

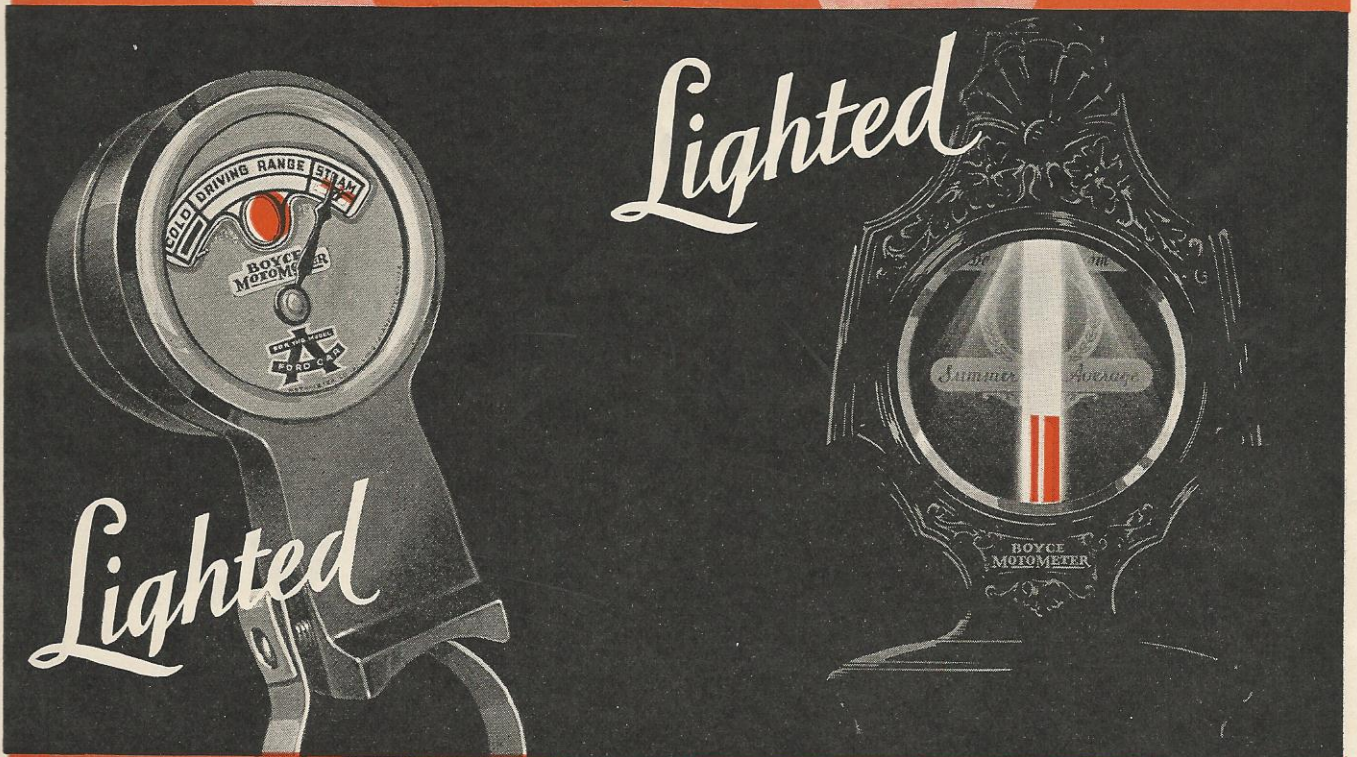
AMAZING NEW MODELS

LIGHTED

BOYCE MOTO METER

TRADE MARK REG. U.S. PAT. OFFICE

designed especially for YOUR market



Famous Red Ball model "FS", with black enamel special arm for steering column mounting. Tail light bulb within the instrument provides illumination; silver dial with Ford nameplate in color adds finishing touch. Easily installed.

Red Ball "FS". A warning signal at the wheel, \$8.50 list.

Radio pilot bulb throws beam of light down indicating tube; silhouette dial bears temperature indications. Nickel finish; clear, heavy crystals lend distinctive transparent effect. \$6.50 list.

A complete new line of Boyce Moto Meters for Ford

Startling new models . . . strikingly different and beautiful, yet, affording complete motor protection NIGHT or DAY!

The new lighted Radio model — for the radiator—has many unusual features: the famous Red Ball—illuminated—for the dash or steering column, flashing a warning

signal whenever overheating develops.

These new lighted models mean *sales ammunition*, and profit opportunity, that no Ford dealer can pass up. Order your requirements NOW!

THE MOTO METER COMPANY, Inc.
Long Island City, N. Y.

THE MOTO METER CO. OF CANADA, Ltd., Hamilton, Ont.

Get your share of profits