

Finley Snips at Seals' Red Ink

By JOHN PORTER
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Charles O. Finley wants more hockey fans in the Bay Area and he's going straight to the barber shop to trim off the red ink that has grown in the Seals box office.

Not just one barber shop, but 2,500 of them.

In letters cosigned by Finley and barber union representatives — Jack Reed in the East Bay and Jim Cramp in the West Bay — the Oakland

Seals are inviting local hair-cutters to Barber Night.

It's a dinner at Goodman's Oct. 12 on Jack London Square with members of the Seals in attendance. It's also the night after the hockey club returns from its first road trip that opens the National Hockey League season.

Finley will be handing out regulation hockey sticks and pucks for his guest's shops and has already budgeted \$15,000 for the promotion.

"We realize barbers repre-

sent an important link with countless sports fans and potential Seals fans," the new Seals owner said.

He added the hope was the barbers would transfer the "enthusiasm for Seals hockey" to their clients.

So far, Finley hasn't announced a bartender's night, another spot where fans congregate, or a mailman's night, although he has the postal department busy.

The Seals office has mailed out a half million brochures to

promote hockey to numerous companies and individuals in the Bay Area.

As for the team itself, the Seals broke training camp this morning in Oshawa, Ont., headed on a three-game eastern swing before the NHL opener in Detroit, Oct. 10.

"The biggest difference from last year is we have a far better grade of hockey players," says vice-president Bill Torrey.

"Even the least talented is better than the least talented

we had last year."

The Seals, 4-2 in pre-season, meet minor league Rochester tonight, their own farm club Providence on Sunday and wind up with Philadelphia on Wednesday.

The problem of getting signed players still persists, even though Billy Hicke's arbitration was settled yesterday bringing the ninth player into the fold.

Torrey said defensemen Harry Howell and Carol Vadnais will undergo arbitration

Sunday or Monday in New York, while goalie Gary Smith's representative is awaiting word from Clarence Campbell, NHL president, as to the time and location.

The Seals have 25 players now, hope to pick up two or three while in Providence, but are only permitted to dress 18 skaters and two goalies once the season starts.

"My understanding," warns Torrey, "is that all players who play in the opening game will be signed players."