... $61,338,385

### SUNDARY INVESTMENTS—at cost ........................................... 213,033

### FIXED ASSETS—at cost ........................................... 219,012

- Land .................................................. $ 1,825,912
- Buildings and building equipment ......... $17,252,711
- Machinery and all other equipment ....... 22,639,020

**Total fixed assets** ........................................... $39,891,731

- Less: Reserve for depreciation ............... 25,912,059
- Production model tools, dies, fixtures, etc., less amortization .......... 1,996,864

**Prepaid Insurance, Taxes, Etc.** .................. 421,926

**Total fixed assets** ........................................... $79,775,792

---

**Note A:** Installments receivable, of which $7,541,355 are due subsequent to 1956, are secured.

**Note B:** The employment agreement with the President of the Company provides that he is entitled to the purchase of 5,000 shares of common stock at $5.00 per share or (b) to receive in whole or in part at any time prior to June 1, 1954 and so long thereafter at substantially the same terms, for the purchase of 5,000 shares at $5.00 per share.

**Note C:** Contingent liabilities in respect of discounts or guarantees, arising from financing of a $1,834,000 are due subsequent to 1956, are secured by chattel mortgages, conditional sales agreements.

**Note D:** The financial statements include in consolidation the Company's Canadian subsidiary assets amounted to $1,233,462 and $52,619, respectively, at December 31, 1949 and its net
## LIABILITIES AND CAPITAL

**Current Liabilities:**
- Notes payable to banks (unsecured) ........................................... $13,000,000
- Accounts payable .......................................................... 6,935,518
- Provision for prior years' Federal income taxes ............... 990,733
- Accrued accounts (taxes except Federal income taxes, wages, commissions, insurance premiums, and other costs and expenses) ........................................... 5,434,519
- Customers’ deposits ....................................................... 699,350

Total current liabilities ........................................... $27,060,120

**Minority Interests** ...................................................... 2,300

**Common Stock—Par Value $5 Per Share:**
- Authorized ................................. 2,000,000 shares
- Issued and outstanding (including 20,000 shares in treasury as shown below) ................................. 1,494,668 shares $7,473,340

**Paid-In Surplus (no change during year 1949) ..................** 32,235,690

**Accumulated Earnings Retained in the Business**
(per accompanying statement) ......................................... 13,241,136

\[
\text{Less: Common stock in treasury—20,000 shares at cost} \quad 236,794 \quad 52,713,372 \\
\text{$52,950,166$} \\
\text{$79,775,792$}
\]

**Net sales (less return and allowances)**

Hattel mortgages, conditional sales agreements or leases,

at his election either (a) to enter into an agreement to purchase from the Company, at any time the Company an option on 20,000 shares of common stock at $10.00 per share exercisable by the Company. The employment agreement with a Vice President of the Company prorates on 6,667 shares at $10.00 per share.

The purchase obligations, aggregated $3,500,000. Such customers’ obligations, which approximately $70,000,000, is to be paid in Canadian to U. S. dollars, the latter’s net current assets and other net for the year 1949 amounted to $59,761.
### COMPARISON OF MACK OPERATIONS

<table>
<thead>
<tr>
<th>YEARS ENDED DEC. 31.</th>
<th>1949</th>
<th>1948</th>
<th>1947</th>
<th>1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET SALES</td>
<td>$78,327,752</td>
<td>$109,187,519</td>
<td>$124,829,534</td>
<td>$36,714,696</td>
</tr>
<tr>
<td>INCOME BEFORE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCOME TAXES</td>
<td>(6,240,139)</td>
<td>3,943,000</td>
<td>14,235,153</td>
<td>(8,409,025)</td>
</tr>
<tr>
<td>FEDERAL AND CANADIAN</td>
<td>(2,245,000)</td>
<td>1,615,000</td>
<td>5,991,000</td>
<td>(7,500,000)</td>
</tr>
<tr>
<td>INCOME TAXES</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NET INCOME—AFTER</td>
<td>(3,995,139)</td>
<td>2,328,000</td>
<td>8,244,138</td>
<td>(909,025)</td>
</tr>
<tr>
<td>TAXES</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIVIDENDS PAID</td>
<td>-0-</td>
<td>2,242,003</td>
<td>3,285,342</td>
<td>1,194,670</td>
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<tr>
<td>NET INCOME RETAINED</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN BUSINESS</td>
<td>(3,995,139)</td>
<td>85,997</td>
<td>4,950,311</td>
<td>(2,103,695)</td>
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<tr>
<td>FIXED ASSET ADDITIONS</td>
<td>3,664,265</td>
<td>3,722,452</td>
<td>2,732,483</td>
<td>1,126,425</td>
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<tr>
<td>DEPRECIATION AND</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMORTIZATION</td>
<td>1,505,463</td>
<td>1,308,560</td>
<td>1,033,231</td>
<td>955,333</td>
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<tr>
<td>TOTAL PAYROLLS</td>
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<td></td>
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<td></td>
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<tr>
<td>WAGES AND SALARIES</td>
<td>28,321,066</td>
<td>33,762,151</td>
<td>41,592,729</td>
<td>21,830,580</td>
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<tr>
<td>DIVIDENDS PAID—PER SHARE</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>(on 597,335 shares)</td>
<td>-0-</td>
<td>5.50</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>(on 1,494,668 shares)</td>
<td></td>
<td>1.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NET WORKING CAPITAL</td>
<td>34,278,265</td>
<td>40,400,764</td>
<td>42,733,984</td>
<td>32,276,233</td>
</tr>
<tr>
<td>PER SHARE*</td>
<td>22.93</td>
<td>27.03</td>
<td>57.18</td>
<td>54.03</td>
</tr>
<tr>
<td>NUMBER OF STOCKHOLDERS</td>
<td>12,221</td>
<td>13,133</td>
<td>11,934</td>
<td>9,979</td>
</tr>
<tr>
<td>AT END OF YEAR</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUMBER OF EMPLOYEES</td>
<td>8,597</td>
<td>7,632</td>
<td>12,447</td>
<td>10,733</td>
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<tr>
<td>AT END OF YEAR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RATIO OF CURRENT ASSETS TO CURRENT LIABILITIES</td>
<td>2.27</td>
<td>3.56</td>
<td>2.85</td>
<td>2.78</td>
</tr>
</tbody>
</table>

