

The Margaritaville Store opened in Key West in January 1985. Three years later the Margaritaville Cafe joined the Store at our current Duval Street location.

Jimmy Buffett

escaped the parochial confines of Mobile, AL. pursuing the elusive promises of the late sixties. His personal "Pot 'O Gold" was in New Orleans, LA. where a young Jimmy Buffett indeed found the pot, but no gold. A degree in History and Journalism from the University of Mississippi provided the catalyst for the ongoing "search for the lost shaker of salt". His quest has taken the self-proclaimed troubadour along the expansive curve of the Gulf Coast., from Corpus Christi to Key West. Jimmy Buffett shadowed the footprints in the sand of many travelers before him; Cortez, Ponce de Leon, Sir Francis Drake, and, of course, the charismatic Jerry Jeff Walker. All led to Key West, FL., the town that was to play a major role in Jimmy Buffett's life.

Jimmy ultimately found the 60's, a decade late and 90 miles north of Havana, Cuba. His first four albums came out of early Key West days. Jimmy combined a keen eye and extensive personal research

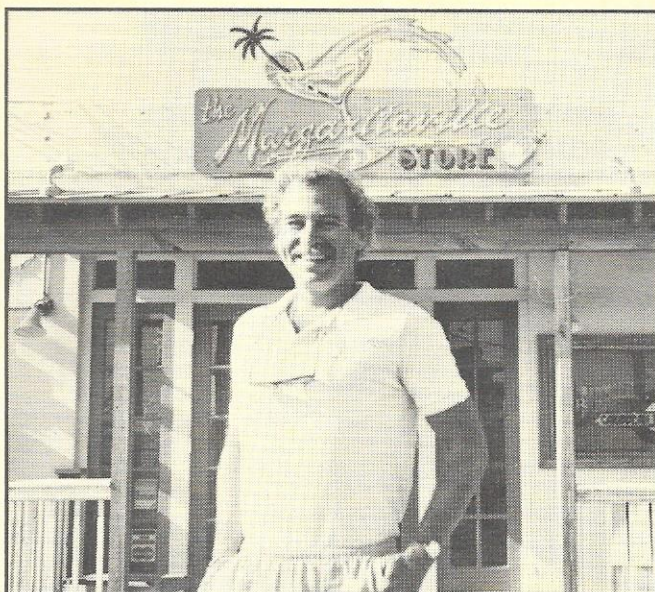
to hone his songwriting skills. Millions of albums were snatched up by pre-Parrot Heads, and Jimmy's walls were lined with Gold and Platinum records. "I'm as successful as I want to be. I've taken my career and a band and built them around my songwriting to the point where I can be very successful financially and very gratified artistically and do what I do best, which is write songs and play on stage."

FRUITCAKES

Jimmy Buffett's latest MCA release, *Fruitcakes*, his first studio album in 5 years, debuted at #5 in *Billboard Magazine*. "Buffett shipped gold!" proclaimed hip music exec's twirling swizzle sticks over lunch while 500,000 copies of Jimmy's 22nd MCA release was packed off to understaffed record stores.

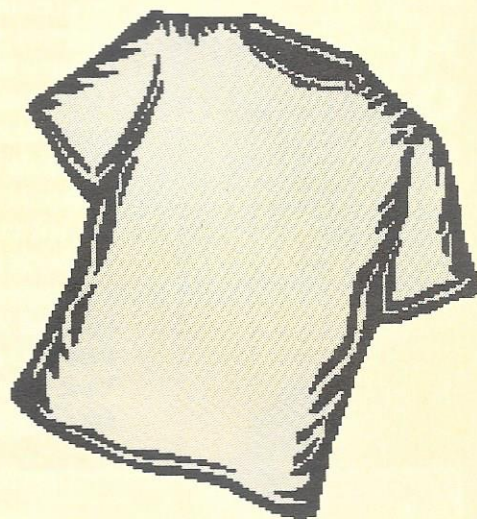
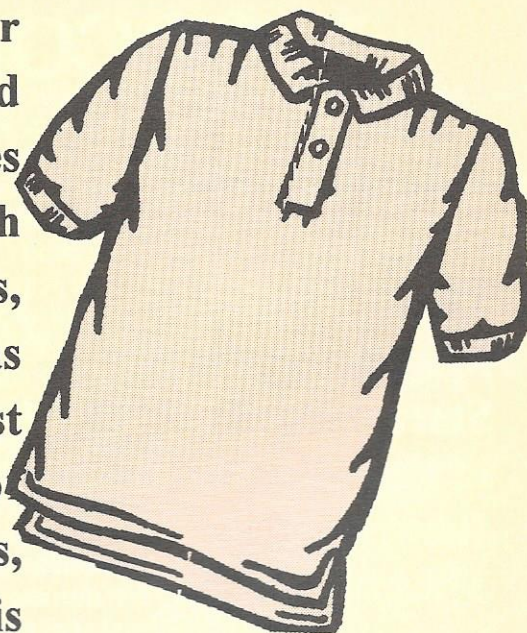
Fruitcakes succeeds the Platinum selling *Boats, Beaches, Bars & Ballads*; MCA's biggest selling box set.

