

# BORMAN Magazine

PAID ADVERTISEMENT

VOL. 1 NO. 22

## DON'T LEAVE TOWN

Don't leave town the last weekend in August or you'll miss out on the most outrageous event this area has seen in years.

It's the Grand Opening Extravaganza at the brand new Borman Ford Mazda store at 470 West Boutz in Las Cruces. There will be seven different contests that will be going on during this four (or more) day event which begins August 28, 1987.

The main event will be the KGRT HANDATHON in which 100 contestants will test their endurance by **standing** with one hand on a **brand new 1987 Ford Mustang**. These contestants will get a five-minute break each hour and a fifteen-minute break every six hours. They will be well-fed with delicious meals from the Nooner Smokehouse B-B-Q, Domino's Pizza, Henry J's Gourmet Hamburgers, and others. And throughout the contest, paramedics will care for the contestants, checking their blood pressure, heart rate, etc. The one who can stand there the longest, **wins** the Mustang. As if that weren't enough, Skaggs Alpha Beta and Southwestern Bottling Company are going to load that new Mustang up with Pepsi for the winner to take home in their brand new car.

The LAS CRUCES TV CABLE HOT AIR BALLOON EGG DROP is the contest where participants will attempt to catch an egg that has been dropped from the Hot Air Balloon **without breaking the egg**. Any apparatus may be used to help catch the egg, provided the contestant can support the entire weight of the apparatus with their hands. The first five winners will receive a one year's subscription to Cable TV provided by Las Cruces TV Cable.

The FABULOUS FRISBEE THROW is just what it sounds like. The winner is the person who can throw the frisbee the farthest, provided it comes to a complete stop in the designated area. What makes this contest unique are

the prizes. Whoever won a Color TV, or a VCR, or a Stereo just for throwing a frisbee? Well, that's exactly what our best frisbee throwers will win.

In the exciting SKAGGS SKOOP event, contestants will see how many brand new pennies they can "scoop" into the "scooper". That sounds easy, until you consider they'll be doing this underwater in a swimming pool. These contestants will be competing for first prize--a G.E. 19" Color TV, 2nd prize--a \$100.00 gift certificate from Skaggs Alpha Beta, third prize--a \$50.00 gift certificate from Skaggs Alpha Beta, fourth prize--a Mr. Coffee Coffeemaker, and fifth prize a Waring Blender.

Other contestants will try to determine how many CARS ARE IN A JAR. What? Well, it's a great big

AM57. Just listen to KGRT and call in at the right time and you may participate in one of these exciting contests.

### OR

You can take a test drive at any one of the Borman Car Dealerships in Las Cruces between now and **August 22nd** and we will enter your name as a contestant in our Grand Opening Extravaganza. Just take a test drive in any new or used, car or truck, from Borman Chrysler/Plymouth, or Borman Honda/Isuzu near South Main and Boutz, from Borman Lincoln/Mercury at 1601 North Main Street, or from the brand new Borman Ford/Mazda located at 470 West Boutz in Las Cruces.

Let's see, we've only described five of the seven events.

Oh, yes, there's our **WORLD FAMOUS WATER CONTEST** in which **everyone** who visits our new store during the Grand Opening Extravaganza may play. You just take a taste of some of New Mexico's famous water and try to identify its source. Water from four New Mexico cities will be used, so your chances of winning a prize are very good.

And then there's our most valuable event which **everyone** can get in on. That event is our **GRAND OPENING SALE!** We're offering **great deals on every make we sell** and the **SALE STARTS TODAY** and continues through the end of the month.

It's the biggest, most outrageous happening that this area has seen in years, so don't leave town.

.....**SO BE THERE!!!!**

**NEW MEXICO HISTORISCOPE**  
SEE INSIDE PAGES



jar with a lot of little tiny cars in it. That doesn't sound strenuous, but you can believe that these contestants will still be working hard to win the prize of a \$600.00 deluxe car stereo system from U S Tech, or a free one-year membership to Tom Young's Nautilus Fitness Centers, or a beautiful pair of boots (a \$220.00 value) from Justin Boot Company.