(*) Indicates red figures.

* Related to 1,494,668 shares for 1948 and 1949, to 747,335 shares for 1947 and to 597,335 shares for prior years.
## FOR THE TEN-YEAR PERIOD, 1940 TO 1949

<table>
<thead>
<tr>
<th>Year</th>
<th>1945</th>
<th>1944</th>
<th>1943</th>
<th>1942</th>
<th>1941</th>
<th>1940</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$122,207,974</td>
<td>$140,089,858</td>
<td>$123,109,976</td>
<td>$92,005,354</td>
<td>$76,560,265</td>
<td>$54,052,346</td>
</tr>
<tr>
<td>1945</td>
<td>10,064,555</td>
<td>16,642,381</td>
<td>12,800,298</td>
<td>13,168,058</td>
<td>9,375,835</td>
<td>2,493,995</td>
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<tr>
<td>1944</td>
<td>7,300,000</td>
<td>12,594,660</td>
<td>9,522,307</td>
<td>9,548,366</td>
<td>6,213,006</td>
<td>1,167,296</td>
</tr>
<tr>
<td>1943</td>
<td>2,764,555</td>
<td>4,047,701</td>
<td>3,277,991</td>
<td>3,619,692</td>
<td>3,162,829</td>
<td>1,326,699</td>
</tr>
<tr>
<td>1942</td>
<td>1,792,004</td>
<td>1,792,004</td>
<td>1,792,004</td>
<td>1,792,004</td>
<td>1,792,004</td>
<td>896,002</td>
</tr>
<tr>
<td>1941</td>
<td>972,551</td>
<td>2,255,697</td>
<td>1,485,987</td>
<td>1,827,838</td>
<td>1,370,825</td>
<td>430,697</td>
</tr>
<tr>
<td>1940</td>
<td>2,863,226</td>
<td>583,075</td>
<td>268,318</td>
<td>1,466,990</td>
<td>1,082,932</td>
<td>583,277</td>
</tr>
<tr>
<td></td>
<td>1,125,389</td>
<td>1,169,247</td>
<td>1,187,108</td>
<td>1,247,447</td>
<td>1,179,759</td>
<td>1,040,482</td>
</tr>
<tr>
<td>1940</td>
<td>30,939,447</td>
<td>38,805,877</td>
<td>31,036,186</td>
<td>27,403,949</td>
<td>23,409,346</td>
<td>14,648,173</td>
</tr>
<tr>
<td></td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>1.50</td>
</tr>
<tr>
<td></td>
<td>34,157,568</td>
<td>30,802,791</td>
<td>28,820,687</td>
<td>38,733,604</td>
<td>27,393,790</td>
<td>24,972,606</td>
</tr>
<tr>
<td>1940</td>
<td>57.18</td>
<td>51.57</td>
<td>48.25</td>
<td>48.10</td>
<td>45.96</td>
<td>41.81</td>
</tr>
<tr>
<td>1941</td>
<td>9,967</td>
<td>10.105</td>
<td>9.536</td>
<td>9.040</td>
<td>8.999</td>
<td>3.678</td>
</tr>
<tr>
<td>1942</td>
<td>11,052</td>
<td>12,413</td>
<td>11,847</td>
<td>10,251</td>
<td>11,074</td>
<td>3,596</td>
</tr>
<tr>
<td>1943</td>
<td>3.99</td>
<td>1.88</td>
<td>1.70</td>
<td>2.06</td>
<td>2.29</td>
<td>3.93</td>
</tr>
</tbody>
</table>

Note: The data shown in Annual Reports for the respective years have been adjusted, where applicable, to be in conformity with Registration Statement (Form S-1) filed with the Securities and Exchange Commission to register the 150,000 shares of common stock sold on December 8, 1947.
MORE and more progressive communities across the country are turning to Mack Transit Buses because of their superior economy, performance and passenger comfort.

