

BORMAN Magazine

PAID ADVERTISEMENT

Vol. 1 No.3

HOW MUCH DOES A " FREE GIVAWAY " COST ?

We all know that car dealers are not in the business of losing money. When a car dealer offers to give away something when you purchase your vehicle, it stands to reason that someone is paying for it. Most often the price of the "freebie" is simply added to the total price of the car or truck being sold. "Free" fur jackets and vacations are not free, if the cost is being added to your purchase price.

Some dealers offer six

months of "no payments." Since banks and other loan companies will generally not go more than 45 days without payments, the customer usually ends up paying a larger purchase price to make up the difference.

The phrase "dealer participation may affect purchase price" can be a tricky one. If a manufacturer offers a special finance rate or rebate and then says, "dealer participation may affect purchase

price," it means that the car dealer must contribute a portion of the cost in order to get that special rate for his customers. Most dealers simply take the amount of their contribution and add it to the total price of your car or truck. So, consumer, beware!

At Borman's, we will not try to trick you by offering phoney giveaways or "no payment" plans that really only add to the price of your car or truck. We've found that

our customers appreciate getting the lowest possible price much more than they do the so-called giveaways. When we do offer special financing programs, you can be sure that they are factory-paid programs that don't add to your cost. We believe that honesty is always the best policy. We strive to

offer low prices along with quality products and service. We want our customers to stay our customers, and we know we can't do that with gimmicks and trickery.

So, the next time you're tempted by a "free giveaway," ask yourself first, "Can I afford it?"

NEW MEXICO HISTORISCOPE

By Michael McKim Swickard
and
Donna Borman

●January 1-- When NMSU was started in 1890, it was called New Mexico A & M, and since they planned to do research on all aspects of farming and ranching, an experiment station was established. One of the most important parts of crops research is knowing weather conditions. Rainfall, temperature, wind speed and direction are all important to successful farming. Even the growth and general health of livestock is affected by the weather. So on this date in 1892 NMSU began officially watching and recording the weather. This marked the beginning of our college being nationally known for its precise and comprehensive methods of research.

●January 2-- This week in 1874 Clay Allison and Chuck Colbert sat down to supper together, both intending to kill the other before the evening was through. Both were noted gunfighters. The story goes that upon finishing his meal, Colbert reached for another cup of coffee with one hand while he slowly raised a six-gun in his other hand. Allison saw the gun so Colbert hurried his shot, but it hit the table top. Then Allison shot and did not miss. Later he was asked why he would share a meal with a man who he intended to shoot. Allison reportedly said, "Because I didn't want to send a man to the hereafter on an empty stomach."

CONTINUED ON NEXT PAGE



Las Cruces, Main Street in 1910. Plenty of parking!!!
Thank you to the Rio Grand Historical Collections at
NMSU Library for providing the photograph.

HISTORISCOPE

CONTINUED FROM PAGE 1

●January 3-- In 1911 NMSU created the Extension Department to help farmers and ranchers with newly developed techniques in the field of agriculture. And the way they distributed this information was started at this time in 1912. It was called the College Demonstration Train. The 6-car train carried experts who would demonstrate the newest equipment and pass out pamphlets with the latest information for farmers and ranchers.

The train made about seventy stops around the state and for many years it made its rounds in January. For farmers and ranchers the information was very important because the research the college did made their jobs easier and more profitable.

●January 4-- At this time in 1915, Elephant Butte Dam, which was first called Engle Dam, began storing water, though the top of the dam was not completely finished for another year. When it was constructed it was the largest dam in the United States,

but Elephant Butte Dam was only part of what is known as the Rio Grande project. The project furnishes irrigation water to about 178,000 acres of land. That means that between the Elephant Butte reservoir and the Caballo reservoir, 800 billion gallons of water are being held at one time by the dam.

●January 5-- At this time in 1850 famed lawman, Heck Thomas, was born in Oxford, Georgia. He was perhaps the most effective lawman in the history of the West.

