



Fashion-savvy: Jim Chapman often buys clothes for his family, including daughters Caprice Chapman Aeris (right) and Sheryl Chapman Kammer (center) and granddaughter Tara Kammer.

Jim Chapman has the knack of dressing well, conservatively

BY CAROLYN DE MAICO
SPECIAL WRITER

James P. Chapman isn't about to reveal his age. Suffice it to say at a time in life when a man's retirement party is just a pleasant memory, this Birmingham resident is happily employed as the director of racing for the PPG Indy Car World Series.

The public relations veteran is the man responsible for all aspects of the 60-event, top-drawer racing season — from ordering the catering to hobnobbing with the likes of Paul Newman. From the first race of the season — March in Australia, to the last — October in Monterey, he's trackside.

The genteel Chapman has paid his dues. During service in World War II he was a public relations specialist for the U.S. Air Force. He also was on staff as a sports editor for several newspapers, including the Toledo Blade and New York Times before landing in Detroit in 1946 as regional public relations director for the then-struggling Ford Motor Co.

An PR director he was responsible for recruiting baseball great Babe Ruth to the Ford-sponsored American Legion junior baseball.

Ruth was in his early 50s and recovering from a throat operation when he struck an agreement to

OFF THE CUFF

travel for Ford promoting the program and Ford. The agreement lasted 2-1/2 years, before Ruth's death.

"I was his closest friend at the end of his life," a modest Chapman said. "I was at his hospital bed when he died and I arranged his funeral. . . . I've never met a human being as well-loved. Even the President had enemies. He didn't." Chapman recalls the tens of thousands who turned out in San Francisco to cheer on Ruth during that time.

"You couldn't find anyone with that following today," he said. And players who sell their autographs to kids, what would Ruth think of that? "He would turn over in his grave," Chapman replied.

Chapman stayed with Ford only a few years before starting J.P. Chapman, Inc., in Detroit's Penobscot Building. The company is the oldest Michigan PR firm still in operation and in its heyday one of the largest, representing at different times Studbaker Packard, Chrysler Corp. Canada and PPG.

His only client

Today Chapman and a secretary, his only permanent staff person, op-

erate the firm from a Birmingham office, his only client the Indy racing program.

Chapman scarcely resembles the PR flack stereotype of loud bluffs and loud voice. Remember "The Man in the Grey Flannel Suit"? That's Chapman, the epitome of the word "gentleman" explained in a pleasant Southern drawl, "I'm not conservative, but I am traditional."

"I take such good care of my clothes that they last forever," he said. (It doesn't hurt that his weight hasn't changed in decades.) "I change after work into old clothes. . . . I wore a Carroll and Co. suit last week that I bought in 1966 or 1967. I can do that because it's traditional."

Chapman's trademark is his white-collared dress shirt — white of the rest of the shirt. "The only time I wear a completely white shirt is when I usher at church," he said.

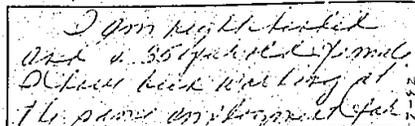
Locally he finds his off-track purchases at Saks Fifth Avenue and the Claymore Shop in Birmingham. What he can't locate he orders tailored by Larry Barkhouse in Birmingham. He has other favorite spots — Alfred Dunhill in San Francisco, a men's store on Los Angeles' Rodeo Drive, Paul Stewart in New York.

Writer cannot free herself from her past experiences



LORENE GREENE

Dear Lorene,
I am right handed and a 36-year-old female. I have been working at the same job for 13 years. I have always wondered about my handwriting. I get harassed quite often about it. They say they have a hard time reading my handwriting and that maybe I should type instead. I hope that you can read my letter without any difficulty as I am curious as to what you can tell me about myself. Thank you so much.
L.T.
Westland



she tends to question the motives of others. She is often on guard to prevent being taken advantage of.

In addition, there is a continuing attachment to the emotional needs that were not met in her early life. And something of a more recent happening is bothering her, but she seems unable to discuss it.

On a positive note these feelings can be a spur to accomplishment. However, tension and aggressive feelings seem to be the result of continuing to keep these experiences locked within.

She might want to consider how much better emotionally she could feel if she would work through these past infirmities. Harboring them is self-defeating.

Our writer is ambitious for acceptance and recognition. She wants others to look up to her. Social aspirations cannot be missed. She seeks harmony and beauty in her surroundings and may want to check a little tendency to argue. While she may not be the first one to initiate a disagreement, she is defensive and is ever prepared for a quick retort when she finds herself threatened.

There appears to be an area where she feels she is an authority, so the fact which she has developed would be an asset.

Freedom to do things in her own way is important. She likes to move around, as opposed to sitting at a routine desk job. At times she finds it difficult to get right down to the job at hand and may spend time thinking and talking about it before commencing.

Our writer would like to be viewed as more self-assured than she inwardly feels. However, it does appear she sees herself as having exceeded the person represented by the surname.

If you would like your handwriting analyzed in this newspaper, write to Lorene C. Greene, a certified graphologist, at 36261 Schoolcraft, Livonia 48150. Please use a full sheet of white, unlined paper, writing in the first person singular. Age, handedness and full signature are all helpful. And objective feedback is always welcome.

Album published every 3rd Monday

The Eccentric Newspapers Monthly Album is published the third Monday of each month and is reserved for residents and former residents of The Eccentric circulation area.

Photos and engagement or wedding announcements are due Tuesday, May 5, for the Monthly Album to be published Monday, May 18. Photos and engagements or wedding announcements are due Tuesday, June 2, for the Monthly Album to be published Monday, June 15.

Engagement announcements will be accepted no later than 48 days prior to the wedding. Wedding announcements must be submitted within 60 days following the wedding. Wedding announcements received past the 60-day deadline will be run only on a space-available basis.

Photos submitted should be black and white glossy, preferably a vertical shot and 5x7 inches in size. Color photographs can be submitted but will not reproduce as well.

Please put an identifying name and daytime phone number on the back of the photo. Due to the volume of photographs handled, The Eccentric Newspapers is not responsible for any that may be lost or damaged. Photos may be picked up two weeks after publication and will be held for 60 days. If you wish to have the photograph back it should be marked "Hold for pickup."

Photos will not be mailed back to families.

Engagement and wedding information forms can be obtained at the newspaper's information desk from 8:30 a.m. to 5 p.m., 805 E. Maple, Birmingham. If you are unable to pick up a form, one will be mailed to you if a self-addressed, stamped envelope is sent to Eccentric Newspapers, 805 E. Maple, Birmingham 48009.

Questions should be directed to the information desk receptionist in the Birmingham office at 644-1000.

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