

VOLUME 19 NO.5 CHRISTMAS 2003

COCONUT TELEGRAPH

www.margaritaville.com

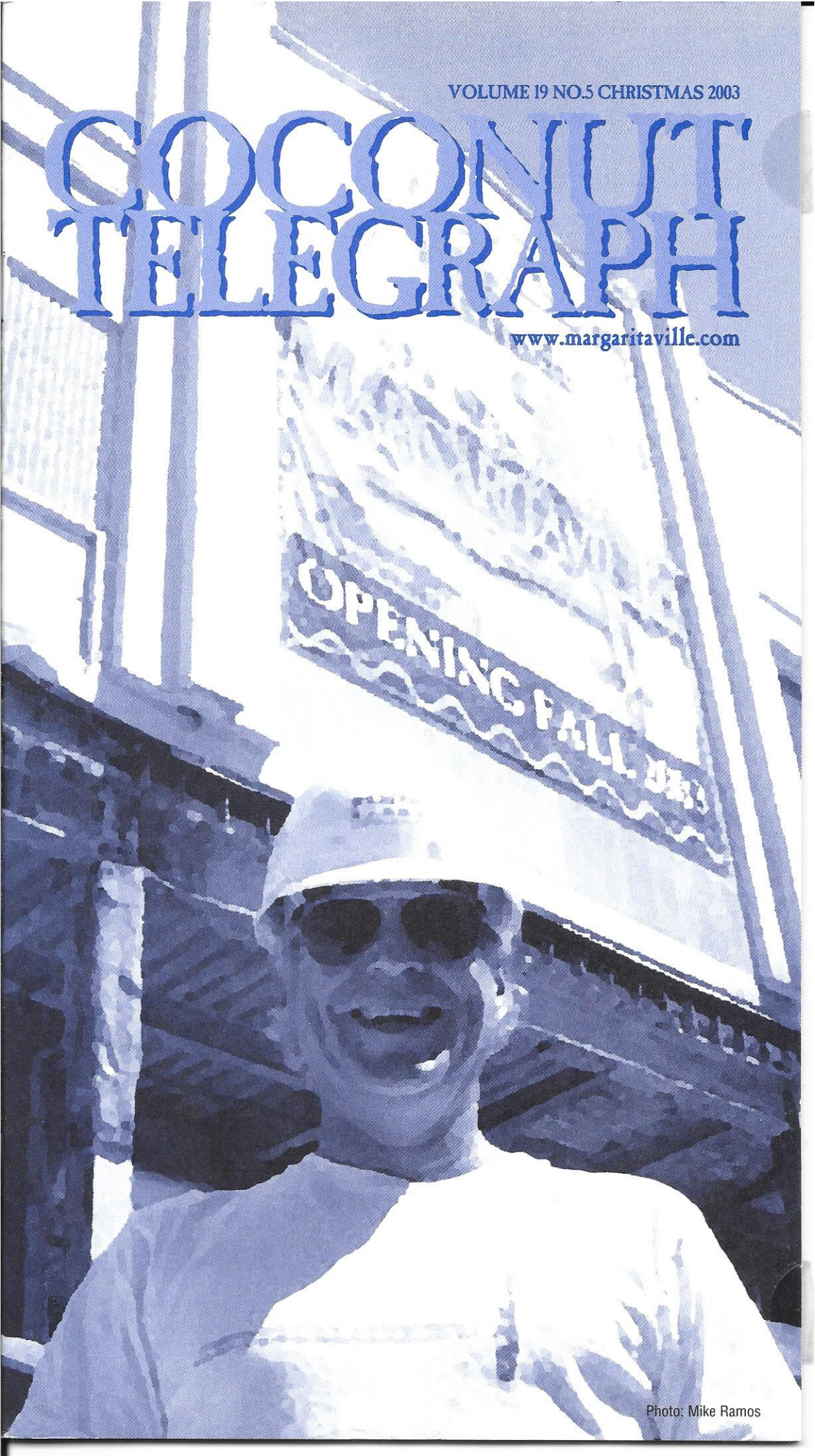


Photo: Mike Ramos

Several hundred years ago, Spanish traders en route to southern California wandered into an unexplored valley they referred to as *jornada de muerte* - journey of death. Rafael Rivera, a Mexican scout split from the main party in search of fresh water. His discovery of a grassy valley with a bountiful supply of water decreased their journey by days. Water trapped underground from prehistoric marshlands surfaced at times, creating an oasis in the desert. The valley was named Las Vegas, Spanish for The Meadows, and soon became a regular stop on the Spanish Trail, the popular southern trail to California.

The Paiute Indians were very familiar with the newly "discovered" supply of water, north of present day Las Vegas, using it to refuel on their seasonal visits to the area. In the 1850's Brigham Young ordered Mormon missionaries to the Las Vegas valley ostensibly to teach the Paiute Indians farming techniques. The Paiutes, residents for thousands of years rejected the teachings, raided the fort and the Mormons abandoned the valley. They later returned and had better luck teaching "farming techniques" to billionaire recluse Howard Hughes.

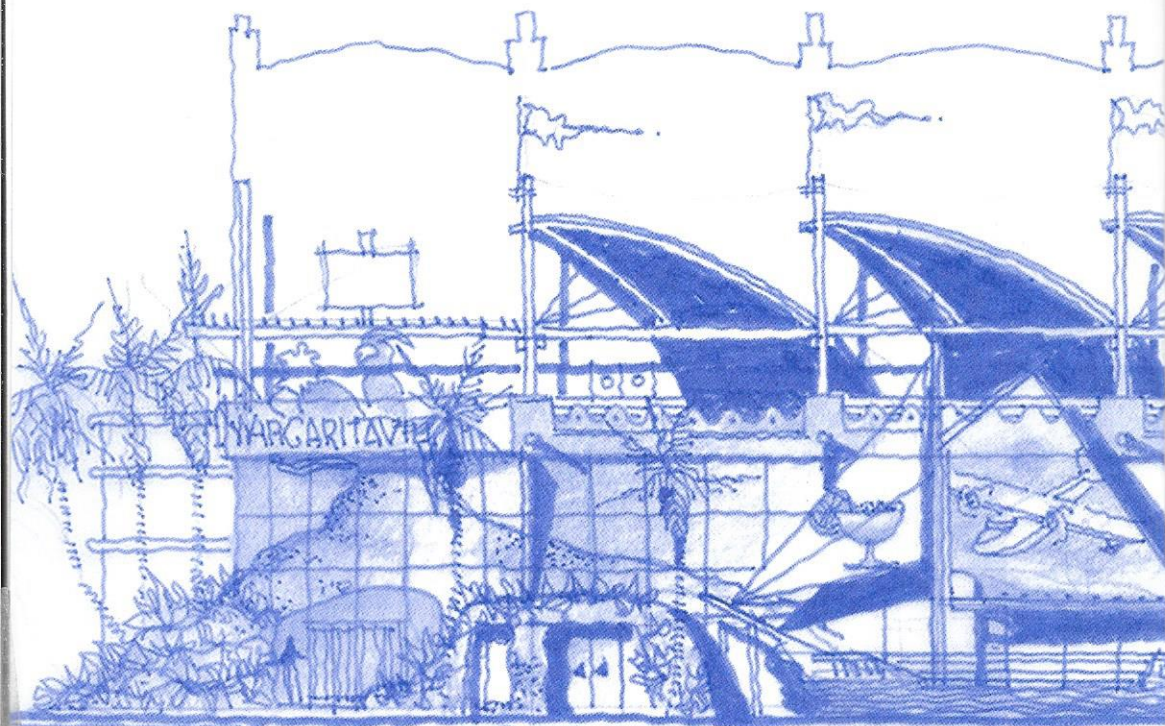
The city of Las Vegas was founded on May 15, 1905, and Nevada legalized gambling in 1931. Today, more than 43 percent of the state general fund is fed by gambling tax revenue and more than 34 percent of the state's general fund is pumped into public education.

Following World War II, lavishly decorated resort hotels and gambling casinos offering top-name entertainment came into existence. Tourism and entertainment took over as the largest employer in the valley. Perhaps the most famous, or infamous, of the early resorts was the Flamingo Hotel, built by mobster Benjamin "Bugsy" Siegel, a member of the Meyer Lansky crime organization. Modeled after resort hotels in Miami, the hotel featured a giant pink neon sign and VIP guests received eBay-bound limited edition pink flamingos. The Flamingo opened on Christmas Eve, 1946, lost \$300,000 in the first week, and was closed until March, 1947. Six months later, Bugsy Siegel died of a sudden and rapid onset of lead poisoning in Beverly Hills.

But Bugsy, as we all know from the popular movie, was on to something. Today Las Vegas boasts

MARGAR

An Oasis in



MARGARITAVILLE LAS VEGAS REVISED ELEVATION

19 of the world's 20 largest hotels, attracts 33 million visitors per year, earns over \$5.25 billion in annual gaming revenue, and marries over 100,000 people each year. There are other cities with terrific entertainment and gaming opportunities, but there is no place in the world like Las Vegas, and no city even pretending to be.

On May 28, 2002, Park Place Entertainment Corporation named former judge, gaming administrator and casino executive Lorenzo Creighton as the new president of the Flamingo Las Vegas. "The Flamingo has a unique history in Las Vegas. We plan to reinforce everything that's already exciting about this incomparable brand, and to add some interesting new touches that will attract an even broader audience of guests and players." - Lorenzo Creighton

On June 10, 2002, Park Place Entertainment announced that it was teaming with Margaritaville's singer/songwriter/author Jimmy Buffett, to bring the newest Margaritaville Cafe and entertainment complex to the resort. The multi-level restaurant, bar and live music stage is scheduled to open in late 2003. Construction began late 2002. Margaritaville at the Flamingo will enhance the resort's signature tropical ambiance while adding exciting new venues for dining, drinking and dancing.

