

# BORMAN Magazine

PAID ADVERTISEMENT

VOL. 1 NO. 23

## LET THE FUN BEGIN

The fun begins at **5:00PM, Friday, August 28th** when 100 contestants arrive at the brand new Borman Ford Mazda store to compete in the **KGRT HANDATHON**. These 100 contestants will try to stand with their hand on a 1987 Ford Mustang long enough to win it. You see, the person who can keep their hand there the longest, will win the Mustang.

At 5:00PM, medical personnel will check each contestant to determine good health prior to the start of the contest and will check them periodically throughout the event.

At 6:00PM, dinner will be served to the contestants.....and

At **7:00PM, the KGRT HANDATHON will begin.**

Borman's Grand Opening Extravaganza will include 5 other

contests.

Come by on **Saturday morning at 7:00AM** and watch contestants try to catch eggs dropped from a hot air balloon. At 9:00AM those eggs will be dropped from a "boom truck", and you can bet the contestants will show up with some unusual contraptions to help catch the eggs without breaking them. You see, they are competing to win one of five one-year subscriptions to cable TV from Las Cruces TV Cable.

At **3:00PM Saturday afternoon**, the "Skaggs Skoop" will begin. Here, contestants will go underwater in a swimming pool to scoop up the most pennies and win a color TV, a \$100.00 shopping spree at Skaggs Alpha Beta, a \$50.00 Skaggs shopping spree, a Mr. Coffee coffeemaker, or a Waring Blender.

Plan to be at Borman Ford Mazda on **Sunday at 12:00 Noon**, to see The Fabulous Frisbee Throwing contest, where winners will take home a \$600.00 deluxe car stereo from U.S. Tech, a year's membership to Tom Young's Nautilus Fitness Centers, and a pair of \$220.00 boots from Justin Boot Company.

On **Monday, at 5:00PM**, the second half of the Skaggs Skoop will begin.

During our Grand Opening Extravaganza, **everyone** is invited to participate in our **World Famous Water Contest**, where winners are those who can correctly identify the city from which water samples were taken by tasting the water.

Of course, the most valuable "prizes" during our event are the great deals we'll be making on every vehicle on our lot. And that's not just on **Fords** and **Mazdas**. We are offering **Grand Opening Specials** on **Hondas, Isuzus, Chryslers, Plymouths, Lincolns, Mercurys, and Merkurs.**

So, come join the fun, as we all celebrate the **GRAND OPENING** of the *brand new* **BORMAN FORD/MAZDA** store at 470 West Boutz, in Las Cruces.

## WHERE DID EVERYBODY GO?

We've made some changes and we think you ought to know what they are.

Our brand new **Ford/Mazda** store, which used to be on Valley Drive, is now at **470 West Boutz.**

**Borman Lincoln/Mercury**, which used to be on North Main, is now located on the corner of **South Main and Boutz.**

**Borman Chrysler/Plymouth**, which used to be on the corner of South Main and Boutz, is now on the **South end of that complex, along with the Honda store.**

And, **Borman's Quality Used Cars** can be found in two convenient locations. One is at the **new Ford/Mazda store on West Boutz**, and the other is at the former **Lincoln/Mercury location at 1601 North Main Street.**

If that sounds as confusing to you as it does to us, just remember one thing. When you're looking for the best deal on a new or used, car or truck, just **come to Borman's.** We're sure to have what you need or we'll help you find it. Then, we'll put you in it for **less than any other dealer.**

## THE PRIZES

**KGRT HANDATHON**  
1st prize  
...but no one goes away empty-handed



**LAS CRUCES TV CABLE HOT AIR BALLOON EGG DROP**  
The first five winners win a 1 year subscription to Las Cruces TV Cable



**SKAGGS SKOOP**  
1st GE 19" Color TV  
2nd \$100 Shopping Spree  
3rd \$50 Shopping Spree  
4th Mr. Coffee Coffeemaker  
5th Waring Blender

**THE CAR IN A JAR CONTEST**  
1st US Tech's Deluxe Car Stereo System (\$600.00 value)  
2nd 1 year membership to Tom Young's Nautilus Fitness Centers  
3rd Pair of Justin Boots (\$220.00 value)

