

# Basic Detail Report



# Knighttimes

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## MEET JIM PIERSALL - MR. ENTHUSIASM

The name of Jim Piersall is certainly familiar to sports fans throughout New England. Jim played for the Boston Red Sox from 1950 to 1958. He should be even more familiar to Connecticut fans, as he is a native of Waterbury, Conn. Now that Jim's playing days are completed, one can say that he ranks among the all-time great defensive outfielders of modern day baseball.

Where is Jim Piersall now? The center fielder has switched to the front office as General Manager and part owner of the Roanoke Buckskins (formerly the Virginia Sailors) of the Atlantic Coast Football League. Hartford Knights fans should remember the Sailors!

Piersall, 39, only two years removed from roaming the outfield for the California Angels, still remains in playing shape at six feet, 185 pounds. The determination that made him a major league star for fifteen years is still quite eminent. This writer can attest to his boundless energy and enthusiasm from a recent telephone conversation.

Jim is equally determined to be a success in his new position with the Buckskins. The obvious question, though, was why football and what do you know about the sport? At a recent ACFL meeting in New York, Jim stated, "I know as much about football as many baseball men know about baseball. I'm positive I can make a living at it. I'll work hard to sell a quality product -- and that's what we have here. It'll be

easy to sell," Jim added. Jim also stated that Roanoke will be playing in a 25,000-seat ballpark and the important factor is that the league is stable. Jim did some research on the league and learned that in three years the attendance has grown to 235,000.

All this is really nothing new to Piersall. He worked in sales promotion

for ten years in Boston. He also spent the last two years as a publicity man with the Angels. Thus, the Roanoke franchise, affiliated with the Washington Redskins of the NFL, have inherited a rather studious individual. Jim has done his homework well as he reports the sale of 2500 season tickets in the few weeks he has been on the job.

Jim also mentioned that the Hartford Knights 1968 Highlight Film has been very instrumental in gaining support from local businessmen in the Roanoke area. He uses this film at speaking engagements and considers it a valuable public relations tool. Indicative of this is at one of Jim's recent speaking engagements; a local merchant came up to Jim and purchased forty season tickets and stated that the Highlight Film had sold him on the Atlantic Coast Football League. This is certainly a credit to the League in general. Jim prides himself in the fact that he will go anywhere, anytime to sell people on football. He stated, "Why, I even went to a Rotary Club meeting at 8:45 in the morning." This itself is an example of Jim's spirit and dedication in his new endeavor. Good luck to Jim Piersall!

Jim has been married for nineteen years and is the proud father of nine children, seven girls and two boys. The children range in age from 5 to 18. Jim also produced a book and a movie on his life entitled, "Fear Strikes Out." Below is composite of Jim's major league career:

EX-MAJOR LEAGUER NOW EXECUTIVE WITH REDSKINS' ROANOKE AFFILIATE.



G	AB	R	H	2B	3B	HR	RBI	SB	BB	SO	BA
1734	5890	511	1604	256	52	104	591	115	523	581	.272

★ 1954, 1956 -- American League All-Star

★ 1958-1961 -- Led American League Outfielders in Fielding

★ 1965 -- American League Comeback Player of the Year

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