Always the first in buses, Mack leads the way today with a host of revolutionary features. Passengers ride safely, protected by the famous Mack Fortress Frame. The most advanced powerplants yet developed, both gasoline and diesel, account for the outstanding performance and economy of Mack Buses. Hydraulic torque converter drive achieves smooth starting and acceleration. And Mack's exclusive Evenflow heating and ventilating system assures every passenger healthful, fresh air at comfortable temperatures, regardless of climate or weather!

Your community, too, can have the ultimate in bus transportation if you as a Mack stockholder and citizen will encourage the consideration of Mack Buses by your civic and transportation authorities.

With all of us, Mack employees, officers and stockholder salesmen, out to make Mack the greatest name on wheels there can be no question — MACK IS GOING PLACES
BE Profit-Wise . . . Modernize with Mack! That is the Mack sales message, and it is a message every truck owner will listen to. For today, with operating costs up and competition keen, progressive truckers are eager to explore every means to increase efficiency.

Mack trucks provide a means of increasing efficiency and increasing profits, because every Mack, from the smallest to the largest, is designed and built to do more work, longer, than an ordinary truck. Couple this fact with a Mack's enduring reliability and long life, which means lower maintenance costs, less "absenteeism" and expensive repairs, and you have the reason for Mack's supremacy . . . Greater Earning Power!

Today Mack offers a complete line of trucks from 14,500 pounds gross-vehicle-weight up . . . to meet the needs of every operator. For the trucker who can utilize diesel power, three great new diesel engines, built by Mack for Mack vehicles only, bring still further cost-cutting economies. But, gasoline or diesel power, the Mack operator is always on the right side of the profit picture.
REMEMBER, if an operator owns a Mack he owns the finest truck on the road . . . It deserves only the finest service . . . Mack Service.

The advantages of Mack Service are available to truck owners at Mack Branches and authorized Mack Distributors conveniently located throughout the country. These advantages are many . . . Genuine factory-built parts, special tools, Mack-trained mechanics, prompt and courteous service for small operator and fleet owner alike.

All these and many more make it well worthwhile for every Mack owner to take his trucks to an authorized Mack Service Center.

As a stockholder you can help sell Mack by encouraging Mack owners as well as all other truck operators to visit the nearest Mack Branch or Distributor to look over the excellent service facilities that are offered . . . and to take their vehicles there whenever they require service.

If you find a customer dissatisfied with Mack Service let us know immediately.

Write, telephone or telegraph to your Director of Service—
Mr. W. J. Corr, Mack Manufacturing Corp.
934 South Second Street, Plainfield, New Jersey—Tel. Plainfield 6-8600
EVERYBODY LOVES A FIRE ENGINE

BUT IT'S WHAT IT CAN DO THAT COUNTS. As a tax payer you have a right and an obligation to see that the fire protection equipment of your municipality is the best you can possibly get—Mack.

The security of your home and loved ones against fire hazard is never better than the fire protection equipment of your community. Mack is aware of this fact and designs and builds Mack Fire Apparatus to meet this grave responsibility. That is why there is no finer fire apparatus obtainable than Mack.

Let your voice be heard when the time comes for your community to purchase new equipment or replace old. And then, be sure to advise your local Mack Fire Apparatus Representative through your nearest Branch or Distributor—or get in touch with the Fire Apparatus Division at Long Island City, New York—just as soon as you hear your town is considering the purchase of Fire Apparatus.

Ever since the first Mack vehicle rolled out of the little wagon shop in Brooklyn, fifty years ago, the name Mack has stood for leadership. Pioneering — development — research — are linked with Mack as are a host of once revolutionary developments which today we take for granted. Lapped wrist pins, diamond bored bearings and bushings, full generator-ground transmission gears, vacuum brake booster, directed water flow and thermostatic temperature control, multiple-spring dry-plate clutch, all-steel cab construction, the non-spill pressurized radiator, case-hardened, drop-forged timing gears, Duplex and Monoshift transmissions . . . these are only a few of the vast number of Mack firsts! Mack is the most copied truck in America. Competing manufacturers pay us that supreme compliment.

"Built like a Mack" has become an integral part of our language — a synonym for power, strength and durability — the inherent qualities of a Mack vehicle. The truth of this statement is proved by the fact that a larger percentage of Mack vehicles is in daily use after ten years of service than any other make.

Fifty years of leadership is a great achievement. To Mack it is the foundation of an even greater opportunity . . . to build still finer vehicles for the highways of tomorrow.
Mack
TRUCKS
BUSES, FIRE APPARATUS, AND MARINE ENGINES