**THE FABULOUS FRISBEE THROW**  
1st Prize Color TV  
2nd Prize VCR  
3rd Prize Stereo



**WORLD FAMOUS WATER CONTEST**  
Souvenir T-shirts, Caps, Frisbees  
**ANYONE CAN PARTICIPATE**



# WHO'S GOT WHAT WITH LOW INTEREST RATES ?

1.9%<sup>APR</sup>  
24 MONTHS

OR

3.9%<sup>APR</sup>  
36 MONTHS

OR

4.9%<sup>APR</sup>  
48 MONTHS

## FACTORY FINANCING



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

SOUTH MAIN & BOUTZ 524-8676 EL PASO LINE 532-0846

THUNDERBIRD  
TAURUS  
TAURUS MT5  
TEMPO  
ESCORT

FESTIVA  
BRONCO II4X4  
BRONCO II 4X2  
RANGER 4X2

LYNX  
TOPAZ  
TRACER  
COUGAR  
SABLE

### NEW MEXICO HISTORISCOPE

BY DONNA BORMAN  
AND  
MICHAEL MCKIM SWICKARD

● August 16—At this time in 1881, Nana, the Apache chief, had been terrorizing southern New Mexico for over a month. A group of 15 United States Cavalry soldiers were patrolling the area near present day Truth or Consequences when they encountered a large party of Indian warriors. For the next four hours, while under constant attack, the soldiers, including 2nd Lt. George Burnett and Sergeant Moses Williams, staged a courageous rally and drove the Indians away. Burnett and Williams were awarded the Congressional Medal of Honor for their bravery, but for some reason the military didn't award the medals until 1897, 16 years later. No one has ever explained why it took so long.

● August 17—No one is really sure why Abraham Rencher wanted to become Governor of the Territory of New Mexico. But, on this date in 1857, he did. He was a successful North Carolina Congressman and was formerly the minister of Portugal. President James Buchanan even

offered Rencher the post of Secretary of the Navy, but for some reason Rencher wanted the Governorship of New Mexico. So, on this date in 1857, he got his wish and was appointed Governor for a four-year term. It's interesting that during Rencher's term an event took place which only happened once in New Mexico's history. New Mexico Indians attacked a fort. It was Fort Defiance which was well-manned. Fortunately there were no serious losses on either side.

● August 18—On this date in 1846, 1600 troops, under the leadership of General Kearny, arrived in Santa Fe. They took the Spanish flag down and raised the American flag and New Mexico became part of the United States. The troops encountered no resistance and the former Spanish citizens watched quietly as the soldiers rode into Santa Fe. The former Spanish leaders had urged the citizens not to resist and the soldiers had been instructed to treat the people as if they were United States citizens. This helped to defuse most of the tension. To further

aid the peaceful transition, General Kearny immediately granted U.S. citizenship to all of the people living in New Mexico.

● August 19—One of the most noted gunfighters in the Old West, John Wesley Hardin, died on this date in 1895 with his boots on. Earlier that day, Marshal Selman and Mr. Hardin had exchanged heated words and Hardin threatened to kill Selman. So about 11:00PM that night Selman walked into the Acme Saloon in El Paso, Texas and saw Hardin standing at the bar. Selman could see that Hardin had two pistols on him. So without giving him a chance to go for either one of them, Selman shot Hardin in the back of the head. At the trial, Selman was found innocent. The way they figured it, Hardin was standing in front of a mirror at the bar and could have noticed Selman walk in. Therefore it was not technically a case of shooting in the back.

● August 20—The man who started the first Hilton Hotel was born on this date in 1856. No, not Conrad Hilton,

but Gus Hilton, Conrad's father. Before going into the hotel business, Gus had a different business which was also very successful. You see, when Gus moved to New Mexico after his 21st birthday, he decided to become a merchant. So, with the little money he had, he bought a 30 gallon keg of whiskey, strapped it onto an old mule, and took his traveling saloon to the miners out in the remote mining areas west of Socorro. It was an instant success, since the miners had no other source of whiskey. Gus had a cup with which he dispensed the drinks. His only drink was whiskey, straight, and you had to drink it right then and give back the cup.

● August 21—At this time in 1911, the people of New Mexico celebrated New Mexico's statehood. We didn't officially become a state until almost five months later, on January 6, 1912. But, since the final paperwork had already been signed by President Taft authorizing New Mexico to

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hold state elections, people were sure that statehood would be granted. So it was at this time, in 1911, that people celebrated New Mexico's statehood.

