

BORMAN Magazine N

PAID ADVERTISEMENT

VOL 1 NO. 6

"THE ALL-PRO TEAM"

"It's extremely difficult for a leader to lead any farther than he has already gone himself." There are two leaders at Borman Chrysler Plymouth that have brought a wealth of experience and knowledge to the leadership of our business. You may already know these men, but if you don't, we want you to meet them because we're proud to have them on "our team".

Our new General Sales Manager, Howard Morgan, is not at all new to the car business. For 16 years he led the way in bringing professional

service to the customers of University Ford. He comes to Borman Chrysler Plymouth with a background in every area of sales and a reputation for outstanding service to customers. That reputation has had to stand the test of time and we're excited to know that the customers at Borman Chrysler Plymouth will benefit from his expertise.

Tito Hinojoso is a well-known name in this community and along with his name is a reputation for honesty and fairness. Tito remembers his grandmother's words,

"If someone will lie to you, he will also steal from you." In his 9 years in the car business, he has maintained that his honesty and his fairness was always foremost which is why he is so highly respected and trusted by his customers and his colleagues. We feel fortunate to have Tito as the new General Used Car Manager at Borman Chrysler Plymouth.

We call our staff at Borman Chrysler Plymouth, "The All-Pro Team". And on Saturday, February 28, we're going to celebrate with free balloons and free hot dogs and Pepsi from Der Weinerschnitzel for everyone. KGRT will broadcast live from our store. And for everyone who test drives one of our new or used, cars or trucks, we'll send you home with a half-gallon of delicious Baskin Robbins Ice Cream. Yum.

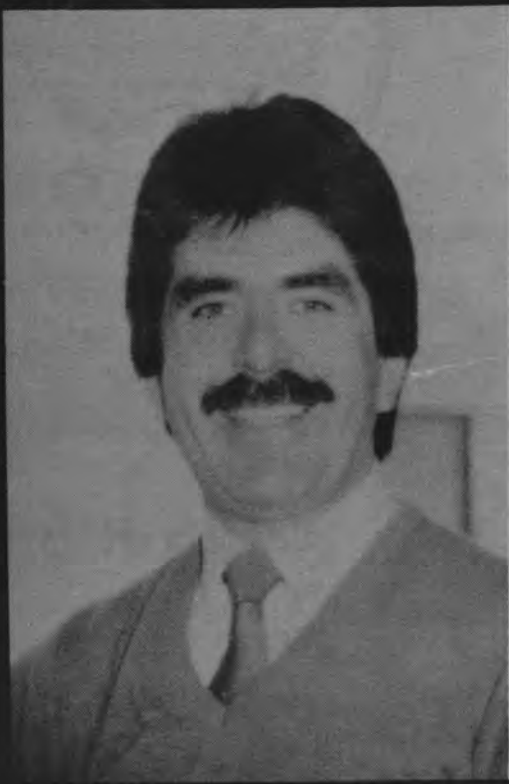
We know you're going to like the way Borman Chrysler Plymouth's All-Pro Team is "playing ball" with great selection, and tremendous savings. So stop by during our celebration on Saturday, February 28 from 11AM til closing and "Let's play ball."

NEW MEXICO
HISTORISCOPE

DONNA BORMAN
AND
MICHAEL MCKIM SWICKARD

●February 8--On this date in 1887, Timothy Courtright ran out of

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Tito Hinojoso



Howard Morgan

GENERAL USED CAR MANAGER GENERAL SALES MANAGER

AT BORMAN CHRYSLER PLYMOUTH
SOUTH MAIN & BOUTZ
524-8676

BORMAN

HONDA

in
**CUSTOMER
SERVICE**

#1

1987 CIVIC



\$7995*

1987 CRX



\$7595*

1987 CIVIC DX



\$6995*

1987 ACCORD
COUPE



\$9995*

1987 ACCORD
SEDAN



\$11,995*

1987 CIVIC
WAGON



\$7999*

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DEALER FEES,
TAX, TITLE AND LICENSE