CONTINUED ON PAGE 6

BORMAN

FORD MAZDA

QUALITY USED CARS
AT 490 N. VALLEY DRIVE
526-3361

1981 Mazda RX7 GS \$5950	1985 Ford T-Bird \$8550	1982 Ford LTD \$4950	1984 Chevy Z28 \$7950
1985 Chevy Camero \$7950	1985 Merc. Marquis \$7950	1982 Chry. Cordoba \$4950	1984 Pontiac Fiero \$7550
1973 Merc. Marquis \$1450	1979 Merc. Monarch \$2950	1985 Ford Bronco II \$10950	1981 Toyota P/U \$2950
1981 Merc. Lynx \$2650	1982 Honda Civic s/w \$2950	1985 Dodge D50 \$5350	1985 Ford F150 4X4 \$8850

Writing Contest

3

This article is from a class assignment which Mike Rodriguez was to research and form a brochure from articles found in the Las Cruces High School library on New Mexico history. Mike found his information in an El Paso Times, Sunday Magazine, November 22, 1964. Some quotes are taken from this article.

DRIPPING SPRINGS

It's a spot of great natural beauty, a green-clad fastness tucked into

the craggy Organ Mountains. From the canyon floor, the walls rise nearly sheer almost 1000 feet above to shut out

the direct light of the sun from one side in the morning and from the other in the afternoon.

The canyon is

delightfully cool because the sun-light hits it directly for only an hour or so in the middle of the day. Grass and flowers in season carpet the ground under the trees of mahogany, wild mulberry, juniper, and scrub oak and you can look up to the higher levels of tall pines.

In 1872 there was a

need for a summer retreat house in the Organs, to relax or just to get away from home. Major Eugene Van Patten, a former Confederate army officer, established it. At first there were only a few cottages and then a two-story, fourteen-room hotel.

CONTINUED ON NEXT PAGE

Isuzu Impulse

Price:

\$ 9999
From

Air conditioning:

Cruise control:

Anti-theft system:

Power windows and locks:

AM/FM ETR stereo
cassette system:

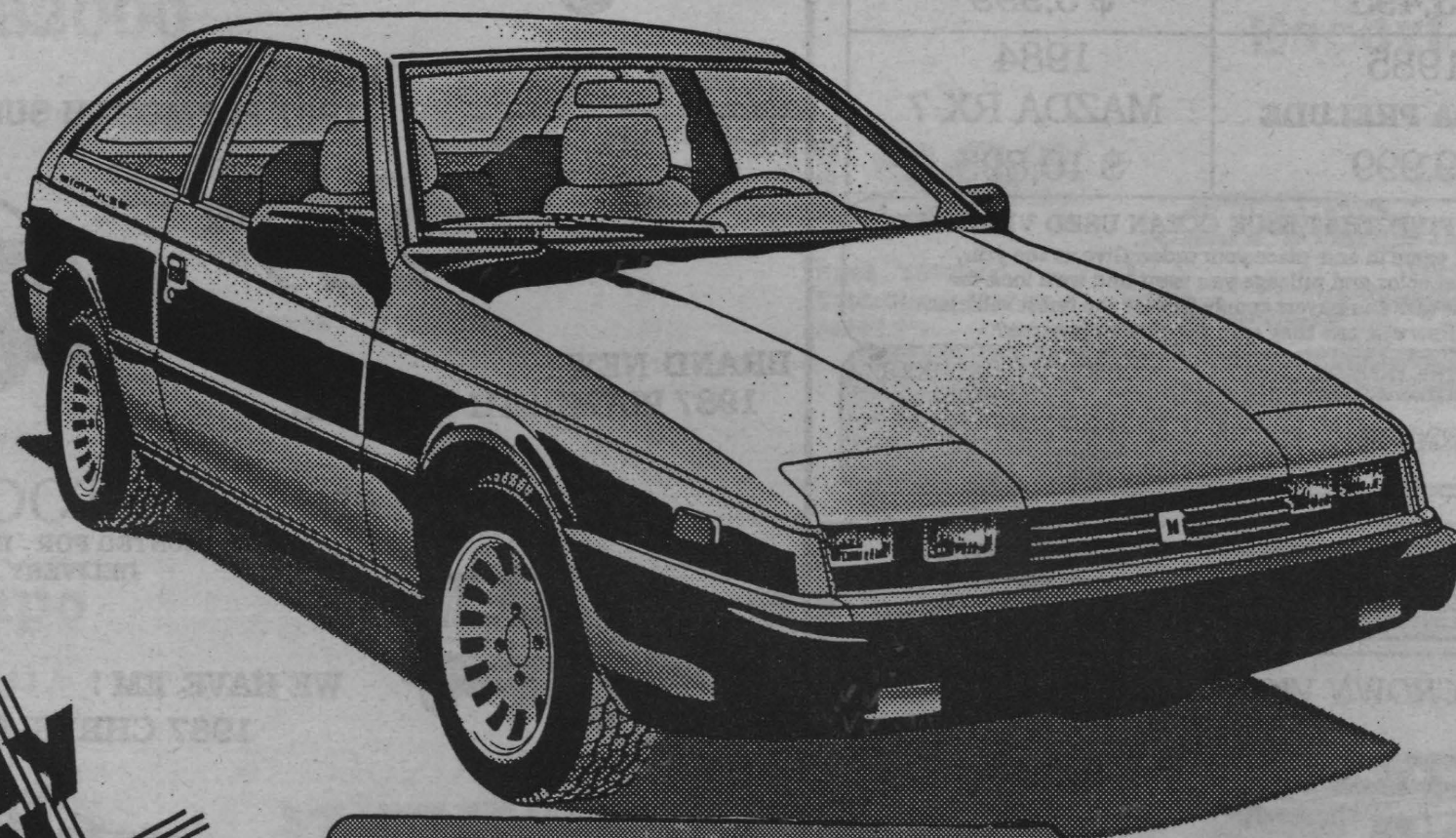
Standard

Standard

Standard

Standard

Standard



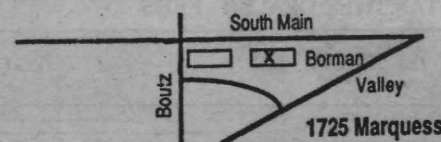
**Buy
New
Mexico**

BORMAN

H O N D A ISUZU

1725 Marquess

525-2288



BORMAN**CHRYSLER
PLYMOUTH****USED CAR FACTORY
SALE**

1986 CHEVY C10 \$10,700	1981 HONDA PRELUDE \$ 4,499
1984 FORD TEMPO \$ 5,699	1985 CHRYSLER FIFTH AVE \$ 10,995
1985 HONDA ACCORD LX \$9,495	1986 DODGE D50 \$ 6,995
1980 CHEVY MALIBU CLASSIC \$ 3,495	1980 OLDS CUTLASS \$ 3,999
1985 HONDA PRELUDE \$ 9,999	1984 MAZDA RX 7 \$ 10,895

CANT 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?

HOME OF THE FREE OIL CHANGE

SOUTH MAIN & BOUTZ

BORMAN**CHRYSLER
PLYMOUTH**

524-8676

BORMAN**AMERICA'S BEST
BUILT CARS
SIX YEARS RUNNING****LTD CROWN VICTORIA**

SALES PRICE \$13,900
M.S.R.P. \$16,008

FORD T-BIRD

SALES PRICE \$ 13,900
M.S.R.P. \$15,578



* WITH APPROVED CREDIT
* PLUS TAX, TITLE, DEALER FEES

490 N. VALLEY DRIVE FORD SERVICE IS THE HEART
526-3361 MAZDA OF OUR BUSINESS

CONTEST

CONTINUED FROM PAGE 3

Dripping Springs Hotel became so popular that within a few years it was served by a regular stageline from Las

Cruces. The resort was a pleasant place to relax for a weekend or just for Sunday dinner away from home followed by a ramble in the wooded canyons. The cottages were rented as summer

homes for families.

The American Health Resort Association in 1891, proclaimed Las Cruces "one of the three best spots in the United States for tuberculosis

CONTINUED ON PAGE 6

BORMAN**HAS 3.9 %**

FACTORY SPONSORED INTEREST

BRAND NEW**1987 PLYMOUTH COLT SEDAN**

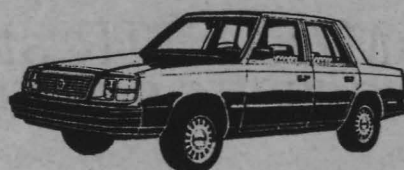
UNDER

\$ 159⁰⁰ MO.**3.9 %
APR**

Price: \$7137.00
\$500 cash or Trade
9.9% APR 60 months

BRAND NEW**1987 PLYMOUTH RELIANT**

UNDER

\$ 199⁰⁰ MO.

Price: \$9512.00
\$500 cash or Trade
9.9% APR 60 months

BRAND NEW**1987 PLYMOUTH SUNDANCE****TURBO**

UNDER

\$ 229⁰⁰ MO.