How can you become a contestant in one of these events? That's pretty easy. You can listen to the station that is ranked **number one and two** in the market with almost three times more listenership than the other stations in Dona Ana County. That station is none other than KGRT FM104 and KGRT

# BORMAN

## 1987 ISUZU P'UP

SALE PRICE **\$5,626**  
OR **\$111.69** PER MO\*



SALE PRICE INCLUDES  
FACTORY REBATE  
TOTAL PAYMENTS: \$4,701.40  
DEFERRED PAYMENT  
PRICE: \$7,801.40  
\$500 DOWN, CASH OR TRADE  
APR 10.9 60 MONTHS

POWER ASSISTED BRAKES  
WITH FRONT DISCS  
DUAL OUTSIDE MIRRORS  
LOCKABLE GLOVE BOX  
4 SPEED MANUAL TRANS.  
DUAL SPORT MIRRORS  
BLACK REAR STEP BUMPER

## 1987 ISUZU I-MARK

SALE PRICE **\$6,135**  
OR **\$122.79** PER MO\*



SALE PRICE INCLUDES  
FACTORY REBATE  
TOTAL PAYMENTS: \$7,367.40  
DEFERRED PAYMENT  
PRICE: \$9,267.40  
\$500 DOWN, CASH OR TRADE  
APR 10.9 60 MONTHS

POWER ASSISTED BRAKES  
WITH FRONT DISCS  
RACK AND PINION STEERING  
TINTED GLASS  
REAR WINDOW DEFOGGER  
AM/FM STEREO RADIO

\*PLUS TAX, TITLE, LICENSE, FEES,  
& DEALER INSTALLED OPTIONS.  
ON APPROVED CREDIT

SERVICE & PARTS OPEN SATURDAYS 8am to 2pm



HONDA/ISUZU 1725 MARQUESS  
525-2288 EL PASO LINE 532-0846

### NEW MEXICO HISTORISCOPE

BY DONNA BORMAN  
AND

MICHAEL MCKIM SWICKARD

● **August 1**—On this date in 1861, if you had been writing a letter to someone in Mesilla, you would not have addressed it "Mesilla, New Mexico", you would have addressed it to "Mesilla, Arizona." You see, Confederate Colonel John Baylor captured Mesilla in July of 1861 and he made Mesilla his headquarters. He declared that New Mexico, south of the 34th parallel, was part of the Confederate Territory of Arizona, with Mesilla as the

capital.

● **August 2**—On this date in 1846, during the Mexican War, the first United States soldiers started into New Mexico territory from Bent's Fort, located on the Arkansas river. Colonel Kearny led his men down Raton Pass on his way to Santa Fe. Since these soldiers were not sure how the people of New Mexico would react, they had to prepare daily for a large battle. As it turned out, New Mexico surrendered without a fight. In fact, the only battle of the Mexican War which took place in New Mexico was fought seven miles south of present day Las Cruces in late December of 1846.

So all things considered, the march

across northeastern New Mexico was a peaceful one for the 1,648 men. In fact, the only real excitement was when the soldiers spotted large herds of buffalo.

● **August 3**—At this time in 1887, John R. Hughes joined the Texas Rangers stationed in El Paso. For 28 years he chased outlaws and settled border troubles. Most people have never heard of Hughes as a gunfighter, but did you know he ranks #5 in number of gunfights. He was involved in at least 12 major gunbattles and there is no record of his minor skirmishes. In fact, most of his gunfights were quietly written in a report to his superiors, rather than printed in the newspapers.

Hughes was right-

handed but after an injury to his right arm, he switched to his left hand. Even so, he remained an expert shot.