Jimmy's summer tour is an annual event witnessing record setting sell-outs in venues across the country, while consistently ranking in the Top 5 summer acts. "People have tried to unravel the mystery of our longevity and our fanatical fans, but I choose not to tamper with it. In today's world of fax machines and cellular phones we need to spend a little time with the fun part of ourselves - that's what a Jimmy Buffett concert is all about."



The Coconut Telegraph is your connection to Jimmy Buffett and Margaritaville. Mailed six times a year, the Coconut Telegraph contains Buffett Fun Facts; stories, updates, happenings, half-truths & lies, as well as current and historical articles on Key West and New Orleans and a selection of Margaritaville Merchandise. T-shirts, hats, books, glassware...anything in the store is available through the Coconut Telegraph. Subscription fee is \$10.00 per year, or FREE with a purchase of \$25.00 or more. For a free issue write:

The Coconut Telegraph, PO Box 1459, Key West, FL 33040, or call 1-800-COCOTEL.



"The Telegraph is a way to extend the concert for the people that are true Jimmy Buffett fans. It's a lot of fun, plus it's great to have your own newspaper."

Call Toll Free 1-

Merry Christmas from The
Coconut Telegraph. We hope you
enjoy this colorful selection of
Margaritaville Store merchandise.

Call Toll Free
1-800-COCOTEL

Margaritaville Glassware

Quality dishwasher safe glassware from Libbey Glass.

Margarita Glass

Classic design long stem glass with 16oz. bowl. \$10.00 each or 2/\$15.00. Margaritaville's own Margarita Mix makes 1 quart of mix. \$5.00.

Two glasses and mix \$20.00

Sleepless Knight Beer Stein

Heavyweight glass features Order Of The Sleepless Knight Crest. Holds 10oz. of your favorite beverage, great for milk & cookies. \$10.00

Cafe Glass

Pilsner shape glass with colorful Margaritaville logo. Holds 10oz. \$7.50 each or 4/\$25.00

Wrap Palm Tumbler

Colorful tumbler holds 14oz. \$7.50

Boat Flag

Store logo embroidered on 14 X 20 nylon flag. \$26.00

Windsock

Store logo embroidered on 18" top. Six bright streamers measure 42". \$31.00

License Plates

Standard size metal license plates patterned after official Florida Manatee plates. \$1.00 from each sale is contributed toward protecting manatees. \$8.00 each.

License Plate Frames

Throw away that old car dealer license plate frame and screw ours on. Heavy duty metal frame. Please specify Margaritaville or Parrot Head. \$6.50



Lost Shaker of Salt

No explanation necessary. \$5.00

Margaritaville Coffee Mug

White porcelain mug is \$6.50. 6oz. bag Key West Cuban Roast Coffee is \$5.00. Mug & Coffee \$10.00

Great White Can Holder

Soft, pliable rubber holders are \$6.25 each.

Koolkups

Foam cups come completely assembled. \$3.00 each. Six pack is \$15.00



Duval Street

Why Don't We Get Drunk

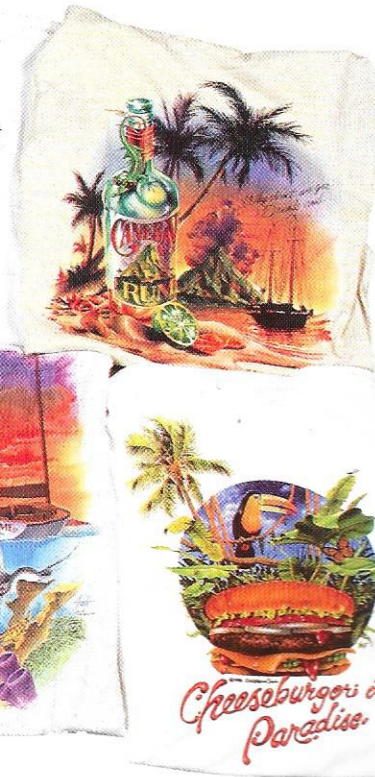


Designs inspired by Jimmy Buffett lyrics.