● August 22—On this date in 1692, Diego de Vargas left El Paso on a mission to re-conquer New Mexico. For 12 years the Indians had held the area, keeping the Spanish out. De Vargas heard rumors that the Indians were fighting among themselves and were dissatisfied with their own central government. That meant the time was right.

De Vargas marched from El Paso to Santa Fe in just 23 days. He arrived in Santa Fe and found the former walled town full of Indians. So he did something which the Indians had done to the Spanish 12 years earlier. He cut off their water source and thus, regained control.

1 August 23—At this time in 1896, Oklahoma outlaw Bill Doolin decided to quit outlawing, take his wife and son, and go live peacefully in New Mexico. Doolin had been a

member of the Dalton gang and later started his own Oklahoma outlaw gang which he called the Okla-hombres. They specialized in robbing banks. But by 1895, Doolin was tired of the life of an outlaw and wanted to find a way out. His plan was to quietly move his wife and son to the San Andreas Mountains and start a new life here. But at this time in 1896, just as he arrived at his Oklahoma home to get his wife and son, a sheriff's posse met him. When he refused to surrender, the shooting began, and Doolin was killed.

● August 24—Edwin Mechem was born on this date in 1878. He was the Mayor of Las Cruces for four years, from 1944 to 1948. He was also a District Judge in Otero and Dona Ana Counties and was the District Attorney. In 1907, he moved to Alamogordo and worked for the El Paso and Southwestern Railroad as a water rights attorney. It was Mechem's work which helped secure the water supply for the railroads in Lincoln County

and for the town of Alamogordo. In 1926 Mechem moved from Alamogordo to Las Cruces and practiced law in Las Cruces until his death in July of 1957.

It is his son, by the same name, who was at one time Governor of New Mexico and is currently a Federal Judge.

● August 25—General Winfield Scott was born at this time in 1786. He was a career military man and played a large part in the Mexican War. It was the pressure of his advance from Vera Cruz to Mexico City that won the war and made New Mexico a part of the United States.

He was trained as a lawyer, but his real interest was in being a military leader. His men affectionately nicknamed him, "Old Fuss and Feathers" because he loved formalities and parades.

After the Mexican War, he ran for President, but was defeated, so he spent his time in New Mexico helping to establish the territory.

● August 26—Alice Bolack was born on this date in 1923 in Kansas and she grew to become a beautiful lady. Future New Mexico Governor, Tom Bolack, saw her picture in a newspaper and carried that picture for many months until he could be introduced. Seven years later they were married.

When Edwin Mechem left the Governor's office to serve the last part of Senator Dennis Chavez's term, Tom Bolack filled in as Governor. Even though Alice Bolack was the First Lady of New Mexico for only 32 days, she made her mark on New Mexico. By distributing thousands of trees and plants each year to towns in New Mexico from the mid-1950's to the mid 1970's, the Bolacks provided much of the shade and beauty we have in our public parks.

● August 27—On this date in 1871 a political riot broke out in Mesilla. A bitter political campaign was going on in Dona Ana County. It was marred by violence and charges of misconduct by both parties, but the finale was when both parties staged political meetings in Mesilla at the same time on this date in 1871. The liquor flowed freely and the emotions were high. At first there was no violence because each group held their rally at opposite ends

of the plaza. Then one group decided to end their rally by marching around the plaza. The other group decided to march around the plaza, but in the other direction. Naturally, they met. Someone fired a pistol in the air, and the shooting began. When the smoke cleared, forty to fifty people were wounded and nine were killed. The affair has since been named, The Mesilla Riot.

● August 28—On this date in 1888, the body of Walter Good was found in White Sands. The party of men making the discovery included John Good, Walter's father. As they made their way back to Tularosa to get the Sheriff, they noticed that Oliver Lee and 5 of his friends were on the other side of a small valley, several hundred yards away. *Good's group* suspected *Lee's group* of murdering Walter Good, so the shooting began. Several horses were killed, but in the two-hour long-range battle, no people were injured. Finally *Good's group* went on to Tularosa where the Sheriff gathered a posse of 50 men to stop the fighting. The posse rode back out to the scene of the shooting, but *Lee's group* had left. Both parties filed charges over the shooting, but all charges were dismissed since there had been gunfire on both sides.