"Margaritaville and the Flamingo were made for each other. People come to the Flamingo to party and have fun. We're delighted that Jimmy Buffett has chosen the Flamingo as the home of the first Margaritaville to be built west of the Mississippi." Lorenzo Creighton, Flamingo President

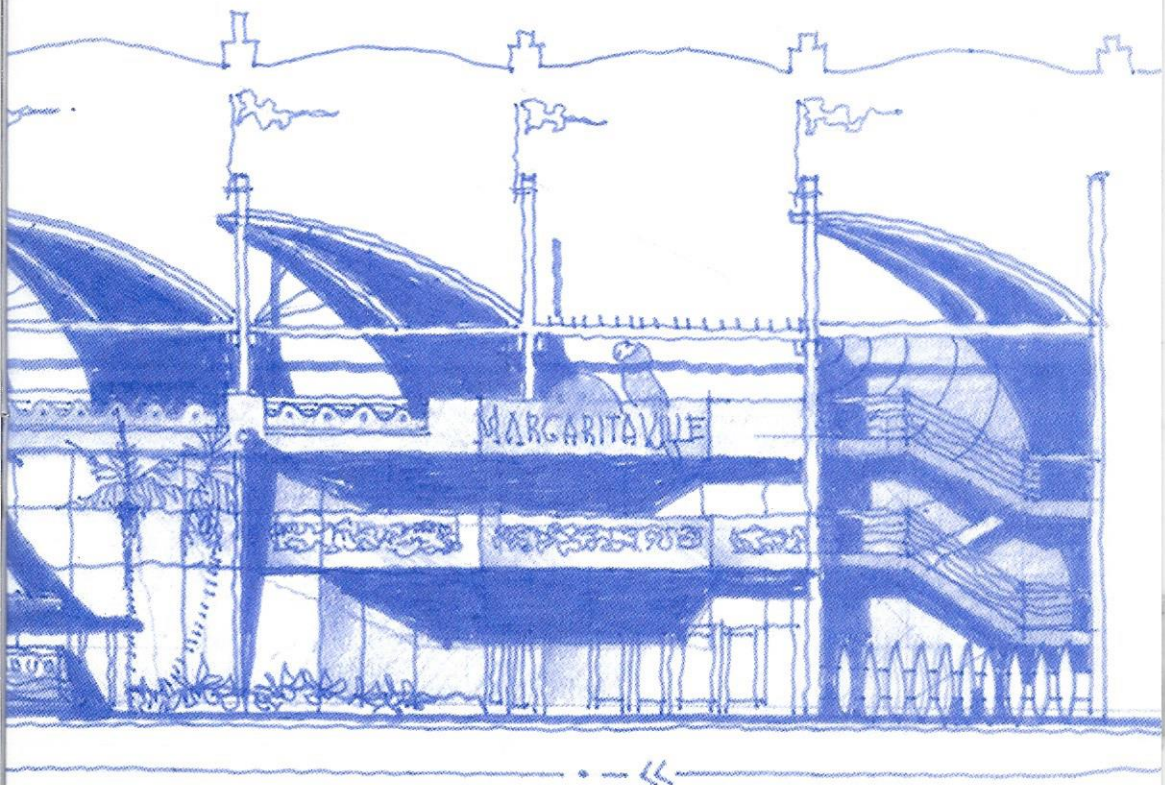
"If Las Vegas was good enough for Elvis, it's good enough for me." - Jimmy Buffett

Margaritaville at the Flamingo will feature restaurant and mezzanine levels that will allow diners to linger over Key West and Caribbean-inspired menu items or slowly sip margaritas. Located nearby will be a live music stage featuring bands with styles spanning Island to rock, and three thousand square feet of retail space to display our wide variety of Margaritaville Merchandise.

Tentative plans call for a late 2003 soft opening, with a Grand Opening to follow early in 2004. Look for confirmed dates and photos in the next issue of The Coconut Telegraph.

MARGARITAVILLE

in the Desert



Boats, Billboards, Bars and da Bossmon

The place to be was the Margaritaville Cafe-New Orleans Storyville Tavern and the words for the night were Boats, Billboard, Bars & da Bossmon. It all started as a night like any other, but a late night surprise visit from da Bossmon turned it into a night those present are unlikely to soon forget. The evening's business was drawing to a close when a group of about a dozen folks (consisting of Lucy Buffett and friends and some members of the Krispy Kreme family) came into the bar. Shortly thereafter Jimmy showed up with some of the Rybovich boat design/building crew. Add to this mix a couple dozen bar patrons and a handful of staff members and the scene was set.

Jimmy was in town to christen his newly built Rybovich 42' Express Walkaround fishing boat (built in New Orleans). In addition to the boat's completion, he had another reason to celebrate as "It's Five O'Clock Somewhere" (duet with Alan Jackson), had just reached #1 on Billboard's Hot Country Singles Chart. It didn't take long before he decided to take to the stage, borrowing a guitar from Joe Bennett, our regular Thursday night performer.

As an endless supply of tequila shots and Coronas made their way around the room, Jimmy played a few of his own songs and a majority of cover songs, accompanied by a drummer known only as "Cheese" (later identified as Paul Marchese from the Chicago area in town on vacation) who ran up on stage after Jimmy complained about not having a drummer. Talk about being in the right place at the right time.

After jamming with "Cheese" for awhile, Jimmy called Joe Bennett back up to the stage and the trio played together well into the night. As the impromptu show continued, the intimate crowd partied until the wee hours, and even when Jimmy seemed finished, Joe got back up to play some more and Jimmy climbed right back up there with him.

Eventually all good things must come to an end, and it was time for everyone to say goodnight. With a new set of words for the night, folks went on their way full of Bliss, Booze and a healthy dose of Buffett.

*Sheila Chimerto
Margaritaville Cafe
New Orleans*



Radio Margaritaville Streams, Shines and Makes Concert CDs Available!

On its endless stream on your Internet, Radio Margaritaville continues to cover ground tread by no other radio station. If you love the Coral Reefer Band, for example, you'll hear more great pieces by Robert Greenidge & Michael Utley (both Pre-Club Trini and with 'em), Peter Mayer, Ralph MacDonald, Nadirah Shakoor, Mac McAnally, Scotch (that's Roger), Amy Lee, and Uncle Jim than you ever thought possible!

Of course, they do some of their best work collectively, and as the Coral Reefer Band, they and Jimmy Buffett send their concerts out to the world LIVE on Radio Margaritaville. Grab a perfect partner, a boat drink and crank up the computer when Jimmy's on the road. And tune in for the Jimmy Buffett Concert Replay when he's not! Showtimes and details can be found at www.radiomargaritaville.com.

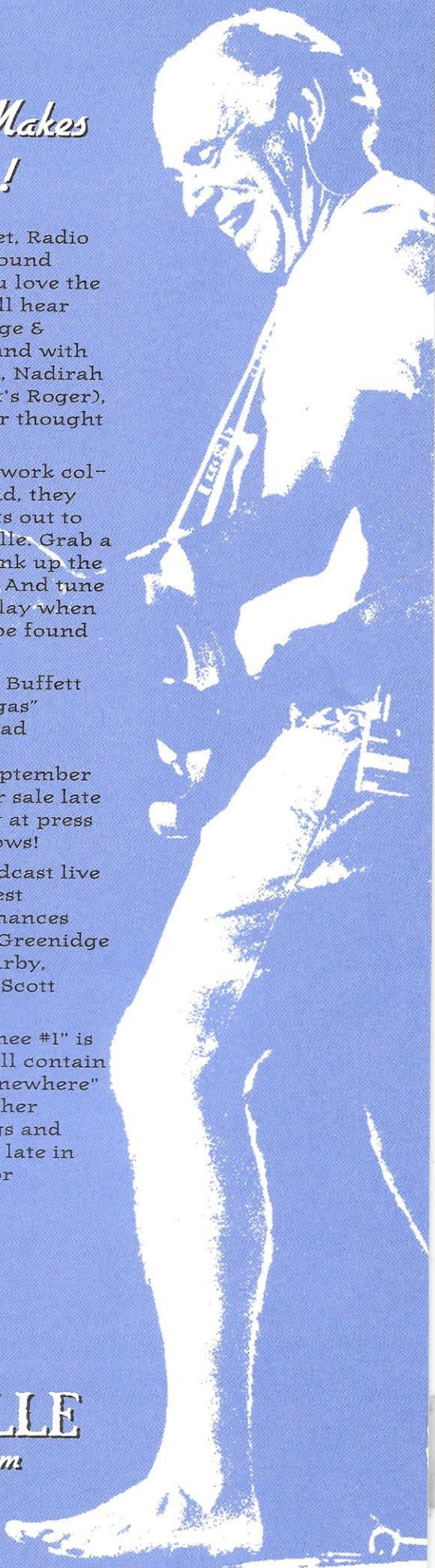
And now comes the big news: Jimmy Buffett "Live in Auburn, WA" and "Live In Vegas" concerts will be available for download exclusively from Apple I-Tunes, www.apple.com/itunes beginning September 30. Live CD's will also be available for sale late in October. Details are still unfolding at press time, so stay tuned. And enjoy the shows!

Radio Margaritaville will again broadcast live from Meeting of the Minds in Key West October 30-November 1 with performances from the Peter Mayer Group, Robert Greenidge & Michael Utley, the Iguanas, Scott Kirby, Tropical Soul with Tina Gullickson & Scott Bryan, and many more!

The Jimmy Buffett DVD, "Mini-Matinee #1" is set for release late in November. It will contain a live version of the "Five O'Clock Somewhere" duet with Alan Jackson, along with other never-before-seen concert recordings and some additional surprises. Look for it late in November in your local music store or through the Margaritaville Stores.



Radio
MARGARITAVILLE
www.radiomargaritaville.com



MARGARITAVILLE BOOKSHELF

- Tales From Margaritaville** The classic best seller with new preface by Jimmy.
Paperback #9917 \$14.00
- A Pirate Looks At Fifty** Jimmy's narrative 50th birthday trip, served with just a hint of nostalgia.
Paperback #5556 \$7.99
- Where Is Joe Merchant?** A tribute to Buffett's storytelling skills. Paperback. #1482 \$7.99
- Jolly Mon** Jimmy & Savannah Jane Buffett's best selling children's book based on the song.
Hardback #1496 \$16.00 Paperback #1494 \$6.00
- Trouble Dolls** Our heroine enlists the help of her Guatemalan Trouble Dolls to locate her father, lost in the Everglades. Hardback #1495 \$16.00 Paperback #2827 \$6.00
- Things You Know By Heart Trivia Book** 1001 questions from the songs of Jimmy Buffett.
Paperback #5223 \$10.00
- The Mango Opera** Mystery set in Key West by journalist Tom Corcoran.
Paperback #5681 \$6.50
- Gumbo Limbo** Follow up to The Mango Opera. The Key West mystery series continues.
Paperback #7645 \$6.99
- Bone Island Mambo** Key West crazies are a hoot and Tom Corcoran's plot and range of characters add to a series that won't quit.. Third in the mystery series.
Paperback #9984 \$6.99
- The Octopus Alibi** Filled with edgy characters and insights into island existence, promises to be Tom Corcoran's most unforgettable tale of the hot, crazy tropics.
Hardback only #10571 \$24.95
- Songs You Know By Heart Songbook** Contains piano, vocal, chords & guitar tabs.
#792 \$18.95
- The Essential Book of Boat Drinks & Assorted Frozen Concoctions** Hardback book contains 100's of recipes, a history of favorites, and a reference of key ingredients.
Hardback #3425 \$10.95
- Quit your Job and Move to Key West** A satirical guide on how to do it by people who have made it happen. Paperback #9305 \$9.95
- Cookin' in the Keys** With this little book you will cook and dine like a Florida Keys native, wherever you happen to be. Master Chef and adventurer Bill Flagg teaches you how. 120 pages.
Paperback #10772 \$9.95
- Louies Backyard Cookbook** 150 creative recipes from one of the most popular restaurants in Key West. It's the next best thing to experiencing the islands themselves and also happens to be one of Jimmys' favorite places to eat in Key West.
Hardback #10490 \$19.95
- The Great Tiki Drink Book** Serves up over 30 recipes for sweet, sour, and fruity libations, as well as 20 recipes for irresistible appetizers to serve alongside.
Paperback #10556 \$14.95
- The True Sea** The story of a boy growing into manhood against the drama of the construction of the Overseas Railroad. Flagler's railroad, which ultimately linked Key West to the rest of America, promised the people of the isolated Florida Keys prosperity and access to the world beyond its sun drenched shores. 80 pages.
Paperback #10552 \$9.95
- Guitar Anthology Series Songbook** Features an assortment of songs from various albums(see website for list) Guitar-Tab Edition. 24 songs. #8333 \$24.95
- Confessions of a Key West Cabby** A compilation of short stories as seen through the panoramic window of a Pepto-pink cab. Michael Suib is a published author and poet whose weekly column, "Taxi in Paradise", appears each Sunday in The Miami Herald. 198 pages.
Paperback #11574 \$14.95
- Experience Key West on DVD** Includes Island scenes of: History, Activities, Local Color, Shopping, Dining, Nightlife and more. #10021 \$20.00

