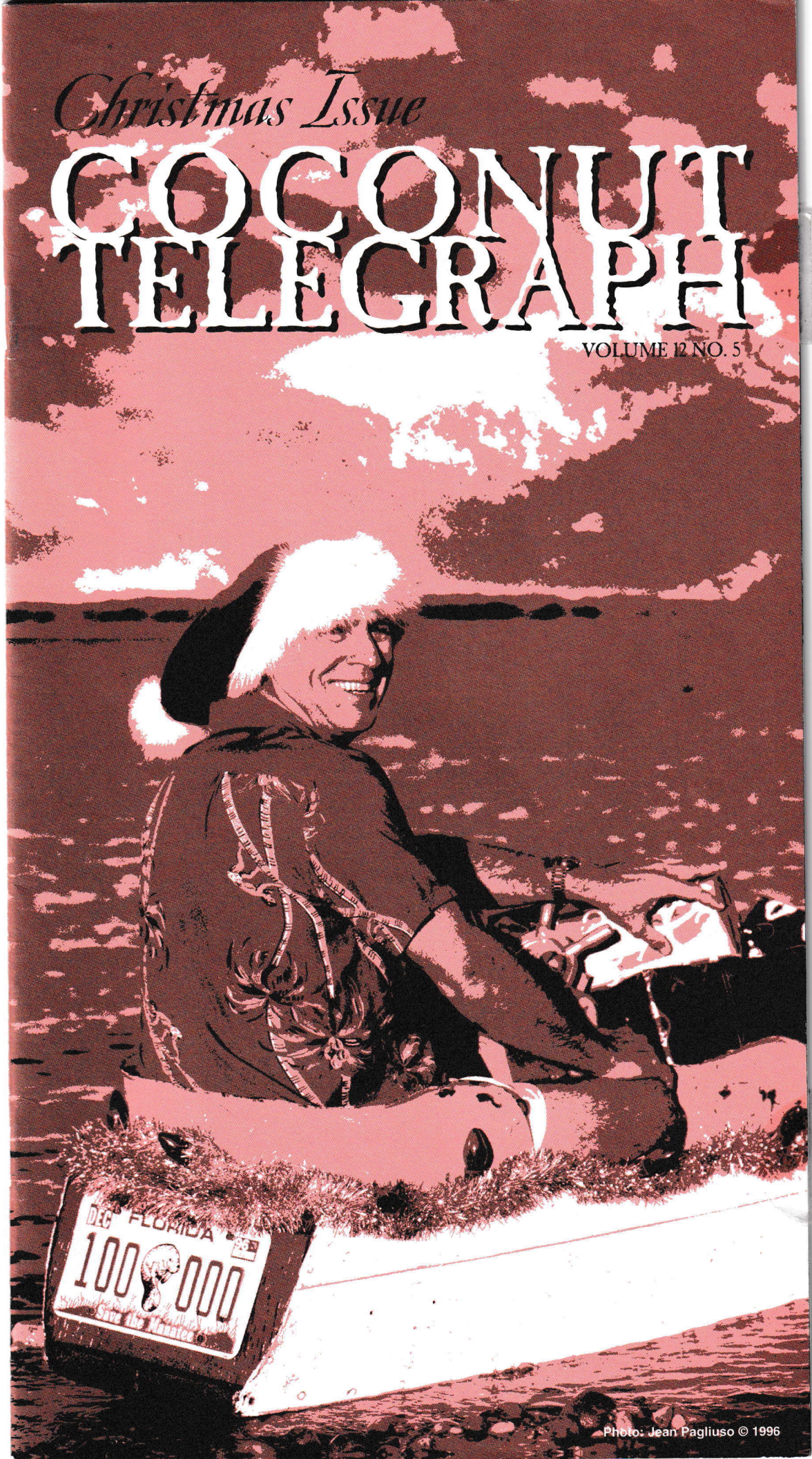
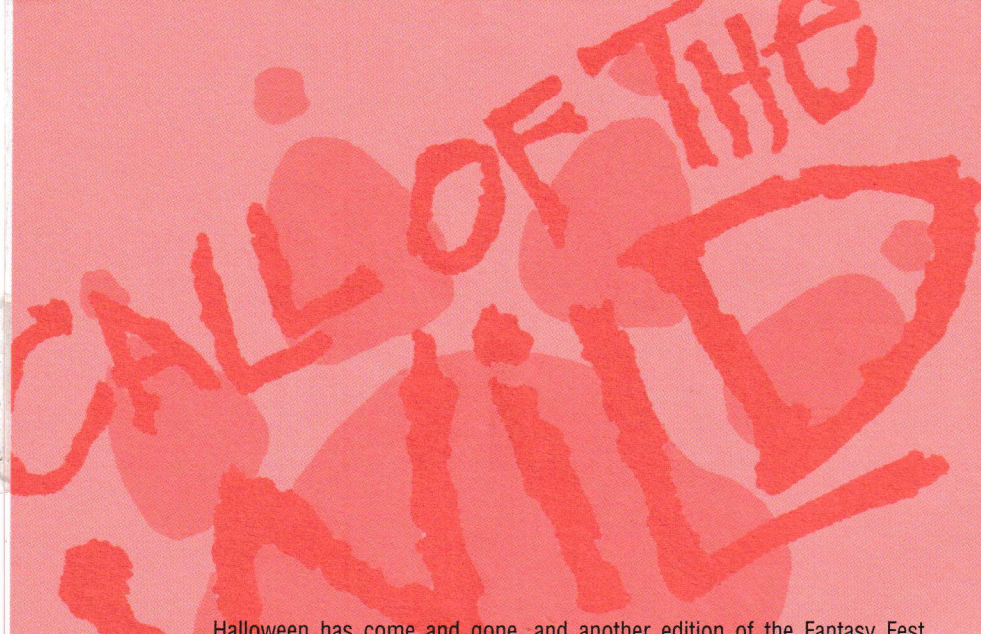


Christmas Issue

COCONUT TELEGRAPH

VOLUME 12 NO. 5





Halloween has come and gone, and another edition of the Fantasy Fest poster hangs limply in store windows while "Official 1997 Call Of The Wild" T-shirts are placed on sale. Key West pulls out all the stops in this annual event and celebrates in a way that attracts national attention. Costumes are optional, bizarre behavior is not only condoned, but required, and all scruples are checked at the door - you know, kind of like the parking lot at a Buffett concert. Comparisons to New Orleans' Mardi Gras have been made by those engaging in these activities, and those who choose not to participate liken it to a week in a mental institution - albeit with better food. To the uninitiated it may seem an unorthodox way to celebrate the "hallowed" eve of All Saint's Day, but many Key West Sunday mornings have been greeted with the cry, "The dead have arisen!"

Fantasy Fest began two decades ago when there was still such a thing as a "season." Locals fighting the October doldrums threw parties to celebrate surviving the seasonal tourist onslaught. Eventually these parties would adopt themes requiring planning and costumes. The celebrating began days in advance and costume adornment was not confined to the parade. Bank tellers, store clerks, why even the owner of Fausto's Food Palace began "dressing" for work. Individuality promotes competition, and the creativity expressed in the costumes of the late 70's demanded to be displayed. Why dress up for only one night? Costumed conchs exhibited their outfits at parties and in the streets, gravitating toward Duval where, after a time, expectant lawn-chaired locals lined the popular avenue.

