















# Ford

The Universal Car

## Price Reduction in Ford Products

The war is over and war prices must go. Effective at once, Ford Cars, Trucks and Tractors will be sold F. O. B. Detroit, at the following prices.

Touring Car, Regular.....	\$440.00	Coupe, With Starter and Demountable Rims.....	\$745.00
Touring Car, With Starter.....	\$510.00	Sedan, With Starter and Demountable Rims.....	\$795.00
Runabout, Regular.....	\$395.00	Truck, Pneumatic Tires.....	\$545.00
Runabout, With Starter.....	\$465.00	Tractor, .....	\$790.00
Chassis, .....	\$360.00		

The Ford Motor Company makes this reduction in the face of the fact that they have on hand immediate orders for 146,065 Cars and Tractors. The Company will suffer a temporary loss by using the material bought at high prices. They are willing to make this sacrifice in order to bring business back to a going condition as quickly as possible, and maintain the momentum of the buying power of the country.

Henry Ford says: "The war is over and it is time war prices were over. There is no sense or wisdom in trying to maintain an artificial standard of values. For the best interests of all it is time a real, practical effort was made to bring the business of the country down to regular pre-war standards."

We are at your command with regular Ford efficiency and service and eagerness to fill your orders.

## The Highway Garage Company, Dealers And The Universal Garage, Portales, New Mexico

### THE First National Bank

Portales, New Mexico

A real desire to understand the customer's need; a realization of public responsibility; an earnest effort to co-operate usefully in every proper way. These points make up the spirit of service extended to every patron of this bank.

This service is available to those who wish to make the most of the possibilities that are to be found through a connection with a progressive bank, a bank of personal service.

With United States Governmental Supervision  
With National Bank Protection  
With Federal Reserve Bank Assistance

Insure In

The Security  
The American  
United States Fire

Insurance Companies

Helen Lindsey, Agt.

### Listers, Go-Devils

GET THEM FROM US--GET THEM NOW

J. B. Sledge Hardware Co.

PORTALES, NEW MEXICO

#### SECURITY STATE BANK

(Under State and National Supervision)

We appreciate you banking business.

#### CAPITAL GARAGE

Guaranteed car work, acetylene welding and storage battery service station.

LEE PERCIFULL, Prop'r

#### PORTALES OVERLAND CO.

Overland-4 is the easiest riding car made. Let us tell you why.

Old Kohl Garage Building.

#### Portales Cream Station

We pay the highest cash market price for cream, eggs and produce. See the others and then come to us last.

Phone 69

#### Kemp Lumber Company

It is cheaper to paint than not to paint.

Phone No. 25

#### PORTALES GARAGE

Expert Repairers  
Always Busy—There's a Reason  
Phone 18

#### C. J. WHITCOMB

Jewelry and watch repairing  
Bring your catalog with you.  
Will meet any competition on same quality of goods.

#### PORTALES TAILORING CO.

Agent for Schoenbrun and Royal Tailors Clothes.

We can please you.

#### "WHITCOMB"

Millinery and Ladies Ready-to-Wear. An Exclusively ladies house. We'll please you. Call any time.

#### PORTALES LUMBER CO.

See our plans for beautiful homes.

"HOME BUILDERS"

#### The Capital Auto and Electric Service Station

Edison Mazda Lamps and Auto Supplies.

T. J. MOLINARI & SON

#### HENRY GEORGE

Buy where you can buy the cheapest Stamped envelope furnished to those who can beat my prices from mail order houses, Furniture, new mattresses, gas engines, everything from a gas engine to an automobile. Armory building

#### DR. N. F. WOLLARD,

Rectal Diseases a Specialty  
Piles Cured Without the Knife

Office at Neer's Drug Store. Office phone, 67  
two rings, residence, 160, Portales, N. M.

#### GEORGE L. REESE

Attorney at Law

Office up stairs, Reese Building

#### COMPTON & COMPTON

ATTORNEYS AT LAW

Practise in courts. Office over Humphrey Hardware store, Portales, N. M.