● **August 4**—At this time in 1846, New Mexico's last Mexican Governor, Manuel Armijo, issued a plea for all citizens of New Mexico to band together and fight the invading Americans to the last man. Armijo went on to say he was "ready to sacrifice his life and interests for his beloved country." But at the same time that he issued this proclamation, he was also preparing to leave Santa Fe. He knew his people didn't have a chance against 1600 trained United States soldiers, so he assigned a temporary governor in his place and

CONTINUED PAGE 3

retreated south to Albuquerque. But when some of the people realized what he was doing, they confronted him as he tried to leave. Armijo thought quickly and pulled out a handful of gold coins and tossed them into the crowd. While the people scrambled for the coins, Armijo left quietly.

● **August 5**—How's this for coincidence?

On August 5, 1819, David Meriwether was arrested by New Mexico's Mexican Government for being a spy for the United States. He was kept prisoner for one month in the dungeon at the Palace of the Governors in Santa Fe.

Exactly 34 years later, on August 5, 1853, he was sworn in as New Mexico's 3rd Territorial Governor under United States rule. And on the exact same day, August 5, 1853, the roof of the dungeon cell where he had been held prisoner, caved in.

The event was seen by many as a good omen and David Meriwether served as Governor for the next 4 years.

● **August 6**—Just off Solano Drive is a street called Gardner Avenue and it is named for a man who was born on this day in 1893. For thirty years Hugh Gardner worked at NMSU, serving as the Dean of Agriculture, the head of summer school, and

president from 1936 to 1937. During his many years of service he spent much of his time working to improve public education in New Mexico.

● **August 7**—At this time in 1876, John W. Gates arrived in San Antonio, Texas, ready to make his fortune. And here's how he did it. He built a corral on one of the plazas for a demonstration. When he finished fencing in the area, he took 25 of the roughest, toughest Longhorn steers and put them into the corral. Everyone was sure that the Longhorns would just walk right through the fence, but they didn't. Gates made a sign which said, "*This is the finest fence in the world--Light as air--Stronger than whiskey--Cheaper than dirt--All steel, and miles long.*"

And that's how he made his fortune, selling barbed wire fence for 18 cents a pound.

● **August 8**—On this date in 1907 George Curry assumed the office of New Mexico's Territorial Governor. He remained our Governor for three years, during the time when New Mexico was preparing to become a state.

Curry was the first Governor of New Mexico to own an automobile. In 1908 he purchased two matching cars—one to drive and one to use for

bright yellow. The cars came with a 55 gallon drum of oil and 5 drums of gasoline. At that time New Mexico's roads were meant for horses and buggies, so it's easy to see why Governor Curry recalled with pride the time he was able to drive a whole 15 miles before his car broke.

● **August 9**—On this date in 1946, Jim Gilliland died at his home in Hot Springs, New Mexico (the town which is now called Truth or Consequences). At the time of his death Gilliland probably knew more than anyone else about the

murder. He and Oliver Lee had been charged with the murder, but were found innocent. Just before his death historian William Keleher visited Gilliland in an attempt to get Gilliland to tell him what he knew. But, according to Keleher, Jim Gilliland took what he knew about the killing to the grave.

● **August 10**—On this date in 1680, three Indian tribes in northern New Mexico banded together to overthrow the Spanish Government. The Spanish had ruled New Mexico

CONTINUED ON PAGE 4

# BORMAN

## SERVICE SPECIAL

### OIL AND FILTER CHANGE

(EXCLUDING DIESELS)

## \$10.95

REGULAR.....\$26.00

SERVICE AND PARTS OPEN SATURDAYS 8am - 2pm

<b>BORMAN FORD/MAZDA 470 W. BOUTZ</b> 526-3361 EL PASO LINE 882-5206
<b>BORMAN CHRYSLER/PLYMOUTH S. MAIN &amp; BOUTZ</b> 524-8676 EL PASO LINE 532-0846
<b>BORMAN HONDA/ISUZU 1725 MARQUESS</b> 525-2288 EL PASO LINE 532-0846
<b>BORMAN LINCOLN/MERCURY 1601 N. MAIN</b> 526-2481 EL PASO LINE 882-3650