Jimmy Buffett's MARGARITAVILLE

S · T · O · R · E

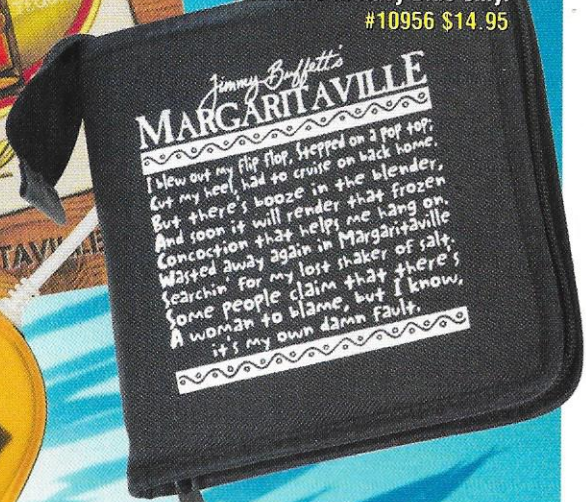
Margaritaville Tequila Mouse Pad
Wood Effect Tequila Crate design on 9" x 7.5" foam mouse pad.

#10910 \$9.95

Lyrics CD Case
Polyester case foam lined to protect CD's, zippered on 3 sides,
12 double sided vinyl holders with cotton sheeting dividers,
holds 24 CD's. Lyrics from Margaritaville printed on front.

Available in Navy Blue only.

#10956 \$14.95



Margaritaville Custom Mouse

Mouse features floating Margarita Glass and Salt Shaker. Connect using your color-coded COM port. Instructions included for easy set up, just plug it in and you're in bizness. Sorry, not MAC compatible.

#10663 \$24.95

Margaritaville Computer Bag

Black nylon bag with blue accents, adjustable shoulder strap, large zippered inner pouch, exterior zippered pocket. Embroidered front flap with buckle closure opens up to 3 compartments: 1 large pocket, mesh center, reach in inner pocket. Approximately 15" x 12" x 5".

#11729 \$25.00

washinaway@margaritaville.com

All 100% Cotton Crew Neck T-shirts.
Available only in colors shown.

A Coral Reef Cocktail Lounge

100% cotton, garment dyed, long sleeve T-shirt. Charcoal Grey.

M #11593, L #11594, XL #11595 \$25.95
XXL #11596 \$26.95

B Margaritaville Surf Wax

100% cotton, garment dyed, long sleeve T-shirt with distressed print. Light Khaki.

M #11620, L #11621, XL #11622 \$25.95
XXL #11623 \$26.95

C Margaritaville KW Star

100% cotton long sleeve T-shirt with distressed print. Dorm Green.

M #11664, L #11665, XL #11666 \$25.95
XXL #11667 \$26.95

D Margaritaville Lime Row

Ladies 100% ribbed cotton, double stitch collar, slim fit. Limes screened on front with Key West screened on back. Navy Blue.

S #11518, M #11519, L #11520, XL #11521
\$25.95

E Tye-Dyed

100% cotton long sleeve T-shirt. Blue tye-dye shirt with colorful tye-dyed sleeves.

S #11512, M #11513, L #11514,
XL #11515 \$25.95 XXL #11516 \$26.95

F Air Margaritaville

100% cotton long sleeve T-shirt.
Military Green.

M #11624, L #11625, XL #11626 \$25.95
XXL #11627 \$26.95

G Margaritaville Lime Row Tote Bag

Screen printed, sturdy canvas bag measures 18.5"H x 15.5"W x 5"D. Large outer pocket, velcro closure, inside zipper pocket.

#11517 \$19.95



1-800-COCOTEL

1-800-262-6835



C

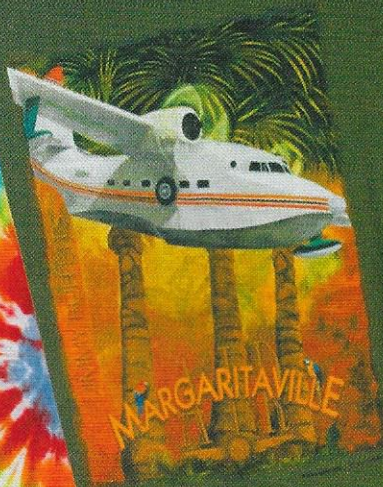
Jimmy Buffett's
MARGARITAVILLE
Key West 1985
EST.



E

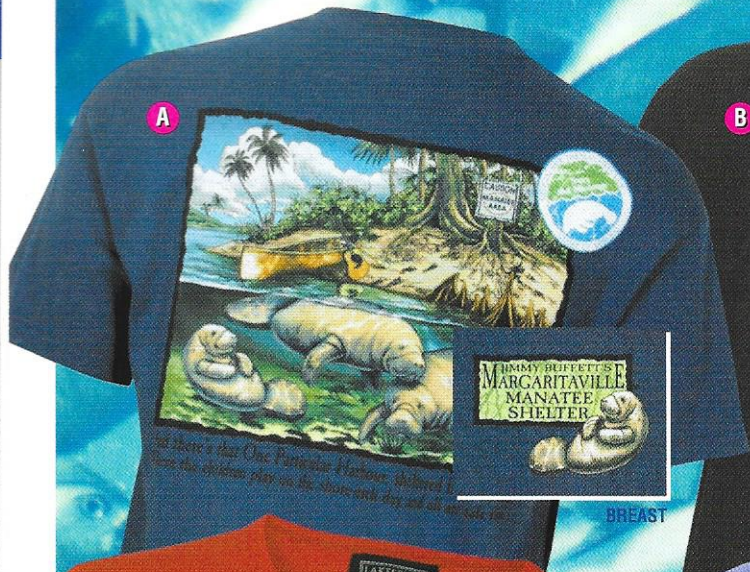
Jimmy Buffett's
Margaritaville

F



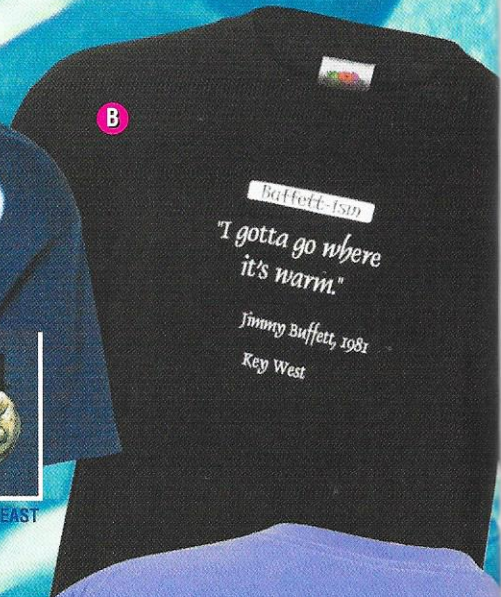
MARGARITAVILLE

BREAST



A

BREAST



B



D



E

BREAST



G

BACK



FRONT

margaritavillestore.com

All 100% Cotton Crew Neck T-shirts.
Available only in colors shown.

A Manatee Shelter T'

\$1.00 from the sale of each T-shirt is
donated to the Save The Manatee
Foundation. Blue.

**S #11477, M #11478, L #11479,
XL #11480 \$16.95 XXL #11481 \$17.95**

B Bufftettism T'

"I Gotta Go Where It's Warm". Black.

**M #11642, L # 11643, XL # 11644 \$16.95
XXL #11645 \$17.95**

C Islander T'

Repeat design front and back. Natural.

**S #11651, M #11652, L #11653,
XL #11654 \$18.95**

D Margaritaville Star T'

100% cotton ribbed fitted T-shirt for
women (junior fit). Christmas Red with
Glitter design. **S #9586, M #9587, L #9588,
XL #9589 \$18.95**

E Paradise in the Sun

**M #10336, L #10337, XL #10338 \$18.95
XXL #10339 \$19.95**

F One Particular Harbour T'

Caribbean Soul Classic. White.

**M #11646, L #11647, XL #11648 \$16.95
XXL #11649 \$17.95**

G Pirate Looks @ 40

The classic is back!

**M #9516, L #9517, XL #9518 \$16.95
XXL #9519 \$17.95**

H Boat Drinks Pocket T'

Garment dyed T-shirt, "blended, poured and
consumed by the crazy ass people of
Margaritaville".

**M #9905, L #9906, XL #9907 \$19.95
XXL #9908 \$20.95**

I Boat Drinks Cap

Design screened on cotton 6-panel cap.
Adjustable leather strap with brass slide
and grommet closure.

#9995 \$17.00



C

F

BREAST

H

POCKET

I

All 100% Cotton Crew Neck T-shirts.
Available only in colors shown.

