

**We think
Gordie Howe is great**

**He thinks
Eaton TruLine
Sporting equipment is great**

Gordie Howe knows what he's doing when he inspects the materials, techniques and quality controls used in the manufacture of Eaton TruLine sports equipment. He is one of Canada's finest athletes -- proficient and experienced not only at hockey, but at baseball, golf, fishing and most other sports popular in Canada. We don't know of anyone more qualified to certify the performance, durability and value of our TruLine items. They have to be great to get Gordie Howe's approval.



EATON'S