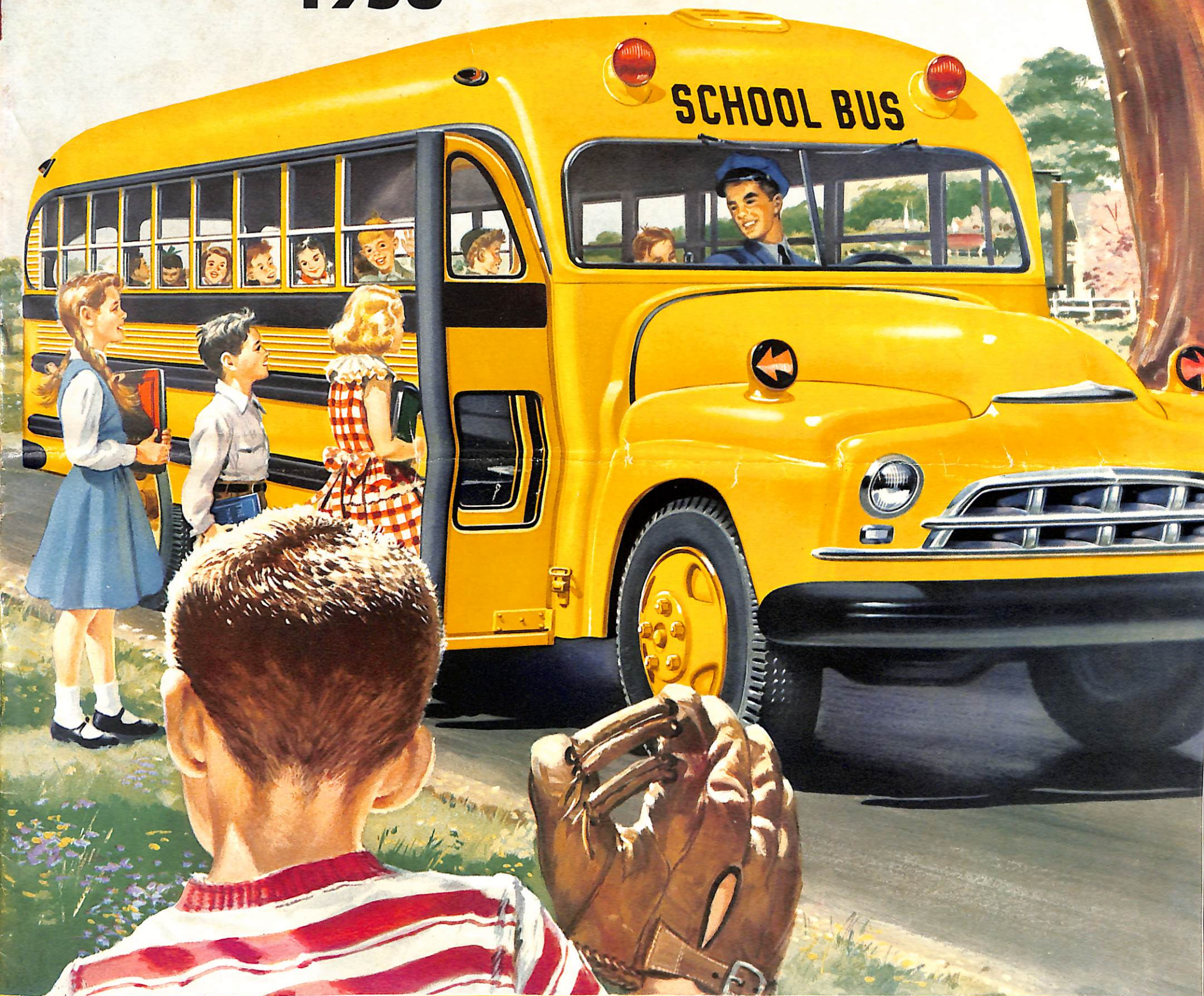


Superior Pioneer

1953

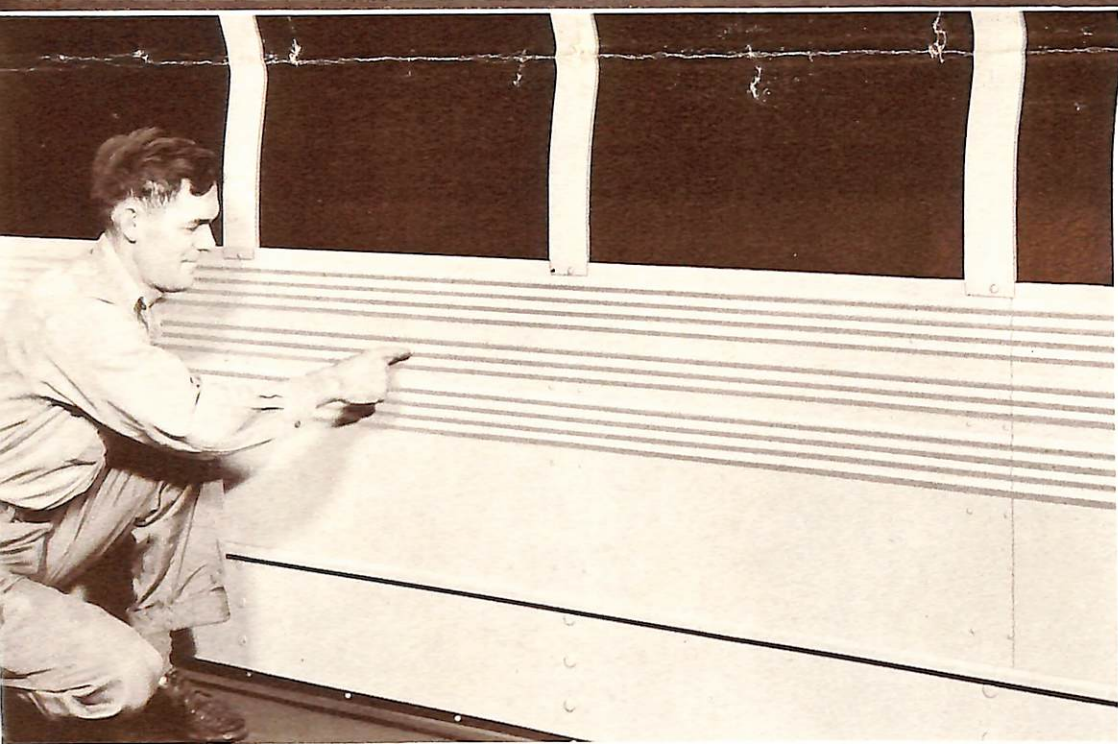


**MORE CHILDREN RIDE SUPERIORS
THAN ANY OTHER SCHOOL BUS**

because only Superior gives you so much for your money!