A Travel Map The World of Margaritaville T'
M #6966, L #6967, XL #6968 \$16.95
XXL #6969 \$17.95

B Drinking Club Pocket T'
M #7502, L #7503, XL #7504 \$17.95
XXL #7505 \$18.95

C Changes in Latitude T'
Garment dyed.
M #11588, L #11589, XL #11590 \$18.95
XXL #11591 \$19.95

D Relax T'
Garment dyed.
S #10946, M #10947, L #10948,
XL #10949 \$18.95 XXL #10950 \$19.95

E Vintage Tequila
M #10042, L #10043, XL #10044 \$16.95
XXL #10045 \$17.95

F Purveyor of Island Attitudes T'
Garment dyed.
M #9089, L #9090, XL #9091, \$18.95
XXL #9092 \$19.95

G The Weather Is Here T'
M #3387, L #3388, XL #3389 \$16.95
XXL #3390 \$17.95

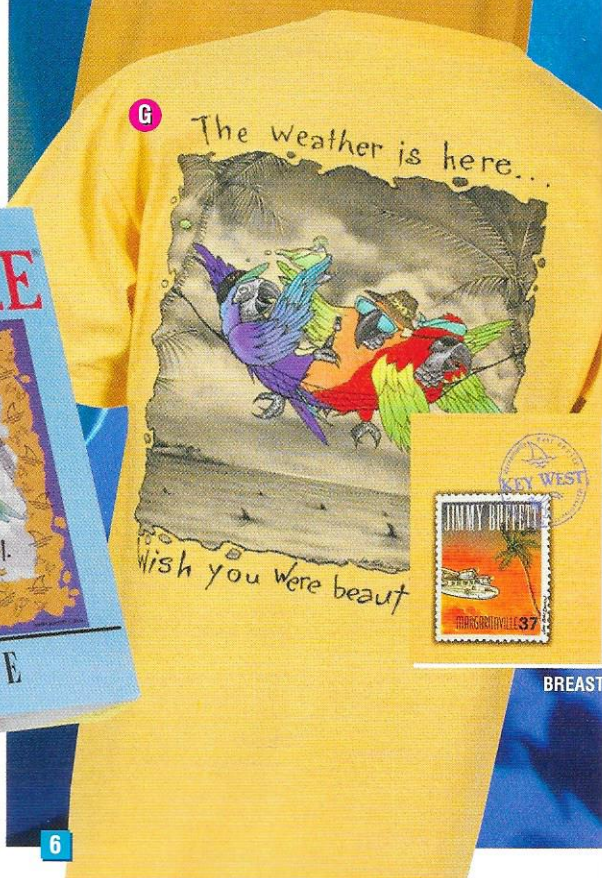
H Growing Older But Not Up T'
M #5467, L #5468, XL #5469 \$16.95
XXL #5470 \$17.95, 3X #9665 \$18.95

I "My Body may be at Work..." T'
"but my Brain is in Margaritaville"
M #11637, L #11638, XL #11639 \$16.95
XXL #11640 \$17.95

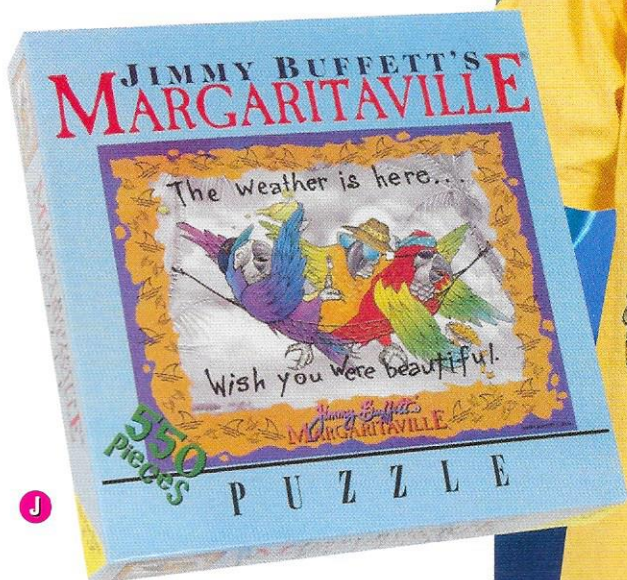
J Weather is Here Puzzle
550 piece jig saw puzzle measures 24" x 18".
#8063 \$15.95



BREAST



BREAST





B

C



POCKET



E

F



BREAST

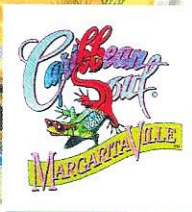


H

I



BREAST



BREAST

1-800-COCOTEL

1-800-262-6835



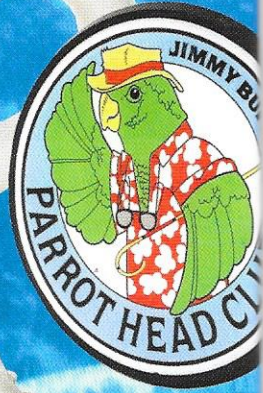
A



B

C

D



E



F



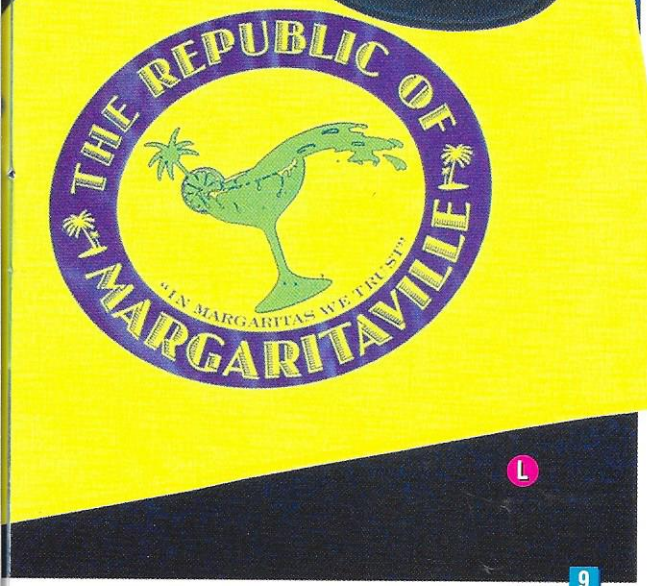
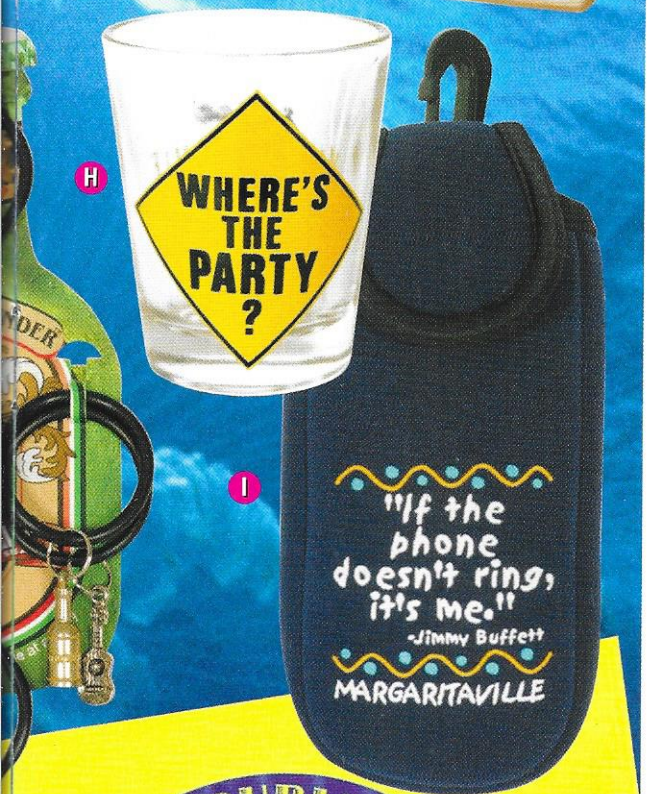
G



J

K

margaritavillestore.com



A Golf Set

Includes 2 Wilson balls printed with Parrot Head Golf Team logo and 9 tees with Margaritaville printed down the side. #3073 \$9.95

B Classic Diner Coffee Mug

Key West established date. Distressed look. #7293 \$8.95

C Parrot Head Trailer Hitch

Mounts on standard size bumper hitch. #7164 \$9.95

D Margaritaville Sign

11" x 11" vintage wooden sign. 3/4" weathered wood painted to resemble worn signpost. #7091 \$25.00

E Margaritaville Knit Cap

100% acrylic, Blue "Margaritaville" knitted into Grey cap, 4-way top, superstretch. #11244 \$15.00

F Parrot Head Sports Watch

Europa Watch, bezel, quartz analog movement, limited Lifetime Warranty from manufacturer. Cloth band with adjustable Velcro closure. Diameter 1.25". Packed in blue plastic time capsule imprinted with Parrot Head Club logo. Yellow band only. #7252 \$40.00

G Beer Finders

Never again misplace your bottle at a party! Set of six beer neck rings. Charms include: Margarita Glass, Tequila Bottle, Guitar, Flip Flop, Palm Tree and Parrot. #11013 \$16.95

H Where's The Party? Shot Glass

2 oz. shot glass. Jimmy Buffett's Margaritaville Key West printed on back. #10928 \$5.00

I Cell Phone Holder

"If the phone doesn't ring...", Neoprene, belt loop clip, velcro closure. Blue with black accents. Approximately 5.5" x 3". #10965 \$16.95

J Mesh Structured Cap

Terry cloth front panel and bill with sewn on rubber patch, 4-panel mesh, sewn eyelets, preformed bill, Jimmy Buffett on adjustable back strap with snap closure. Light blue. #11566 \$18.00

K Margaritaville Athletic Cap

Two-toned cap with preformed bill, adjustable buckle back, embroidered. #11619 \$18.00

L Nylon Flag

Printed on both sides, brass grommets. Measures 18.5" x 12". "Republic of Margaritaville, In Margaritas We Trust". #7796 \$19.95

A Margaritaville Varsity Hooded Sweatshirt
Embroidery and applique. 80/20, pigment-dyed, 2" wrist and waist bands, boxy oversize cut, front kangaroo pouch. Dijon Yellow.
S #11660, M #11661, L #11662, XL #11663
\$52.95

B Margaritaville University Sweatshirt
80/20 lightweight sweatshirt collegiate screen print, banded waist and sleeves, double stitch collar. Dorm Green.
M #11633, L #11634, XL #11635 \$32.95
XXL #11636 \$33.95

C French Rib Crewneck Sweater
100% cotton. V inset at neck with twill tape at back neck, open hem with split tail. Grey.
S # 11628, M #11629, L #11630, XL #11631
\$42.95

D Margaritaville Script Logo
100% cotton pigment dyed, garment washed. Banded waist and sleeves, double-stitched collar and shoulders, full front embroidery. Khaki.
M #11508, L #11509, XL #11510 \$44.95
XXL #11511 \$45.95

E Coconut Telegraph Sweatshirt
80/20 fleece lined sweatshirt, banded waist and sleeves, distressed print.
M #11016, L #11017, XL #11018 \$29.95
XXL #11019 \$30.95

F Margaritaville Polo
100% cotton collared shirt, 2-button placket, banded sleeves, split tail. Left front chest embroidery. Forest Green.
M #1101, L #1102, XL #1103 \$38.95 **XXL #2757 \$39.95**

G Margaritaville Script Cap
Khaki 6-panel unstructured, blue embroidery, "Key West" embroidered on back, adjustable buckle closure.
#11499 \$18.00





