

STUDEBAKERS IN 1/72 SCALE

by Dave Weber

Editor's note: All images courtesy of www.shrockbrothers.com

It was close to 10 years ago that I happened to see a Shrock miniature Studebaker model for the first time. I would have bought it from the dealer at that toy show, except I could not agree to pay the asking price of \$70 for this highly detailed all metal miniature. From time to time the Shrock name would appear but I did not let the temptation to spend that much money on a just under 3 inch long model. Over the last few years advertisements by the Shrocks have been appearing in the Toy Cars & Models Magazine. Recently, there was a short writeup in this magazine about the Shrock Brothers 20th Anniversary "Open House". on 6/18/05 They have been producing models cars of Studebaker cars and trucks for 2 decades.

Their address is listed in Coalport PA which is about 4-5 hours driving time from the suburban Phila. PA area where I live. So I took the plunge and armed with some extra cash from another collector to actually buy some of these models as portrayed on the above website, drove out to to meet with these toy producers and see their operation and updated products for the first time! Coalport is a very rural area just west of the Tuscarora Mountain range in Western Pennsylvania. I would estimate there were over 50 people at this celebration. Some came from as far away as Illinois and Ohio for the day!



1935 Big Chief and Bluebird Landspeed car



1937 Dictator



1955 President Speedster

Most seemed to be Studebaker hobby specialists. They only collected Studebaker memorabilia and thus some of the visitors had brought at least part of their collections with them to be displayed. Of course there were new models available for purchase from Tom and Dave Shrock.

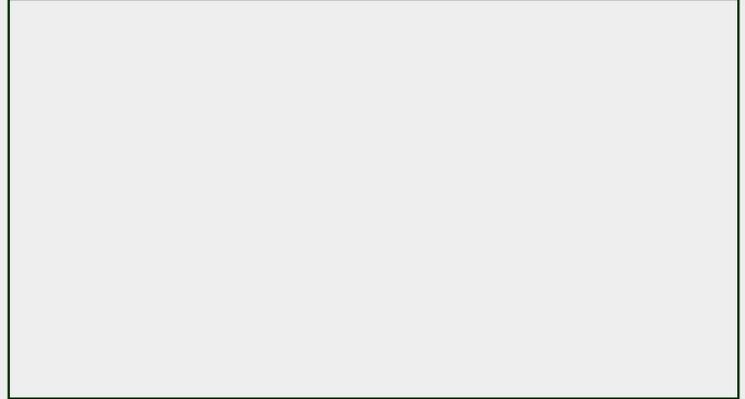
Since I was acting as a buyer for my friend in Europe, I was able to take a few of these various pieces home with me temporarily until I prepared them for shipment across the Ocean. And yes, I did buy a couple for myself. I could not resist! These models are made of pewter and have metal bases. The baseplates have the Shrock name imprinted on them along with a short identification of the replica model. The bodies are very highly detailed and some of these little cars even show gauges on the dashboard inside the car! The paint coating is hand rubbed and the accessory chrome pieces on the bodies are neatly highlighted in silver. The realistic wheels roll but there are no parts that open such as doors or engine hood covers.

Models representative of Studebakers from 1935 to 1962 have been available. Twenty years ago they first began producing 1/43 scale models . The first ones were in plastic but the Shrocks soon converted to production in pewter. They also produced a few Larks in 1/55 scale which are no longer available. About 10 years ago they introduced their first smaller 1/72 scale models and have been issuing new additions ever since. One of the latest models to appear is the 1962 GT Hawk which is outstanding in appearance! Unfortunately it has not as yet been entered on their site! They also recently produced a 1958 Packard Hawk which is presently out of stock. The stock availability changes rapidly since they only produce 20 of the same model at a time from rubber molds. Dave advised they then "clone " the new model and modify it to become a convertible instead of a 4 door sedan or 2 door coupe .

I questioned the use of the scale



1958 Silver Hawk



1958 Packard Hawk

identification of 1/72 since the cars are just slightly less than 3 inches in length. Dave advised and demonstrated to me that many of the Matchbox and Hot Wheels cars identified as being 1/64 are in fact closer to 1/72 scale in actuality! Thus the 1/72 models issued by Hongwell , Yat Ming and Real-X are apparently smaller than their stated 1/72 scale size .

The Shrocks do not usually use any commercial distributors to assist them in marketing their product. There is no arrangement for a wholesale operation and no discounts for large purchases. The dealer who had their models noted above was a personal friend and that was a one time arrangement. Tom advised that the \$70 charge is not producing much of a profit at this time. After seeing the products up close, I can now comprehend this! Dave advised it costs about \$2500 alone just to produce a new casting . Then with the attention to detail provided on each casting, the profit is lessened because of the resulting quality of production!

The Shrocks operate an Auto Body Shop where they also make replacement parts for full size Studebakers. Recently they completed modifying a full size Chrysler Sebring Convertible into a "2006 Hawk". This was mainly done by adding kit body pieces to the front end and rear fenders to present a modernized Hawk. This car even has Studebaker medallions and hubcaps in addition to the characteristic square-like type Hawk grille .

Future models to appear are an Avanti , reissue of the Packard Hawk . some Larks and maybe even a replica of the 2006 Hawk. In addition, there will probably be a few other new models as well. The Shrocks are scheduling a 20th Anniversary Hawk Auto Show at their facility on 6/24/06 when they should have the above new models ready for purchase.

I will be there and yes, I will splurge and at

least get an Avanti for myself and maybe a Packard Hawk or a Lark !

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