#1

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1987 ISUZU PICKUP



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PLUS FREIGHT, OPTIONS AND DEALER PREP

UNDER

\$149.00*

BRAND NEW
1987 ISUZU I-MARK

*PRICE \$5464.00.
\$600 CASH OR TRADE
TOTAL PAYMENT \$5949.00
MONTHLY PAYMENTS \$99.00
11.9% APR, 60 MONTHS



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ISUZU TROOPER
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IN
STOCK

BRAND NEW
ISUZU IMPULSE



FROM **\$9989**

PLUS FREIGHT, DEALERS FEES

9
IN
STOCK

*ON APPROVED CREDIT

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NEAR SOUTH MAIN & BOUTZ
525-2288

BORMAN

CHRYSLER PLYMOUTH
SOUTH MAIN & BOUTZ
524-8676

HISTORISCOPE
CONTINUED FROM PAGE 1

luck. He was better known as Jim Courtright or longhaired Jim and he was a western gunfighter. At one time he worked as a lawman catching rustlers in southern New Mexico. During that time he was involved in several shootouts in which he killed four outlaws. But when he moved to Ft. Worth, Texas he began a new career as a criminal. On this date in 1887 Courtright tried to bully the wrong man. You see, Luke Short was a very short man, but he carried a long-barrelled pistol; and that's when Mr. Courtright ran out of luck.

●February 9--Today in 1857, John Reynolds Hughes was born. He was a Texas Ranger, a cowboy, a rancher and a law officer. The settling of the west was largely dependent on lawmen who systematically did their jobs, year after year, arresting outlaws and making the west safe. John Hughes was perhaps the greatest of these lawmen. Though he was never one to brag, he held the record for the most gunfights against outlaws. Twice he was wounded and had to switch his gunhand from his right to his left hand. In fact, he worked so hard at using his left hand proficiently that many folks thought he'd

CONTINUED ON NEXT PAGE

WRITING CONTEST

IF YOU HAD A WISH

If you had a wish
you'd wish for
more!

The following poems were written by Maria Elena Sanchez, a 6th grade student at Alameda Elementary School. Her poems were selected from articles, stories, and poems submitted by elementary students from the school.

If you had a wish
you'd wish for a
dime!

If you had a wish
you'd go too
far!

But if I had a wish
I'd wish for...
I'd wish for...
Hey, that's no fair!
You took all my
wishes!

FRIENDS

Friends are for care, for laugh and play,
Not to talk behind their backs
Or not to call them names,
To let them know you understand
For them to have a smile
Not a frown!
You'll feel so much better
after you make a new
Friend!



BORMAN

YOUR CHOICE !!!

MAZDA 323"S" MODEL

OR

MAZDA B-2000 BASE



\$128.00*

Per Mo.

*TAX, TITLE, LICENSE EXTRA
*ON APPROVED CREDIT

Selling Price: \$6,241.13
Total Payments: \$7,680
Deferred Payment Price: \$8,180
\$500 Cash or Trade
11.9% Annual Percentage Rate, 60 mo.



FORD
MAZDA

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526-3361

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HISTORISCOPE

CONTINUED FROM PAGE 3

always been left handed.

●February 10-

-Tomorrow is the birthday of Ernest Steinhoff, who is honored in the Hall of Fame at White Sands Missile Range. He was a member of the "Paper Clip Crew," a term we used to refer to the German scientists who worked in our rocket program after WWII ended. Steinhoff's expertise was in flight guidance systems. In fact, back in Germany, in WWII, he was flying a plane in which the passengers were playing cards. Suddenly the players realized that

Steinhoff, the pilot, was sitting in the back watching the card game. You can imagine their concern since they didn't realize he had just come up with one of the first automatic pilot systems.

●February 11--During this time in 1861 Colorado was created -- partly out of New Mexico. But when it was created the boundaries were very ragged, so to make things simpler someone in Washington D.C. took a ruler and drew straight lines. The decision was that everything in New Mexico north of the 37th parallel would now be Colorado. Because of the way these lines were

drawn an area called "The Four Corners" came into being. That's where you can stand in four states at one time. The four states are Colorado, Arizona, Utah and New Mexico.