Price: \$10,277.00
\$500 cash or Trade
11.0% APR 60 months

BRAND NEW**1987 PLYMOUTH VOYAGER****IN STOCK !**

DISCOUNTED FOR IMMEDIATE DELIVERY

**WE HAVE 'EM !****1987 CHRYSLER CONQUEST****DRIVE ONE TODAY****3
IN
STOCK****'BEATS 'EM ALL COLD**

HOME OF THE FREE OIL CHANGE

524-8676**BORMAN****CHRYSLER
PLYMOUTH**

SOUTH MAIN & BOUTZ

* ON APPROVED CREDIT

BORMAN

Ford
Mazda

At 490 N. Valley
526-3361

AMERICA'S BEST BUILT CARS SIX YEARS RUNNING

Taurus-Car Of The Year



\$199⁰⁰*/mo.

Price: \$11,200
Cash Down: \$2274.48
APR 11.9% 60 months

Ford Ranger



\$149⁰⁰*/mo.

Price: \$6666.56
No Cash Down
APR 11.9% 60 months

Mazda B2000



\$135⁰⁰*/mo.

Price: \$6040.18
No Cash Down
APR 11.9% 60 months

Escort



\$139⁰⁰*/mo.

Price: \$6900.00
Cash Down: \$367.77
APR 9.9% 60 months

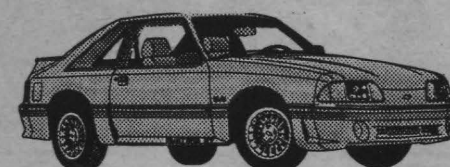
Ford Tempo



\$175⁰⁰*/mo.

Price: \$8700.00
Cash Down: \$851.17
APR 11.9% 60 months

Mustang



\$180⁰⁰*/mo.

Price: \$8900.00
Cash Down: \$826.98
APR 11.9% 60 months

*WITH APPROVED CREDIT
*PLUS TAX, TITLE, LIC & DEALER FEES

SERVICE IS THE HEART OF OUR BUSINESS

CONTEST

CONTINUED FROM PAGE 4

patients." Civil leaders tried unsuccessfully to promote a cottage-plan sanatorium in the Organs to accommodate the many health seekers who were coming into Las Cruces. Van Patten's Dripping Springs Camp, however, helped to meet this need and around the turn of the century, it was as much a health as a summer resort.

Dripping Springs Hotel in the Organs was enlarged to 32 rooms in 1906. Where the dining and recreational rooms were located, they also had a band stand for concerts in front of the hotel.

The reason for the hotel being abandoned was because Van Patten was unable to keep up payments on his bank loan and around 1905 the property was foreclosed. It was then purchased by Dr. Nathan Boyd who had homesteaded in 1905 in Dripping Springs Canyon.

The ruins of an old hotel in the Organ Mountains are all

that remains today of a popular turn-of-the-century resort known as Van Patten's Camp and also as the Dripping Springs Hotel. Before the hotel was abandoned, the area was a favorite spot for outings. It has been closed to the public since 1940.

Now and then, after the hotel was abandoned, Las Cruces civic clubs and county officials considered establishing a recreational area in Dripping Springs Canyon. The idea was always vetoed, chiefly, it seems, because the ruggedness of the terrain would make it hard to supervise mountain climbing on the sheer rock walls, which might lead to fatalities.

The sight of this favorite mountain resort calls up in the minds of those who have seen its manifold beauties. The dark, cool canyons possess a mysterious attraction for both young and old; a "fountain of youth" seems to have been found. When lessons weary us, we

summon up a vision of the camp and all our troubles vanish, as we murmur "next year" says one of the regulars of the summer resort.

So for the present, the charms of Dripping Springs are only memories to be cherished by those who have known them. The poet of the 1907 Swastika was prophetic in his conclusion: ".....and it almost seems we'll ne'er go again- except in our dreams - out to old Van Patten's."

HISTORISCOPE

CONTINUED FROM PAGE 2

Thomas was a quiet but effective lawman. He was most noted for killing Bill Doolin just as Doolin was getting ready to move to the Las Cruces area. His famous gun battles included such characters as Dynamite Dick Clifton, Little Bill Raidler, Ol' Yantis, Jim July, Ned Christie, Aaron Purdy, and Pink and Jim Lee.