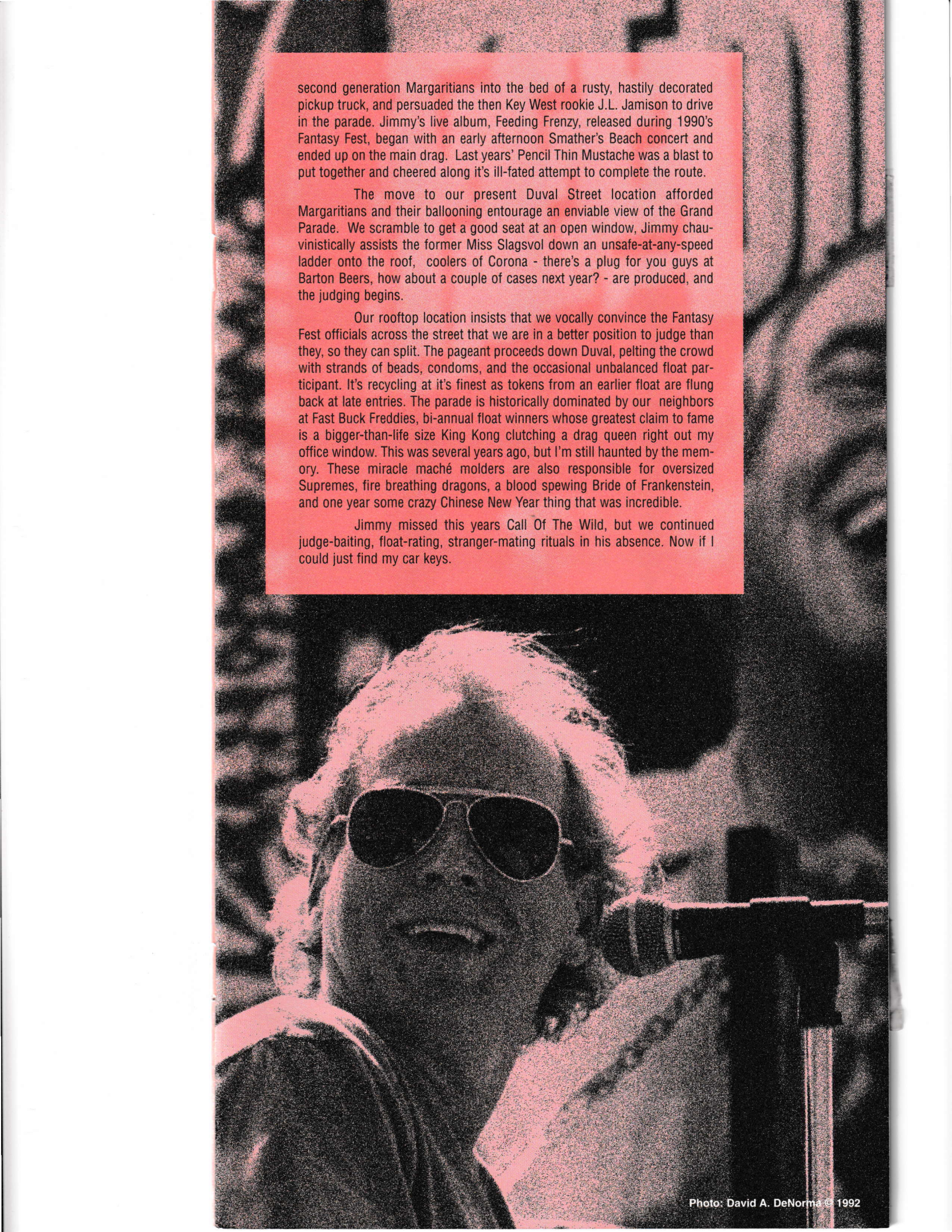
Word soon spread about the fall festival in Key West, and visitors began packing costumes along with their suntan oil. Streets were blocked off for parties, hotels and guesthouses were topically garnished and businesses closed their doors to participate in the festivities. Fantasy Fest was born, nourished by tourists and locals alike and administered by revolving royalty - the Fantasy Fest King & Queen.

The party begins with a Bahamian Goombay Festival. Petronia Street strikes a third world pose, enticing inquiring minds and appetites deep into Bahama Village. Everything from traditional conch and lobster to exotic Everglade alligator tail to what I suppose is meat, is marinated in an eye-watering home grown mélange stewing in a cast iron vessel charred by an eternal propane flame, then deep fried in boiling oil reminiscent of less cholesterol-conscious times.

Margaritaville's involvement with this yearly ritual began 10 years ago. We began as observers, curious transplants to the strange world thrilled to discover the anonymity of a mask. In 1985 Jimmy served as Captain Tony Tarracino's unofficial campaign manager in his run at the Key West mayoral position. The infamous captain lost the election that year, but had a helluva float. Several years later, Jimmy coaxed all



Jimmy and Captain Tony – Fantasy Fest '85



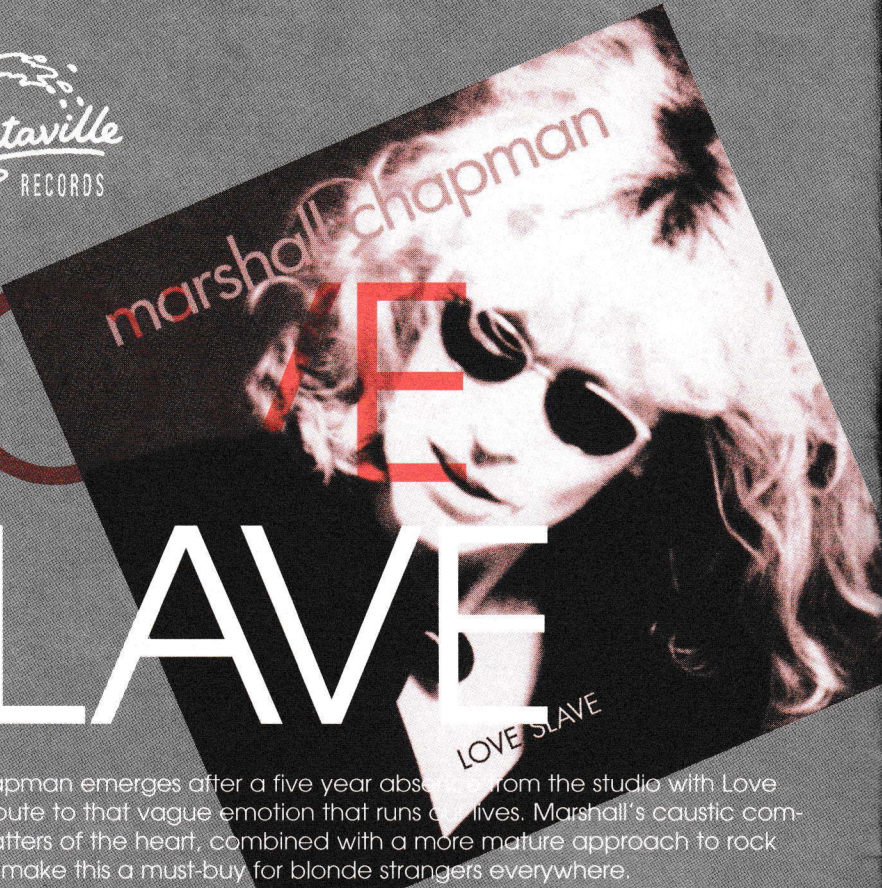
second generation Margaritians into the bed of a rusty, hastily decorated pickup truck, and persuaded the then Key West rookie J.L. Jamison to drive in the parade. Jimmy's live album, Feeding Frenzy, released during 1990's Fantasy Fest, began with an early afternoon Smather's Beach concert and ended up on the main drag. Last years' Pencil Thin Mustache was a blast to put together and cheered along it's ill-fated attempt to complete the route.

The move to our present Duval Street location afforded Margaritians and their ballooning entourage an enviable view of the Grand Parade. We scramble to get a good seat at an open window, Jimmy chauvinistically assists the former Miss Slagsvol down an unsafe-at-any-speed ladder onto the roof, coolers of Corona - there's a plug for you guys at Barton Beers, how about a couple of cases next year? - are produced, and the judging begins.

Our rooftop location insists that we vocally convince the Fantasy Fest officials across the street that we are in a better position to judge than they, so they can split. The pageant proceeds down Duval, pelting the crowd with strands of beads, condoms, and the occasional unbalanced float participant. It's recycling at it's finest as tokens from an earlier float are flung back at late entries. The parade is historically dominated by our neighbors at Fast Buck Freddies, bi-annual float winners whose greatest claim to fame is a bigger-than-life size King Kong clutching a drag queen right out my office window. This was several years ago, but I'm still haunted by the memory. These miracle maché molders are also responsible for oversized Supremes, fire breathing dragons, a blood spewing Bride of Frankenstein, and one year some crazy Chinese New Year thing that was incredible.

Jimmy missed this years Call Of The Wild, but we continued judge-baiting, float-rating, stranger-mating rituals in his absence. Now if I could just find my car keys.