# BORMAN'S

## QUALITY USED CARS

\*\*\*\*\*

### UNDER \$3,000

1983 VW RABBIT (DIESEL)  
4 SPEED, 4 DOOR, STEREO..... **\$2,995**

1981 FORD ESCORT S/W  
AUTOMATIC, AIR CONDITIONER..... **\$2,650**

\*\*\*\*\*

### UNDER \$4,000

1984 RENAULT ENCORE  
5 SPEED, AIR, 2 DOOR, STEREO..... **\$3,150**

1983 MAZDA GLC  
5 SPEED, GOOD MILEAGE..... **\$3,995**

\*\*\*\*\*

### UNDER \$5,000

1984 FORD EXP  
4 SPEED, AIR, STEREO, TURBO..... **\$4,250**

1983 OLDS CUTLASS  
AUTOMATIC, AIR, AM-FM CASS..... **\$4,695**

\*\*\*\*\*

### UNDER \$6,000

1985 PLYMOUTH COLT  
5 SPEED, AIR, STEREO..... **\$5,195**

1983 CADILLAC CIMARRON  
AUTOMATIC, AIR, STEREO CASS..... **\$5,995**

\*\*\*\*\*

### UNDER \$7,000

1985 TOYOTA COROLLA  
5 SPEED, 4 DOOR, AIR, STEREO..... **\$6,650**

1986 HONDA CIVIC  
5 SPEED, AIR, POWER STEERING... **\$6,395**

\*\*\*\*\*

### UNDER \$8,000

1985 TOYOTA TERCEL  
5 SPEED, AIR, SUNROOF..... **\$7,450**

1984 HONDA ACCORD  
AUTO, AIR, AM-FM CASS..... **\$7,295**

\*PLUS TAX, TITLE, LICENSE, FEES,  
& DEALER INSTALLED OPTIONS.  
ON APPROVED CREDIT



## FORD/MAZDA

470 W. BOUTZ 526-3361  
EL PASO LINE 882-5206

CONTINUED FROM PAGE 3  
for 82 years—from 1598 to 1680—under the leadership of an Indian name Pope. The Indians attacked a stronghold of Spanish soldiers in Santa Fe. The Spanish stayed behind their walls but the Indians cut off their supply of water. Within 10 days the Spanish were ready to surrender. The Indians let the Spanish people leave in peace and within a few weeks there were no Spanish people living in northern New Mexico. And for the next twelve years, the Indians basically had New Mexico to themselves.

● **August 11**—On this date in 1921, Harry L. Kent arrived in Las Cruces to serve as the President of our college which at that time was called New Mexico A&M. When he arrived, the college had a deficit of \$60,000 which he remedied through good budgeting and increased revenue from the legislature. In his 15 years as the President, the size of the graduating class increased from 15 in 1922 to a high of 67 graduates in 1936.

At NMSU's 50th anniversary in 1939, Kent was honored by having a building named for him. Kent Hall is located on the corner of Solano and University and now houses the University Museum.

● **August 12**—On this date in 1977, the space shuttle concept was tested. A developmental prototype called the Enterprise was used to see if the theory called, "Lifting Bodies," would work. This theory dealt with how the shuttle could glide to a safe landing despite weighing as much as a railroad locomotive.

loaded on a Boeing 747 and released over the desert landing strip at Edwards AFB in California. The Enterprise landed safely and just four years later the space shuttle Columbia made its first flight.

