

# The COCONUT TELEGRAPH

MARGARITAVILLE MARCH-APRIL, 1990

VOLUME 6, NO. 2

**J**ust about once every leg operation Jimmy Buffett decides to record a live album. Veteran Parrot Heads will recall the "You Had To Be There" tour/album featuring a peg-leg Jimmy Buffett. This year the full leg cast has been replaced by a high-tech plastic splint, but he still carries the cane, providing greater striking range in the Margaritaville "steno pool". Heads up ladies.

That's the good news, but it gets better. In the tradition of self serve gas stations, salad bars, and indoor ultraviolet lighting, CT sub-

scribers are given the opportunity to "roll your own". In a magnanimous gesture, Jimmy has decided that CT subscribers will determine the playlist.

This is a rare occasion. Instead of embarrassing yourself by shouting out requests from the 50th row, you can now, in the privacy of your own home, select the songs that will appear on the live album.

We want you to send us a list of 20 songs that you would like to hear performed live. Now think a minute before you scribble down a bunch of T-shirt de-

signs. Being a CT subscriber has afforded you this extraordinary good fortune. Jimmy has recorded somewhere in the neighborhood of 200 songs, choosing 20 requires a certain amount of effort; put some conscious thought into this.

Send your LEGIBLE list of 20 songs to Summer Tour '90, P.O. Box 1459, Key West, FL 33041. Jimmy Buffett songs only, no wise guys please.

The good news is the live album. Better than that, you select the songs. But the best news will be in the next issue of The Coconut Telegraph.

**THIS ALBUM WAS RECORDED BEFORE A LIVE STUDIO AUDIENCE**



# EARTH DAY 1990

2



**DENIS HAYES**  
*CHAIR & CEO, EARTH DAY 1990*  
Transboundary environmental threats—global warming, ozone depletion, rainforest destruction, ocean pollution, etc.—appear at first glance to be huge, remote, inexorable forces operating far beyond our sphere of influence. However, none of these threats was thrust upon us. None were caused by sun spots, the gravitational pull of the moon, or earthquakes. All were the result

of human choices. Earth Day 1990's global campaign is designed to promote different choices. Sustainable choices that can change the world.

To promote sustainable choices, Earth Day 1990 has structured a campaign that operates at two levels. First, it is raising a citizen's army so large, diverse, and committed that it will be an irresistible political force for environmental change. Second, it is encouraging hundreds of millions of individuals to look deeply at their own lives and ask whether their values, habits, and attitudes are compatible with the sustainable future we need to build.

The foundation of that citizen's army is already in place. Domestically, thousands of people are involved with the hundreds of Earth Day 1990 coalitions forming

across the country. Internationally, Earth Day 1990 has more than a thousand affiliated organizations planning activities in more than 120 countries.

The myriad of Earth Day 1990 activities being planned will involve children and youth groups, schools, colleges and universities, religious groups, socially responsible investors, consumers, workers, businesses, farmers, cities and countries, minority and social justice organizations, and many many more. With all these efforts, we are offering not just a one-day or one-week event, but rather components of a program for lasting change. In the wake of Earth Day, we expect to see the seeds for change at all levels of society.

Those seeds of change will take many forms; new curriculum materials in our

schools, new courses and degrees in our colleges, new business practices by our corporations, new local and national legislation by our policymakers, and new international treaties by our world leaders. On a personal level, Earth Day 1990 will have helped shape environmentally ethical consumption patterns, investment strategies, employment choices, and other behavior.

On Earth Day, we expect to have 100 million people around the world demanding the one basic right of all species: the right to a future. In response, we expect the world's governments to move past the rhetorical stages and actively begin addressing the wide array of urgent, important problems facing the planet. However, government action will never be the whole solution. Fundamental societal change away from our current wasteful practices and toward a more sustainable future will only come about because of a commitment at the individual level to "practice what we preach." If we can adapt our own lives to reflect our concerns for the environment and hold our elected leaders accountable for their promises, then, perhaps, we truly can make the 1990s the "Decade of the Environment."