100% cotton crew neck T-shirts available in White, Beige or Ash Gray. Size: M,L,XL & XXL. **\$14.95**

Illustrations on the back with Caribbean Soul logo on left front chest shown at left.

Five front and back illustrations detailed at right. (First column, next page.)



Hold All Calls

Island Time

Cheeseburger in Paradise

Margaritaville Ball Caps

100% poplin cotton ball cap featuring Margaritaville Store or Parrot Head Club embroidered on front panel. **Store Cap** available in solid White, Mint or Tropical Print. **Parrot Head Club Cap** available in solid White, Navy or Tropical Print.

Ball caps are **\$15.00**



Fin Hat

100% cotton long-billed fishing cap. Rear flap provides protection from solar flares. Available in White, Royal Blue, Khaki or Gray. Removable velcro fin is gray. **\$19.95** Sized as follows:

Small 6⁷/₈-7

Medium 7¹/₈-7¹/₄

Large 7³/₈-7¹/₂

XLarge 7⁵/₈-7³/₄

Parrot Cap

Features soft, solid stuffed parrot head, bright wings and foot long tail. Hand crafted with non-toxic color fast paints. **\$19.95**



Margaritaville

Cotton Crew Neck T-Shirts

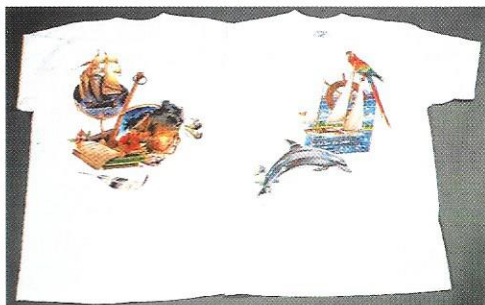
100% cotton crew neck T-shirts available exclusively through The Margaritaville Store. Designs, colors and sizes listed below.



Back Margaritaville Front



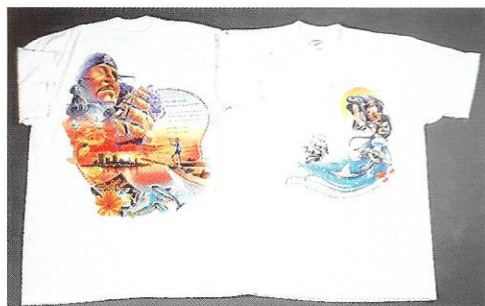
Back Pirate Parrots Front



Back Son of a Sailor Front



Back Changes in Latitude Front



Back Pirate Looks at Forty Front



Poster

Fruitcakes

Buffett Bar

Available in White only. Size: M,L,XL & XXL. Poster T' Small through XL only. \$14.95



Margaritaville Cafe

New over dye colors available:
Brick Red, Sage, Denim or
Wedgewood Blue.
Size: S,M,L &
XL. \$14.95

Margaritaville Cafe
Parrot Head Club
Margaritaville Store
Available in White, Black, Red,
Green, Yellow, Blue or Ash Gray.
Size: S,M,L & XL. \$14.95

Parrot
Head Club
or
Margaritaville
Cafe
Sweatshirt
available in
White or Ash
Gray. Size:
M,L,XL &
XXL. \$21.95





Margaritaville Golf Shirt

100% combed cotton Outer Banks® golf shirt. 2-button placket, stitched sleeves and extended tail. Cool and comfortable. Available in Mint Green, Forest Green, Pink or Royal Blue.

Size: S,M,L& XL. \$35.00



Margaritaville Short Sleeve Cotton Fleece

Bulky 100% cotton fleece with embroidered Margaritaville Cafe logo. Off shoulder sleeves supplement oversize design. Features 2-button placket with collar and banded sleeves. Available in White, Yellow, Moss Green, Purple and Royal Blue.

Size: L & XL only. \$38.00

Jammin' Polo Shirt

Island figure embroidered on left front chest, "We Be Jammin! Margaritaville Key West." Features include banded sleeves, split tail and 2-button style placket collar. Available in Navy Blue, Brick Red or Forest Green.

Size: M,L,XL & XXL. \$34.00



Call Toll-Free 1-800-COCOTEL

Long Sleeve Denim

100% cotton, durable double-stitched classic denim shirt. Comfortable and casual double-button open cuff. Embroidered margarita glass spilling out of left front pocket. Denim Blue only.

Size: S,M,L & XL. **\$45.00**



Margaritaville 1994 Christmas Shirt

Long sleeve crew neck T-shirt. Bright, colorful holiday illustration shown above. Beautiful design fills the front of 100% cotton crew neck. Available in White only.