Margaritaville
RECORDS



LOVE SLAVE

Marshall Chapman emerges after a five year absence from the studio with Love Slave, her tribute to that vague emotion that runs our lives. Marshall's caustic comments on matters of the heart, combined with a more mature approach to rock n' roll music, make this a must-buy for blonde strangers everywhere.

It's a powerful record that proves a whisper really is louder than a scream. "As much as you try to make things simple, there will always be these layers you have to take into consideration." And it's from that consideration that the beautiful balldry of acceptance In The Fullness Of Time and the bluesy vamping on erotic denial/desire Just To Torture Myself come into being. These songs dig a little deeper into the psyche, offer a wider range of emotions and come from a much quieter place than those on it's freewheeling predecessor, but hit every bit as hard.

Visit Marshall's web site @ <http://www.tolight.com>

Todd Snider played at Jerry Jeff Walker's First Annual Labor Fest, held appropriately on Labor Day, in Lukenbach, TX. Anyone having had the good fortune to see Todd perform in the past know that they missed a good time. Jerry Jeff accompanied Todd on several songs, notably the classic Mr. Bojangles. Step Right Up, Todd's 2nd Margaritaville Records release continues to do well. A second single, Late Last Night, will be released later this month.

Last years' New Years Eve appearance in Key West made a lasting impression on Todd and the Nervous

Wrecks, who actually seemed quite calm in our legendaray laid-back atmosphere.

They're returning this year for some fun, some sun and to get an album done. For information on Todd's 1997 New Year's Eve appearance call (305) 292-1435.

Carolina Beach Music

Ever wondered what kind of music Jimmy Buffett listens to? Well, you can take the boy out of the south... Two recent additions to his personal collection are Walking To New Orleans & Beach Music Anthology Box Set.

Walking To New Orleans contains 25 tracks, many of them rare and never before released. Beach Music Anthology is a collection of 90 great beach and R&B classics. The anthology also includes a number of rarities. We've included both in Margaritaville's Music Selections, check 'em out.

From the historically harrassed half-island of Haiti comes the third world music of RAM. Richard Morse, descendant of a legendary Haitian singer and a Yale graduate fronts the latest band to sign with Margaritaville Records.

Kathy Burdick, a Memphis R&B singer, who's performed with Jimmy Buffett in the New Orleans' Margaritaville Cafe is also being groomed for stardom by the Nashville handlers.

Behind the Counter



Sharon and Gina

Photo: Carla James

This is a new feature of The Coconut Telegraph highlighting the crack management staff of the Margaritaville Store in Key West. Sharon & Gina have been with Margaritaville for well over a decade. They were rewarded for their loyalty with a trip to Compass Point in the Bahamas, and came home rested and rejuvenated, anxious to get back behind the Key West counter. This column will feature their observations of the customers, the comments, the questions of the curious cruisers.

The most asked question is if Jimmy really owns the store. We tell him yes, he does, and yes he does come in at times. Not as often as he used to, but those times are very special for the customers. He's always in a good mood when he comes, signing autographs and posing for pictures.

We should probably start with memories of the old store in Land's End Village. The store was much smaller then, but the customers were always excited to be there. Jimmy spent a lot more time in town in those days, and we'd see him out at bars and restaurants all the time. It was great because he would buy us a drink and come by and say Hi. But now we're off the topic...

Our customers come in all shapes and sizes, they come to Key West by boat, car

or plane. However they get here, they all know where Margaritaville is, whether they're buying something for themselves, or picking up a gift for someone back home. Many of our old customers will be pleased to find out we now have two registers. With one register and a store full of customers, the most common complaint was that, "the line at Margaritaville was longer than any at Disneyworld!" As funny as this was, it was also true. So we recently had another one installed. The customers really seem to appreciate it, and we all like being able to greet them while they're still in a good mood.

We do get some great questions. "What time is sunset celebration?" "Where's the buffet?" But our favorite had to be the guy from Wisconsin who asked, "Which beach is closest to the water?" We'll be keeping track of the questions and remarks of our customers for this column. In fact, we'd like to hear your comments. If you've been to Key West write and let us know what you thought of the store. If you plan to come in the future, write us with any questions you may have.

This column is for you, our customer. You can send questions, comments or suggestions to Sharon & Gina, Behind The Counter, 500 Duval St., Key West, FL 33040

Jimmy Buffett Music Catalog

All selections available on cassette tape (TA) or compact disk (CD)

A White Sport Coat & A Pink Crustacean
#TAWHITE \$4.98 #CDWHITE \$11.98

Living & Dying in 3/4 Time
#TALIVIN \$7.98 #CDLIVIN \$13.98

A1A
#TAA1A \$7.98 #CDA1A \$13.98

Havana Daydreaming
#TAHAVANA \$4.98 #CDHAVANA \$11.98

Changes in Latitude, Changes in Attitude
#TACHAN \$7.98 #CDCHAN \$13.98

Son Of A Son Of A Sailor
#TASON \$7.98 #CDSON \$13.98

You Had To Be There (Double live recording)
#TABETHERE \$9.98 #CDBETHERE \$29.95

Volcano
#TAVOLC \$4.98 #CDVOLC \$11.98

Coconut Telegraph
#TACOCO \$4.98 #CDCOCO \$11.98

Somewhere Over China
#TACHINA \$4.98 #CDCHINA \$11.98

One Particular Harbour
#TAHARB \$4.98 #CDHARB \$11.98

Riddles In The Sand
#TARIDDLES \$4.98 #CDRIDDLE \$11.98

Last Mango In Paris
#TAMANGO \$4.98 #CDMANGO \$11.98

Song(s) You Know By Heart
#TASONGS \$7.98 #CDSONGS \$13.98

Flordays
#TAFLO \$4.98 #CDFLO \$11.98

Hot Water
#TAHOT \$4.98 #CDHOT \$11.98

Off To See The Lizard
#TALIZARD \$4.98 #CDLIZARD \$11.98

Feeding Frenzy
#TAFRENZY \$7.98 #CDFRENZY \$13.98

Buffett Box Set
#TABOX \$39.98 #CDBOX \$59.98

Before The Beach
#TABEACH \$7.98 #CDBEACH \$13.98

Fruitcakes
#TAFRUIT \$10.98 #CDFRUIT \$16.98

Barometer Soup
#TASOUP \$10.98 #CDSOUP \$16.98

Banana Wind
#TABANANA \$10.98 #CDBANANA \$16.98

Christmas Island
#TAXISLAND \$10.98 #CDXISLAND \$16.98

Margaritaville Records

Margaritaville Cafe Late Night Menu - Key West
#TACAFE \$7.98 #CDCAFE \$13.98

Margaritaville Cafe Late Night Gumbo - New Orleans

#TAGUMBO \$9.98 #CDGUMBO \$17.00

Todd Snider Songs For The Daily Planet
#TATODD \$10.98 #CDTODD \$15.98

Todd Snider Step Right Up
#TATODDSTEP \$10.98 #CDTODDSTEP \$15.98

The Iguanas Super Ball
#TAIGSUPER \$9.98 #CDIGSUPER \$13.98

Utley & Greenidge Club Trini
#TATRINI \$9.98 #CDTRINI \$17.00

Parakeet Album - Songs of Jimmy Buffett
#TAKEET \$9.98 #CDKEET \$17.00

Marshall Chapman ...it's about time
#TATIME \$9.98 #CDTIME \$17.00

Marshall Chapman Love Slave
#TASLAVE \$10.98 #CDSLAVE \$17.00

New Music

Finger's Taylor New Release

Old Rock n' Roller *On CD only.*
#CDOLDROCK \$14.98

Carolina Beach Music

Walking To New Orleans
#TAWALK \$9.98 #CDWALK \$16.00

Beach Music Anthology
Available only on 4-CD box set.
#CDBMANTH \$59.98

THE MARGARITAVILLE S.T.O.R.E.