●February 12--On this date in 1893, Oliver Lee and Bill McNew caught up with the rustlers who had stolen a herd of their cattle. Charley Rhodius and Matt Coffelt had stolen the herd and were headed for Mexico when Lee and McNew caught up with them. The rustlers began shooting, but Lee's aim was much better than theirs and both rustlers were killed. Lee went into El Paso and turned himself in

for the shooting but a short time later he was found innocent. In those days being caught with the goods and not being a good shot was considered suicide.

●February 13--On this date in 1891, students and faculty at New Mexico State University began using their first building. It was called McFie Hall in honor of Judge John McFie, who was one of the founders of NMSU and the President of the first Board of Regents. Back then the building was also known as "Old Main", and it housed the library and classrooms. In 1910 the building burned and despite the efforts of the Bucket-Brigade Fire

CONTINUED ON NEXT PAGE

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The Pride is Back! "ALONG WITH GREAT DEALS" UNDER

\$139.00*

48 months + 6.9%APR

1987 PLYMOUTH "E" COLT



SELLING PRICE:\$6336
\$600 CASH OR TRADE
48 MONTHS, 6.9%APR

1500 CC ENGINE,
AM/FM STEREO,
TINTED GLASS,
AND MUCH MORE

AS LOW AS \$15,198

1987 PLYMOUTH VOYAGER
FULLY LOADED



SELECTION

7
IN
STOCK

1987 CHRYSLER NEW YORKER

SELLING PRICE:\$16,179.80
\$1000 REBATE/\$15,179.80



1987 CHRYSLER CONQUEST
\$2000 DISCOUNT



7
IN
STOCK

BORMAN

**CHRYSLER
PLYMOUTH**

SOUTH MAIN & BOUTZ

524-8676
HOME OF THE FREE OIL CHANGE

*TAX, LICENSE, REGISTRATION
AND FEES

Fighters, the building was a total loss.

●**February 14**--Near Espina Avenue on the campus of NMSU is Neale Hall named after Professor Philip E. Neale. It was at this time in February, 1949, that Neale was given a very unique honor. He had been an agricultural researcher and a college professor for many years and had won many awards. But at this time in 1949 he was named a "Philanthropist" because of the value of his work to ranchers of New Mexico. In the award it was stated that Neale, through his research, had "endowed"

New Mexico's sheep growers with \$15,000,000 in profits. And thus he earned the title of Philanthropist.

●**February 15**--During this week in 1863 Yginio Salazar was born and during his life he became known as a "Pal of Billy the Kid." In fact they were together during the main battle of the Lincoln County War. They were barricaded inside the McSween House when their attackers set fire to the house. When they made their escape Billy the Kid and two others got away, five men were killed, and Salazar was wounded. But he played dead until

the coast was clear, then crawled about a half mile to the home of a relative where he got help.

●**February 16**--On this date in 1691 New Mexico had a new governor, but at that time Indians were the only people living in New Mexico. In 1680, the Indians in New Mexico revolted and forced all of the Spanish people out of New Mexico. So on this date in 1691, DeVargas was appointed Governor and Captain General. When he found that the Indian tribes were not well organized he brought 100 soldiers in to subdue them, but to his surprise he found no resistance at all. We know

our Governor's name was DeVargas, but the name on the paperwork making him governor was -- Don Diego de Vargas Zapata Lujan Ponce de Leon. Now that's a name!