A

Jimmy Buffett's
MARGARITAVILLE
1985
KEY WEST
GENUINE ARTICLE
UNIVERSITY

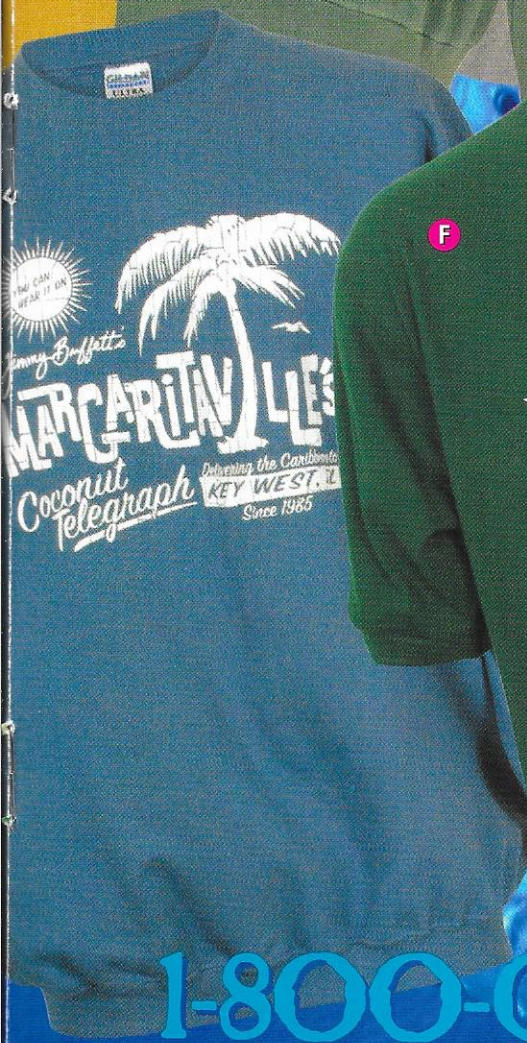
B

MARGARITAVILLE
KEY WEST

C

MARGARITAVILLE
1985
KEY WEST

ENLARGED



F

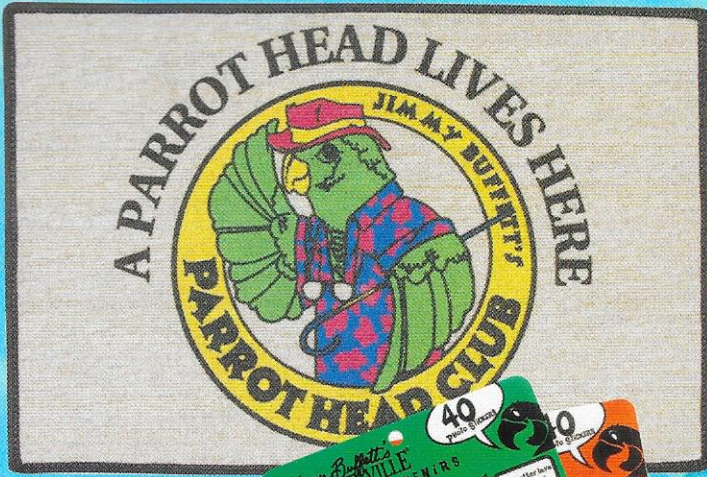
Jimmy Buffett's
Margaritaville
KEY WEST

Jimmy Buffett's
Margaritaville
KEY WEST

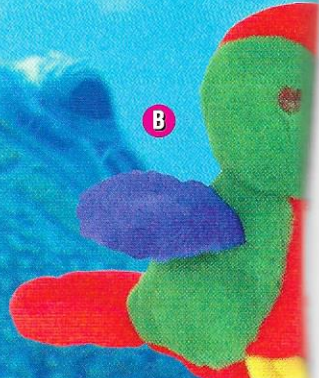
ENLARGED

1-800-COCOTEL

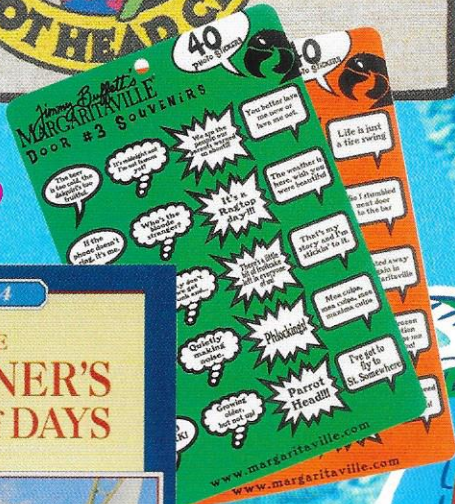
1-800-262-6835



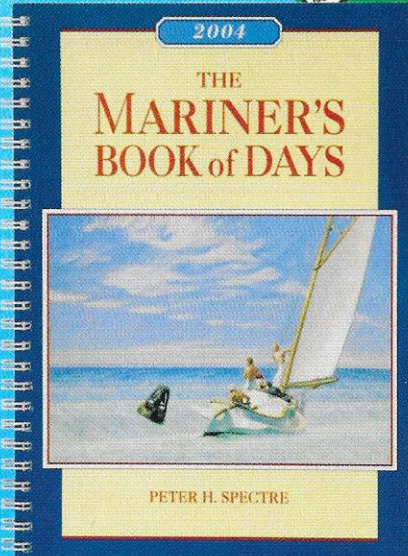
A



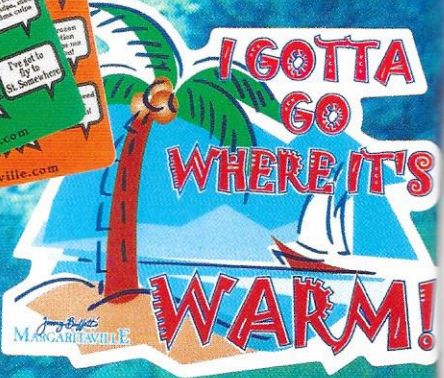
B



E



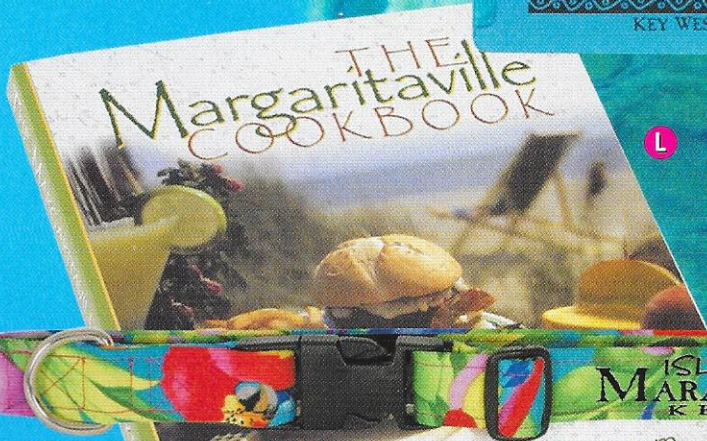
D



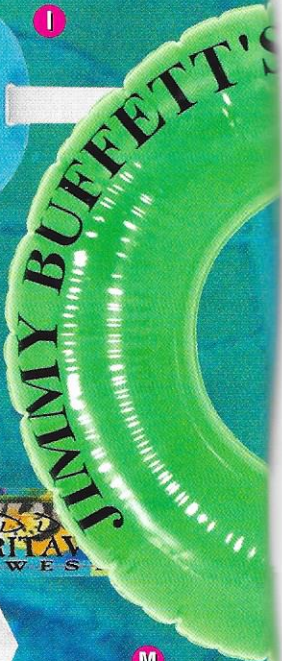
G



I

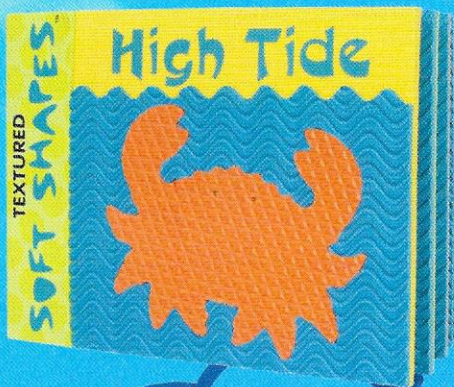


L



M

margaritavillestore.com



A Parrot Head Welcome Mat

Measures 18" x 24".

#8231 \$17.95

B Squeaking Parrot

Talking pet toy stands 6" tall.

#3262 \$8.95

C High Tide Book

Children will love running their hands over these slippery, ticklish sea creatures. These unique pages and pop-out play pieces will help children develop tactile awareness while building object recognition and matching and motor skills. Squeezable and floatable.

#8074 \$9.99

D The 2004 Mariner's Book of Days

Right-hand page is a week of days, left-hand page is a collection of nautical fact, fiction, and folklore. Measures 9" x 7".

#8226 \$15.95

E Photo Stickers

Package includes 40 different Buffett quips and quotables.

#10913 \$6.75

F Receiving Blanket

80/20 Fleece lined "Future Parrot Head" blanket. Meets criteria for fire retardancy for children's apparel.

#11612 \$19.95

G "I Gotta Go Where It's Warm!" Magnet

Approximately 6.5" x 7".

#10907 \$5.95

H Cheeseburger in Paradise Bib

Baby bib with design screened on front. 85% cotton, 15% polyester. Blue trim.

#9411 \$6.95

I Luggage Tag

Spot your luggage in the crowd with this bright blue luggage tag. Approximately 3" x 2".

#7795 \$3.50

J Parrot/Palm Party Lights

12-foot string of ten lights with plastic covers. 2 extra bulbs included, a total of three strings can be attached together.

#10239 \$13.95

K Island Dog Tropical Dog Collars

X-Small 5-10 lbs., adj 6-12" #7814 \$13.00

Small 10-30 lbs., adj 9-15" #1053 \$14.00

Medium 25-50 lbs., adj 14-20" #1054 \$16.00

Large 45-100 lbs., adj 15-24" #1055 \$18.00

X-Large 60-160 lbs., adj 22-30" #1056 \$18.00

L Margaritaville Cookbook

Over 250 pages of recipes gleaned from Buffett lyrics-songs and stories. Paperback.

#6998 \$16.00

M SS Margaritaville

Inflatable pool toy. 28" diameter.

#10505 \$5.95

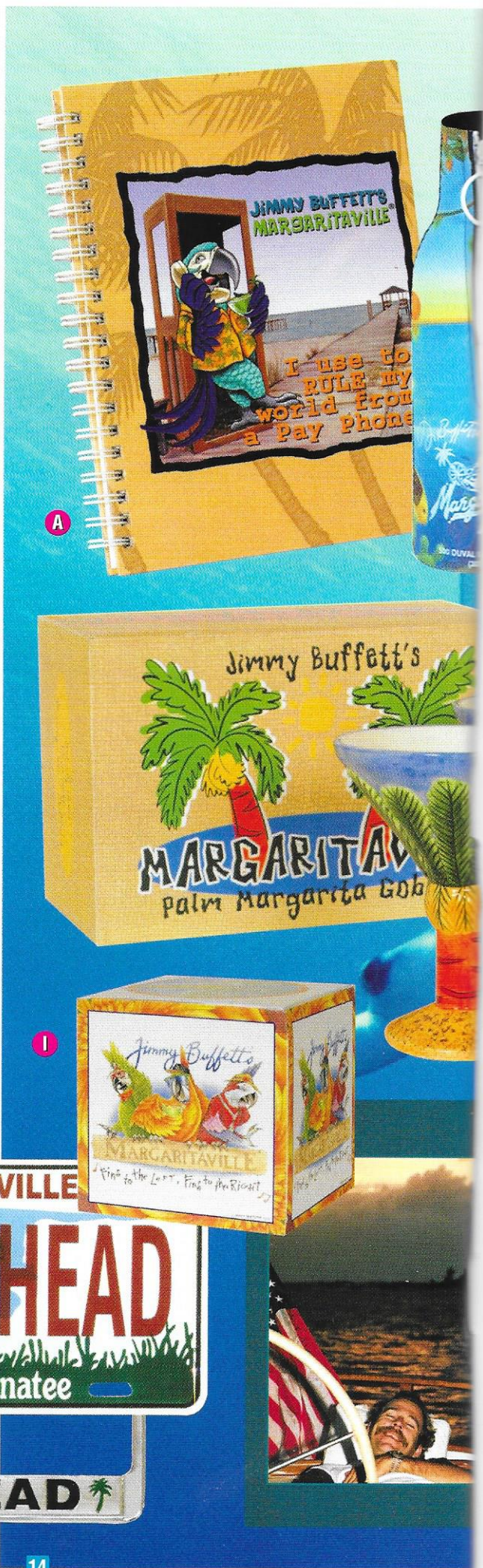
N Photo Journal

Spiral bound with popular "The Weather is Here, Wish you were Beautiful" design on front cover. 24 journal pages, 24 photo-mounting pages. Measures 9" x 6".