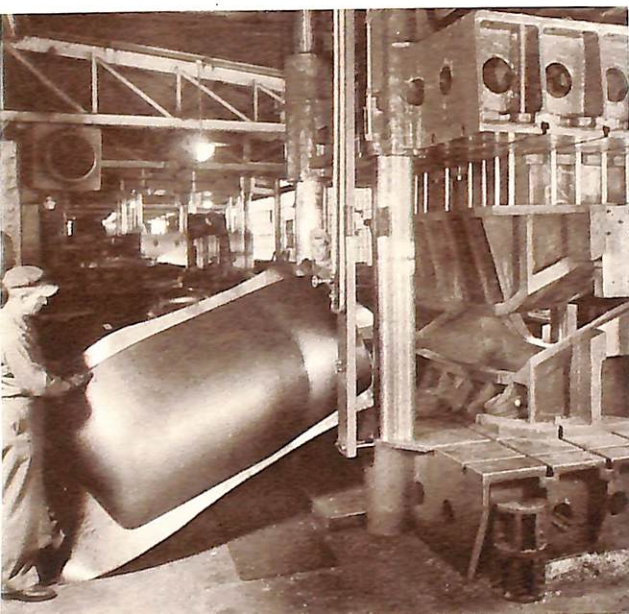
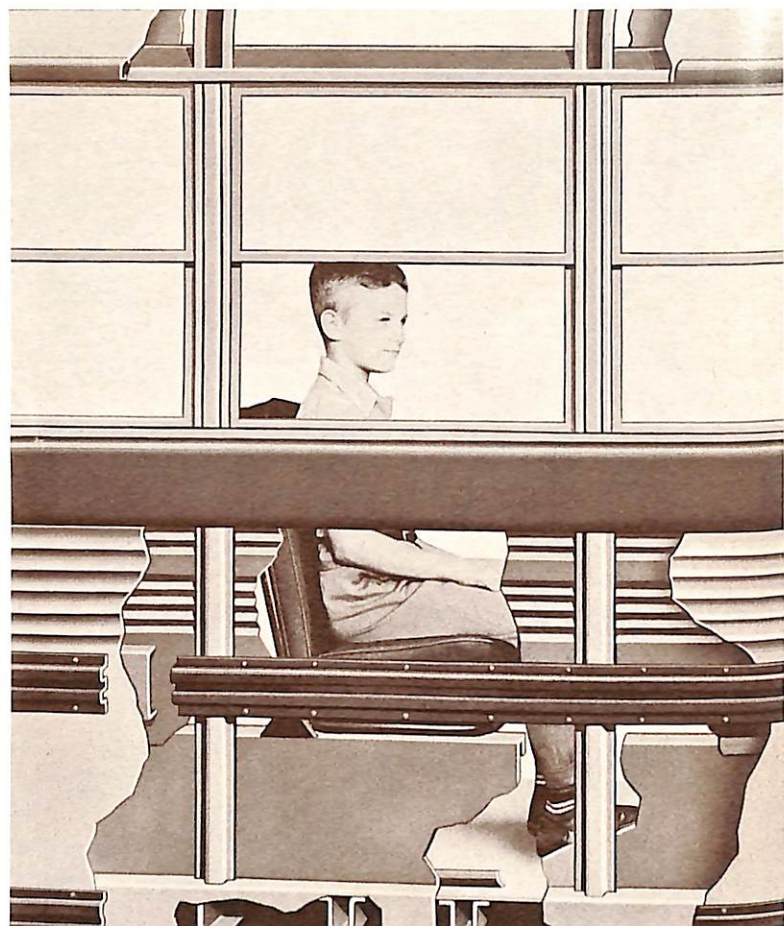
NEW 1953 SUPERIOR PIONEER

*Armored inside and out with ribbed Safe-T-Shields
like the panels on modern cross-country buses*



NEW DOUBLE SAFE-T-SHIELD CONSTRUCTION

protects every child by means of both *inner* and *outer* Safe-T-Shields ribbed to withstand many times more pressure than ordinary flat steel panels. Think what this means in added safety and peace of mind. *Exclusive* and *standard* on the 1953 Superior Pioneer—world's safest, most durable school coach.



◆ **Huge, one-piece, die-formed panels,** like the one just formed on this 850-ton press, are welded and riveted to the frame at close intervals, giving the Pioneer stronger, more unified construction and better appearance.

Greatest passenger protection is provided by the Pioneer's ribbed, super-strong Safe-T-Shields, inside and out; sturdy steel pillars, roof bows and horizontal strainers; big double-ribbed impact rails; and the massive, die-formed guard-plate that anchors seats securely to the floor and continues down as the rolled outer skirt. Like ALL soundly engineered structures, side and end assemblies are mounted on TOP of the foundation for utmost strength and durability.