New 1996 Christmas Design "Ho ho ho and a bottle of rum Santa's off to the Caribbean"
 Box of 20 cards w/envelopes #STWREATH-SET \$20.00 Single card w/envelope #STWREATH \$1.50

New 1996 Christmas Design available on 80/20 sweatshirt. White only. Size: M,L,X, & XXL #SW1XMAS \$27.95

Christmas Ornaments designed by 3rd Street. Hand painted wooden ornaments in 5"x5" box. Set of 4, Cheeseburger, Margarita Glass, Palm Tree and Salt Shaker. #NVORNSET \$20.00

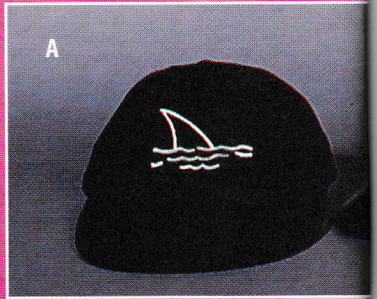
Margaritaville Christmas Greeting hand painted on Florida Keys coconut. #NVXCOCO \$16.00

Margaritaville Cafe Holiday Design "Universal Laughter Ringing Out Among The Stars" Box of 20 cards w/envelopes #STXMAS2SET \$20.00 Single card w/envelope #STXMAS2 \$1.50





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BACK



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- A New A1A Cap** A1A embroidered on 100% cotton cap. Solid Black w/White stitching or White cap w/Black stitching. Adjustable. **#CP2A1A \$16.00**
- Margaritaville Merchandise Fin Cap** Black cap w/White stitching. **#CP2MFIN \$15.00**



"I used to go crazy for days at a time, now I'm taking my time with my days."



- B Margaritaville Store Design** available in White, Black, Ash Grey, Yellow or Jade. Size: M,L,XL & XXL **#CRS1SPLAS \$14.95**
- C Used To Go Crazy** available in White, Beige or Ash Grey. Size: M,L,XL & XXL **#CRS1CRAZY \$14.95**
- D Shaved Terry Sweatshirt** features Used To Go Crazy design printed on 100% cotton berber sweat. Available in Natural only. Size: S,M,L,XL **#SW1CRAZY \$42.00**

- E Quietly Making Noise Polo Shirt** 100% cotton Outer Banks® polo shirt. Noisy character embroidered on left front chest. Features include 2 button placket & split tail. Available in White or Forest Green only. Size: M,L,XL **#GS2NOISE \$37.00** XXL **#GS2NOISEXX \$39.00**
- F Floral Cap** with Margaritaville Store logo also available with Parrot Head logo embroidered on front panel. Floral print in Blue, Black or White background. Store logo **#CP3SPLAS** or Parrot Head logo **#CP3PHC \$15.00**



- G Margaritaville Store Golf Shirt** 100% cotton Outer Banks® golf shirt. 2-button placket, banded sleeves and split extended tail. Available in White, Royal Blue, Jade, Yellow or Forest Green. Size: M,L,XL & XXL **#GS2SPLAS \$37.00**



A

100% cotton crew neck T-shirts.
Available exclusively through the
Margaritaville Store or The Coconut
Telegraph.

A Island of Margaritaville Pocket T available
in White only. Size: M,L,XL & XXL.
#CRS1ISLAND \$15.95

B Regatta Wrap design available in White
only. One size fits all. #CRS1REGWRXX
\$20.00

C Little Harbour available in White, Beige or
Ash Grey. Size: M,L,XL & XXL #CRS1LITH
\$14.95

D Quietly Making Noise available in White, or
Ash Grey. Size: M,L,XL & XXL #CRS1NOISE
\$14.95

E Hemisphere Dancer available in White only.
Size: M,L,XL & XXL #CRS1DANCE \$14.95

F Jamaica Mistaica available in White, or Ash
Grey. Size: M,L,XL & XXL #CRS1JAM
\$14.95

G Very Important Parrot Head available in
White only. Size: M,L,XL & XXL #CRS1VIP
\$14.95

H Parrot Phlock available in White, Beige or
Ash Grey. Size: M,L,XL & XXL #CRS1PHLK
\$14.95



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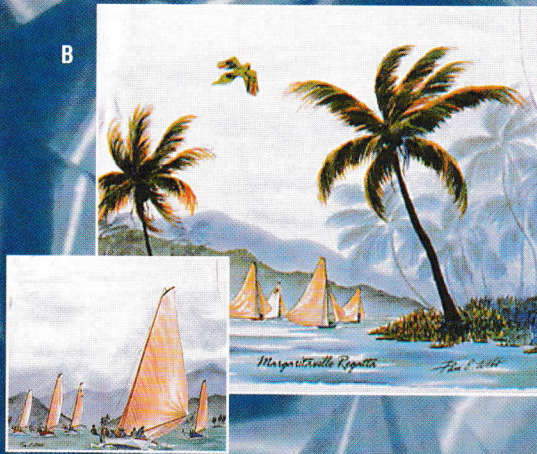


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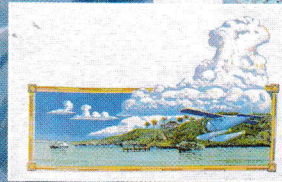
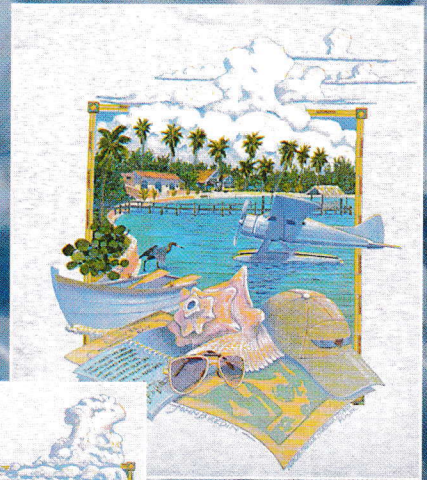
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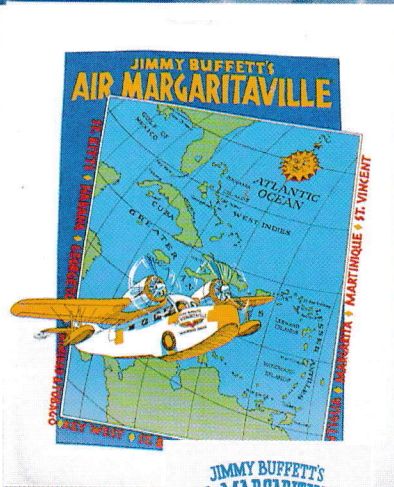


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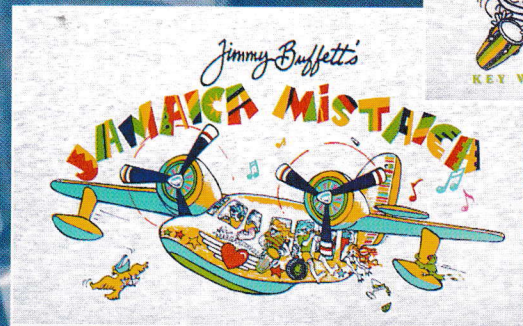


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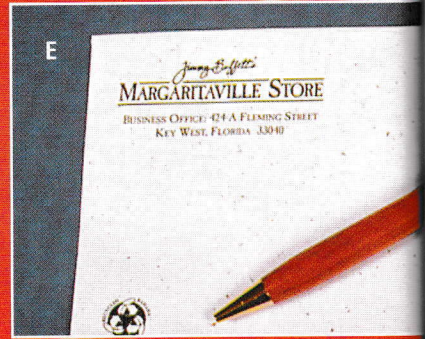
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A Sunburst Throw is 100% cotton. Jacquard woven, not printed, with the finest naturally grown fibers available. Deep, rich colors are completely woven into the throw creating a superior quality product. Measures 46" X 65". **#NVTHROW \$50.00**

B Tropical Margaritaville Glass Case Store 'em in style. **#NVGLASSCASE \$5.95**

C Mousepads printed with Margaritaville Cafe or Parrot Head Club logo. Pad measures 8" X 9.5". Margaritaville Mousepad **#NVCAFEPAD** or Parrot Head Club Mousepad **#NVPHCPAD \$9.95**

Key West Diskovered New CDROM with over 1700 pictures, 500 topics, video and sound. Easy to install. Requires Windows 3.1 or higher, SVGA card and optional sound card. **#NVKWCROM \$22.95**