● August 29—At this time in 1857, Charles B. Eddy was born in New York. He came west and owned a cattle ranch near the present day town of Carlsbad. After a few years, he changed his occupation to that of *promoter*. He was promoting a project to build a railroad from El Paso to Alamogordo but most folks felt it was not financially feasible. Then an eastern capitalist saw his vision and by 1899 Eddy was using the railroad to ship high quality coal from Capitan to El Paso. Eventually the railroad ran all the way through New Mexico. Its no wonder that we have a county named after Charles B. Eddy, New Mexico's "shrewdest promoter."

● August 30—On this date in 1794, General Stephen W. Kearny was born in New Jersey. He became the General who commanded the "Army of the West" which captured New Mexico without a shot. He was the Governor of Mexico City after the defeat of the Mexican

CONTINUED ON PAGE 5

# CHRYSLER CONQUEST

WAS

\$16,103.00

NOW

\$13,262.91



SERVICE & PARTS OPEN SATURDAYS 8AM - 2PM

**BORMAN**

**CHRYSLER  
PLYMOUTH**

NEAR SOUTH MAIN  
& BOUTZ 525-2288

EL PASO LINE  
532-0846

# WE'VE GOT WHAT YOU'RE LOOKING FOR



SPECIALLY  
PRICED

DURING OUR  
GRAND  
OPENING

CELEBRATION



4 DOOR  
HONDA  
ACCORDS



1988  
HONDA  
PRELUDES



**BORMAN**

HONDA CHRYSLER PLYMOUTH  
NEAR S. MAIN & BOUTZ  
525-2288 EL PASO LINE 532-0846

CONTINUED FROM PAGE 3

forces and was the first American Governor of New Mexico.

Kearney realized that the key to winning the support of New Mexico's citizens was to stop the Indians from attacking them and, at first, was fairly successful in doing this.

● August 31—At this time in 1881, Sergeant George Jordan was in charge of 19 men in Carrizo Canyon, N.M., when they were attacked by a larger number of hostile Indians. He stubbornly held his ground and bravely forced back the enemy. It was the second time Sergeant Jordan displayed such courage that his men rallied and overcame a larger enemy force. The first time was in a fight near Fort Tulerse when his detachment of only 25 men overcame a group of over 50 Indian warriors. A commanding officer talked about getting Jordan two Congressional Medals of Honor for his actions, but instead, he was awarded one Congressional Medal of Honor for his actions in both battles.

## WRITING CONTEST

*The story for this writing contest was written by Zacharia Graham, a 6th grade student at Central Elementary. It was chosen by his teachers from several entries and was then submitted to us for publication.*

## THE SLIPPERY BOARD

You unlock this door and enter into another time; another place; another dimension. A dimension of the mind; and of sound and substance. You have just crossed over into: THE TWILIGHT ZONE.

Enter one Mr. Harold Green, a hard working businessman. He has just bought a Magic Board for his eight-year-old daughter, Maggie. Little does he know, that it will soon lead them into: THE TWILIGHT ZONE.

"Daddy, Daddy, you're home!" said his daughter Maggie, "What do you have for me?"

"It's called an Ouija Board," he said.

"What's it do?" she asked.

"It answers question."

"Can we play?"

"Yes."

After setting up the game and teaching Maggie how to play, they were ready to begin.

"Okay, I'll go first," he said.

"Are there any aliens?" The triangle shaped pointer then moved to "yes."

He then asked where and when the next one would land, but before it could answer, they heard a loud noise in their back yard. They rushed to the door and saw a huge saucer-shaped vehicle. They ran and hid under the bed. They then saw the triangle-shaped pointer start to move by itself. It spelled out: Here and now.