Modern welded and riveted Unibilt Body

...GREATEST SAFETY FOR YOUR CHILDREN PLUS FREEDOM FROM TWISTS AND RATTLES

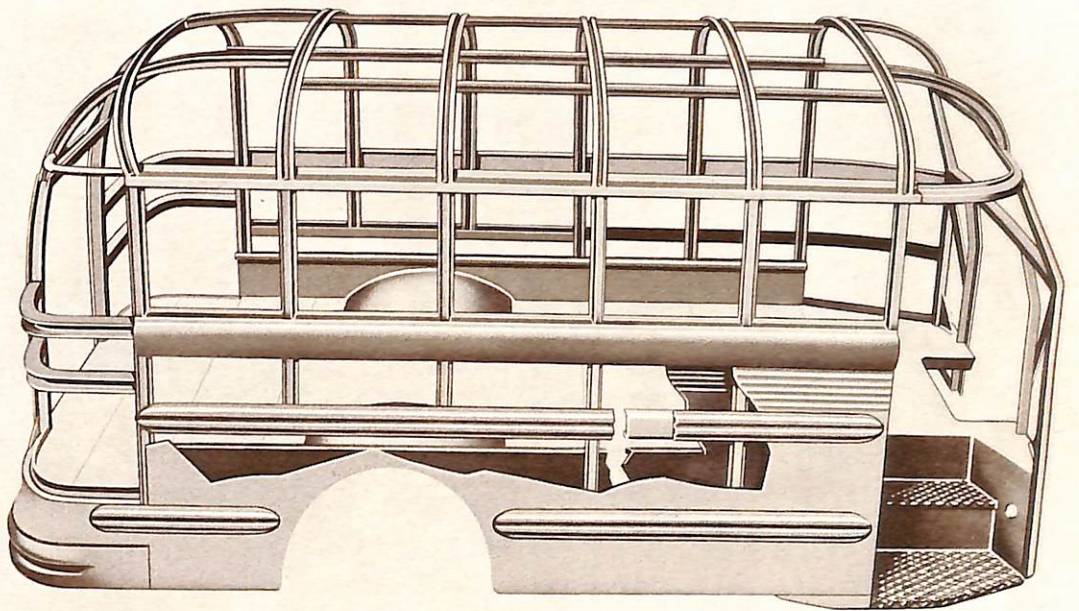
Thousands of Superior Pioneer school coaches, operated under the most strenuous conditions in rough, hilly terrain, give positive proof that modern *welded* and *riveted* construction is far better than old-fashioned nuts and bolts assembly. Closer integration of body parts by welding and riveting provides strongest resistance to shocks and twists . . . and makes Pioneer the safest, most durable, most maintenance-free school bus you can buy.



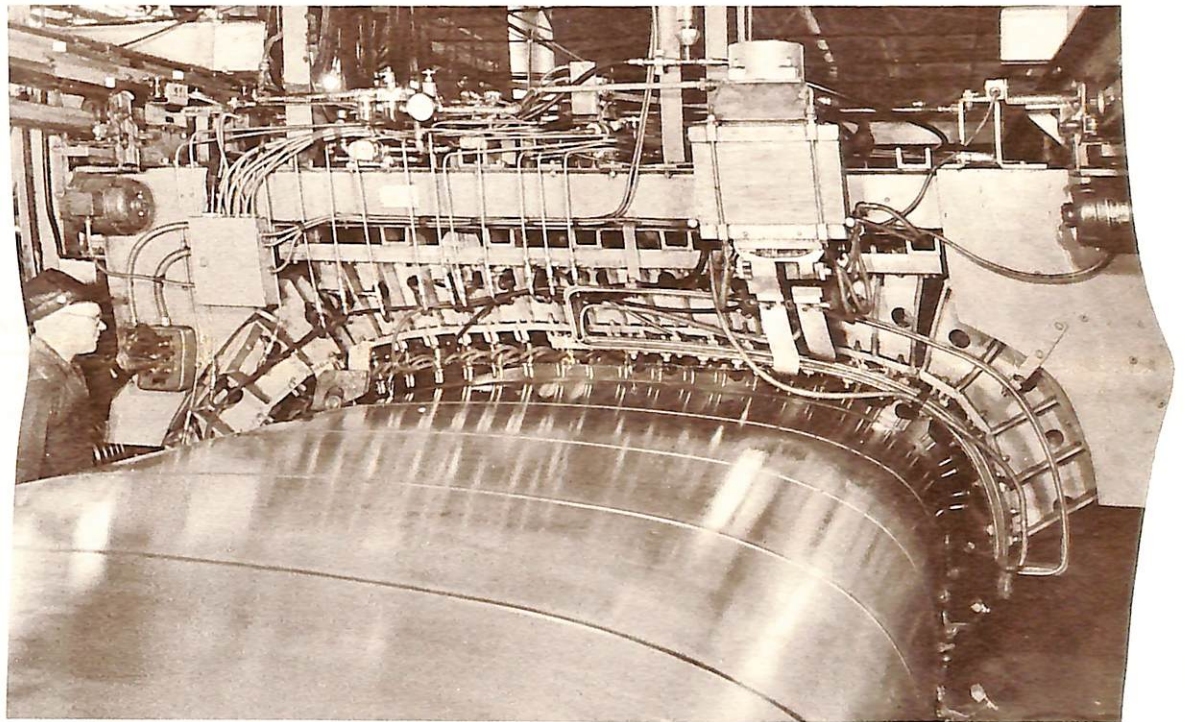
Steel welds steel for utmost strength as the roof frame members locked in this precision jig are all welded into one complete unit. Sturdy, one-piece roof bows assure maximum strength in event of a roll-over.



Closely spaced riveting is another example of Superior's emphasis on safety and durability. This view shows riveting of an additional corner panel, for 3-panel thickness over the entrance.

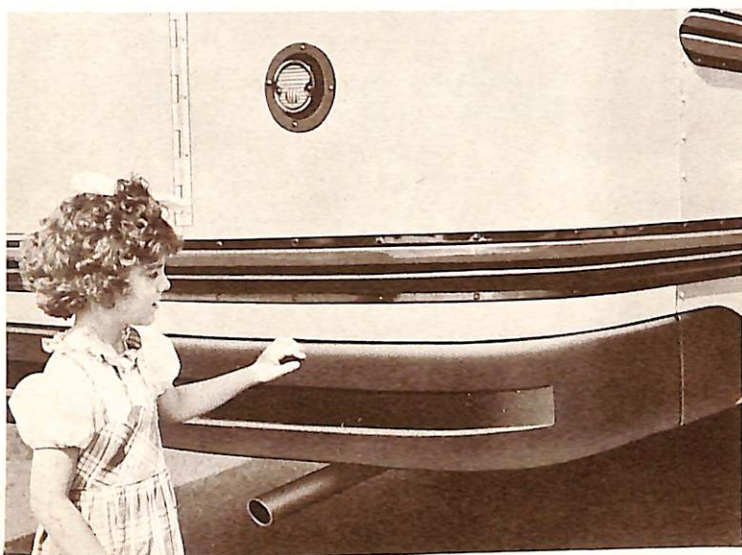


Unibilt Body is one solid welded and riveted unit. Rugged frame, inner and outer die-formed panels are closely integrated by riveting and welding. The result is a Unibilt Body that gives fortress-like protection from any direction. For maximum strength, side and end assemblies are mounted on TOP of the foundation, and are anchored by welding and gusseting in the strongest construction of any school bus.