Computer Monitor Frame includes velcro tabs for easy installation, and punch out center for notes, etc. 8" H x 10.5" W **#NVCOMPFR \$15.00**

D Boat Flag Store logo embroidered on one side of 14" X 20" nylon flag. **#NVFLAG \$29.95**

Windsock Store logo embroidered on 18" top. Six bright streamers measure 42". **#NVSOCK \$35.00**

License Plate Frames Heavy duty metal. Margaritaville **#NVMARGFR \$6.50** or Parrot Head **#NVPHFR \$6.50**

License Plates Modeled after official Florida Manatee plates. Margaritaville **#NVMARGLIC \$8.00** or Parrot Head **#NVPHLIC \$8.00** Fins license plate. **#NVFINLIC \$8.00**

E Rosewood Pen with Margaritaville Cafe logo laser etched on. Gift box included. **#NVCAFEPEN \$20.00**

F Margaritaville Bags Carry Your Gifts in Style. **Cotton Parrot Bag #BAGPARROT \$15.00** **Cafe Tote Bag** Lined burlap with wooden handles. Bag measures 18"X20". **#BAGCAFETOTE \$12.00**

Copabanana Slouch Backpack Heavyweight canvas, 1 1/2" wide shoulder straps, embroidered Margaritaville Cafe logo on outer compartment. Nylon zipper closure, front zipper pocket, brass detailing. **#BAGKNAPCAFE \$41.00**

G Playing Cards feature Parrot Head Club logo. **#NVPLCARD \$5.00**

H New Margaritaville Ice Scraper Warm, sheepskin lined canvas mitt with attached ice scraper. Keeps your hand warm and provides a lyrical diversion to the terrible task at hand. The Weather is Here, Wish You Were Beautiful printed on mitt. **#NVICESCRAP \$9.95**

A Stuffed Parrot Head adjustable cap with, bright wings and foot-long tail. #CPNPAR-ROT \$19.95

B Margaritaville Hawaiian Shirt Custom designed "Cheeseburger in Paradise" shirt...*Hawaiian Style*. First in a series of Hawaiian originals based on popular song lyrics. Exclusive "Cheeseburger" design now available for a limited time. 100% spun rayon shirt tailored in Hawaii by Reyn Spooner®. Size: S,M,L,XL & XXL #WS3CHEESE \$65.00

C Embroidered Margaritaville Cafe Logo Cap Cotton. Soft, flexible brim, vent holes on either side. Light Khaki only. Size: S/M (22-3/4") or L/XL (24"). #CP2ROLLUP \$18.00

D Margaritaville Store or Parrot Head Club embroidered on front panel of 100% cotton poplin ball cap. Store logo available on solid White #CP2SPLASWH or Mint Green #CP2SPLASGN \$15.00. Parrot Head logo available on solid White #CP2PHCWH or Navy Blue #CP2PHCBL \$15.00

E Parrot Scene Design available in White, Ash Grey, Yellow, Turquoise or Tan. Size: M,L,XL & XXL #CRS1SCENE \$14.95 -

F New Margaritaville Design embroidered on 100% cotton T. Available in Gold, Teal or Cinnamon. Size: L,XL & XXL #CRS2TROP \$23.95

G Margaritaville Recipe available on Natural Cream color only. Size: M,L,XL & XXL #CRS1MAP \$14.95

H Long Sleeve Treasure Map available on Natural Cream color only. Size: M,L,XL & XXL #CRL2TREAS \$25.00

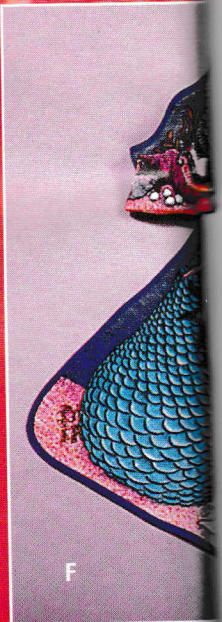
I New Made in Margaritaville Label Design available on Natural Cream color only. Size: M,L,XL & XXL #CRS1LABEL \$14.95

J Air Margaritaville Cap 6-panel cap with suede leather bill. #CP2AIRLTHR \$20.00

Coconut Telegraph embroidered on 100% denim cotton cap. Natural cap with Denim Blue or Olive Green bill. #CP2COCOTEL \$16.00









A Margaritaville or Parakeet Club screen printed on youth T-shirt. Available in Navy, Jade, White or Yellow. Size: XS (2-4) SM (6-8) MD (10-12) LG (14-16) Margaritaville #YCRS13CAFE Parakeet Club #YCRS1KEET \$8.95

B Color-Me Margaritaville 100% cotton youth T-shirt. Includes pastel dye color sticks and instructions for best results. Size: XS (2-4) SM (6-8) MD (10-12) LG (14-16). #YCRS1COLOR \$15.00

C Trouble Dolls by Jimmy & Savannah Jane Buffett. Hardback #BKTRBL \$14.95

Jolly Mon Jimmy & Savannah Jane's best selling children's book based on the song. Hardback #BKJOLLY \$16.00 Paperback #BKJOLLYPB \$6.00

Also available in Hardback & Cassette Tape set featuring Jimmy and Savannah Jane, music by Michael Utley.

#BKJOLLYTA \$19.95

Cheeseburger Pillow Soft, stuffed pillow measures 12" X 6". #NVPILLO \$26.00

Cheeseburger Junior measure 6" X 6". #NVBPILLOW \$10.00

Stuffed Manatees Available in 8, 14 or 20 inch. From the Manatee Toy Company. Hand washable. For children over 3.

8" Manatee #NVMAN8 \$12.00

14" Manatee #NVMAN14 \$18.00

20" Manatee #NVMAN20 \$25.00

Margaritaville Youth Cap Cafe logo embroidered on 100% cotton cap. Adjusts to fit ages 4 to 7. Green cap w/Natural bill. YCP2CAFE \$14.95

Infant Cheeseburger Cap Natural color cap with fabric covered elastic back. 100% certified organic cotton, no chemicals or bleaches. Fits infants from 1 to 12 months. YCP2CHEESE \$14.95

Parakeet Album Songs of Jimmy Buffett #TAKEET \$9.98 #CDKEET \$17.00

D 100% Cotton Camp Shirt and Short Set with Margaritaville silk screened on left front pocket and short leg. Camp Shirt & Jam sold separately. Size: XS (2) SM (4) MD (5-6). Shirt - #YWS3CAMP \$14.95 Jams - #YSH3JAM \$9.95

E Jolly Mon Sing Dolphin Design on crew neck T. Size: XS (2) SM (4) MD (5-6) #YCRS1JMON \$8.95

Also available on White or Grey 50/50 sweatshirt. Size: XS, SM & MD.

YSW1JMON \$15.00

F Little Miss Magic / Pirate Treasure Hat & Bib Set. New for the drooling Parakeet. Decorative cotton set. #YNVMAGIC or #YNVPIRATE \$30.00

A Margaritaville Caribbean Shirt A Reyn Spooner® original. It's Hawaiian, but we call it Caribbean. The inside construction of Reyn Spooner® garments is as important as outside appearance. Reyn Spooner® Hawaiian originals are long-lasting as well as comfortable for everyday use. 100% spun rayon shirt tailored in Hawaii. Size: M,L,XL,XXL #WS3CARIBE Quantities limited, now only \$45.00

B Margaritaville Cafe Logo T available on Yellow, Sage Green, Denim Blue, Brick Red or Jade. Size: M,L,XL & XXL #CRS1OVER \$14.95

C Margaritaville Cafe Logo also available on 50/50 sweatshirt available in White, Sage Green or Royal Blue. Size: M,L,XL #SW1MARG \$19.95

D Margarita Glass available in White or Black. Size: M,L,XL & XXL #CRS1GLASS \$14.95

E Copabanana Camp Shirt 100% cotton twill, garment dyed, short sleeves, spread collar, straight bottom with split vents, and tone-on-tone Margaritaville Cafe logo embroidered above left front pocket. Oversize design available in Large or X-Large only. Stonewash colors; Khaki Green, Brick Red or Denim Blue. #WS2CAMP \$40.00

