

GOOD GUYS INDEED. PROJECT SPANS GEOGRAPHY AND GENERATIONS.

Joe Sulpy IV was only 8 years old when his father, Joe Sulpy III, started teaching him to do automotive bodywork. Just three years later, the youngest Joe was welding. At 13, he was chopping his first top, lowering the roofline of a 1941 Willys sedan.

Before long, Joe the Fourth was running his own business, Joe Sulpy's Custom Paint & Metal Fabrication shop, in Whippany, New Jersey, where, like his father and his father's father, he was doing car customization and modification.

In part because of the economy and in part because the East Coast's already-too-short collector car season seemed to be cut even shorter by a succession of rainy weekends, Joe Sulpy IV moved his business in the fall of 2008 from New Jersey to Buckeye, just west of Phoenix.

Thirteen months after that move, Joe IV had four vehicle builds underway in his new garage. To showcase his work, he had perhaps the world's most unusual 1957 Chrysler Saratoga on display at the Goodguys Rod & Custom Association's 12th Annual Southwest Nationals at the WestWorld equestrian and show grounds in Scottsdale.

In fact, Sulpy's car not only was the

most unusual Chrysler on the grounds that weekend in late November, it may have been the most unusual of all the 3000 or so vehicles gathered for the Goodguys' season final.

Like Sulpy, the Goodguys like the Phoenix area. In fact, they like it enough that not only will they continue to close their classic car season at WestWorld—the 13th Southwest Nationals are scheduled for November 19-31, 2010—but they also will open their 2010 season with the inaugural Spring Nationals March 12-14.

The Goodguys were established in 1981 and, with more than 70,000 members, have become the largest custom car club in the world. Once run off the kitchen table in the Alamo, California, home of founders Gary and Marilyn Meadors, Goodguys now employs a full-time staff of 40 at its headquarters in Pleasanton, California, led by the Meadors' son and Goodguys president, Marc Meadors.

"We've seen exponential growth in the fall event and we keep hearing from our local contacts and hot rodders in the area that they want more," said John Drummond, the Goodguys spokesman. Drummond said that not only will the club and some 3000 hot rods and custom cars

Sulpy story and photos by Larry Edsall
Event color collection by Randall Bohl

come to Phoenix twice in the new year, but the new spring event will include a Street Challenge Autocross, meaning that vehicles will not just be on show, but will be able to go, racing around a short racing circuit defined by orange cones.

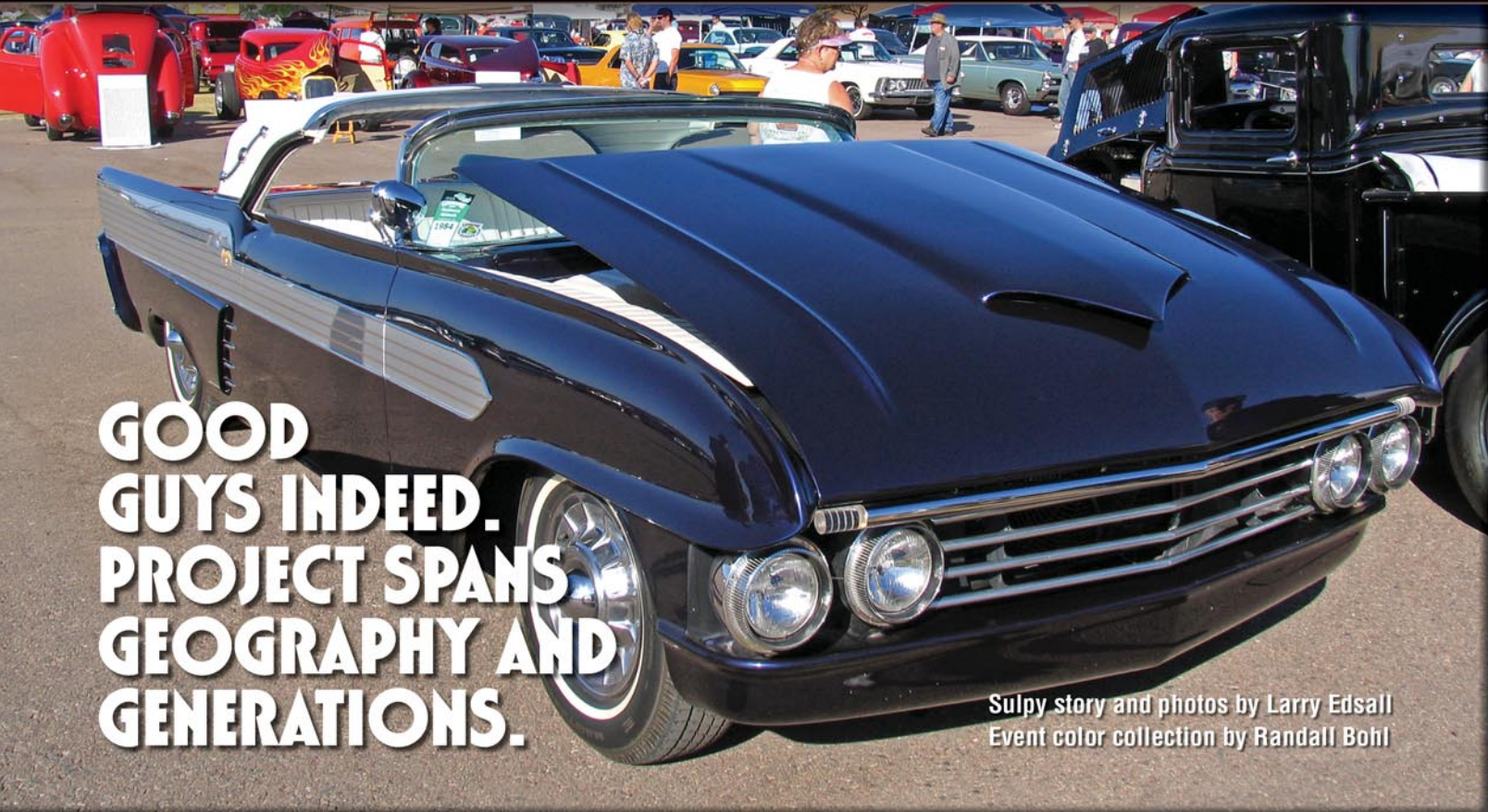
"We're going to add a Street Challenge Autocross course to the spring event so it will feature vehicles in motion as well as on display," Drummond said. "There are a ton of car people in that part of the country and since we've announced the spring show, the response has been overwhelming from both car show participants as well as parts vendors."

