



# T O U R O F VIC'S GARAGE &

**ON OCTOBER 14, 2017**, the Southern California Region of the CCCA, led by Tourmaster Paul Ginsburg met at 9:00 a.m. in Torrance for a self-tour of Vic's Garage (the Edelbrock Museum). This museum is filled with the favorite cars of Vic Edelbrock, Sr. and Vic Edelbrock, Jr. The Edelbrock name is well known in the automotive high performance industry and was founded by Vic Sr. who died in 1962. When the "kid" took over, many predicted that the family business would not last, but the Edelbrock Corporation, under Vic Jr.'s leadership, rose to the top of the global market in the performance industry.

Paul and I had the pleasure of interacting with Vic Jr. at several Palos Verdes Concours events. In our experiences, he was down to earth, with an easy smile. In September 2011, Vic Jr. brought his 1969-1/2 Hugger Orange Dodge Super Bee 440 Six Pack for Paul's Muscle Car Class. He stood near his car and signed his books and Edelbrock caps. Our

# ROCK-OLA By Diana Ginsburg

youngest granddaughter, Mia, then age three, had worn her red Edelbrock cap. Mia's eyes filled with tears when she realized that her cap was not signed. Vic Jr. bent down, gave this unhappy girl a big smile and promptly signed her cap. It was hard to judge, after his kindness, who had the biggest smile: Vic Jr., Mia, Gram and Grandpa, mom, or, anyone who saw this. I knew that he was very famous, but at that moment, I could see the gleam of the loving, interactive father of three daughters.

Vic's Garage is filled with beautiful cars, the majority of which are painted red. The collection includes several red Corvettes. I was told that these were the cars he chose to drive most often. The main focus of this collection is Hot Rods, Muscle Cars and Race Cars.

We want to thank the three long-time Edelbrock employees, "Smitty" Smith, Mike Eddy, and Robert Jung, who spoke to us and led tours, all on their own time. These three men answered any questions and added to our experience at Vic's Garage >>>

*Above: Vic's Garage, also known as The Edelbrock Collection, which houses a 1946 Ford Woodie (far left)*

# TOUR OF VIC'S GARAGE & ROCK-OLA



Clockwise from left: Glenn Streeter, showing off his autographed apron of famous Rock-Ola visitors, including rock stars and movie stars, some dating back many years. > Jukebox and car display > Great turnout of members for this tour!



**AT 10:00 A.M.** we walked across the street to the location of our second tour destination, the Rock-Ola Jukebox Manufacturing Co. First, we had a half hour of socializing with coffee, doughnuts and scones, courtesy of Rock-Ola. SoCal member Glenn Streeter is the owner of Rock-Ola.

We were fortunate to have two tour guides: Plant Manager Ken Urban, and his friend Robert Bernstein, plus Rock-Ola owner Glenn Streeter. The tour guides told us the fascinating story of Rock-Ola; the history of the company and showed us the shop where Rock-Ola jukeboxes are made. David C. Rockola founded his original business in 1929. Mr. Rockola was a real character and managed to be investigated by the feds for operating about 600 slot machines in three states. Besides slots and other gambling (gaming) machines,

he also made jukeboxes, and in 1942 produced M1 carbine rifles and ammo for the U.S. Army. He later branched out to include parking meters, coffee and soda machines, video games and even motor scooters. He died in 1931.

In 1992, the Rock Ola Company was sold to today's owner, Glenn Streeter. Glenn's long time interest in old restored radios and jukeboxes was reflected in his 1985 Torrance business, Antique Apparatus Co., where he produced the first successful antique reproduction jukebox.

This year is the 90th Anniversary of Rock-Ola and to honor this event, Glenn has created two special, limited edition jukeboxes. One style has 100 CDs and the other machine has a "touch screen" music center. Today, Rock-Ola is the only jukebox manufacturer in

the country and no company but this one produces handcrafted quality products, using real hardwood and other high quality features. Rock-Ola makes both commercial and home-style jukeboxes, which can be personally customized or "brand named".

Our Tour started on the first floor of this company where we saw the re-creation of David C. Rockola's original 1936 office, which included some of the historical significance of the original companies of Rockola: the production of gaming machines, M1 carbine rifles, ammo, his desk, etc. Then we went upstairs and saw many older or antique jukeboxes.

Our group then toured the up-to-date, clean shop, where we were shown the steps taken to build a jukebox. Quality is still Rock-Ola's primary goal, from the hardwood cabinets to the components which are still hand assembled

by experts. The end product, Rock-Ola jukeboxes, are both beautiful and create wonderful sounds.

We want to thank owner Glenn Streeter and our tour guides, Ken and Robert. Ken has worked for Rock-Ola for 45 years (20 years in Chicago, and 25 years here in Torrance). As Ken says, "he was shipped here in the back of a semi-trailer, along with the machinery and inventory of the Chicago based Rock-Ola Company", after it was purchased by Glenn.

After all the walking, looking and listening, it was time for lunch. This was Paul's third time as Tourmaster and for the third time we went to Red Car Brewery and Restaurant, in Old Torrance. The owners, Laurie and Bob Brandt, were as welcoming as before, and, the food was delicious. October 14 provided a pleasant, informative, social outing for the SoCal Region.