# BORMAN USED CARS

1983  
MERCURY MARQUIS  
\$2,950

1981  
PLYMOUTH RELIANT  
\$2,950

1984  
CHEVY CELEBRITY  
\$5,950

1985  
TOYOTA TERCEL 4X4  
\$7,950

1984  
BUICK SKYHAWK  
\$3,950

1984  
FORD TEMPO  
\$3,950

1984  
CHEVY CAMERO  
\$4,950

1983  
CHEVY CAVALIER  
\$3,950

1984  
PONTIAC FIERO SE  
\$5,950

1985  
MAZDA GLC  
\$5,350

1976  
CHRYSLER CORDOBA  
\$2,950

1983  
OLDS CUTLASS  
\$4,950

1985  
OLDS CALAIS  
\$7,950

1983  
FORD T-BIRD  
\$4,450

1984  
OLDS CUTLASS CIERA  
\$4,950

1985  
MERCURY MARQUIS  
\$5,950

1983  
MERCURY MARQUIS S/W  
\$3,950

1982  
MERCURY ZEPHYR  
\$2,350

1601 NORTH MAIN 526-2481  
EL PASO LINE 882-3650

# GRAND OPENING SCHEDULE OF EVENTS

## AUGUST 28

- A) HANDATHON BEGINS  
5:00pm..... Contestants' Check-in  
6:00pm..... Contestants' Dinner  
7:00pm..... Contest begins  
B) CAR IN A JAR CONTEST  
5:00pm..... Begins

## AUGUST 29

- A) HANDATHON CONTINUES  
B) LAS CRUCES TV CABLE  
HOT AIR BALLOON EGG DROP  
7:00am..... Begins  
C) CAR IN A JAR CONTEST  
9:00am..... Continues  
D) SKAGGS SKOOP CONTEST (Part 1)  
3:00pm..... Begins

## AUGUST 30

- A) HANDATHON CONTINUES

- B) FRISBEE THROW  
12:00pm..... Begins

## AUGUST 31

- A) HANDATHON CONTINUES

- B) SKAGGS SKOOP CONTEST (Part 2)  
5:00pm..... Begins

...and the HANDATHON will continue  
until one person is left...

**THE WINNER OF A NEW**



1987 FORD MUSTANG

**BORMAN**  
Magazine

PUBLISHER:

**DONNA  
BORMAN  
ADVERTISING**

EDITOR:

DONNA BORMAN

ADVERTISING

MANAGER:

LAUREL HALL

HISTORICAL

RESEARCH:

MICHAEL MCKIM  
SWICKARD

AD DESIGNER:

MAURY GILES

# WHO'S GOT WHAT IN CASH REBATES?

**ISUZU** SOUTH MAIN & BOUTZ 524-8676 EL PASO LINE 532-0846

I-MARK \$1,500  
P'UP \$ 700

**MAZDA** 470 W. BOUTZ 524-3361 EL PASO LINE 882-5206

RX-7 \$1,000  
626 \$1,000  
323 \$1,000  
TRUCKS 4X2 \$1,000  
TRUCKS 4X4 \$1,000

**LINCOLN/MERCURY**

SOUTH MAIN & BOUTZ

524-8676

EL PASO LINE 532-0846

LYNX \$ 400  
TOPAZ \$ 400  
TRACER \$ 800  
COUGAR \$ 600  
SABLE \$ 600  
XR4TI \$1,000

**CHRYSLER/PLYMOUTH**

NEAR SOUTH MAIN & BOUTZ

525-2288

EL PASO LINE 532-0846

RELIANT-ARIES	\$500	LEBARON GTS	\$750
SUNDANCE-SHADOW	\$500	FIFTH AVENUE	\$750
LASER-DAYTONA	\$500	TURISMO-CHARGER	\$300
LEBARON	\$500	NEW YORKER	\$500
LEBARON COUPE	\$750		
CARAVELLE-600	\$500		

**FORD**

470 W. BOUTZ

526-3361 EL PASO LINE 882-5206

THUNDERBIRD	\$600	BRONCO II 4X4	\$1,000
TAURUS	\$600	BRONCO II 4X2	\$ 700
TAURUS MT5	\$700	RANGER 4X4	\$1,000
TEMPO	\$400	RANGER 4X2	\$ 500
ESCORT	\$400	FESTIVA	\$ 300