In addition to the 3000 or so cars on display, Goodguys events involve custom car equipment and automotive lifestyle vendors, in addition to a traditional classic car parts swap meet area.

The car Joe Sulpy IV had on display at the Goodguys' November event was a project started by his father. But when Joe III became seriously ill, Joe IV finished the work (and was glad to report that his father had recuperated from his illness).

The car is a "clone," a tribute to the "Parisienne" custom car created back in

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the early 1960s by Richard Korkes and his Korky Kustoms shop in New Jersey. At the time, Joe Sulpy III was a high school student and would try to sneak peeks of Korkes' project—only to be chased away again and again by Korkes and his crew.

Korkes started his "Parisienne" project with a 1954 Ford. The Sulpys started with a Chrysler, though all that remains from that vehicle are the frame, the windshield and the tail lamps.

Though the low-slung, landau-roofed car is radical from every angle, what truly sets it apart is the shape of its tail end, with the center point of the rear bumper and fascia set several feet ahead of the trailing edges of the bumper and rear fenders, as though someone took a large pie-shaped slice out of the back of the car.

Like Joe Sulpy IV, Richard Korkes moved west, not to Arizona but to southern California, where he worked for customizer George Barris as part of the team that created cars such as the original Batmobile.

Speaking of Arizona, Joe Sulpy IV has learned that the Korky Kustoms' Parisienne not only has survived, but in 2009 was purchased by a car collector in Tucson.

Who knows, the original and its clone might end up parked together when the Goodguys return in March. ■

GOODGUYS Rod & Custom Association 2010 EVENT SCHEDULE

March 12-14Inaugural Spring NationalsScottsdale, Arizona
March 27-2828th All American Get-TogetherPleasanton, California
April 9-1110th Del Mar NationalsDel Mar, California
May 15-164th Orange County Get-TogetherCosta Mesa, California
May 21-235th Nashville NationalsNashville, Tennessee
June 4-613th Colorado NationalsLoveland, Colorado
June 5-617th Summer Get-TogetherPleasanton, California
June 11-1332nd Hot Rod NationalsIndianapolis
June 25-2719th East Coast NationalsRhinebeck, New York
July 2-419th Heartland NationalsDes Moines
July 9-1113th Goodguys PPG NationalsColumbus, Ohio
July 23-2523rd Pacific Northwest NationalsPuyallup, Washington
August 13-159th Great Northwest NationalsSpokane, Washington
August 20-229th Blue Suede CruiseNorwalk, Ohio
August 27-2924th West Coast NationalsPleasanton, California
September 3-59th Mid-Western NationalsKansas City, Kansas
Sept. 17-194th Chicagoland NationalsJoliet, Illinois
September 24-266th Great American NationalsPocono, Pennsylvania
October 1-318th Lone Star NationalsFort Worth, Texas
October 15-173rd Nostalgia NationalsBowling Green, Kentucky
October 29-3017th Southeastern NationalsCharlotte, North Carolina
November 13-1421st Autumn Get-TogetherPleasanton, California
November 19-2113th Southwest NationalsScottsdale, Arizona

After working as a sports editor for daily newspapers in Michigan, **LARRY EDSALL** was on staff for 12 years at *AutoWeek*, most of it as managing editor. He has driven more than half a million miles testing cars on four continents. He helped launch www.izoom.com and also helped found PAPA, the Phoenix Automotive Press Association. His books include *Masters of Car Design (Genius)*, *Miata 20 Years* and his eleventh, *Camaro: A Legend Reborn*, all available at amazon.com.

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