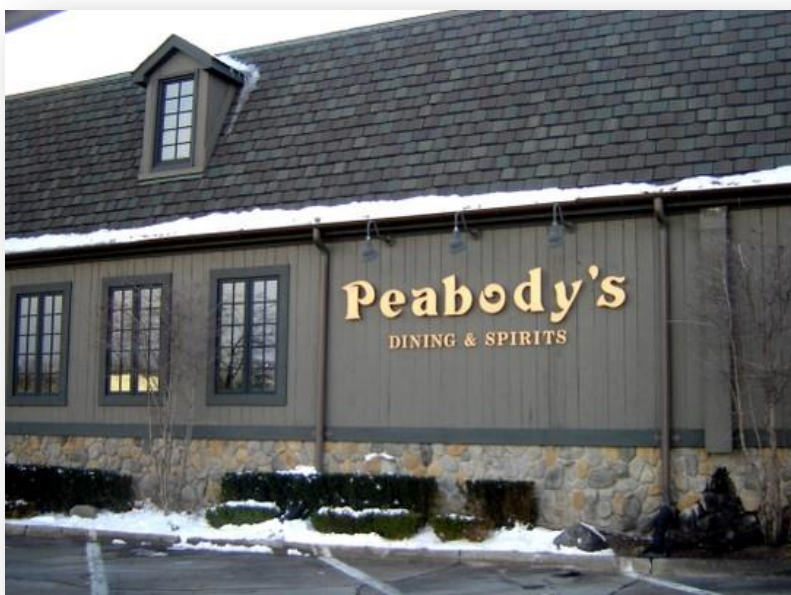


# Jim Peabody (1917 - 2001)



Jim Peabody was many things to many people: businessman, civic leader, friend, husband, father, boss, grandfather, and host. Though countless friends and customers will associate him with an honest handshake, a charismatic smile, and great memories from Peabody's Restaurant, when it came time to roll up his shirt sleeves and get to work, one of his favorite sayings was, "It will only take twenty minutes if you just get going."



***Above: Jim Peabody at Tiger Stadium on Opening Day, 1990***  
***Left: Exterior of Peabody's Restaurant in 2016***

Of course, anyone who worked for Mr. Peabody knows that it never really took just 20 minutes, not if the job was going to be completed to Peabody's standards. The point was to have the courage to start what needed to be done. Then he empowered, sometimes demanded, and often inspired people to work to the best of their abilities. Simply by doing the right thing, day after day, he was able to build an exemplary business that stood the test of time at the corner of Maple and Woodward Avenue for seventy years. His model, his success, serves as a reminder that often the simplest idea, executed with hard work and passion, is the best. You just have to get going.

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*Why I was inspired: Jim Peabody was a true son of Birmingham. He grew up on fruit orchards surrounding Gilbert Lake, left only to serve his country in WWII and returned to help build the city of Birmingham and start two successful businesses: Peabody's Market (1946-1975) and Peabody's Restaurant (1975-2016).*

*--Submitted by Nancy Peabody*