● **August 13**—On this day in 1896, two gamblers started quarrelling in a saloon in Phoenix, New Mexico (yes, New Mexico.) About the time the shooting started two lawmen, Harkey and Stewart, rode into town on bicycles. One gambler shot the other to death and headed out of town on a horse. The gambler started shooting and rode his horse right over the two lawmen and their bikes. Lawman Harkey rolled free of his bike, grabbed a horse, and captured the gambler three miles out of town. The gambler was found innocent in the death of the other gambler because they both had guns, but he was forced to pay for the two bicycles that were ruined.

Lawman Harkey reportedly gave up riding bikes while on duty.

● **August 14**—Some folks thought Walter Good killed George McDonald in an ambush, but he was never formally charged with the killing. The dead man's friends included Oliver Lee and Perry Altman who wanted to even the score their own way. So, on this date in 1888, Walter Good left his house early, intending to stop by Perry Altman's ranch to pick up a horse that had strayed. When several of Walter Good's friends realized he was missing, over 50 of them rode throughout the area,

CONTINUED ON PAGE 6

# RED HOT

YOUR CHOICE

1) **1.9%** APR **FACTORY**  
**OR** **FINANCING**

2) **CASH REBATES**  
**OR** **UP TO \$700**

SPECIAL  
3) **RED CARPET**  
**LEASE PLAN**

**24 MOS AT 1.75%** APR

**ON**

THUNDERBIRD



12 TO CHOOSE FROM

ESCORT



21 TO CHOOSE FROM

TEMPO



3 TO CHOOSE FROM

TAURUS



11 TO CHOOSE FROM

ALSO AVAILABLE ON THE ALL NEW 1988 FESTIVA

## AVAILABLE NOW

AT THE BRAND NEW BORMAN FORD/MAZDA STORE

470 WEST BOUTZ

LAS CRUCES 526-3361

EL PASO 882-5206

CONTINUED FROM PAGE 4  
 but found nothing. Many people in the Tularosa area left town fearing a large gunfight between the two groups.

Walter Good was found two weeks after his disappearance, dead, obviously a victim of foul play. In some people's minds the thought was that *the score was settled.*

● **August 15**—On this date in 1869, William Pile, New Mexico's seventh Territorial Governor was sworn in. His first year as Governor was very quiet, but the second year was full of controversy. It seems one day in the spring of 1870, Governor Pile ordered that a bunch of old papers should be cleaned out of an office. The papers were given away to be used as wrapping paper. Governor Pile didn't realize that the old papers were the Territorial archives dating back to the time of the Spanish rulers.

When the error was noted, people throughout New Mexico were upset. At first Pile claimed no papers were lost from the archives. Then the librarian in charge of the archives ran an advertisement in the Santa Fe paper asking anyone with old papers from the Governor's office to please bring them back.

Several months later Pile was forced to resign.

THE END

# BORMAN

## JUST OUT

**1.9%** APR **FACTORY FINANCING**  
**OR**  
**CASH REBATES**  
**ON**

1987 COUGAR



5 TO CHOOSE FROM

1987 TOPAZ



6 TO CHOOSE FROM

1987 SABLE



9 TO CHOOSE FROM

1987 LYNX



4 TO CHOOSE FROM

1988 TRACER



8 TO CHOOSE FROM

↓ **CHECK IT OUT AT** ↓

**BORMAN**

LINCOLN/MERCURY 1601 N. MAIN  
 MERKUR

LAS CRUCES LINE 526-2481  
 EL PASO LINE 882-3096

WE MAKE  
 LUXURY  
 AFFORDABLE

# BORMAN

WARRANTIES

BANK FINANCING AVAILABLE

\$500 DOWN\*

BUYS ANY OF 65 USED CARS IN STOCK

## \$146.06 PER MONTH

- 1986 NISSAN PICKUP
- 1985 CHEVY CELEBRITY
- 1985 MERCURY MARQUIS
- 1985 MAZDA GLC
- 1985 DODGE DIPLOMAT
- 1985 PLYMOUTH RELIANT
- 1984 MAZDA 626
- 1984 PONTIAC FIERO SE
- 1984 PONTIAC GRAND PRIX
- 1984 MERCURY COUGAR

