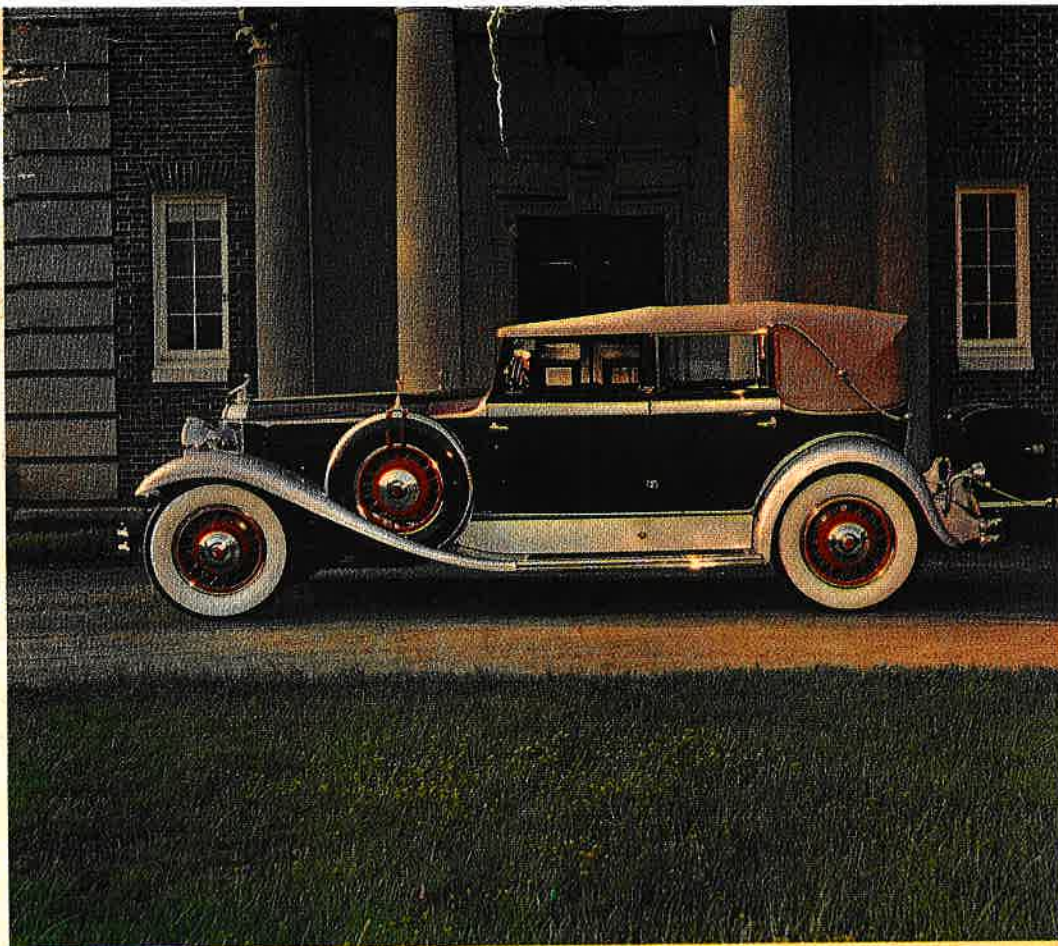
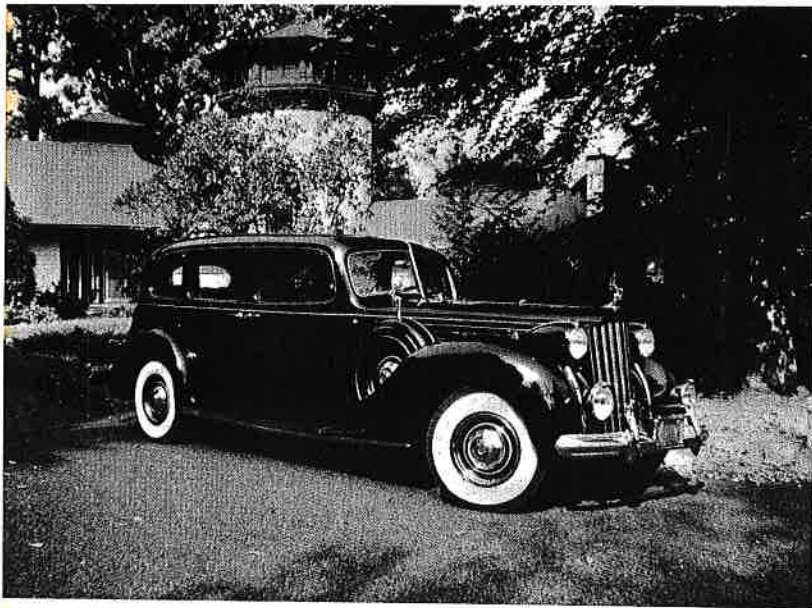


THE PACKARD STORY



The Car and the Company

By Robert E. Turnquist



Seventeenth Series Twelve Model 1708 Limousine. Price at Detroit \$4,690. Extras included sidemounts and luggage rack at \$240.00, cormorant at \$10.00, mirrors at \$20.00, auxillary front bumper at \$40.00, driving lights at \$40.00, heater and defroster at \$40.00. Incidentally, this was George M. Cohan's last limousine.

need for custom bodies to Alvan Macauley in the late teens.

Joseph Derham had four sons, all of whom, fortunately, followed in his footsteps and joined the business. Joseph Jr. took over body design. Phillip coordinated production and sales, and James worked in sales and administration. When Joseph Jr. died suddenly, Enos, the youngest son, left college and also joined the family business. Enos still runs the business today.

By 1926 business was booming. The Packard Motor Car Company was Derham's largest customer for semi-custom bodies. Individual custom bodies on other luxury American chassis were pouring in. At the peak of this volume business, Joseph J. Derham died. The year was 1928. This adjustment period would have been difficult enough, but to add insult to injury, Phillip had a falling out with his three brothers over body design and production. As a result, Phillip left the company and formed the Floyd-Derham Body Co. Floyd was a Bryn Mawr automobile dealer. This venture lasted a little over a year and it was a financial fiasco. Unfortunately, the pirating

of personnel from Derham, the poorer quality of coachwork, and the damage to the parent company's good will due to the confusion of names had its effect on Derham at a time when the economic conditions of the country would soon destroy many famous body builders.

Soon the Philadelphia plant would be closed down and the operation consolidated in Rosemont. During the depression Thirties, Derham made out better than most of the custom body builders. In 1929, Edsel Ford gave Derham an order for ten of Derham's special convertible roadsters that were the talk of the industry. The body style was first shown on a Packard chassis at the custom salon. Later the body was placed on several Stutz chassis. The orders from Lincoln and Packard kept Derham going during this time of crisis in 1930 and 1931.

In addition to maintenance, restoration, and body conversion mentioned earlier in the chapter, Derham turned their hand to

Seventeenth Series Twelve Model 1708 Club Sedan by Bohman and Schwartz. Approximate price at Pasadena, Calif. \$9,000. One of the most elegant bodies ever to appear on a Packard chassis. Freight charges and dealer make-ready ran approximately 6 per cent on all Seventeenth Series classics.

