

CANINE CORNER

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On the road...

In my mobile practice, I spend a fair bit of time on the roads around Christchurch. Seeing this truck (right) on my travels, I was first captured by its doggy-themed licence plate. But then I started thinking about the Bulldog in the Mack logo. What's the history behind this iconic brand?

To find out, I sought help from the Mack Truck Historical Museum based in Allentown, Pennsylvania.

The Mack company has a long history dating back to 1893 when the Mack brothers purchased a factory that produced carriages and wagons. In 1916, the company produced its AC model with a chain drive rear axle that was noted for reliability and durability.

It was 2,000 units of this model that were delivered to Great Britain during World War I, where they were used to supply the front lines of the war with troops, equipment and provisions. The British soldiers dubbed the truck the Bulldog Mack because of its blunt-nosed bonnet and its durability, reminding them of their country's mascot, the British Bulldog. It is said that the British engineers serving in the war remarked, "the Mack ACs have the tenacity of a bulldog".

The company officially adopted the Bulldog as its corporate symbol in 1921, and the bulldog was first featured on a sheet metal plate that was riveted to each side of the truck's cab. In 1932, the company's Chief Engineer was hospitalised and, during his recuperation, he carved a bulldog image that would later inspire the patented hood ornament used on the company's trucks.



But famous logos are not the only ones that I notice during my travels. Local plumbing company, On Point Plumbing & Gas, also has a dog featured prominently in its brand. Managing director, Tom Briggs, says that the logo was inspired by his Plumber's Mate, George. 🐾