### BORMAN CAR OF THE WEEK

1984 JEEP WAGONEER 4X4

AUTOMATIC TRANSMISSION  
AIR CONDITIONED  
STEREO  
PRICED TO SELL  
VERY CLEAN

\$9,995

### LUXURY VEHICLES

- 1986 LINCOLN TOWN CAR \$15,995  
fully loaded - low miles
- 1985 LINCOLN TOWN CAR \$13,995  
one owner - 2 tone
- 1984 LINCOLN CONTINENTAL \$11,995  
signature series
- 1986 PONTIAC PARISIENNE \$10,995  
fully loaded - one owner
- 1985 MERKUR XR4TI \$10,995  
low miles - sunroof

\*PLUS TAX, TITLE, LICENSE, FEES, & DEALER INSTALLED OPTIONS. ON APPROVED CREDIT

SALE PRICE: \$5000  
\$500 DOWNPAYMENT  
TAX, TITLE, & LICENSE  
NOT INCLUDED  
48 MONTHS 12.5% APR

SERVICE & PARTS OPEN SATURDAY 8AM - 2PM



LINCOLN 1601 N. MAIN 526-2481  
MERCURY EL PASO LINE 882-3650

## WRITING CONTEST

This poem was written by Laura Hutchinson, a 9th grade student in Mrs. Ioerger's class at Zia Jr. High.

### PROCRASTINATION

Early this morning  
I thought I'd dine  
On those real fancy grapes  
used to make wine.  
But before it could reach  
my gaping cavity,  
It fell to the ground—  
oh, what a calamity!  
But I was in luck,  
fortune was in store,  
'Cuz this was the day  
I cleaned my dining room  
floor.  
But when I had finished,  
I was to my last mow—  
I saw that old grape  
and gave it a throw,  
And it landed just yonder  
the gargage can hitchin'  
On some open cupboard  
on the floor of my kitchen.  
But I had all day

24 hours to file,  
So I scrubbed at my kitchen  
from ceiling to tile.  
And when I came upon that  
lonely old grape,  
I put to shot  
by the parlour drapes.  
But, lucky for me  
I wasn't pressed for time,  
And I polished that parlour  
till it shed golden shine.  
But as I was nearing  
those ugly old curtains,  
I looked down, and I was  
quite certain  
I was too lazy  
to bend once again.  
So I harboured that grape  
into the den.  
And after a couple more  
hours of work,  
I managed to sweep away

all of the dirt.  
But as I missed one last spot  
and stuck my neck through  
a nine inch headroom,  
I found that old grape  
and threw it clear to the  
bedroom.  
I hung all my clothing  
and made up my sheets  
And found that old grape  
next to Milton and Keats.  
And feeling no guilt,  
not betroubled by that,  
I side-passed that grape  
into the bath.  
And I washed and I cleaned  
my tiny abode  
And discovered my burden  
behind the commode.  
And finally ditching  
the poor purple mess,  
I felt better than better,  
I felt better than best.  
Because presently I gaped  
at my bewildering scene  
and behold of beholdance,  
my house was all clean!



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MAURY GILES

# LAS CRUCES INVADED

AS

# CHRYSLER

WAGES WAR WITH  
LOW INTEREST  
RATES

1.9% APR FACTORY FINANCING

OR

CASH REBATES UP TO \$750

ON

RELIANT  
7 TO CHOOSE FROM

5TH AVENUE  
5 TO CHOOSE FROM

SUNDANCE  
5 TO CHOOSE FROM

TURISMO  
8 TO CHOOSE FROM

LEBARON  
30 TO CHOOSE FROM

NEW YORKER  
7 TO CHOOSE FROM

CARAVELLE  
8 TO CHOOSE FROM



CHRYSLER  
PLYMOUTH

S. MAIN & BOUTZ  
524-8676  
EL PASO LINE 532-0846