#5963 \$7.95

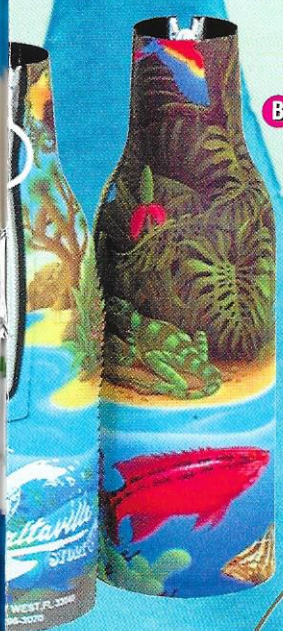
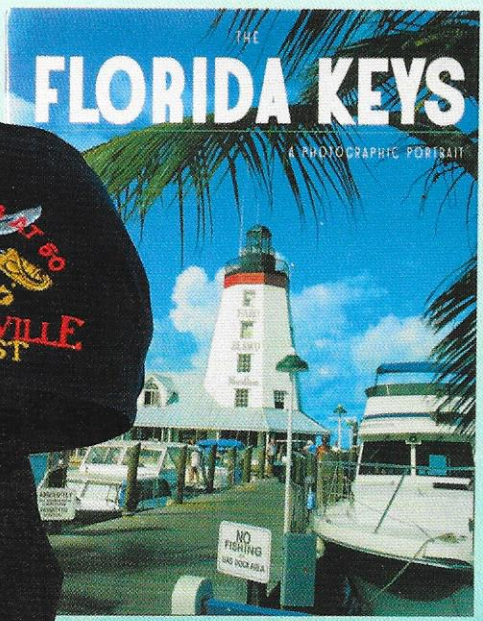


- A** "Used to Rule My World From a Pay Phone" Address book measures 7.5" x 5.5". #10157 \$8.95
- B** Tropical Print Bottle Skins Neoprene. #1350 \$7.95 each
- C** "A Pirate Looks At 50" Bandana OSFA pre-formed bandana with back tie. Skull and crossbones embroidered on front panel. Great for under helmets, construction, beachwear, or bad hair days! #5307 \$13.00
- D** Florida Keys Portraits Residents and visitors to this chain of small islands have shared their photographs of the wonder of this area. Hardbacked book contains 126 pages. #10926 \$24.95
- E** New Colorful Margarita Ceramic Goblets Boxed and sold as set. Holds 12oz. #11575 \$25.00
- F** Not Just A State of Mind Metal Sign With hanging palm tree. #9925 \$12.95
- G** Foam Kool Kups Assorted colors (may vary). #1353 \$3.00 each or 6-pack for \$15.00
- H** Lost Shaker of Salt Wood Sign Handpainted with rope trim. Measures 11" x 7". #10870 \$16.95
- I** Parrot Fins Note Cube Popular design on 3.5" square note cube. #10127 \$9.95
- J** 2004 Jimmy Buffett Calendar Photos and recollections by longtime Buffett photographer Tom Corcoran. #2242 \$13.95
- K** Caribbean Soul License Plate Frame Traffic stopping design printed on high impact polystyrene with high gloss finish. #10513 \$6.95
- L** Parrot Head License Plate \$1.00 from each sale is sent to Save The Manatee Foundation. #1653 \$8.00
- M** Parrot Head License Plate Frame #1609 \$8.00

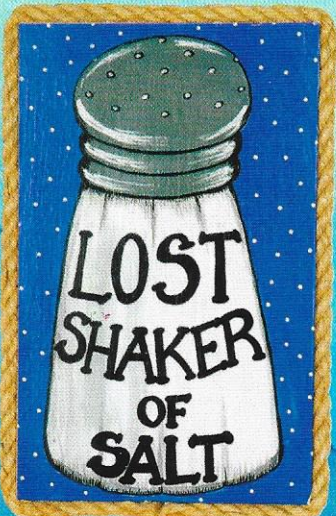


FLORIDA KEYS

A PHOTOGRAPHIC PORTRAIT



Margaritaville
"Not Just A
State Of Mind"



JIMMY BUFFETT

2004 CALENDAR

1-800-COCOTEL

1-800-262-6835

PRODUCED BY TOM CORCORAN

A



B



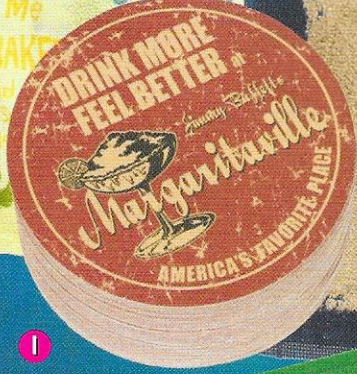
D



C



F



I



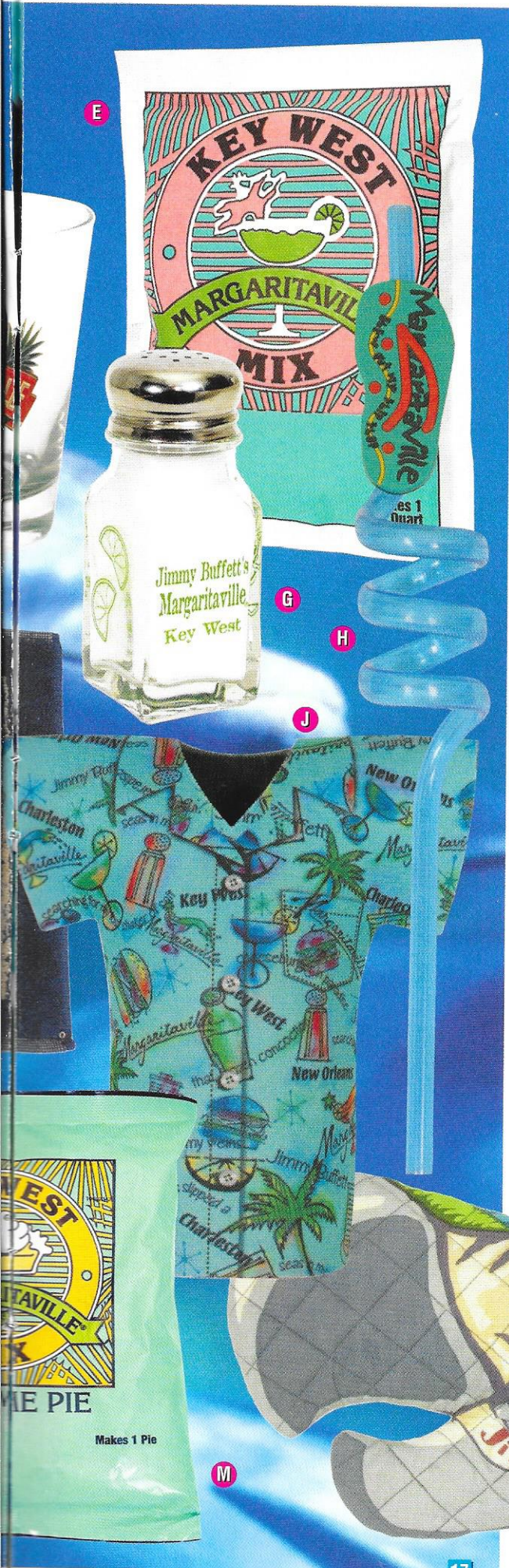
L

K



Net Wt. 12.5 oz. (354.4 Grams)

margaritavillestore.com



- A Songs You Sing For Your Supper Apron**
With pocket. Available in Yellow only.
Measures 35" neck to hem, 24" across.
#10138 \$15.00
- B Margarita Glass**
Classic long stemmed with 16 oz bowl.
Margaritaville Tequila logo and Compass
Rose printed on base of glass.
#11613 \$12.00 each
- C Tequila Shot Glass**
Imprinted with Margaritaville Tequila label.
#7294 \$5.00
- D Old Fashioned "On the Rocks" Tumbler**
12 oz. glass with Margaritaville Tequila logo
and Compass Rose printed on base of glass.
#11614 \$6.00
- E Margarita Mix**
The crystallized flavor of the frozen concoction that helps us hang on. Makes 1 U.S. Quart. #1203 \$6.00
- F Bar Exam Bar Towel**
100% cotton, measures approx 16"x10".
#9185 \$9.95
- G Glass Salt Shaker**
4 sided imprint.
#7652 \$5.50
- H Flip Flop Straw**
Foam Flip Flop attached to 8" plastic straw.
#10927 \$3.75 each
- I Drink More, Feel Better Bar Coasters**
50 cardboard coasters. 4.5" diameter.
#8092 \$5.75
- J Hawaiian Shirt Bottle Koozie**
Neoprene. Dress up your Corona in style.
#10301 \$6.95 each
- K Key Lime Cooler Cookies**
A think, bite size cookie with a tart key lime
flavor. Tin contains approx. 50 cookies.
#1232 \$9.95
- L Brass Bottle Opener**
3-D Parrot opener molded from solid brass.
Approximately 3.25" x 2.25".
#11616 \$15.00
- M Margaritaville Key Lime Pie Mix**
Just add water. Makes one pie.
#7853 \$8.00
- N Custom Parrot Oven Mitt**
Quilted cotton. Measures 7.5" x 12.75"
#10137 \$12.00

A Holiday Macaw Christmas Parrot

On candy cane perch. Approximately 31".

#5755 \$24.95

B Christmas Throw

A Margaritaville Collectible. 100% cotton throw. Machine washable. Made in the USA. Approximately 72" x 54".

#10856 \$55.00

C 2003 Christmas Ornament

Solid resin ornament. Approximately 5" x 4" and weighs 5 oz. Not just for the tree, hang 'em anywhere, hang 'em everywhere!

#10853 \$17.95

D 2003 Christmas Design T'

"Christmas in the Caribbean"

100% cotton long sleeve T-shirt.