100 resistance welds across each roof bow unify three thicknesses of steel — two roof panels and roof bow. Roof panels are one-piece from side to side for strongest construction.

Superior by every safety standard ➡ ➡ ➡



Super protection at rear where buses are most often hit; massive, box-type, wrap-around bumper; wide double-ribbed impact rail (optional extra); extra-strong rear frame. Bumper is mounted so impact is absorbed by chassis instead of by coach in which children ride.



Extra headroom at rear eliminates "bent-neck" posture, cuts down possibility of head injury from rear crash. Distance from back seat cushion to roof panel exceeds state and national requirements.



Sturdy stainless steel stanchions increase safety of children entering or leaving bus. Tubular rail behind driver's seat safeguards driver from accidental interference. Rigid decency panel, from entrance stanchion to wall, shields entrance way.

Modern welded an

... GREATEST SAFETY FOR YOUR CHILDREN PLUS FREEDOM FROM TWISTS AND RATTLES

Thousands of Superior Pioneer school coaches, operated under the most strenuous conditions in rough, hilly terrain, give positive proof that modern welded and riveted construction is far better than old-fashioned nuts and bolts assembly. Closer integration of body parts by welding and riveting provides strongest resistance to shocks and twists . . . and makes Pioneer the safest, most durable, most maintenance-free school bus you can buy.



Steel welds steel for utmost strength as the roof frame members in this precision jig are all welded into one complete unit. Sturdy, or roof bows assure maximum strength in event of a roll-over.



NEW **Strata-Flo**

STYLING - I

...Multi-ribbed Safe-T-Shields inspire new styling with eye-pleasing lines like those of the latest cross-country buses!

Hand in hand with advanced safety comes Superior's new Strata-Flo styling that makes the 1953 Pioneer by far the best looking school bus on the market . . . instantly recognized by the exclusive, ribbed Safe-T-Shields full length of sides and at rear corners. The Pioneer is further enhanced by big streamlined impact rails, rolled skirt, wrap-around bumper, continuous window-eaves, and aerodynamic contours.

Here's sleek functional beauty that will stay new because it's keyed to the future. Here's the coach your children will be proudest to ride in—an unmistakable symbol of the better world to come! In styling, as in safety, the Pioneer lives up to its name.

Spacious "comfort-planned" interior. Inside, too, the Pioneer features striking new Strata-Flo styling with ribbed Safe-T-Shield panels full length of sides. Veld-green and russet seat color combinations harmonize with mist green walls and ceiling—and the result is a beautifully rich interior that is exceptionally easy on the eyes. Extra comfortable seats and shoulder cushions. Ample leg room. Full 72-inch headroom. Coach is draft-proofed, sound-conditioned and completely insulated.



Superior



Pioneer

INSIDE AND OUT!



er



New SAFE-T-EXIT Windows speed emergency escape



A new Superior exclusive. For a quick emergency exit, passenger simply lowers top sash clear down, then pushes out (as shown) and presto—the whole window sash swings out, leaving the full window opening for fast escape. Two Safe-T-Exit windows are standard—one on each side. *Split-sash* for safe ventilation (see below).

STANDARD SPLIT-SASH WINDOWS PROVIDE FOR VENTILATION PLUS SAFETY



Ventilation plus safety. Bottom half of sash is stationary to keep heads, hands and arms inside. Top half adjusts to four positions for ventilation, and provides a 9-inch opening for emergency exit. Sash is installed from outside, simplifying maintenance. Dust-proof, draft-proof.

Full drop sash also available. ➤



"PICTURE WINDOW" WINDSHIELD GIVES DRIVER FULL-RANGE VISIBILITY FOR UTMOST SAFETY



Extra-wide, extra-deep windshield gives the driver "picture window" visibility and is completely free of distortion. High test safety plate glass, mounted in self-sealed rubber channel, is slanted to minimize glare. Maximum visibility at corners. Glare-reducing, Solex green-tinted windshield also available.

Doorways, too, are designed for utmost safety



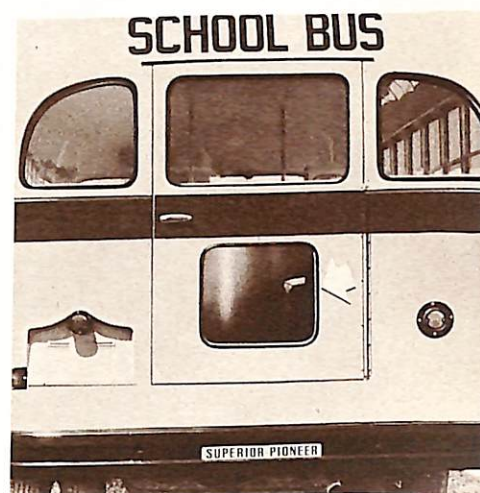
Easy-to-reach hand rail helps even the smaller children get on or off safely. Non-slip steps. Automatic step-well light.



Rear emergency door swings on piano-type hinge; rust-proof pin. Double catch for extra safety. Guard over inside release. Rubber sealed.



Side emergency door blends with exterior styling. Same type hinge, double catch, release guard, and rubber seal as rear door. Available when specified.