FOR MORE INFORMATION  
ON EARTH DAY 1990  
PLEASE WRITE:

EARTH 1990,  
P.O. BOX AA, STANFORD  
UNIVERSITY, CA 94305

OR

CALL 415-321-1990.  
FAX # 415-312-2040.

# GREEN PLEDGE

**E**arth Day 1990 is encouraging individuals to commit "for the record" by signing the Earth Day 1990 Green Pledge, which challenges citizen's to respect the environment when they vote, purchase, consume, and invest. Tens of thousands of people have signed the pledge and returned them to local organizers and Earth Day 1990's national headquarters.

Earth Day 1990 organizers will distribute the signed pledges to local and national elected officials. The Earth Day 1990 Green Pledge will demonstrate to elected officials that there indeed exists an informed constituency that considers the health of the planet an issue second to none.

EARTH DAY 1990



GREEN PLEDGE

BECAUSE... our planet today faces severe environmental crises such as global warming, rain forest devastation, growing world population, and water and air pollution...

BECAUSE... the planet's future depends on the commitment of every nation, as well as every individual...

I PLEDGE TO DO MY SHARE IN SAVING THE PLANET  
BY LETTING MY CONCERN FOR THE ENVIRONMENT SHAPE HOW I:

- ACT:** I pledge to do my utmost to recycle, conserve energy, save water, use efficient transportation, and try to adopt a lifestyle as if every day were Earth Day.
- PURCHASE:** I pledge to buy and use only those products least harmful to the environment. Moreover, I will do business with corporations that promote global environmental responsibility.
- VOTE:** I pledge to vote and support those candidates who demonstrate an abiding concern for the environment.
- SUPPORT:** I pledge to support the passage of local, state and federal laws and international treaties that protect the environment.

Earth Day 1990 — April 22, 1990

(tear here)

LET EARTH DAY KNOW THAT YOU HAVE JOINED THOUSANDS OF OTHERS  
IN TAKING THE GREEN PLEDGE!

Signature \_\_\_\_\_

Name (please print) \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone number \_\_\_\_\_

I also would like to support Earth Day 1990's campaign with my contribution of:

\$10

\$25

\$50

\$100

Other: \_\_\_\_\_

Please return to: EARTH DAY 1990, P.O. Box AA, Stanford, CA 94309 (415)321-1990

**MARGARITAVILLE  
SUN MAT**

Spring into Spring with last summers best seller. Washable canvas mat is over 5" in length. Rolls up for carrying and storage. Features padded pillow, convenient pocket for keys, shades, etc., & heavy duty nylon trim and handle. Comes completely assembled.

\$25.00

PHOTO ON PAGE 8

**MARGARITAVILLE  
VISOR**

Colorful Margaritaville logo embroidered on a 100% cotton visor. Features terry cloth headband and is adjustable.

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**BACK BY  
POPULAR DEMAND**

Retired Caribbean Soul designs made available only to Margaritaville. ONE PARTICULAR HARBOUR, HURRICANE & MIGRATION designs. All are available in Caribbean Soul pastels. Size S,M,L & XL.

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Pastel colors dominate this fanciful look at Key West's waterfront. Bahamian style print available in white background only. One Size Fits All.

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**MARGARITAVILLE  
SIX PACK**

Six assorted color foam cups. \$3.00 each or 6/ \$15.00.