●**February 17**--If you are ever in Santa Fe and are looking at post cards, one of the names you may see is Helen Pearce. She is an artist who has done several paintings in Santa Fe that were later copied onto post cards. Today she is celebrating her 92nd birthday. Helen and her husband, Dr. T.M Pearce, also wrote a book called, "New Mexico Place Names." It is a geographical dictionary of
CONTINUED ON NEXT PAGE

BORMAN

GET A FREE ALIGNMENT (A \$35.00 VALUE) WITH A MINOR TUNE-UP*

4 CYLINDER
\$57.30

6 CYLINDER
\$66.70

V6
\$70.20

V8
\$79.60

WE WILL:

- *replace the plugs
- *set the timing
- *adjust the carburetor
- *inspect the air filter

GET A FREE BRAKE INSPECTION AND WHEEL BEARING PACK WITH ANY TRANSMISSION SERVICE*

**EXCEPT FOR 4x4's AND LARGE TRUCKS*

**EXCEPT FOR 4x4's AND LARGE TRUCKS*



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HISTORISCOPE

CONTINUED FROM PAGE 5

New Mexico. If you want to know why something is named what it is, you can just look it up in this book.

●**February 18-**
-On the afternoon of this date in 1930 a young researcher announced, "Planet X has been found!"
Young Clyde

Tombaugh had finished comparing two pictures taken 6 days apart in January 1930. Since planets move in an arc that is different from stars, he was able to determine that there was a ninth planet. A month later the Lowell Observatory announced to the world that Clyde

Tombaugh, who now lives in Las Cruces, had discovered the planet Pluto.

●**February 19-**
-You would think that the Lincoln County War would have involved people from Lincoln County-- but it didn't. Actually most of the major participants were not even born in America. Murphy, Dolan and Riley, on one side, were from Ireland. McSween, on the other side was from Canada. And the event that started the war was the killing of John Tunstall, which was announced on this date in 1878 and he was from England. The details are sketchy, but it appears that after Tunstall's death,

the McSween faction "got even," then the Murphy faction "got even." They kept evening the score through a dozen or so major battles and even more small incidents. And it's still unclear as to who really won.

●**February 20--**At this time in 1917 the state of New Mexico went through 3 governors in 2 months. First there was out-going Governor William C. McDonald. He helped inaugurate New Mexico's second governor, Ezequiel Cabeza de Baca. But Governor Cabeza de Baca had become ill during his campaign and passed away at

CONTINUED ON NEXT PAGE

BORMAN

USED CAR FACTORY SALE

1985 Cutlass Oldsmobile	\$8995
1985 Mercury Topaz	\$6995
1982 Ford Escort	\$2495
1982 Chevrolet Malibu	\$4995
1981 Plymouth TC3	\$2995
1985 Ford Mustang	\$6950
1984 Chevy Camaro Berlinetta	\$8950
1979 Pontiac Lemans	\$2495
1979 Dodge Diplomat	\$2495
1983 Buick Century	\$5995
1984 Chevy Silverado	\$8195
1986 Ford F150	\$10,959
1982 Chevy Blazer	\$8950
1985 Chrysler Fifth Ave.	\$11,995
1985 Nissan King Cab	\$5995
1984 Conquest	\$7995
1985 Olds Regency Brougham	\$12,500
1980 Chevrolet Monte Carlo	\$4995
1984 Lincoln Town Car	\$11,400

CAN'T FIND THAT NICE CLEAN USED VEHICLE?

Just come in and place your order. Give us the year, model, color and mileage you want and we'll look for your car. Our buyers supply us only the finest vehicles, How else can they earn the BORMAN name?

John Hinojosa
USED CAR MANAGER

CHRYSLER SOUTH MAIN & BOUTZ HOME OF
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FREE OIL CHANGE



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DONNA BORMAN ADVERTISING

EDITOR

DONNA BORMAN

ADVERTISING MANAGER

AMBER FITZPATRICK

HISTORICAL RESEARCH

MICHAEL McKIM SWICKARD

HISTORISCOPE
 CONTINUED FROM PAGE 6
 this time in February 1917. So on this date, our Lt. Governor, Washington Lindsey, was promoted to the Governor's position. You can imagine the confusion it created in our legislature to

change governors in the middle of the session.