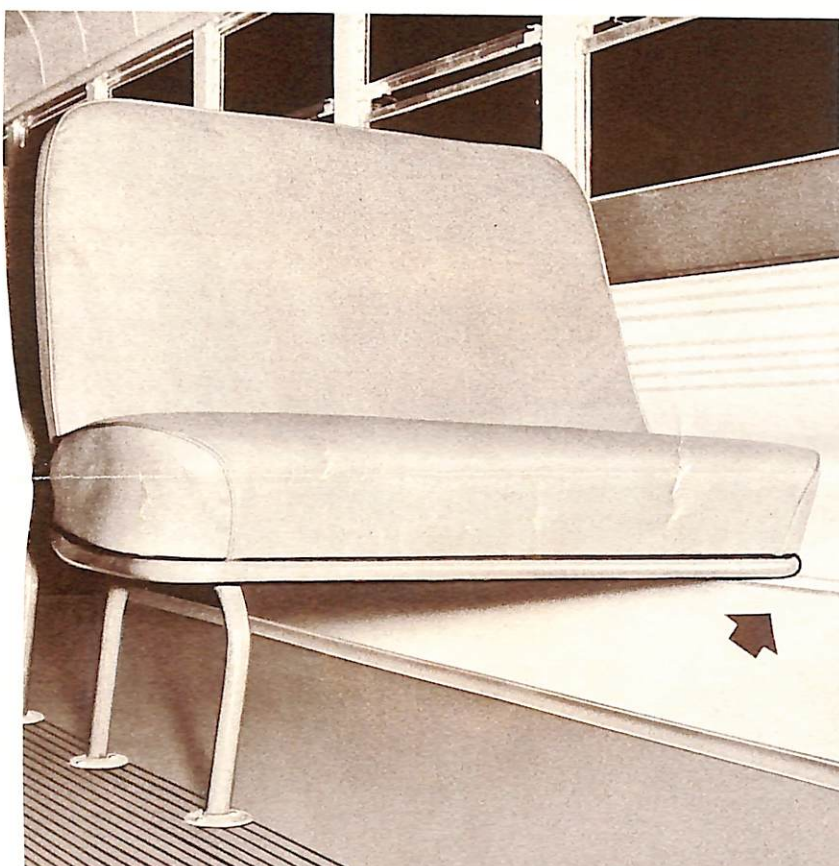


SPECIAL BACK-UP WINDOW (arrow) increases driver's visibility at rear, helps avoid back-up accidents. Optional at extra cost.

Superior comfort, convenience, smart design



Restful, wear-resistant seat construction: Thick, double-padded cushions and backs. Heavy-duty, plastic-coated upholstery is easy to clean, withstands temperature changes, resists scuffing, scratching and stains. Cushion has plywood base, heavy-duty springs. Sturdy tubular steel frame.



Super-Mounted Passenger Seats are installed in the strongest, safest way: Securely fastened to a massive die-formed guard-plate (arrow) that is welded to every body pillar and which rests firmly on the rugged cross-members of the foundation. This mounting makes floor cleaning easier.



Four-legged passenger seats available if specified.



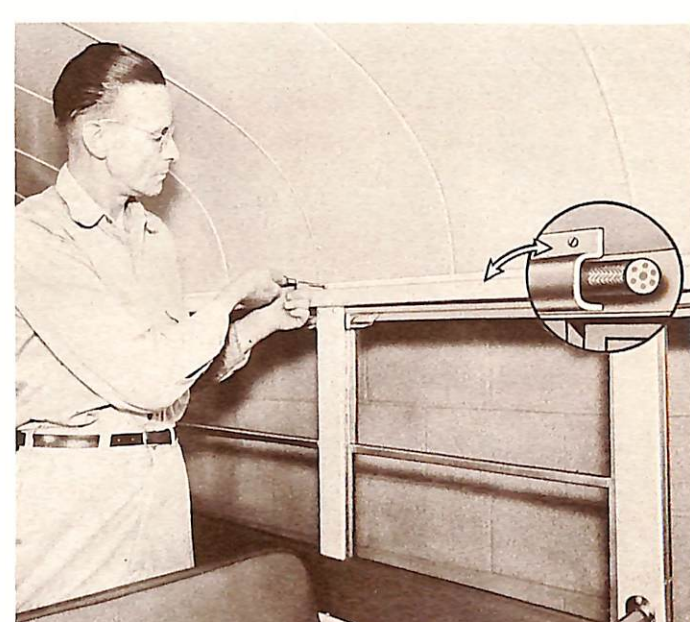
Thick shoulder cushions run full length of sides for added comfort and to protect riders in case of a sudden lurch. Trimmed to match seats.



Instantly adjustable driver's seat gives best eye-level and driving position for each individual; moves on track—forward and up for shorter driver, backward and down for taller driver. Heavily padded, form-fitted back; resilient spring-type cushion; durable, plastic-coated trim.

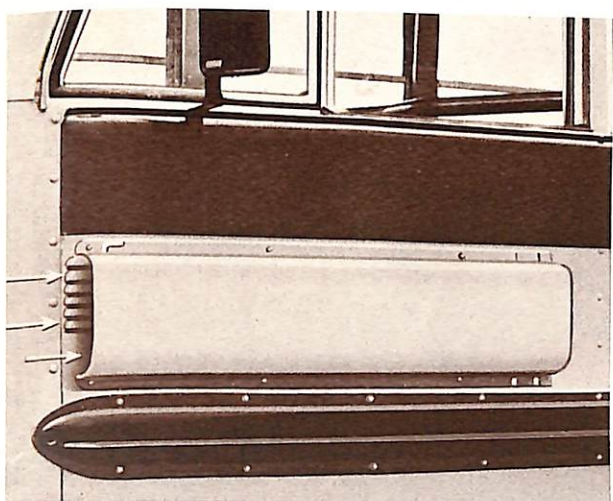


Six-footers can stand erect in the roomy new 1953 Superior Pioneer. No more stooping nor bumping of heads against ceiling. Ribbed linoleum is used in the aisle for safe footing.