S #11086, M #11087, L #11088,

XL #11089 \$19.95 XXL #11090 \$20.95

E Dancing Parrot Christmas Boxers

100% cotton. Elastic waistband and button fly. S (28-30) #10846, M (32-34) #10847, L (36-38) #10848, XL (40-42) #10849 XXL (44-46) #10850 \$18.95

F Christmas Island CD

Jimmy Buffett's Christmas Collection.

Cassette #2721 \$5.98 CD #2720 \$13.98

G Margaritaville 2003 Christmas Cards

"Christmas in the Caribbean" die-cut cards.

Inside: "We've Got Everything but Snow".

Box of 20 cards w/envelopes. #10855 \$20.00

Single card w/envelope. #10854 \$1.50

H Dancing Parrot Christmas Stocking

Approximately 18" x 8".

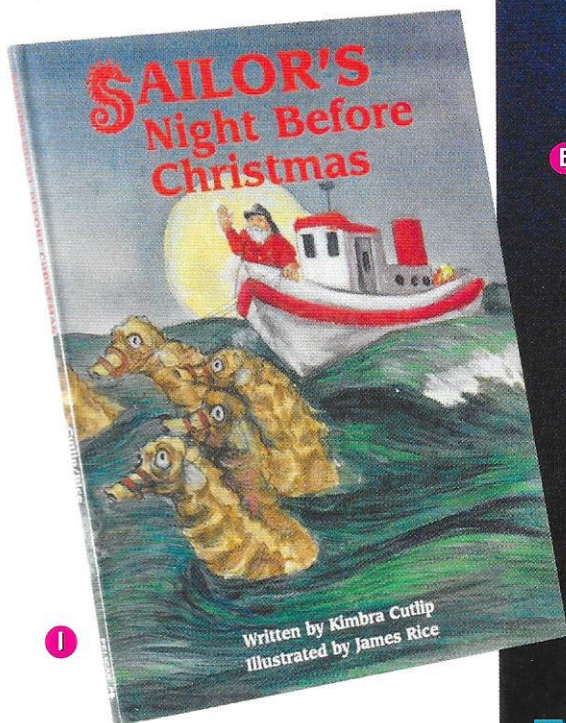
#10851 \$13.95

I Sailor's Night Before Christmas

A sailors version of the classic. A tall tale about ol' Cap'n Claus who traveled the seven seas with a team of eight seahorses.

Hardback Measures 11"x 9". 30 pages.

#9794 \$14.95



Don't live in a Hurry, Send Away for Mistletoe...

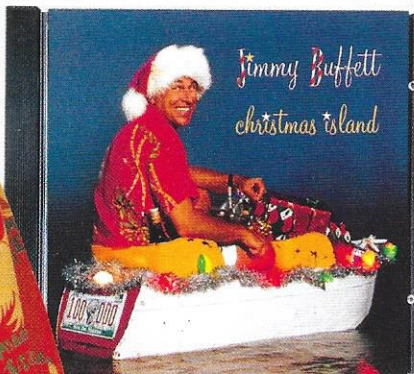
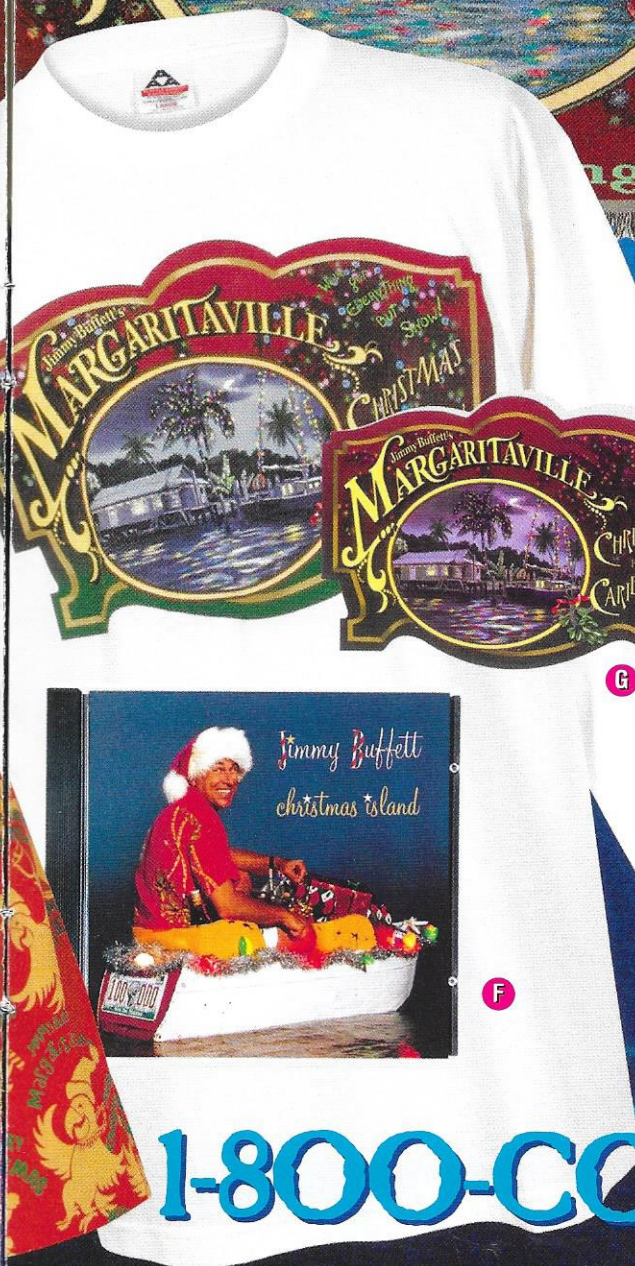
Jimmy Buffett's

MARGARITAVILLE



CHRISTMAS
IN THE
CARIBBEAN

ing but Snow



1-800-COCOTEL

1-800-262-6835



Jimmy Buffett's
Margaritaville
KEY WEST

Ladies Zip Jacket

80/20 Hooded sweat with banded waist and sleeves.
Drawstring single layer hood and separate pockets.
S #11669, M #11670, L #11671, XL #11672 \$45.95

Flip Flop Keychain

2.5" x 1.5" Colored foam layers with
"Blew out my Flip Flop" imprint.
#10929 \$5.00



Pewter Flip-Flop Earrings

Approximately 1/2".

#9816 \$9.95



Jimmy Buffett's
MARGARITAVILLE
FLORIDA

Design screen printed on sueded fabric finish.

3% spandex in textured rib knit trim and side rib knit panels.

S #11720, M #11721, L #11722, XL #11723 \$43.95

Ladies Hibiscus Sweater

Design screen printed on sueded fabric finish.

3% spandex in textured rib knit trim and side rib knit panels.

S #11720, M #11721, L #11722, XL #11723 \$43.95



Jimmy Buffett's
MARGARITAVILLE

Design screen printed on sueded fabric finish.

3% spandex in textured rib knit trim and side rib knit panels.

S #11720, M #11721, L #11722, XL #11723 \$43.95

Salt Shaker Sock

Above ankle.

Standard Ladie's Size 9-11.

#7266 \$8.95

CLASSICS NEVER DIE

Following items can be viewed online at www.margaritavillestore.com

Day on Vacation Mouse Pad Foam mouse pad, 7.5" x 8". #9119 \$7.95

Margaritaville Metal Car License Plate Frame #1610 \$8.00

Margaritaville Metal Car License Plate #1654 \$8.00

Fins Up Car Magnet Magnet Measures 6.5" x 4". #10908 \$4.95

Milk Suks! Got Margaritas? Magnet Measures 12"L x 3"H. #9276 \$6.95

Cheeseburger in Paradise Apron #1069 \$15.00

Tropical Print Neoprene Can Holder #1351 \$4.75

Parrot Head Prophylactic \$1 from each sale donated to AIDS cauaes. #1018 \$2.75 each

Margaritaville Mousepad Measures 7.5" x 8". #9229 \$7.95

A Bad Day on Vacation Always Beats a Good Day at Work!

100% cotton beach towel measures 32" x 64". #10508 \$22.00

Temporary Tattoos Set Of 5. #8359 \$3.50

"A Bad Day on Vacation always beats a Good Day at Work!"

Canvas Beach Bag measures 16" x 15". #9417 \$15.00

Surfer Dude Antenna Buddy for car antenna. #5688 \$5.95

Corona Talking Opener Says "Cerveza Senor?...Oh, Yeah. Corona!" Durable hard plastic. #8089 \$9.95

Shark Flashlight Keychain Push the sharks fin, the mouth opens up and lights up red. Plastic shark measures approx 2" and is attached to keychain. #9880 \$5.50

Car Windshield Shade Hi-Tek top quality silver surface collapsible fabric sun shade, 1 piece construction for full windshield coverage. Spring wire design, collapses to approx. 10% of original size, held together with built in elastic. Fins Up design printed on each panel (approx size each: 25" x 25") and on Storage Pouch (measures approx 10" diameter once folded). #10672 \$18.95

Ceramic Parrot Ornament Measures 3"H. #10506 \$7.95

Oval JB Magnet with large JB in center, measures approx 4" x 6". #10909 \$3.95

Lime Magnet "If life gives you lemons, make lemonade but if life gives you limes, make Margaritas" Magnet measures 2.5" x 2.5" #7777 \$4.75

Tiki Time Plastic Cup Measures 9"H, assorted colors. #10930 \$2.95 each

Ice Scraper "The Weather is Here, Wish you were Beautiful" printed on a warm, sheepskin lined canvas mitt with attached ice scraper. #2691 \$9.95

Margarita Lip Balm All natural 0.45 oz lip balm. #7398 \$5.50

Margaritaville Custom Beads Bright and colorful with parrots and cheeseburgers. Length 42". #8114 \$6.99

Margarita Glass Ornament Thin, metal hanging ornament measures 5.5"H x 3.5"W. #9932 \$6.95

Live By the Bay Video 1985's Last Mango in Paris Tour. #701 \$21.95

Tales From Margaritavision A compilation of Jimmy Buffett videos. #7202 \$25.00

Meet Me In Margaritaville The Ultimate Collection (double live CD). #10758 \$24.95

Wooden Wine Cork #7626 \$4.00

Classic Caribbean Soul Designs on 100% cotton white short sleeve T' shirts.

Changes in Latitudes, Changes in Attitudes

M #2, L #3, XL #4 \$16.95 XXL #630 \$17.95, 3X #9666 \$18.95

Cheeseburger in Paradise

M #14, L #15, XL #16 \$16.95 XXL #627 \$17.95 3X #10725 \$18.95

Why Don't We Get Drunk

M #9476, L #9477, XL #9478 \$16.95 XXL #9479 \$17.95 3X #9480 \$18.95

Margaritaville

M #30, L #31, XL #32 \$16.95 XXL #626 \$17.95 3X #9663 \$18.95

Margaritaville Goes To Summer School

By Kristin L. Adlam
Margaritaville Store Charleston



Shock and concern circulated through Charleston County, SC when school officials cancelled the summer school program. Lack of funding excluded elementary and middle school-aged children from receiving much needed tutoring during the summer months.

