



Junior Model  
Boyce Moto  
Meter with  
Golden Dial

List  
\$5.00

**YOU PROFIT  
TWO WAYS**

*every time you sell this worth while accessory*

**B**y selling accessories that FORD owners need and want at the time you make the new car sale, you not only win their good will but you also make a generous share of added profit.

Your market is sold on motor heat indication: they appreciate complete motor protection. Every Boyce Moto Meter, regardless of mounting, instantly

warns of lack of water, slipping fan belt, insufficient oil, closed radiator shutter.

The beauty and utility of the Boyce Moto Meter line are recognized. With a stock of models suitable for the Ford you are in a position to cater to the demands of a market already familiar with the product.

*For those who prefer their Boyce Moto Meter mounted on the steering column, offer them Model "FS". Illuminated at \$8.50*

THE MOTO METER COMPANY, INC., Long Island City, N. Y.  
THE MOTO METER CO., OF CANADA, LTD., Hamilton, Ont.

**BOYCE  
MOTO METER**  
TRADE MARK REG. U. S. PAT. OFFICE