Size: M,L & XL. **\$18.00**

Design also available on Margaritaville Christmas card. Oversize card measures 5 x 8, includes red envelope. Individual cards are **\$1.50**, set of 20 cards and envelopes, **\$20.00**

Inside greeting: *Believe it and it will come true.*

Camp Shirt

Full cut, durable 100% combed cotton shirt. Pre-washed, made in USA. Margaritaville embroidered above left front pocket. Soft, casual and comfortable. Available in Natural Off-White or Classic Denim Blue.

Size: S,M,L & XL. **\$38.00**

Hawaiian Shirt

Classic design printed on 100% washable rayon. We chose rayon to recapture the authentic feel of an original Hawaiian shirt. Slip one on and experience it for yourself.

Size: S,M,L,XL & XXL. **\$49.95**

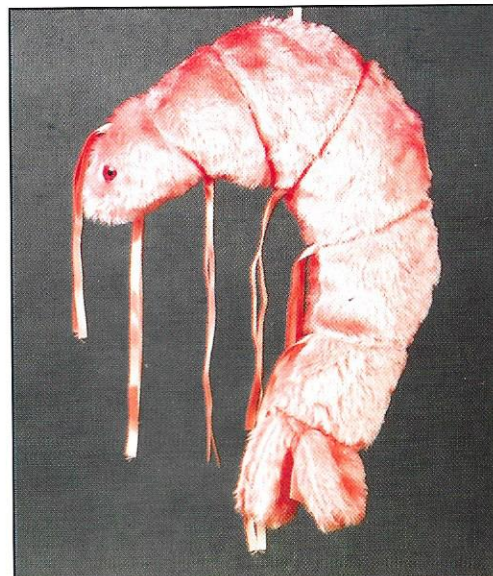


Christmas is for kids!



Cheeseburger Pillow

Handcrafted using non-toxic paints and shredded cotton/polyester filling. Hand made in El Salvador. Pillow measures 12" X 6". **\$26.00**



Key West Shrimp

Pink stuffed shrimp measures 14" from loop to tail. **\$15.00**

Stuffed Manatee

Soft, gray, stuffed manatees available in 8, 14 or 20 inch length. **\$12.00, \$18.00** or **\$25.00**. Made in USA for The Manatee Toy Company. Hand washable. For children over 3.



Youth Designs

Parakeet Club or **Margaritaville Cafe** design printed on 50/50 crew neck youth T-shirts. Colors include White, Blue, Green, Pink or Yellow. Size: 2-4, 6-8, 10-12, 14-16. **\$7.95**

Youth sweatshirts now available in White or Ash Gray. Size: XS,S,M & L. **\$17.95**



Air Margaritaville Golf Shirt

100% natural cotton shirt. Accent colors on collar, sleeve and embroidered Air Margaritaville design. Available in Natural with Red, Blue or Black accents. Size: S,M,L & XL. **\$35.00**

Air Margaritaville Crew Neck T-Shirt

100% cotton T'. Design on back with logo on left front chest. Available in White only. Size: S,M,L &XL. **\$14.95**

Air Margaritaville Ball Cap

Adjustable cap with Air Margaritaville embroidered on front panel. Khaki cap with Tan leather bill. **\$18.00**



Air Margaritaville



Coral Reef Tie

Another in a series of colorful, attractive, quality neckwear. Made in New Orleans. **\$20.00**

**Call Toll Free
1-800-COCOTEL**

Margaritaville Boxers'

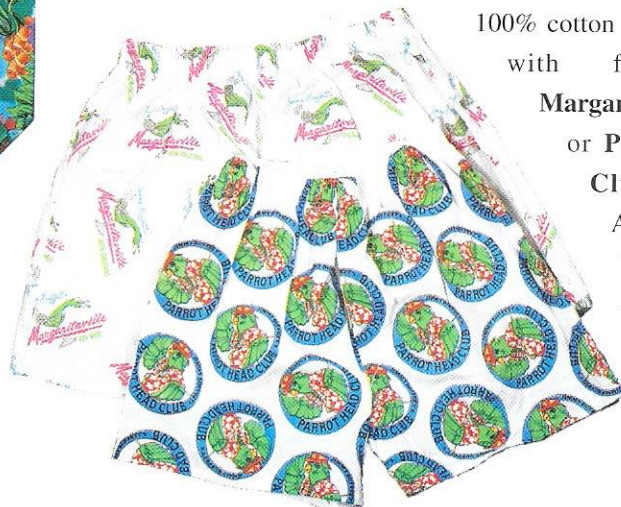
100% cotton banded short with fly front.

**Margaritaville Store
or Parrot Head Club** logo.

Available in White only.

Size: 32, 34, 36, 38, 40 or 42.