F Margaritaville Straw Safari Hat Uniquely similar, wildly decorated straw hat with front panel sun visor. Great for Parrot Head parties or concerts. One size fits all. Limited supply available. Designed by the Coral reefer costume designer. #CPNSAFARI \$30.00

G New Breezy Palm Polo Margaritaville Merchandise 100% cotton pique polo shirt. Natural, cream shirt with off-color accent placket, wood-tone buttons, reinforced shoulder and sleeve stitching, banded sleeves and split extended tail. Margaritaville Key West - New Orleans surround embroidered tone-on-tone breezy palm. Available in Natural color only. Size: M,L,XL & XXL #GS2PALM \$36.00





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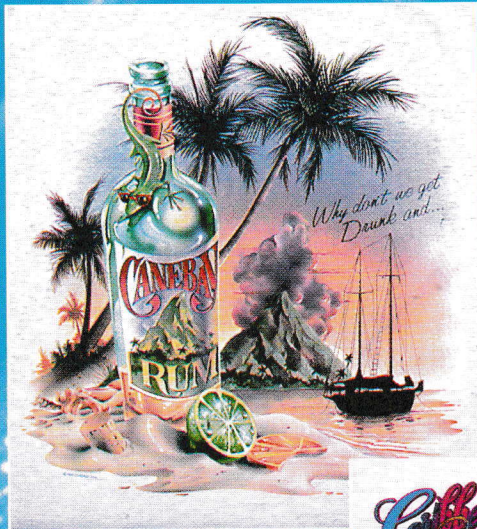
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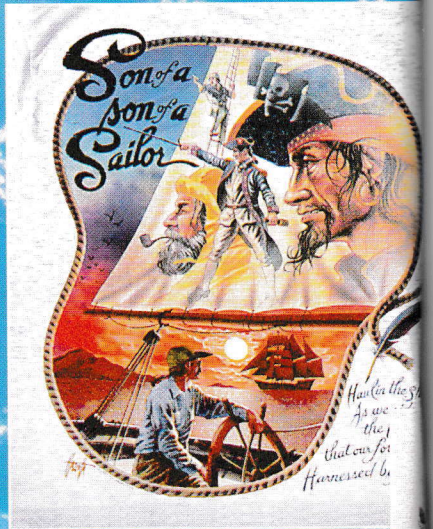
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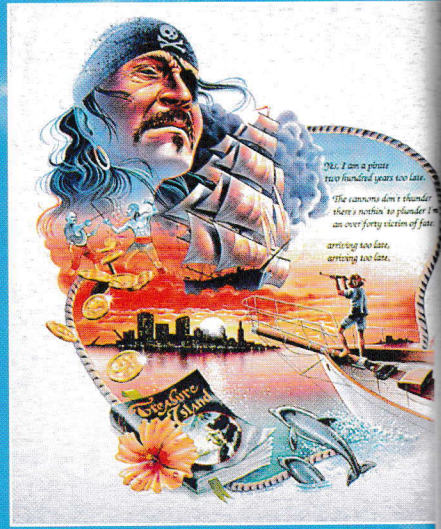


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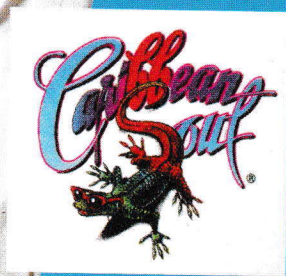


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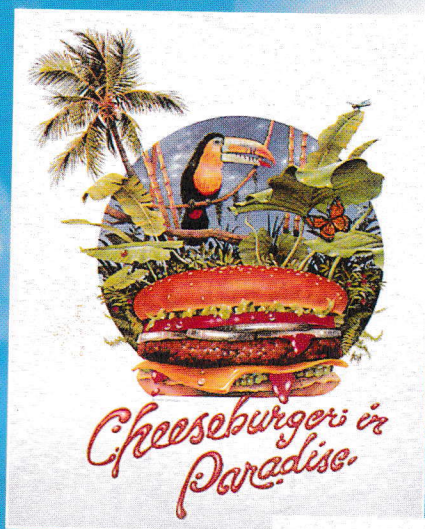




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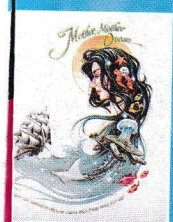


G

FRONT



F



FRONT

Caribbean Soul

100% cotton crew neck T-shirts featuring designs based on classic Jimmy Buffett song lyrics

- A Why Don't We Get Drunk** Available in White, or Ash Grey. Size: M,L,XL& XXL. #CRS1GETD \$14.95
- B Son of a Sailor** Available in White, or Ash Grey. Size: M,L,XL& XXL. #CRS1SAILOR \$14.95
- C Caribbean Soul Parrot Head Club** Available in White, or Ash Grey. Size: M,L,XL& XXL. #CRS1CS96 \$14.95
- D Changes in Latitude, Changes in Attitude** Available in White, or Ash Grey. Size: M,L,XL& XXL. #CRS1CHAN \$14.95
- E Palm Wrap Design** Available in White only One size fits all. #CRS1WPALMXX \$20.00
- F Pirate Looks at Forty** Available in White, or Ash Grey. Size: M,L,XL& XXL. #CRS1MOTH \$14.95
- G Cheeseburger in Paradise** Available in White, or Ash Grey. Size: M,L,XL& XXL. #CRS1CHEE \$14.95

Cheeseburger Apron Canvas apron with reinforced stitching on apron and ties. #NVAPRON \$18.00

Island Barbecue offers spirited recipes from the Caribbean. entrees, side dishes, desserts and beverages, all with a Caribbean flair. Includes full color illustrations, barbecuing tips, a glossary of ingredients, and a directory of Caribbean food distributors. #BKISLANDBBQ \$15.95

Bahama Mama's Cooking includes more than 140 unique, authentic Bahamian recipes bursting with a flavorful convergence of fresh land crabs, conch, crawfish, papaya, plantains and exotic native ingredients. #BKMAMAS \$12.95

Key Lime Cooler Cookies A thin bite size cookie with a deliciously tart keylime flavor. Tin contains approximately 50 cookies. #FDCOOKIE \$7.50

Margaritaville's Margarita Mix
Bag makes 1 quart.
#FDMIX \$5.00

Key West Cuban Roast Coffee 6oz bag of beans.
#FDCOFF \$6.00



Porcelain Parrot Head Mug Holds beverages or objects of your choice. #GWPHMUG \$10.00

Margaritaville Coffee Mug Colorful 3rd Street design. #GWFUNMUG \$8.00

Foam Kool Kups #KOOL \$3.00 or #KOOLSET 6-pack for \$15.00

Neoprene Bottle Skins come in Blue, Pink or Green #SKIN \$7.00

Cool Pack Features 2 insulated compartments. The top measures 3" X 12", convenient for snacks or sandwiches. The bottom 6" X 12", plenty of room for ice and drinks. Tough vinyl, reinforced zippers and adjustable strap.

#NVKOOOLER \$19.95

Parrot Head Koozie

Holds bottles or cans.
Molded rubber.

