

New Seals boss plans all-out program

By Ken Miller

To former owner Charles O. Finley, the California Golden Seals represented little more than a private plaything, a toy with which he could tinker capriciously. To Munson Campbell, who yesterday assumed the title of president of the new Oakland Hockey Club Limited, they now represent a total commitment.

Before Campbell detailed his unique concept of managing a National Hockey League franchise, however, he announced the familiar names that would fill the club's significant jobs.

Veteran Seals defenseman Marshall Johnston will be the new head coach, replacing Fred Glover, who resigned that job Friday afternoon.

Garry Young, swept out by Finley a year ago as general manager, will return as director of player personnel.

All-Star left wing Joey Johnston, the club's most highly-regarded property, will be team captain. Ivan Boldirev, Walt McKechnie and Gary Croteau will serve as alternates.

"We are now looking to a corporate structure as a model," said Campbell, who

will report to the three-man league-appointed general partnership until the NHL is able to find a local buyer for the franchise.

"I will sign everything, and my signature will be official, but we will have no brass. There will be no executive vice-presidents, no vice-presidents, no general manager and no miscellaneous assistants. We have no winetasters. Everybody will be out in the vineyard picking grapes.

"We have a master plan. The franchise is in the Bay Area to stay. The National Hockey League has never moved a franchise in its history, and ours will not be the first. My marketing studies show that hockey can be a success here."

Campbell will report directly to the general partnership, and he said that six separate operations would report to him — the hockey operation, which Young will oversee, and those dealing with communications, finance, public relations, sales promotion and legal aspects.

He also reported proudly that he will be presenting the dynamics of this plan to NHL officials, who will be observing its viability. But the man with a 30-year

background in hockey as part of the Detroit Red Wings operation — and also a year under Finley before he was ousted with Young — is concerned first with the Seals.

"We're extremely fortunate to have Marshall as coach," Campbell said enthusiastically. "He's an exceptional student of the game and we feel he can communicate with the players. He spoke to them before the team left for Pittsburgh Friday, and he made Knute Rockne look like a Boy Scout leader. He can be coach as long as he wants and as long as we're satisfied."

Unfortunately for the Seals, neither of the two liv-

ing Four Horsemen is likely to come out of retirement and skate. But Campbell said he is happy with the talent available now, and that none would be a part of a general housecleaning which usually accompanies a change in management.

"We'll be thinking of trades, but nothing is on the fire," he pointed out. "I feel that every player deserves an opportunity to show what he can do and what he wants to do. We will be looking at and listening to all of them."

Campbell also said the team name would remain "California Golden Seals," but that next year there would be new colors and a

new team logo. Charlie Finley's white skates will also be discarded.

It is appropriate the last vestiges of Finley depart with him.