

New lighted models

**BOYCE
MOTOMETER**
TRADE MARK REG. U.S. PAT. OFFICE.

*designed especially
for the FORD*

The lighted Radio model—for the radiator—with its many unusual features: the famous Red Ball—illuminated—for steering column mounting, flashing its signal of warning whenever overheating develops.

These new lighted models give FORD dealers a complete line of Boyce Moto Meters to serve the demand of the Ford market. Order your requirements NOW!

The Moto Meter Company, Inc.
Long Island City, N. Y.

The Moto Meter Co. of Canada, Ltd.
Hamilton, Ont.

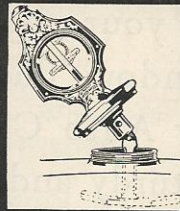
New JUNIOR Model
(without illumination)



You can be identified with every new Ford you sell—your name specially engraved on the beautiful Golden Dial of the new Junior Model Boyce Moto Meter—“out front” where it counts. Yet this personalized advertising costs nothing; ask your jobber for details.
List \$5.00



RADIO



Radio pilot bulb throws beam light down indicating tube; silhouette dial bears temperature indications. Nickel finish; clear, heavy crystals lend a distinctive, transparent effect. \$6.50 list. Special Chain Lock for Ford, 75c extra. Diagram shows chain lock installation.

RED BALL

A warning signal at the wheel
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 “RS” \$8.50 List