In response to this need, the Mayor of Charleston, Joe Riley, called for help from the community. As a result, a volunteer based program called S.O.S. (Summer of Success, or Supporting Our Students) began to form, in which local businesses were asked to sponsor their employees in giving their time away from work and personal commitments to tutor a child several times a week. The Margaritaville Store, as well as many other local businesses, immediately stepped up and requested an employee might go to schools and get involved. I work in the Charleston Store during summer break, and as a teacher I thought this was a great opportunity to help.

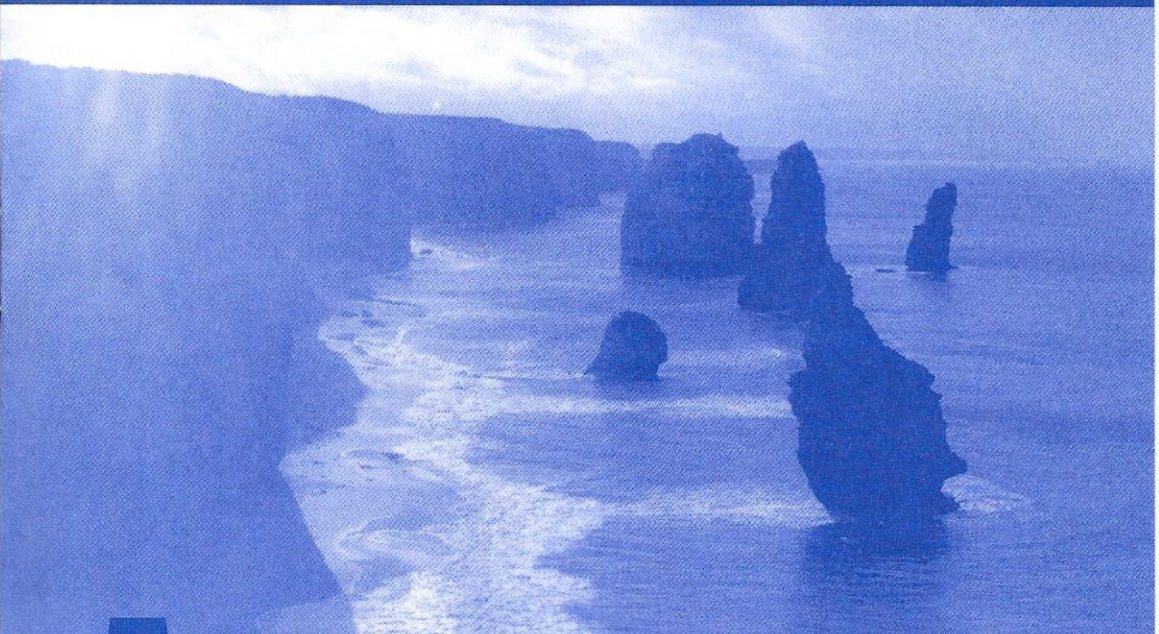
I was assigned to two days a week working with Kevin, a struggling fourth grader. He was able to improve his reading skills using card games, computer programs and the school library. Watching him gain confidence and noting his success was a rewarding experience. Thanks to Margaritaville for supporting the program, and thanks to all Parrot Heads who support our schools everywhere.

Ms. Kristin Adlam
Margaritaville Store

I understand that you were a participant in the SOS program and I wanted to thank you for your contribution of time and energy to this effort. Education is so important to our future and it is unfortunate that the School District is so poorly funded that it could not have a summer program for remedial training. Having participated in it myself, I know the impact my few hours had and I know you must feel great having provided the attention that your student needed.

Most sincerely yours,
Joseph P. Riley, Jr.
Mayor, City of Charleston

livin' it up down unda by lacy pischke



As I rode the train one early Saturday morning from Sydney to Newcastle to meet with Jenny Creek from the Australian Parrot Head Club, I couldn't help but admire the scenery. I'd been there since February yet this land still had the ability to amaze me. Australia boasts pristine coastlines and natural wonders. Couple that with its friendly, laid-back attitude and it is a scene right out of a Jimmy Buffett song. Whether Jimmy's music represents your lifestyle or one you dream of, it has the power of bringing people together and it has done just that in the land down under.

The Australian PHC, only in existence for a couple of years now, is already eighty members strong and continues to grow. Interests were stirred and contacts were made by Membership Director Bob Hefflefinger and Tom Bush through Internet message boards. PHC members still stay in touch through the Internet as membership is spread all over Australia. They have made their home base in Newcastle, New South Wales and meet there once a year to party Parrot Head style.

The Hog's Breath Cafe in Newcastle hosts the annual event held each April. While Australians definitely know how to throw back a few, they also meet in Queensland each September to raise money to benefit cerebral palsy. This cause hits close to home for members Lionel and Rita Aitkin. Their six-year old daughter Rachel has cerebral palsy and the PHC raises money each year in her name. This fundraiser has attracted American artist Eric Stone who comes out annually at his own expense to perform renditions of Buffett music. Stone's visits inspired him to write a song about his experience from which this article is titled, "Livin' It Up Down Under".

Jimmy's music certainly has the ability to influence and inspire people everywhere. For Jenny Creek, it has opened a new world, forming world wide friendships from her representation of the Australian PHC. While Jenny sometimes gets the chance to see a Buffett concert during visits to the U.S., fellow club members long for a visit from Jimmy whose last Australian stop was in 1988 for the Hot Water Tour. In April at a show in Houston, Jimmy dedicated "Boomerang Love" to the Aussie fan club, raising hopes of the citizens of OZ.

After Jenny has so kindly showed me around Newcastle, told me all about the Australian PHC and fed me at the infamous Hog's Breath Cafe, I made my way back to Sydney. I love this place and these people. Visiting Australia was the most amazing experience of my life. Thank you to Margaritaville Key West and the Coconut Telegraph for making it possible to live a dream.



Lone Palm Airport Jamaica Vacation Give-Away

What Jimmy Buffett song was inspired by the 1996 incident in which his plane was mistakenly shot at by Jamaican authorities?*

Answer this Jimmy Buffett Trivia Question to Register to Win

GRAND PRIZE

One Grand Prize Winner will receive a 4 day/3 night, all-inclusive stay for two (2) at any Breezes location of their choice on the beautiful island of Jamaica. Trip includes 2 round trip tickets on Air Jamaica, a Margaritaville Gift Pack plus a one (1) day visit at their choice of one of Jimmy Buffett's three Jamaica Margaritaville locations. Winner will also receive a one-year subscription to Porthole Cruise Magazine.

2ND PRIZE

One 2nd Prize Winner will be drawn for a 4-day/3 night hotel stay for four (4) at the Renaissance Orlando Resort at Seaworld. They will also receive a Margaritaville Gift Pack and a one-year subscription to Porthole Cruise Magazine.

3RD PRIZE

Twenty-five 3rd Place Winners will receive a one-year subscription to Porthole Cruise Magazine.

**Lone Palm Airport
Jamaica Vacation Give-Away**
presented by Jimmy Buffett's Margaritaville

ANSWER THIS JIMMY BUFFETT TRIVIA QUESTION
CORRECTLY TO BE ENTERED INTO A DRAWING FOR A:

Jamaican Getaway Package

One Grand Prize winner will receive a 4 day/3 night, all-inclusive stay for two (2) at any Breezes location of their choice on the beautiful island of Jamaica. Trip includes 2 round-trip tickets on Air Jamaica, a Margaritaville Gift Pack plus a one (1) day visit at their choice of one of Jimmy Buffett's three Jamaica Margaritaville locations. Winner will also receive a one-year subscription to Porthole Cruise Magazine.

One 2nd prize winner will be drawn for a 4 day/3 night hotel stay for four (4) at the Renaissance Orlando Resort at Seaworld. They will also receive a Margaritaville Gift Pack and a one-year subscription to Porthole Cruise Magazine.

Twenty-five 3rd Place winners will receive a one-year subscription to Porthole Cruise Magazine.

QUESTION:
What Jimmy Buffett song was inspired by the 1996 incident in which his plane was mistakenly shot at by Jamaican authorities?

Submit your answer at
www.margaritaville.com or www.porthole.com

DRAWING WILL BE HELD FEBRUARY 1, 2004 AT
Lone Palm Airport
HOME OF JIMMY BUFFETT'S HEMISPHERE DANCER
IN ACCORDANCE TO JIMMY BUFFETT'S MEMORANDUM AT UNIVERSAL CITY WALK, ORLANDO

Register to win at Jimmy Buffett's
Margaritaville in Universal CityWalk Orlando or online at

www.margaritaville.com/lonepalm

Remember... Margaritaville Gift Certificates Are Available in \$10 and \$25 Denominations



Would you like to be on our mailing list?

Merchandise orders exceeding \$25 guarantee a subscription for one year from order date. Yearly subscription only, \$10.

Mail Orders:

Make check or money order payable to Margaritaville. Send to The Coconut Telegraph, PO Box 1459, Key West, FL 33041.

Sorry, No C.O.D.'s.

Credit Card Orders:

Call Toll-Free 1-800-COCOTEL (1-800-262-6835) from 9am to 10pm EST, 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 or E-mail info@margaritaville.com

Shipping / Handling Charges:

Orders up to \$15.00...\$4.95 / \$15.01 - \$30.00...\$6.95 / \$30.01 - \$50.00...\$8.95
 \$50.01 - \$75.00...\$10.95 / \$75.01 - \$100.00...\$12.95 / \$100.01 - \$150.00...\$15.95
 \$150.01 - \$200.00...\$17.95 / \$200.01 and over...\$21.95
 Florida residents please include 7.5% sales tax.

For 2-Day Federal Express delivery, add \$10.00.

For Standard Overnight Federal Express delivery, add \$20.00.

Please include physical street address.

Air Mail to Canada please double S/H charges.

Express Mail International Service charges apply to all overseas orders (Not APO or FPO). Call for rates or check our website at margaritaville.com/mail.htm

Returns and Exchanges:

If you are not satisfied with any product, for any reason, return it to The Coconut Telegraph within 90 days of purchase date. Please include a note requesting either a refund or an exchange. We will promptly refund the full purchase price, less shipping and handling.



The Coconut Telegraph is published and distributed by The Margaritaville Store, Inc.

QTY	ITEM #	DESCRIPTION	SIZE & COLOR	PRICE	TOTAL

ORDERS PLACED BY DECEMBER 8TH WILL ARRIVE BY CHRISTMAS
 We accept MC, Visa, American Express and Discover

Subtotal
 Florida residents only, add 7.5% Sales Tax
 S/H
 TOTAL

Name _____
 Address _____

 City _____ State _____ Zip _____
 Daytime Telephone # _____
 Credit Card # _____ Exp. Date _____
 Signature _____

Inquire about merchandise from previous issues or check the Mini-Mart at margaritavillestore.com

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

1-800-COCCOTEL

Visit our web site @ www.margaritaville.com

PRST STD
U.S. Postage
PAID
Margaritaville



PALM TREE CAP

Khaki Green, 6-panel cap with pre-formed bill, side grommets and rear velcro closure. Embroidered front design.

#11021 \$18.00

