

MACK'S GOT IT!



THE ULTIMATE IN **C.O.E.** DESIGN

only **MACK** cab-forward design



UTMOST COMPACTNESS

Twelve inches shorter overall length than other C.O.E. designs . . . Up to 50 inches shorter than conventional types . . . Saves a foot in overall length for any given size body or tractor-trailer combination . . . Permits a foot longer body for same overall length as other make C.O.E.'s.



GREATER MANEUVERABILITY

Shorter turning diameter . . . Easy steering . . . Simple, convenient controls . . . Better ability to get in and out of tight quarters . . . Easier handling in heavy traffic . . . For example, with cab-to-rear-axle dimension of 81½" turns can be made in a 34-ft.-diameter circle.



MAXIMUM PAYLOADS

Light chassis weight consistent with Mack quality standards, plus basic design that puts more of the chassis weight on the front, permits maximum payloads . . . Greater bulk capacity, too, because of compactness.



Built in sizes from 20,000 lbs. to 28,000 lbs. G. V. W. as straight trucks, and as a tractor in the 40,000-53,000 lbs. G. C. W. range.



best fills all 10 basic C.O.E. requirements



UNEXCELLED VISION

In all directions, right, left and downward. "Picture Window" windshield and big windows in wide doors afford maximum vision and greater safety of operation . . . Even a child close to the front of the truck can be readily seen . . . Unusually clear view of curb for easy parking and maneuvering.



DRIVER COMFORT

Improved seats and driver's position in a wide-door cab that's insulated, fully ventilated, easily heated, and fume-proof . . . Low, wide step . . . Easy entrance and exit—no body contortions getting in and out behind the wheel . . . Counterweight-type windows—no cranks to turn.



LOW MAINTENANCE COSTS

No complicated controls or unproved assemblies . . . For easy, quick servicing of engine and front of chassis, cab is raised vertically by hydraulic hand pump or by optional electric hydraulic motor . . . Much less shop area required for servicing than for tilt-type C.O.E.'s—saves more than 20 square feet.



COMPLETE ACCESSIBILITY

No other type of C.O.E. affords such complete accessibility as Mack Cab-Forward design with its revolutionary Verti-Lift cab . . . Full exposure of engine, front of chassis and all accessories is easily and quickly achieved by raising the cab vertically . . . No disconnections of any kind . . . Cab is safely locked in raised position.



ADAPTABILITY

Four-wheel or six-wheel—platform or tractor type—Mack Cab-Forward "D" models are ideally suited for a wide range of services—city or rural delivery, over-the-road hauling, or construction fields. Mack makes more of its components than any other manufacturer. Therefore Mack is better able to produce vehicles of balanced design and controlled quality, perfectly adapted to meet specific job requirements.



EASY SERVICING

Usual every-day servicing is accomplished without raising cab . . . Engine is clean—requires no time-consuming, complicated service work on cluttered accessories . . . With cab locked in raised position mechanic can reach the complete engine from one position with no lost motion.



RELIABILITY AND ECONOMY

The same dependable components, performance-proved in other Macks . . . Chassis and gearshift are conventional—no intricate levers and shifting mechanism . . . No surge tanks or complicated fan drives for cooling. Mack Cab-Forward "D" models are typically Mack in every respect—the quality truck providing unmatched operating economy.



CLEAN STYLING... PROVED ENGINEERING



You get both in Mack Cab-Forward "D" Series. They're truly modern—with eye-catching distinction. That's the first thing you notice about these sensational new units.

But—take a deep-down look at what's underneath. You'll find broad shoulders there—the rugged construction that for more than half a century has been the hallmark of hard-working Mack trucks.

You'll see smart engineering throughout.

The revolutionary new Verti-Lift "raise-type" cab—up and locked in seconds—exposing all engine and front chassis parts for quick and easy servicing.

Compact design—to give you shortest overall length or extra bulk capacity.

Picture-window cab that really puts the driver in the "driver's seat"—a C.O.E. cab that permits a driver to get in and out without contortions.

And—of great importance to you as an owner—in terms of low maintenance and low operating costs, there's nothing complicated about these great new trucks. No intricate levers or shifting mechanism—no troublesome surge tanks for cooling... A conventional chassis throughout... And an engine that's entirely free of cluttered accessories.

Yes—any way you look at them—and it will pay you to take a good look—you'll see trucks that mark a new concept in C.O.E. design—trucks that are the ultimate both in styling and in engineering. See them at your Mack branch or distributor.



Never before such complete accessibility in C.O.E. design. New Mack Verti-Lift cab provides full exposure of all engine and front chassis parts. It's like working at a bench with headroom and sideroom to spare.

MACK TRUCKS

EMPIRE STATE BUILDING, NEW YORK 1, N.Y.

IN CANADA: MACK TRUCKS OF CANADA, LTD. MONTREAL, TORONTO