CONTINUED ON NEXT PAGE

BORMAN CHRYSLER / PLYMOUTH Announces Top Service Awards

*Top Technician believes the
Customer is always right*



Mark Perdue states his philosophy is simple, "You must listen to the customers and believe that the customer is always right."

"Those of us who have had car problems know that this philosophy is hard to find in a

technician", says Tub Muncie service Director of Borman Chrysler Plymouth. Tub goes on to say that Mr. Perdue's assets don't stop there. A professional technician since 1979, Mark has achieved ASE Auto Master Certification, ASE Heavy Duty Truck Certification, Chrysler Technician Certification and is the holder of 14 separate Chrysler Certifications. He has accomplished all by the age of 25.

Ed Ramos Takes Parts Honor...

"Giving 100% doesn't get it done, my customers deserve 125%

100% of the time!"

To find a person totally committed to his profession and his customers is not easy. We're proud to have Ed Ramos as part of the Borman team", states Dan Fuller, Purchasing Director for Borman Chrysler Plymouth.

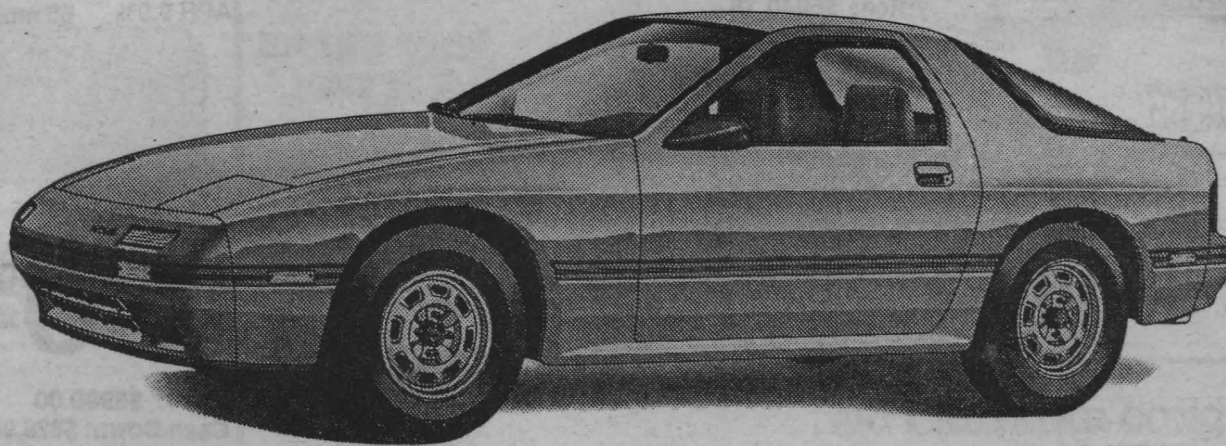
Ed has covered all the positions in the parts business from parts runner, to the counter, to a manager of a local parts store, and now a new promotion as Assistant Parts Manager for Borman Chrysler Plymouth.



"IMPORT CAR OF THE YEAR"

THE BEST SPORTS CAR VALUE IN AMERICA****

*
\$ 250.⁰⁰/_{MO.}



MAZDA RX 7

PRICE \$ 13,200
DOWN \$ 1987.45
APR. 11.9 60 MO.

BORMAN

Ford
Mazda

At 490 N. Valley
526-3361

HISTORISCOPE

CONTINUE FROM PAGE 6

●January 6-- Did you know that New Mexico was a United States territory for 62 years, 3 months, and 26 days? We had one of the longest fights for statehood in the history of our country.

In 1912 our territorial governor, William J. Mills, sent two delegates with statehood documents to meet with President Taft. The delegates, Harvey Fergusson and ex-Governor George Curry, presented those documents on this day in 1912, and President Taft promised his support in making New Mexico the 47th state.

When we finally became a state, our population was only 300,000 ... about one fourth of what it is today.

●January 7-- Today is the birthday of a famous American, President Millard Fillmore. He was born on this

date in 1800. His father's last name was Fillmore, of course, and his mother's last name was Millard, hence the name, Millard Fillmore. He became President when President Zachary Taylor died in July 1850. In Washington, D.C. Fillmore was liked better than Taylor because Taylor kept his horse on the White House lawn; President Fillmore didn't have a horse. But the reason we in New Mexico like President Fillmore the best is because he vetoed the part of a bill that would have made the Mesilla Valley part of Texas.