#NVPHKOOZIE \$7.25



Where Is Joe Merchant? A tribute to Buffett's storytelling skills. Hardback still available #BKJOEM \$19.95. Pocket paperback #BKJOEMPB \$5.99

Tales From Margaritaville The classic best seller. Oversize paperback #BKTALEPB \$9.95 Pocket paperback #BKTALEPB2 \$5.99

Jolly Mon Jimmy & Savannah Jane Buffett's best selling children's book based on the song. Hardback #BKJOLLY \$16.00 Paperback #BKJOLLYPB \$6.00

Also available in Hardback & Cassette Tape set featuring Jimmy and Savannah Jane, background music by Michael Utley. #BKJOLLYTA \$19.95

Trouble Dolls Our heroine enlists the help of her Guatemalan Trouble Dolls to locate her father, lost in the Everglades. Hardback #BKTRBL \$14.95

Jimmy Buffett Scrapbook Unauthorized biography by unauthorized authors. #BKSCRAP \$19.95

New Jimmy Buffett Songbook Features titles from Fruitcakes and Barometer Soup. Includes piano, vocals and chords. #BKJBSONGS2 \$25.00

Key West Companion Guide to the history, geography, habits and inhabitants of one of the oddest and most agreeable places on earth. #BKCOMP \$13.95

Key West Reader Our island as seen through the eyes of 25 esteemed writers. #BKREADPP \$14.95

Ocean Almanac Essays, anecdotes, facts and legends all pertaining to the earth's oceans #BKALMAN \$19.95

Following The Equator Showcases Mark Twain's brilliant satire. #BKEQUATOR \$15.95

Don't Stop The Carnival Herman Wouk's semi-autobiography of an American businessman down island caught between mañana and "mon soon come". #BKCARN \$14.95

1997 Mariner's Book of Days Serves as a daybook and information source for the curious mariner. Right-hand page is a week of days with entries from Maritime history. Left-hand page contains facts and folklore from the rich traditions of the sea. #BKDAYS \$12.95

Margaritaville Drink Mix Guide Contains over 100 drink recipes. #BKDRINK \$7.95

Treasure Island The famous pirate tale by Robert Louis Stevenson is Volume I of The Shipwreck Editions, classic stories that inspired Jimmy Buffett. Each limited edition will be published exclusively for Margaritaville. Books are certified, numbered and affixed with the publishers seal. Hard cover clothbound book features gold foil title and artwork, and is stamped with the Peninsula Press Limited Edition Seal. #BKTREASURE \$15.00

From the Chronicles Abroad Series - Havana, Tales of the City. In Havana, the many faces of this cosmopolitan city, with it's decaying colonial grandeur and uncertain future, are gathered into one compelling anthology. #BKHAVANA \$13.95

Tequila, The Book Whether you drink it in a shot glass, a sunrise, or a margarita, tequila is the stuff of legends. Includes over forty recipes for appetizers, soups and salads, entrées and desserts, as well as drinks, all made with - or perfect to serve with - tequila. #BKTEQUILA \$10.95

Island Barbecue Offers spirited recipes from the Caribbean. Entrées, side dishes, desserts and beverages, all with a Caribbean flair. Includes full color illustrations, barbecuing tips, a glossary of ingredients, and a directory of Caribbean food distributors. #BKISLANDBBQ \$15.95

Bahama Mama's Cooking Includes more than 140 unique, authentic Bahamian recipes bursting with a flavorful convergence of fresh land crabs, conch, crawfish, papaya, plantains and exotic native ingredients.

#BKMAMAS \$12.95

1997 Jimmy Buffett Calendar Monthly photos and recollections by long-time Buffett photographer Tom Corcoran. Also includes recent photos. #BKJBCAL \$13.95

Undying Love A true story that could happen only in Key West. Bizarre tale proves that love is immortal - if you're an eccentric skilled in mummification. Newspapers around the world covered the story, horrified but sympathetic to the man who loved a woman so much, he could not let her go. Available in hardback.

#BKLOVE \$23.95

I am new on this bloody thing and I don't know what the hell I'm doing. Anyway in case anyone gets this, I just wanted to share an experience I had a couple of days ago. I met Jimmy and we went flying in his seaplane. He bought me lunch at a restaurant on a lake up north and he let me fly the plane home! The whole day was an adventure like you could never imagine. That guy is the nicest guy I ever met. He is so unbelievably kind. I don't know where this is going, but if anyone on the other end gets this, send him my sincerest thanks for a day I will never forget.

There was no name attached to this message, so I couldn't verify it. It was received from Chalks Airlines, however, so I'm assuming it's true.

As a school teacher in southern California I play Jimmy Buffett music all the time in my classroom. My Junior High kids think I'm crazy, but it seems to get them to get their work finished and improves their grades.

Josh Lamont

Two summers ago I was a life-guard on the island of Nantucket. It was late August, about 3:00PM when I received a call on the beach phone. "I want you to close the beach right now and head over to Madaket Harbor. We have a report that a plane just crashed and chances are you can make it there before the fire department or the Coast Guard.

Within minutes we were looking at what appeared to be a plane upside down in the water about a half a mile out. There were several boats in the vicinity, but no sign of rescue crews. I dove off our boat into the gasoline-filled water not knowing what to expect. As I swam closer to the plane another boat approached and the passengers informed us that the pilot had escaped injury and had left the area. I was relieved that no one was hurt, but it was a letdown that no rescue was needed. Only later I found out the plane belonged to you, and that you were piloting the plane. I was a little disappointed because it would have been great to meet you, and it would have made a great story if I had actually rescued Jimmy Buffett.

Billy Burns - Parrot Head

Jimmy apologizes for any inconvenience his early departure from the accident may have caused, but sincerely appreciates your efforts.

Toronto: It's every Parrot Heads dream, the chance to share the stage with Jimmy Buffett. Or even better, take the stage away from him.

During Monday nights dress rehearsal for Buffett's annual summer trek the singer innocently asked for a volunteer from the lucky audience of 100 or so invitees in attendance to help out in the traditional audience-participation portion of the set, namely Buffett's notorious country anthem, Why Don't We Get Drunk And Screw.

Up bounds Glenn Feaver, a civil servant from Bracebridge. "Sing one verse and a chorus," Buffett tells him. Feaver has other ideas. "This is the thrill of my lifetime," he announces, and proceeds to sing the whole damn song, note and word perfect. Buffett, meanwhile, relegated himself to backup for a while then, realizing he wasn't going to get the mike back any time soon, simply went out to dance with the ladies in the crowd. Feaver finally finished with a bow, as Buffett fell to his knees, kowtowing and yelling, "I am not worthy!"

This article by John Sakamoto appeared on the Toronto Sun newspapers web page.

MARGARITAVILLE

E-mail MargKW@aol.com or <http://www.margaritaville.com>

SFC Charitable Foundation, Inc.

SFC Charitable Foundation, Inc. was created by Jimmy Buffett and was initially funded with contributions from his 1995 concert tour. SFC Charitable Foundation, Inc. offers competitive grants to non-profit organizations that address the root causes of societal or environmental problems. SFC is interested in funding projects that improve the quality of life for people, and empower individuals to effect positive change in their communities. Most likely to be considered are organizations that keep their overhead low, and that collaborate with other groups in their community to find innovative ways of solving common problems.

SFC primarily funds projects that serve children and families, disenfranchised groups and the environment. Donations listed below illustrate the areas of concern to SFC.

Children First
Free Press Charities, Inc.
321 W. Lafayette Blvd.
Detroit, MI 48226
(313) 222 6595 Jerry Teagan

The project does everything from chronicling urban violence against children to organizing pro bono lawyers to help endangered kids, to sponsoring seminars on preventing violence against children for parents, educators, children's advocates, juvenile justice officials and social workers. Its Summer Dreams initiative raises funds for nonprofit organizations that run summer activities for children.

Free Medical Clinic of Greater Cleveland
12201 Euclid Ave.,
Cleveland, OH 44106
(216) 721-4010 Cindy Tausch

