



Jerry Brock

A Look Back ...

The Brock Hotline Network

Jerry Brock got started in the hotline business with an idea, a clipboard, and one person agreeing to become a member of the auto parts hotline network that eventually grew to 200 automotive recycling companies. Before computer technology became commonplace, telephone "hotlines" were used to connect auto

recyclers for the purpose of locating, buying, and selling used auto parts.

The phone, speaker, and lines were generally supplied by the American Telephone and Telegraph Company (AT&T) and were available to members 24 hours a day, 7 days a week. When a member needed a part, he would broadcast it over the network. If another member had the part, they would answer and price the part, and a deal was made. The part would then be shipped to the buyer, and he would in turn deliver it to his customer. In its day, it was an instant service to locate parts for the auto recycler. Today, there are very few of these networks still in use; they are becoming extinct in the age of computer technology.

Brock recalls, "I remember when I saw a hotline system in an auto recycling yard. I was so excited ... I had to start one. It is one of my most cherished accomplishments of my career. Fortunately for me, many auto recyclers supported me and became members of the parts locating service. Today, computers are instantaneous, but hotlines were lightning fast and more personal. In addition to the business generated over the network, many lifetime friendships were formed that are still strong to this day."

The Brock Hotline was owned and operated by Jerry Brock, connecting auto recyclers in Arizona, California, New Mexico, Utah, Nevada, Colorado, Texas, Oklahoma, and Kansas. Millions of dollars in business were transacted among its members.



This phone and speaker somehow survived its day. It was given to Jerry Brock by Al Unser of Al Unser Auto Parts, Albuquerque, New Mexico, who was a member of the Brock Hotline. It is one of the few of its kind in existence.