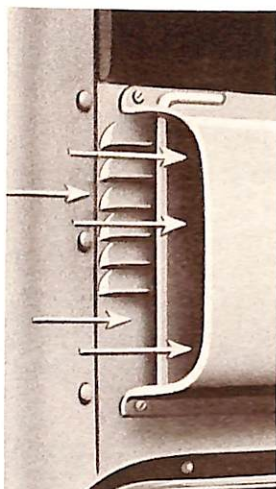


Neat removable molding houses electric wiring and makes it quickly available without removing the inner panels. Circuits are in an automotive loom and have separate airplane-type connectors and circuit breakers. Just another example of Superior's habit of doing everything better.

New SUPER-JET-FLO Heating, Ventilating, Defrosting



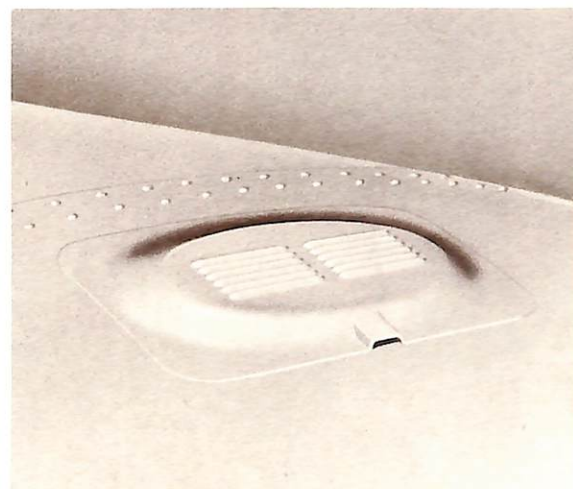
Super-Jet-Flo Air Scoop, supplemented by powerful intake fans, forces plenty of clean fresh air into the coach, regardless of road speed or velocity and direction of the wind.



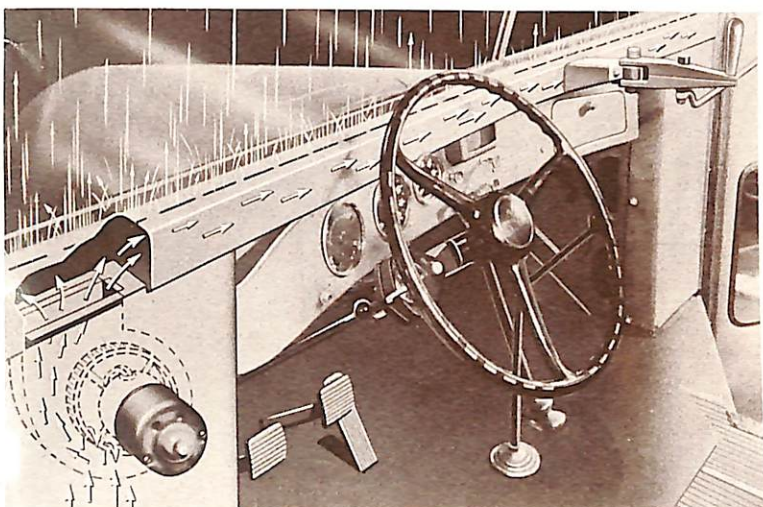
Easily regulated damper in air scoop enables driver to control amount of air coming into coach.

MOST EFFICIENT SCHOOL BUS CLIMATE CONTROL SYSTEM EVER DEVELOPED

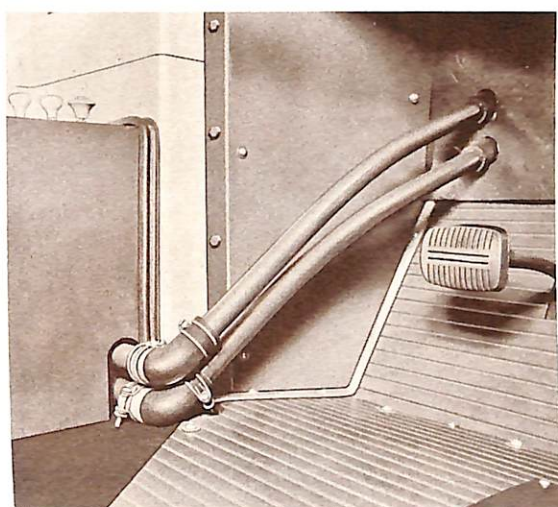
Superior's new Super-Jet-Flo Heating, Ventilating and Defrosting System, an optional extra, is a real health aid — the positive answer to cold drafts and stuffiness that cause discomfort and promote illness. It assures *abundant warmth in all parts of the coach even in coldest weather* and supplies plenty of fresh air all year 'round (even rainy days when windows are closed). There are practically no temperature variations from front to back, because the number and type of heaters are determined by length of the coach and severity of the climate.



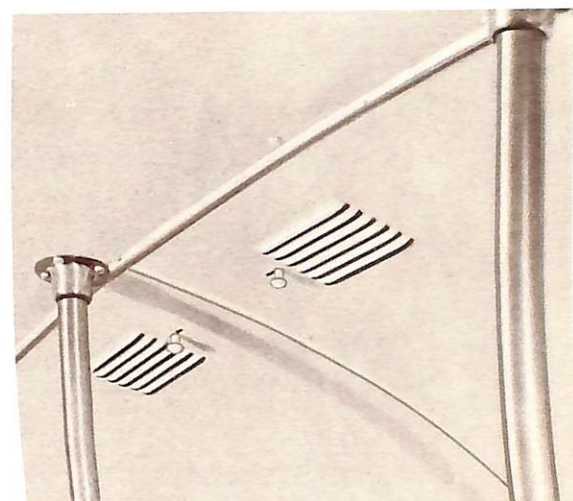
Jet-Vac Roof Ventilator permits complete change of air in coach every few minutes, speeds expulsion of stale air. Cold drafts, fumes, dust, and snow are repelled because coach is "pressurized." Hand-regulated grille on inside roof panels.



