

New **MACK**

CAB-FORWARD D SERIES



THE ULTIMATE C.O.E. DESIGN

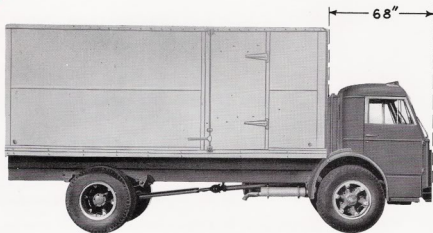
ONLY MACK CAB-FORWARD DESIGN
BEST FILLS ALL IO
BASIC C.O.E. REQUIREMENTS

- 1 **COMPACTNESS** — Minimum overall length for any size platform.
- 2 **MANEUVERABILITY** — Shorter turning radius with easy steering and simple, convenient controls.
- 3 **MAXIMUM PAYLOADS** — Light chassis weight consistent with stamina plus ideal gross weight distribution of one-third on front axle and two-thirds on rear.
- 4 **MAXIMUM VISION** — Forward and downward; right and left.
- 5 **DRIVER COMFORT** — Improved seating and position in an insulated, ventilated and fume-proof cab with easy entry and exit.
- 6 **LOW MAINTENANCE COSTS** — Comparable to conventional-type chassis of quality manufacture and design.
- 7 **COMPLETE ACCESSIBILITY** — Full exposure of all components and accessories by the simplest method without occupying extra shop space.
- 8 **EASY SERVICING** — All parts which may require servicing or checking quickly reached with a minimum of lost motion.
- 9 **ADAPTABILITY** — Wide choice of options permits adaptation to meet specific requirements.
- 10 **RELIABILITY AND ECONOMY** — A chassis of balanced design with time-proven components produced by a manufacturer who makes no compromise with quality — this means unmatched operating economy.

HERE'S PROOF 

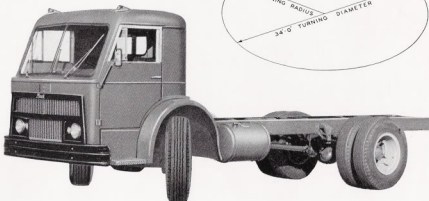


COMPACTNESS



COMPACTNESS — 12 inches shorter overall length than other cab-over-engine designs and up to 50 inches shorter than conventional types — that's proof that the Mack Cab-Forward D-series models are the most compact. Having a dimension of only 68 inches from front bumper to the back of the spacious 75-inch-wide three-man cab, Mack D models, for any given size body or tractor-trailer combinations, will be a good 12 inches shorter in overall length than other C.O.E.'s; or for the same overall length as other make C.O.E.'s, will permit a foot longer body.

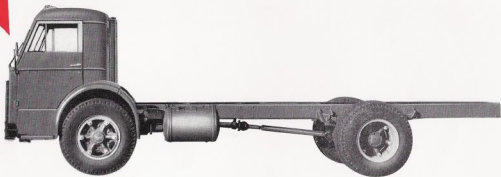
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MANEUVERABILITY

MANEUVERABILITY — Ability to get in and out of tight places and be easily handled in heavy traffic is inherent in Mack Cab-Forward design. For example, with a cab-to-rear-axle dimension of 81½ inches and with 9.00-20 tires, turns can be made in a circle 34 feet in diameter. Steering is exceptionally easy because these models utilize the widest front axles and large steering gears combined with 22-inch steering wheels. All controls are of the simple conventional type, located conveniently for the driver.

3

MAXIMUM PAYLOADS



MAXIMUM PAYLOADS—Greater payloads without resorting to axle or tire overloading are possible with Mack Cab-Forward models. Light chassis weight consistent with Mack's standard of quality plus a basic design putting more chassis weight on the front axle, results in maximum payloads and, in many instances, an ideal gross weight distribution of one-third on the front and two-thirds on the rear. Greater bulk capacity is assured because of the short front-bumper-to-back-of-cab dimension.

MAXIMUM VISION



MAXIMUM VISION — Safety of operation and driver confidence is provided in Mack Cab-Forward models by the "picture window" windshield and the big windows in the wide doors. Driver, from his excellent seat position, is afforded maximum vision — forward and downward, right and left — by 1692 sq. in. of windshield safety glass set at best angle to reduce glare. Even a child close to the front of the vehicle can be clearly seen and the driver has the best view of curb for easy parking and maneuvering.