●January 8-- On this date in 1912, the chief clerk of the U.S. House of Representatives discovered a problem in the election of the delegates from New Mexico. In our statehood bill, there was a provision to elect two delegates to Congress. But the clerk checking the records realized that New Mexico with its population of 300,000 people

was only supposed to have one delegate not two.

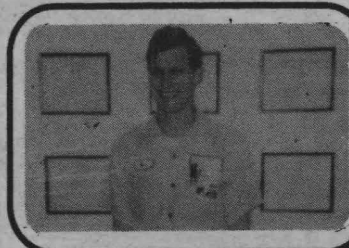
Since Representative Curry got more votes than Representative Fergusson, Curry should have gotten the seat. Although Curry was liked by the other members of Congress, Fergusson was much better known and liked. So, the leaders of Congress decided to seat both delegates and New Mexico got twice their allotted votes.

●January 9-- Billy the Kid's real name was Henry McCarty but he also went by the name of William Bonney, Kid Bonney, The Kid, Billy the Kid, and "Hey you." On this date in 1880, The Kid was having a boisterous evening in Bob Hargrove's saloon in Fort Sumner. Someone informed Billy that a heavy drinking gunman by the name of Joe Grant intended to kill him. The Kid innocently approached Grant and asked to see Grant's ivory-handled

pistol. While pretending to inspect the weapon, he secretly adjusted it so that it wouldn't fire. A short time later Grant challenged Billy by sticking

the gun in Billy's face and pulling the trigger. Billy's gun worked fine. Grant was buried the next day.

BORMAN HONDA / ISUZU Announces Technician of the Month-



Ken Myers believes... "You've got to believe!"

"...believe in your product and yourself, if you're going to be one of the best", states Ken Myers. Ken has been a professional technician

since 1974. He is fully ASE certified and a holder of 12 Honda and Isuzu Factory Certifications. "Ken is the type of technician we are proud to have with our team", says Joe Angelo, Borman Honda Isuzu Service Director.

Quick in giving credit to the entire team Ken states, "Without our great parts inventory and the thousands of dollars worth of training Mr. Borman has made available to me, I wouldn't be as efficient as I am."

Ken and his wife Andy have been married for 7 years and have 2 children, Daniel and Beth.

Ken invites all his friends and associates to come in and ask for him. You can find Ken Monday through Friday from 8AM to 5PM and on Saturday from 8AM to 2PM in the service department.

CONGRATULATIONS to Ken for a job well done.

BORMAN

TAKES PRIDE IN OUR SERVICE ***** FREE OIL CHANGE ON ALL CARS WITH TUNE-UPS

TRANSMISSION

SERVICE

\$12.00

EXCEPT AUTOMATIC TRANS AXEL

ALIGNMENT

SPECIAL

\$7.50

INSPECT FRONT END FOR WEAR

FLUSH

COOLING SYSTEM

\$5.50

INJECTOR

CLEANING

\$ 7.00

GASOLINE ENGINES ONLY

PACK WHEEL

BEARINGS

\$ 6.50

INCLUDES INSPECTION OF BRAKES, SHOCKS AND ROTATE TIRES

HAPPY NEW YEAR

FROM THE SERVICE DEPT.

BORMAN

FORD
MAZDA

SERVICE IS THE
HEART OF OUR BUSINESS

490 N. VALLEY DR.

526-3361

TROOPERS



UNDER

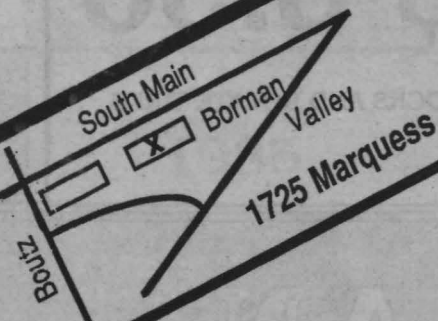
\$189⁰⁰
mo.



Includes 4 year, 60,000 mile service contract

48 mo. lease plus tax w.a.c. residual \$4493 first payment & security deposit of \$250 required. \$2000 cap. reduction or trade value. With approved credit.

**Buy
New
Mexico**



BORMAN

ISUZU
525-2288