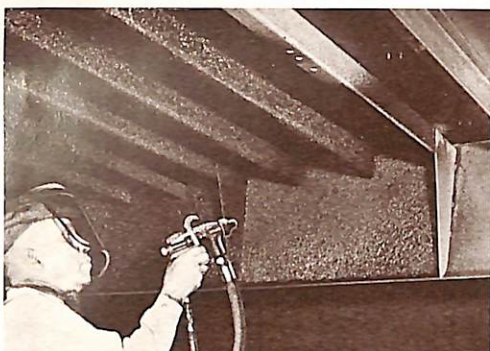
Instant de-frosting, de-fogging, de-icing of entire windshield. Independent defroster fan, large capacity front heater, and jet-type air scoop combine to force an extra-powerful stream of air through defroster duct and across whole windshield. Slots in defroster duct and special baffles in front heater further increase air velocity.



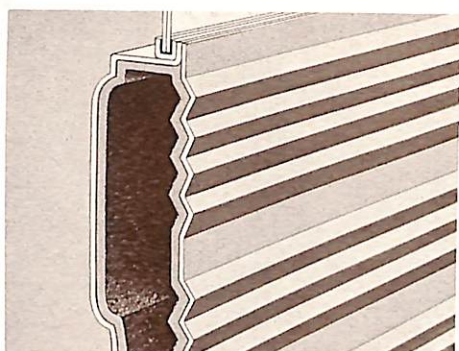
Heat loss is minimized because water pipes are *inside* the bus. They run directly through the coach, from engine to front heater. Result: Higher heating efficiency.



Completely insulated and weather-proofed coach



Thick undercoating. Prevents corrosion, minimizes road noises, and seals out dust, drafts, fumes, water.



Double side wall insulation. Thick layer of insulation is sprayed on both inner and outer panels.



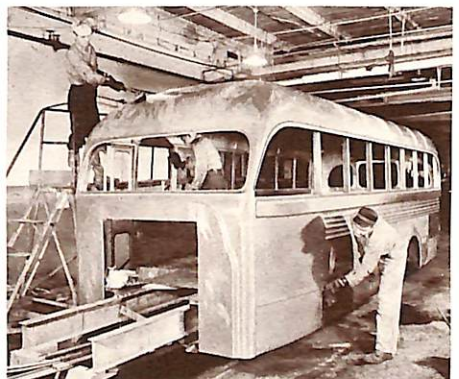
Double, sprayed-on roof insulation. Covers both outer and inner panels as buffer against heat and cold.



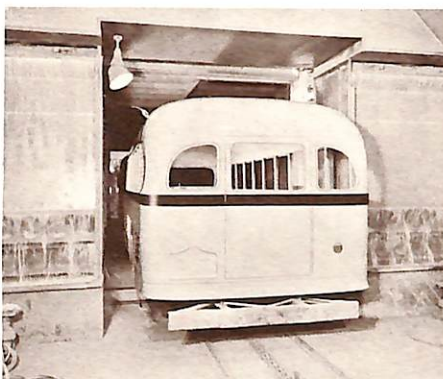
Thick spun-glass insulation for extreme climates gives added protection against heat and cold. Optional extra.



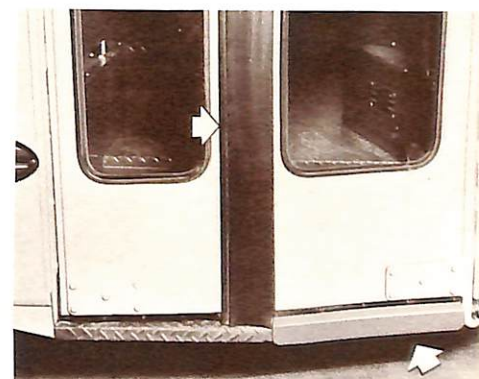
Plywood over steel floor. This optional extra provides still further insulation against cold and road noises.



Thoroughly rust proofed. Body is cleaned, etched, phosphate-coated, and primed for strongest resistance to corrosion.



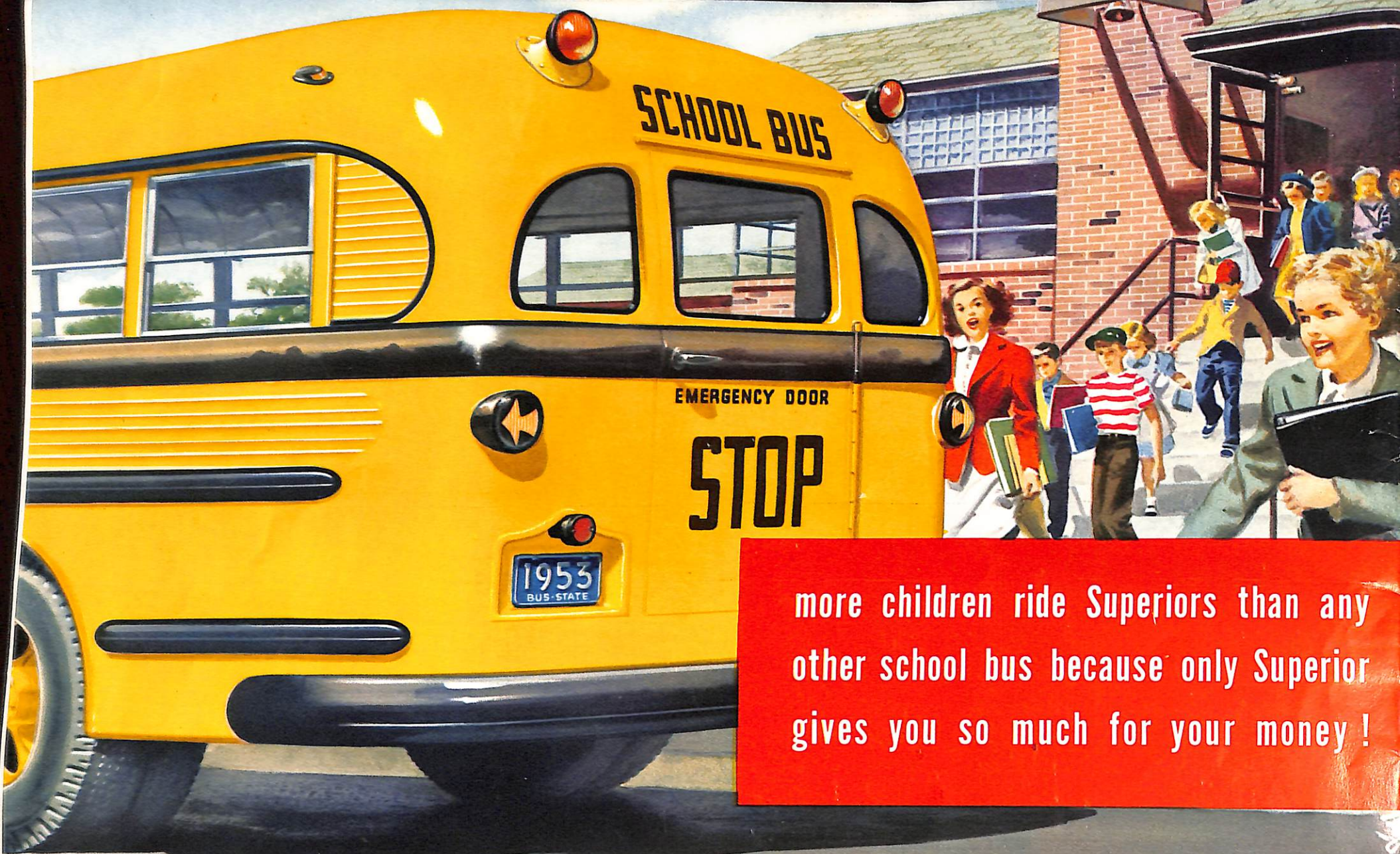
Sparkling baked-on enamel. No finer finish on any automobile. Easy to clean; stays new-looking longer.