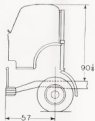
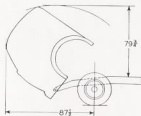


DRIVER COMFORT

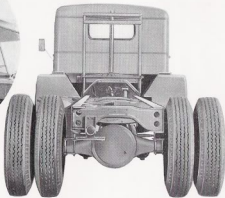


DRIVER COMFORT — To reduce driver fatigue, Mack Cab-Forward models include many innovations plus sound scientific design. Cab doors are extremely wide and in combination with the driver's seat position and the low step of $19\frac{7}{16}$ " , permit easy entry and exit even with 9.00-20 tires — no uncomfortable turning and squeezing of the body and no blind groping to find the wide step. Further contributing to driver comfort is comfortable seating and position; insulated, full-ventilated, easily-heated and fume-proof cab; counterweight-type windows (no cranks to turn) and easy-acting controls.

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LOW MAINTENANCE COSTSNO ADDITIONAL SHOP AREA
REQUIRED FOR SERVICING

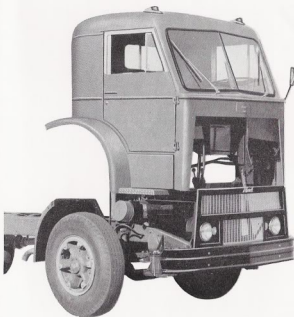
20 SQ. FT. ADDITIONAL SHOP AREA REQUIRED



LOW MAINTENANCE COSTS — Lowest maintenance and repair costs are assured because Mack Cab-Forward models utilize standard Mack-built components, time-proven in millions of miles of service as the finest manufactured. The chassis itself is of conventional design—no complicated controls or unproven assemblies. Counterweight-type door windows eliminate the maintenance expense associated with crank-type regulators. Easy, quick servicing of the front of the chassis and engine is achieved by raising the cab vertically by hand pump or by electric-hydraulic power. The unit with the engine exposed occupies no additional shop area. Tilt-type C.O.E.'s require an additional 20½ sq. ft. of shop floor space when the cab is tilted — an expensive item in metropolitan areas.



COMPLETE ACCESSIBILITY



COMPLETE ACCESSIBILITY — Full exposure of front of chassis, engine and all accessories is easily and quickly achieved by raising the cab vertically by the hydraulic hand pump or by an electric-hydraulic motor available as an option. Raising the cab necessitates no disconnections of any kind and the cab is safely locked in the raised position. Cab may be raised regardless of the position of the front wheels. No other type of C.O.E. affords such complete accessibility as the Mack Cab-Forward design with its revolutionary raise-type cab.



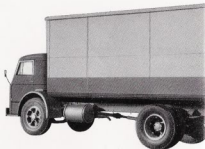
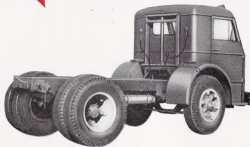
EASY SERVICING



EASY SERVICING — Usual every-day servicing is accomplished without raising cab. Engine is clean, not cluttered up with numerous accessories which take expensive time to remove and which complicate service work. When cab is raised, mechanic can reach the complete engine from one position — he does not have to move around the axle and wheels to reach the front or the back of the powerplant as with other type C.O.E.'s. Working on the engine is actually easier than with a conventional-type unit — like working at a bench with headroom and sideroom to spare. Complete removal of the cab may be accomplished in 20 to 30 minutes, compared with 15 to 20 hours with other types.



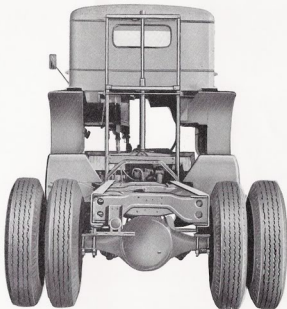
ADAPTABILITY



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

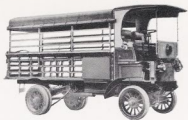


RELIABILITY AND ECONOMY



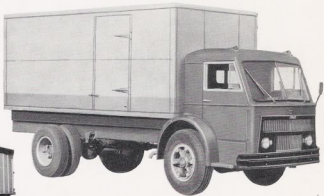
RELIABILITY and ECONOMY—Reliability is synonymous with the name Mack, a manufacturer who makes no compromise with quality. Mack Cab-Forward D models are as reliable as their companion Mack models of the conventional type, because both use common components. The major difference is the cab, completely manufactured by Mack which, because of design, will withstand greater damage than tilt-cab types and still be operable. With forward-mounted radiator and large frontal opening and tunnel, adequate cooling is secured without resorting to surge tanks and complicated fan drives. Gearshift is conventional—no intricate levers and shifting mechanism. Yes, the Mack Cab-Forward D models are typically Mack in every respect — the quality truck providing unmatched operating economy.

If minimum overall length and a high degree of maneuverability are definite requirements for your operation—*can you afford, with this evidence, not to own Mack Cab-Forward D trucks?*



Back in 1907 Mack was producing the quality C.O.E. truck. And now, today, Mack offers . . .

. . . THE ULTIMATE IN C.O.E. DESIGN
for every type of service, whether it be in highly-congested city traffic, construction fields or fast highway hauling.



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.

