

Finley adds more color to Golden Seals

NOW THAT CHARLIE Finley has changed the name of the Oakland Seals to the California Golden Seals, the Bay Area's professional hockey team is assured success in the season ahead.

After all, look how the Athletics improved over last year when Charlie O. had those great commercials telling the people all over the area to come out and take a look at the "Swinging A's."

Heck, they improved so much that they finished in exactly the same spot that they did last year, right behind the Minnesota Twins in second place.

But as usual, Finley didn't stop at just changing the name of the team, he changed the colors of the uniforms.

The home games will be played in gold uniforms with kelley green trim with the road games just the opposite, kelley green with California gold trim.

The shoes will be green with gold border.

One improvement on the uniforms, even if you don't like the colors, is that the names of the players will be on the back of the jerseys,

Right on

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a first for hockey and a step in the right direction.

As one Seals player comments, "With the names on the uniforms, it might help the newspapers get the names right in the papers."

With the 1970 home opener tonight against the Boston Bruins, it gives the Bay Area hockey fans a chance to get a glimpse of the "Golden Seals" new uniforms.

For the first time ever, all of the Seals home and away games will be broadcast on

radio with ten games set to be shown on television.

Finley, who calls hockey "the fastest, roughest, most fascinating of all sports," said he had been a hockey fan since 1941 and feels that it has a little of every other sport.

It sort of makes one wonder what he'll come up with concerning the A's season next year.

Now that we're back on the A's, do you remember how Finley made such a big deal

about changing the name to the Oakland A's when they first came to the west coast? He wouldn't have it any other way.

Now the first thing he does is change the name of the hockey team from the Oakland Seals, but then it may help them finish a little higher in the standings.

Perhaps the best idea came from an Oakland evening newspaper that just referred to them as the Oakland Seals and let Finley call them anything he likes.

Another interesting statement came from the Seals executive vice president, Bill Torre, when he commented that he was happy Finley was the owner so that now there were some tools available to do the things that couldn't be done before.

We wonder what Torre will think in six months when Finley decides his team didn't finish high enough and starts firing everyone in sight, and even some not in sight.

But before we go and stick our heads out on the chopping block again, we'll just say that it looks like an interesting, at least different season for the Oakland California Golden Seals National Hockey League team this year.