F-SERIES M/T \$500

# USED CAR SPECIALS

1983  
CHEVY CAVALIER  
\$3,950

1983  
TOYOTA TERCEL  
4X4  
\$3,950

1985  
MAZDA GLC  
\$4,950

1984  
ISUZU PUP 4X4  
\$4,450

1986  
MAZDA 323  
\$5,950

1984  
FORD TEMPO  
\$3,950

1984  
FORD MUSTANG  
\$4,950

1984  
FORD LTD  
\$5,950

1985  
DODGE DIPLOMAT  
\$5,950

1984  
FORD CROWN  
VICTORIA  
\$7,950

1985  
FORD F150  
\$6,950

1986  
MAZDA B200  
\$5,950

1985  
HONDA CIVIC  
\$7,150

1986  
MERC. CAPRI  
\$7,950

1984  
CHEVY BLAZER  
\$6,950

1985  
CHRYSLER LEBARON  
\$7,150

BORMAN QUALITY USED CARS 470 W. BOUTZ 526-3361 EL PASO LINE 882-5206

## CHECK IT OUT

1.9% APR  
24 MONTHS

OR

3.9% APR  
36 MONTHS

OR

4.8% APR  
48 MONTHS

OR

8.9% APR  
60 MONTHS

AVAILABLE  
ON ALL OF  
THESE  
MODELS

RELIANT-ARIES  
SUNDANCE-SHADOW  
LASER-DAYTONA  
LEBARON  
FIFTH AVENUE  
TURISMO-CHARGER  
NEW YORKER  
CARAVELLE

# BORMAN

## CHRYSLER/PLYMOUTH

SOUTH MAIN & BOUTZ  
525-2288 EL PASO LINE 532-0846

# BORMAN

## SERVICE SPECIAL

## OIL AND FILTER CHANGE

(EXCLUDING DIESELS)

### \$10.95

REGULAR.....\$26.00

SERVICE AND PARTS OPEN SATURDAYS 8am - 2pm

NEAR S MAIN & BOUTZ  
525-2288

470 W BOUTZ  
526-3361

EL PASO LINE 532-0846

EL PASO LINE 882-5206

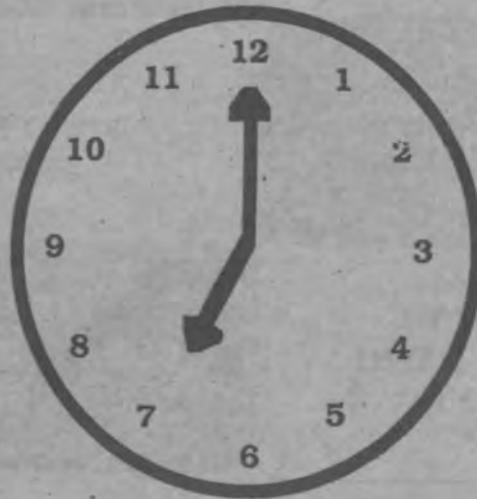
1601 N MAIN  
526-2481

EL PASO LINE 882-3650

# BORMAN

IT'S ALMOST TIME

AUGUST 1987						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



FOR THE GRAND OPENING CELEBRATION TO BEGIN

## GRAND OPENING SPECIALS

**1987 FORD BRONCO II**  
 SALE PRICE **\$6,174.09**  
 OR **\$112.74** PER MO\*



7251

SALE PRICE INCLUDES  
 FACTORY REBATE  
 TOTAL PAYMENTS: \$6,764.40  
 DEFERRED PAYMENT  
 PRICE: \$6,694.40  
 \$1,000 DOWN, CASH OR TRADE  
 10.9% APR 60 MONTHS

AUTOMATIC TRANS  
 SPEED CONTROL  
 TILT WHEEL  
 AIR CONDITIONING  
 AM/FM CASS  
 POWER WINDOWS &  
 DOOR LOCKS

**1987 FORD RANGER "S"**  
 SALE PRICE **\$13,734.74**  
 OR **\$277.49** PER MO\*



7684

2.0L ENGINE  
 5 SPEED MANUAL TRANS  
 ALL SEASON TIRES

SALE PRICE INCLUDES  
 FACTORY REBATE  
 TOTAL PAYMENTS: \$18,649.40  
 DEFERRED PAYMENT  
 PRICE: \$18,349.40  
 \$1,000 DOWN, CASH OR TRADE  
 10.9% APR 60 MONTHS

**1987 FORD F150**  
 SALE PRICE **\$9,032.92**  
 OR **\$185.93** PER MO\*



7464

AIR CONDITIONING  
 CLOTH/VINYL BENCH SEAT  
 4 SPEED MANUAL TRANS.  
 AUXILIARY FUEL TANK  
 SPORT WHEEL COVERS

SALE PRICE INCLUDES  
 FACTORY REBATE  
 TOTAL PAYMENTS: \$11,155.80  
 DEFERRED PAYMENT  
 PRICE: \$11,055.80  
 \$1,000 DOWN, CASH OR TRADE  
 10.9% APR 60 MONTHS

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

BORMAN FORD/MAZDA

526-3361

EL PASO LINE

882-5206