MARGARITAVILLE VISOR



MIGRATION



CARIBBEAN SOUL  
DESIGNS

**MARGARITAVILLE  
SIX PACK**



RATION



HURRIGANE HARBOUR

**NEW CHAMBRAY SHIRTS**  
How about something with a little style? "Outdoor Impressions" has designed this shirt exclusively for Margaritaville. Stitched collar, pockets and sleeves, embroidered 'Margaritaville' logo, 100% cotton and machine washable. Available in Off White, Grey or classic "work shirt" Blue. Sized S,M,L, & XL. \$38.00

**CARIBBEAN SOUL'S NEWEST WRAP DESIGN**

Sugar cane Plantation design wraps completely around 100% cotton oversize T. One Size Fits All, White only. \$20.00



NEWEST CARIBBEAN SOUL WRAP DESIGN

**CARIBBEAN SOUL LONG SLEEVE DESIGNS**

Popular Caribbean Soul Crest design prominently displayed on 100% cotton knit shirt. Available in Caribbean Soul pastels. Size M,L, & XL \$25.00  
JB's Album & Palm also available in long sleeve. Featured on left front chest. Available in Caribbean Soul pastels. Size M,L & XL. \$25.00

NEW CHAMBRAY SHIRTS



PARROT HEAD PEN & PENCIL SET

**PARROT HEAD PEN & PENCIL SET**  
Back In Stock! Precision balanced pen & mechanical pencil. Guaranteed for life. \$30.00 for the set, or \$15.95 for pen alone. Pencil not available individually.



## MARGARITAVILLE GLASSWARE

### SLEEPLESS KNIGHT BEER STEIN

Order of the Sleepless Knights.  
Crest on heavy 10 oz. stein.  
\$10.00 each.

CLASSIC  
MARGARITA GLASS  
Long stemmed 16 oz. glass  
engraved with JB's signa-  
ture. \$10.00 each.

2 MARGARITA GLASSES  
WITH OUR OWN MARGA-  
RITA MIX FOR \$20.00.

A1A MUG  
"Strolling down the avenue."  
16 oz. mug \$10.00 each.

LOST  
SHAKER OF SALT  
The search is ended, salt  
shaker is \$5.00.

CAFE SNACK  
TRAY  
Matching glass cafe snack  
tray is 13 inches in diame-  
ter. Tray is \$16.00. HELP US  
HELP YOU, SAVE \$11.00.  
SET OF 4 GLASSES AND  
TRAY FOR \$35.00.

CAFE  
GLASS  
Classic pilsner shape with  
base. Cafe glass holds 10 oz.  
\$7.50 each or 4 / \$25.00.  
Please include an additional  
\$2.50 S/H if ordering a set  
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## MARGARITAVILLE BOOKSHELF

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Mark Twain's Classic piece of  
travel writing, brimming with  
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Stories of shipwrecks and  
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Offers essays, anecdotes,  
facts and legends all pertain-  
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18 weeks and still on the  
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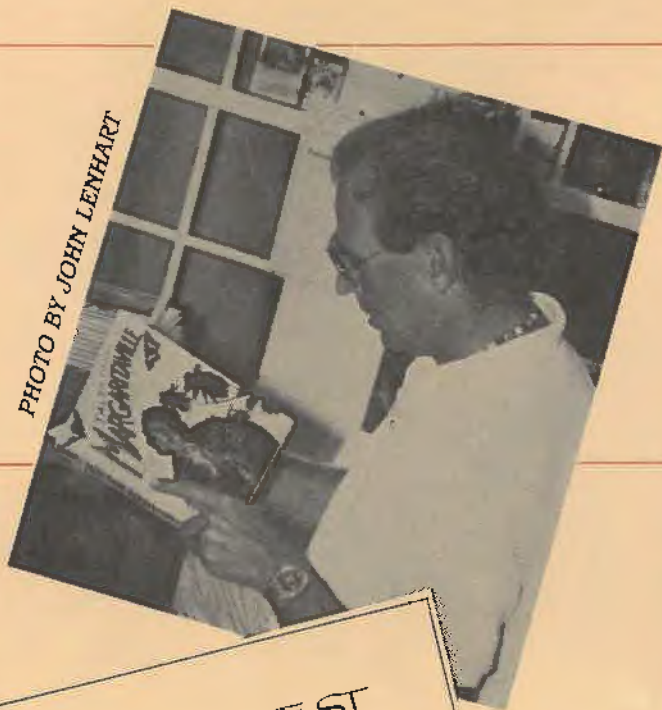
Jimmy and daughter Savan-  
nah Jane team up to write a  
best selling children's book.  
Hardback is \$14.95.