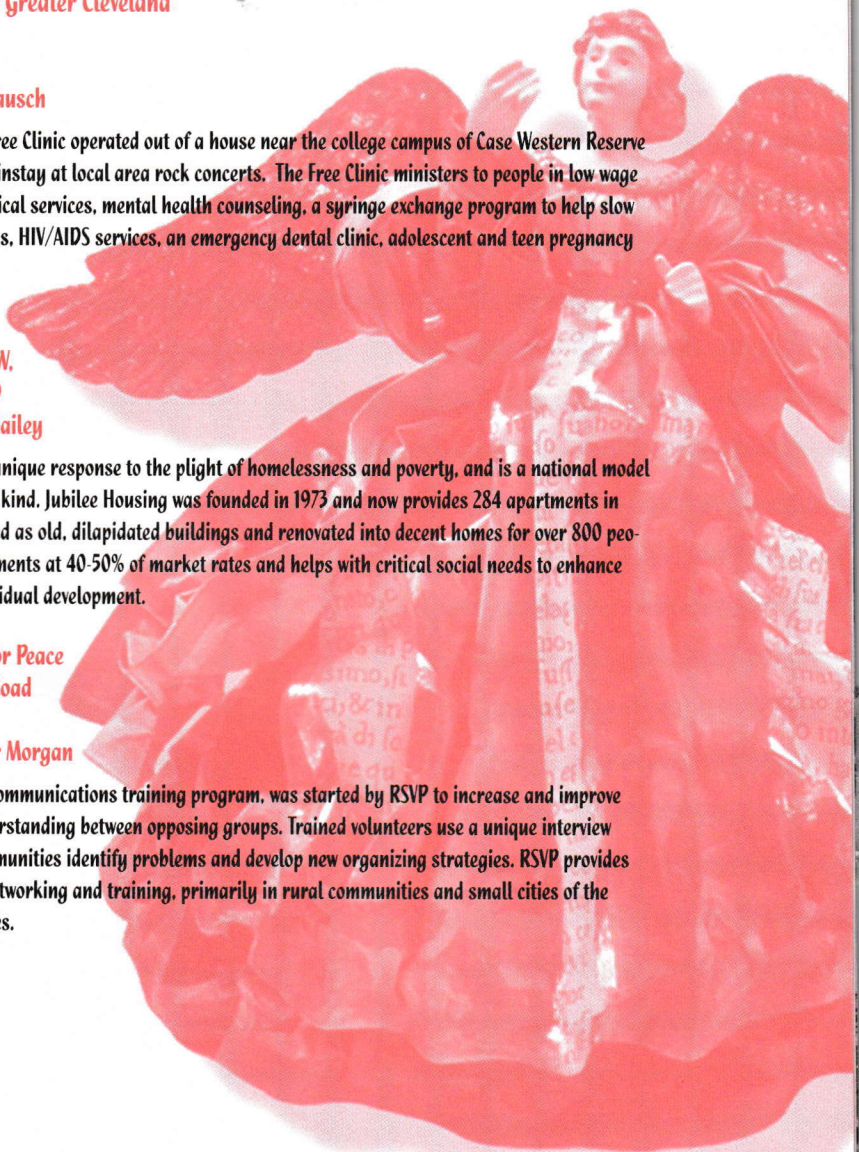
Established in 1970 the Free Clinic operated out of a house near the college campus of Case Western Reserve University, and was a mainstay at local area rock concerts. The Free Clinic ministers to people in low wage jobs by offering free medical services, mental health counseling, a syringe exchange program to help slow the spread of the HIV virus, HIV/AIDS services, an emergency dental clinic, adolescent and teen pregnancy clinics and a legal clinic.

Jubilee Housing
1640 Columbia Road NW,
Washington, DC 20009
(202) 328-249 Anissa Bailey

Jubilee Housing offers a unique response to the plight of homelessness and poverty, and is a national model for other programs of its kind. Jubilee Housing was founded in 1973 and now provides 284 apartments in eight buildings, purchased as old, dilapidated buildings and renovated into decent homes for over 800 people. Jubilee leases apartments at 40-50% of market rates and helps with critical social needs to enhance family stability and individual development.

Rural Southern Voice for Peace
1898 Hannah Branch Road
Burnsville, NC 28714
(704) 675-5933 Jennifer Morgan

The Listening Project, a communications training program, was started by RSVP to increase and improve communication and understanding between opposing groups. Trained volunteers use a unique interview process which helps communities identify problems and develop new organizing strategies. RSVP provides organizing assistance, networking and training, primarily in rural communities and small cities of the southeastern United States.



Social activities for
people with similar
tastes and interests.

PHLOOCKINGS

MARGA -READ- AVILLE

We all know how important it is to encourage children to read; the places they can go, the laughs they can have, and the opportunity to visit the past or the future. Lone Star State Parrot Heads are taking an active role in the community with those that are just developing their reading skills.

Marga - READ - aville. Last school year the Livingston Saturday Nighters helped a local elementary school in a low income neighborhood find some new and not so new reading material for their library. With the help of a used book chain **Half-Priced Books & Records** we were able to accumulate over 200 books and magazines to stock their shelves both at school and at home. This year they will kickoff a similar, though expanded effort in the Dallas / Ft Worth area. We plan to have several book drives and fundraisers, and hope to get a few Parrot Head volunteers to read to children and help them understand where books can take them.

Ron Allred
Ft Worth Parrot Head

WHAT IS A PARROT HEAD? AND WHY IN THE WORLD WOULD ANYONE WANT TO BE ONE?

To me being a Parrot Head is a state of mind. How one sees Buffett and how you relate to him depends on where you are in your own life, and your own mind. I don't think age has much to do with it. Through his music and writings Jimmy has allowed us to vicariously live his lifestyle. The partying, the sunshine, the ocean are all part of it. But I think it is the freedom that is portrayed by his lifestyle that appeals to most of us. The freedom to express our feelings and creativity in whatever way we want. To be able to leave the rat race, if only for a little while.

Most of us have been to a Buffett concert. While there you saw vocational counselors, customer service reps, doctors, nurses, lawyers, secretaries, grandparents and college students - an incredible gumbo of every type of person you can imagine. But you probably couldn't tell what these people were by looking at them. Because for that fast moving few hours, we're all Parrot Heads. And during that short time we're allowed the freedom to share in Jimmy Buffett's life and lifestyle, whatever we imagine that to be.

Dennis Arnold
St. Louis Parrot Head

Would you like to be on our mailing list? **The Coconut Telegraph** contains news by and about **Parrot Heads**, Jimmy Buffett and the rich historical traditions of Key West and New Orleans. A display of **Margaritaville** merchandise is also offered for sale.

Merchandise orders exceeding \$25.00 guarantee a subscription for one year from order date. Yearly subscription only, \$10.00.

Mail Orders: Make check or money order payable to **Margaritaville**. Send to **The Coconut Telegraph**, PO Box 1459, Key West, FL 33041. Please include physical street address for merchandise delivery.
Sorry, No C.O.D.'s.

Credit Card Orders: Call Toll-Free **1-800-COCOTEL** (1-800-262-6835) from 9am to 10pm Eastern Time, Monday through Friday. \$10.00 minimum credit card order.

Toll-Free line for orders only please. All other info (305) 292-8402.

FAX# (305) 296-1084
E-mail MargKW@aol.com or <http://www.margaritaville.com>

Shipping / Handling Charges: 1-3 items \$5.00, 4-6 items \$6.00, 7-9 items \$7.50, 10 or more items \$10.00. Florida residents please include 7.5% sales tax. For 2-Day Federal Express® delivery, please double shipping/handling charges.



MARGARITAVILLE GIFT CERTIFICATES

Gift Certificates are available in any denomination and are redeemable at either Margaritaville Store – 500 Duval Street in Key West or #1 French Market Place in New Orleans, and through The Coconut Telegraph.

All items are currently in stock, and more on the way. With the help of our distributors all orders placed by December 6th will be delivered by Christmas.

QTY	ITEM #	DESCRIPTION	SIZE & COLOR	PRICE	TOTAL
				Subtotal	
				Florida residents only, add 7.5% Sales Tax	
				S/H	
				TOTAL	

We accept MC, Visa & American Express

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 Credit Card # _____ Exp. Date _____
 Signature _____

MARGARITAVILLE
The Coconut Telegraph
PO Box 1459
Key West, FL 33041

1-800-COCCOITEL

Bulk Rate
U.S. Postage
PAID
Margaritaville



Margaritaville Glassware Quality, dishwasher-safe glassware from Libbey Glass.

Lost Shaker of Salt #GWSALT \$5.00

Classic Margarita Glass Long stemmed with 16oz. bowl. #GWMARG \$10.00 or two glass set. #GWMARGSET \$15.00

Wrap Palm Tumbler Holds 14oz. #GWPALM \$7.50

Plisner Cafe Glass holds 10oz.* #GWCAFE \$7.50 or four glass set #GWCAFESSET \$25.00

Sleepless Knight Beer Stein Holds 10oz. #GWSTEIN \$10.00

Margaritaville Margarita Mix Each bag makes 1 quart. #FDMIX \$5.00

Margaritaville Drink Mix Guide Contains over 100 drink recipes. #BKDRINK \$7.95

Tequila, The Book Includes over forty recipes for appetizers, soups, salads, entrees and desserts, as well as drinks, all made with - or perfect to serve with - tequila.

#BKTEQUILA \$10.95

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15185 WINESAP DR
GAITHERSBURG MD 20878-2337



Visit our web site @ <http://www.margaritaville.com>