

Fritz Schenck has his work cut out for him this time.



BELOW: The rear end had the full treatment including hidden taillights.



ABOVE: The Schenck started at front fenders and blended down to the lake pipes.

LEFT: Dashboard wears white rolls of pleats. Rockers and floors are gone.

Fritz Schenck Takes on a Hell Air!

By Alan Mayes

“More than twenty coats of candy cherry lacquer and a unique top chop highlight this immaculate '57 Chevy. Don Pritchard of Tonawanda, New York, desired a show car that would really stand out at shows, yet could be used on the street. A quick trip to Gersten's Custom Shop netted Don with enough ideas to build a dual purpose trophy-taking custom.” — *Car Craft*, March 1963

They were talking about the car you see here. Obviously, the Chevy has had a change of circumstances over the past 47 years. From the story that Carrol Schenck related to us, the car was rear-ended while parked. Pritchard lost interest in the car and started parting it out, which explains the missing pieces. Frustrated, he sold what was left to his paperboy for \$50.

The paperboy took his turn at trying to repair the car but he eventually lost interest, too, and the car sat outside, unprotected, in northern New York. That's snow

country, folks; lots of deep, slowly melting snow that seeps into everywhere. You get the picture and it isn't a pretty one.

Eventually the paperboy's son wound up with the car and had intentions of rebuilding it with new parts and current rage style “bling.” Enter kustom car builder supreme (and lover of all things kustom), Fritz Schenck, thankfully!

Fritz was still living on Long Island, New York, at the time and he traveled to Buffalo to pick up the Chevy. When he and Carrol moved to the Kansas City area a couple of years ago, they drug it along. I first spotted the car in its current condition at the KKOA Leadsled Spectacular in Salina, Kansas. Fritz had it on hand to show the other kustomheads what he was up to. He might have been looking for sympathy, too, but he didn't get much. It's a tough crowd.

So, now it begins. Fritz's plan is to restore the '57 to its original 1963 glory, when it graced the covers of *Car Craft* and *Custom Rodder* simultaneously. *Car Culture DeLuxe*,

exclusively, will be following the restoration of this former beauty queen and we'll bring you periodic updates as the project moves along. This is a personal project, not a paid one, so it will be worked around as paying customer jobs at his Spritz by Fritz shop allow, but we know Fritz; don't be surprised to see it move pretty quickly once he gets on it.

Obviously, the car needs some pieces, so if you have a lead on any or want to pitch some in to the cause, give Fritz a call at the shop. Some '57 Chevy rockers, floors and a trunk pan look to be an immediate need! 🛠️

Resource:

Spritz by Fritz
www.spritzbyfritz.com
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