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**1-800-COGOTEL**

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PHOTO BY JOHN LENHART



THE KEY WEST  
READER:



THE BEST OF KEY WEST'S WRITERS  
1850-1990  
EDITED AND WITH AN INTRODUCTION BY  
GEORGE MURPHY

Mark Twain



FOLLOWING  
THE EQUATOR  
A Journey Around the World  
With Over 100 Illustrations

COCONUT TELEGRAPH

Keep in touch with Key West and Margaritaville. The Coconut Telegraph is mailed 6 times a year. \$5.00 covers printing & postage. Outside U.S. \$10.00.

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1-800-COCOTEL

# SPRING BREAK BLUES



**I**t's March in Key West. The good news is the spring breakers are coming, the bad news is the spring breakers are coming. Last year thousands of young hormonally driven 'students' arrived in town, much to the surprise of city officials, and left quite an impression. Hotel/motel rooms were trashed, signs were stolen (including the Margaritaville Cafe's), and a negative attitude toward spring breakers was formed.

For it's part, the Key West City Commission quickly sprang into action—it formed a committee. The Spring Break Committee, for want of a better name, was set up and members were recruited from a variety of backgrounds. One of their decisions was to draft a letter to students informing them of the "way things are" in Key West.

This relatively innocuous letter, an informative list actually, was sent to thousands of colleges and universities in an attempt to limit the number of spring breakers. The letter pointed out what students planning a visit to Key West "need to be aware of." Kinda' like the classic 'Big Brother' line from COOL HAND LUKE. "What we got here is failure to communicate."

Several days later an article appeared in USA Today stating that spring breakers are not welcome in Key West and that a letter stating this had been received by many colleges and universities. A UPI article ran in many papers stating roughly the same thing. Things were getting out of hand.

This spring will see many students in Key West. Most will arrive

with several 'fun tickets in their pockets' and keep their debauchery to a minimum. Others, who were not "made aware" will be complete asses and thus give the entire group a bad name. Much like preachers and politicians, some spring breakers just can't be trusted. But we can't condemn an entire group for the actions of a few, that's wrong—isn't it?

To make it easier for all visitors to enjoy their stay on our island, we have supplied the list (slightly amended) sent to students.

1. KEY WEST HAS THE HIGHEST COST OF LIVING IN THE STATE OF FLORIDA. It ain't cheap to stay here.
2. THERE IS ONLY ONE CAMPING FACILITY IN KEY WEST PROPER. You really don't want to stay here.
3. THE DRINKING AGE IN FLORIDA IS 21. ALCOHOL IS NOT ALLOWED IN PUBLIC AREAS AND OPEN CONTAINERS ARE PROHIBITED IN AUTOMOBILES OR OTHER VEHICLES. Don't be a jerk.
4. ALCOHOL AGENTS CLOSELY MONITOR NIGHTCLUBS. Many, many fake ID's were confiscated last year. Margaritaville turned away people left & right.
5. RV PARKING IS VERY LIMITED, AND NO RV PARKING IS ALLOWED ON CITY STREETS. Please don't turn our parking lot into a mobile home park.
6. THE CITY OF KEY WEST WILL APPRECIATE YOUR REVIEW OF THE ABOVE STATED REGULATIONS AND YOUR GLOSE ADHERENCE TO THEM SHOULD YOU DECIDE TO VISIT OUR CITY THIS YEAR. Go to Daytona.

## The COCONUT

BULK RATE  
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KEY WEST, FLA. 33040