Weather-sealed doors. Splash guard keeps water and ice off steps. Vertical rubber seals are weather-tight.

more children ride Superiors than any other school bus

**Greatest vote of confidence
in the history of school
transportation!**



more children ride Superiors than any other school bus because only Superior gives you so much for your money!

SUPERIOR PIONEER EQUIPMENT SPECIFICATIONS

BODY DIMENSIONS: Overall outside width, 96". Clear inside width, 90" at seat line. Inside height, 72".

BODY MOUNTING: Body secured to chassis frame by heavy steel brackets; cushion mounted. Chassis frame is extended to extreme rear of body. Up to 12" added to tail pipe without charge. Chassis manufacturer's gasoline tank.

BUMPER: One-piece, die-formed, heavy steel, wrap-around rear bumper with box-channel reinforcement. Bumper strongly mounted to chassis frame.

DOORS: Entrance doors—inward and outward folding leaves with piano-type hinges; heavy-duty manual control with soft chrome finish; safety rubber along vertical closing edges; front leaf splash guard. Emergency door—34" wide and 51" high, center rear body; hinged at right side; piano-type hinge with rust-proof pin; safety guard on inside release; exterior webbed handle. Safety glass in all doors.

ENTRANCE STEPS: Double steps with non-skid tread. Ground step height to meet state specifications.

FLOOR COVERING: Heavy-duty linoleum floor covering, smooth under seats. Ribbed, non-slip linoleum aisle and floorboards.

IMPACT RAILS: Two double-ribbed impact rails, one at seat cushion level and one at floor line.

INSULATION: Heavy coating of material, sprayed onto reverse side of all wall and roof panels, insulates coach against heat, cold, and sound. Underbody completely sprayed with undercoating.

LIGHTS: Clearance Lights—two streamlined corner clearance lights at both front and rear; lens to state specifications. Stop lights—tail and stop light in recessed license plate holder at left rear of body. Interior Lighting—row of plastic-lensed, flush-mounted dome lights directly over aisle. Automatic stepwell light.

PAINTING: High-temperature baked primer and plastic-base enamel. Exterior—National School Bus Chrome or Orange, with black rub rails, vent eaves, and 6" belt, optional. Single color interior.

RUST PROOFING: Before priming, all exposed parts are treated with a combination cleaning and phosphate coating chemical. Rust preventive primer applied to unexposed frame parts and panels.

SEATS: Passenger Seats—1" steel tubing frame; floor-mounted with heavy guard-plate welded to every side pillar; metal back with baked enamel finish. (Four-legged seats available.) Box-spring cushions, backs fully padded. Upholstered in durable, heavy-duty vinyl plastic-coated fabric. Genuine leather and extra-heavy plastic seat materials are available at additional cost. Optional seating plans. Driver's Seat—adjustable, form-fitting, spring-cushion; extra-heavy plastic vinyl fabric upholstery.

SHOULDER CUSHIONS: Below side windows; padded and trimmed to match seat color.

STANCHIONS AND GRAB RAILS: Stainless-steel stanchion and guard rail behind driver. Stainless steel stanchion with decency panel at stepwell. Extra-long stepwell grab handle.

TIRE CARRIER: Furnished by chassis manufacturer.

TOOL COMPARTMENT: Conveniently located tool box inside coach.

VENTILATING SYSTEM: Exhaust ventilator in roof, with manually controlled grills in front ceiling panels.

VISION FEATURES: Inside rear-view mirror; non-glare; protected edge. Outside rear-view mirror—rectangular. Interior sun visor—two-way adjustability. Two heavy-duty windshield wipers, vacuum-type.

WINDOW SASH: All windows have Superior split-frame safety sash which meets national standards—top half lowers full 9". One Safe-T-Exit window each side. (Full drop sash available.) Combination regulating and ventilating driver's window. High test safety glass in all side and rear openings.

WINDSHIELD: Two-piece, slanted non-glare windshield; safety plate glass mounted in continuous rubber channel.

WIRING: Automotive-type wiring harness and loom with airplane-type connectors, each circuit protected by circuit breakers.

ALL STATE LEGAL ACCESSORIES AVAILABLE — ALL SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

SUPERIOR COACH CORPORATION • LIMA, OHIO

NOTE: Safe-T-Exit Windows optional at extra cost instead of Standard as indicated above, and on page 5.

SALES AND SERVICE BY

WATSON AUTOMOTIVE EQUIPMENT COMPANY

1042 Wisconsin Ave., N.W.

Phone REpublic 1300

Washington 7, D. C.