●**February 21**--On this date in 1862 one of the major battles in the Civil War west of the Mississippi was fought at Valverde, New Mexico. The Confederates were

pushing northward from Texas and the Union forces tried to hold them at Valverde. The battle was fought across the Rio Grande with the Southerners on the east side. And even though the Union forces

numbered 3500 men, the Southerners, with less than 2000, dominated. After the battle, under a flag of truce, the two sides buried their dead and attended to the wounded, even helping each other and sharing medical supplies.

BORMAN

WORLD CLASS ROAD CARS AT AFFORDABLE PRICES!!

1987 MAZDA 323
 STATION WAGON



\$209.00* PER MO.
 SELLING PRICE \$19158
 DOWN PMT. \$793.39
 APR 11.9% 60 MO.

1987 MAZDA 626



\$229.00* PER MO.
 SELLING PRICE \$10900
 DOWN PMT. \$639.38
 APR 11.9% 60 MO.

1987 MAZDA RX-7



\$250.00* PER MO.
 SELLING PRICE \$13800
 DOWN PMT. \$2598.23
 APR 11.9% 60 MO.

4 CYLINDER
 5 SPEED
 AIR CONDITION
 CASSETTE

*ON APPROVED CREDIT
 *PLUS TAX, TITLE, LICENSE, DEALERS FEE



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\$225.00* PER MO.



SELLING PRICE: \$11,200
\$626.14 CASH DOWN
9.9% APR, 60 MONTHS

- F152 4X2 STYLESIDE PICKUP/133
- 4.9L EFI I 6 ENGINE
- CUSTOM TRIM
- CLOTH AND VINYL SEAT TRIM
- AUTOMATIC TRANSMISSION
- AIR CONDITIONING
- AM-FM ELECT STEREO/CASS/CLOCK
- AUXILIARY FUEL TANK
- TINTED GLASS
- LIGHT REGATTA BLUE
- CLOTH/VINYL BENCH SEAT
- 5 P215/75RX15SL BSW ALL-SEASON

\$194.00* PER MO.



SELLING PRICE: \$9,717.06
\$600 CASH DOWN
9.9% APR, 60 MONTHS

- RANGER 4X2 STYLESIDE
- CUSTOM MODEL TRIM
- INTERVAL WINDSHIELD WIPERS
- 2.9 L EFI V-6 ENGINE
- CLOTH CONTOUR SEAT
- 5-SPD MANUAL O/D TRANSMISSION
- P 195/75RX14 SL BSW ALL-SEASON
- POWER STEERING
- AIR CONDITIONING
- ELECT AM-FM STEREO/CASS/CLOCK
- SUPER ENGINE COOLING
- CLEARCOAT PAINT

\$234.00* PER MO.



SELLING PRICE: \$11,569.96
\$600 CASH DOWN
9.9% APR, 60 MONTHS

- RANGER 4X2 SUPERCAB P/U
- 125/WHEELBASE
- XLT MODEL TRIM
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- CHROME REAR STEP BUMPER
- HEAVY DUTY BATTERY
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- VINYL REAR JUMP SEAT
- DELUXE TWO-TONE
- AM-FM ELECT STEREO/CLOCK
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- AIR CONDITIONING
- SUPER ENGINE COOLING
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\$137.91*

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SELLING PRICE: \$7076.00
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MUSTANG LX OR TEMPO GL
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CASH REBATE USED
AS DOWN PAYMENT \$600
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QUALITY USED CARS

1985 CHEVY NOVA	\$7950
1984 CHEVY CAMERO	\$7950
1984 PONTIAC FIERRO	\$6950
1985 FORD T-BIRD	\$7950
1985 MERCURY MARQUIS	\$7350
1983 FORD LTD	\$4950
1986 FORD TAURUS	\$12,350
1985 MAZDA RX-7	\$9950
1985 MAZDA 626 LX	\$9950
1985 FORD MUSTANG	\$6850
1982 AMC SPIRIT	\$2950
1979 BUICK RIVIERA	\$3950
1977 CADILLAC ELDORADO	\$3550
1982 MAZDA 626 LX	\$3850
1982 PONTIAC T1000	\$2350
1985 DODGE D50	\$4950
1985 FORD FLATBED	\$9950

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