\$16.95



Pocket Crew Neck

Embroidered cool shark escaping from the pocket of 100% cotton crew neck T-shirt. Available in White, Ash Gray or Royal Blue. Size: S,M,L & XL. **\$19.95**



Margaritaville Sweatshirts

Lounge Lizard

Embroidered scene on heavyweight 90/10 sweatshirt. Lizard enjoys a Margarita under the Florida sun. Crew neck collar, banded sleeves and waist, soft inner lining. Available in Black or Ash Gray only. Size: M,L,XL & XXL. **\$48.00**

Funky Margaritaville

Colorful, funky typeface. Same name, different look. 80/20 sweatshirt with crew neck, banded sleeves and waist. Available in White only. Size: M,L & XL. **\$31.00**

Quietly Making Noise

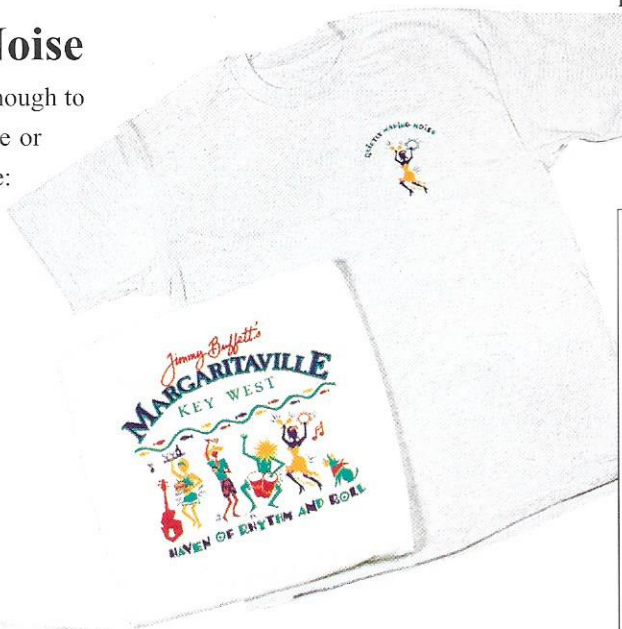
"Not too soft, not too loud, just enough to draw a crowd." Available in White or Gray. 100% cotton crew neck size:

M,L,XL & XXL. **\$14.95**

80/20 sweatshirt also available in White or Gray.

Size: M,L & XL. **\$27.00**

"Lick em
Lizards!"



One of life's interesting set of circumstances brings this pin to you. I'd been making my Techno-Romantic™ style of jewelry for several years when I met Jimmy during an opening of my work at a gallery in Key West. That night, he bought one of my winged heart pins. Later he wore it on a hat that appears on one of his album covers, [Hot Water] mentioned it in his liner notes, and the rest is history. May this pin lead such an interesting life for you too.

Thomas Mann
New Orleans, 1994



Heat Wave High Jersey

From the Tales From Margaritaville Collection. 100% cotton heavyweight football jersey. Over lapping V-neck collar and double-stitched shoulder supplement. Extra long sleeves compliment full cut. Available in Ash Gray only. Size: M,L & XL. **\$32.00**



Margaritaville has obtained a limited supply of Thomas Mann's Winged Heart Pins. Available while supply lasts. **\$54.00**

Pin measures approximately 3" x 1".

Margaritaville Records continues its assault on the popular music front with the release of **Songs For the Daily Planet**. This release marks the first effort of Todd Snider, the latest addition to the record label. His debut album is a humorous travelog commenting on the current state of the world.

Todd has worked and played across the country. Along the way he has witnessed, and suffered through, the dichotomies of life that, ironically, are made bearable only by the ability of artists like himself to explain it to the rest of us.

Comparisons to Jimmy Buffett are inevitable, and perhaps not unwelcome. "Like Jimmy promotes the idea of personal freedom through the ocean, I like the idea of freedom along the highways and through the underground."

Barefoot and scruffy, Todd is a reflection of the free spirit in us all.

The Coconut Telegraph receives many letters, some of them even complimentary, from Jimmy's vast network of fans. These letters appear in the mail, hand-delivered to the store, posted on a variety of computer bulletin boards, why they even wash up on the beach. Here's one we thought you'd enjoy.

Mr Jimmy Buffett,

I have given up hope of somehow making your acquaintance, so I will have to live vicariously through your music. Your ever increasing popularity makes it difficult to know you on a personal basis as I am reminded from a story told by a college pal of mine. He tells of a story when his father was in a bar in Atlanta when the one-man acoustical entertainer was about to call it quits for the evening. My friends father offered the gentleman \$5.00 to play for another hour or so, and the entertainer obliged.

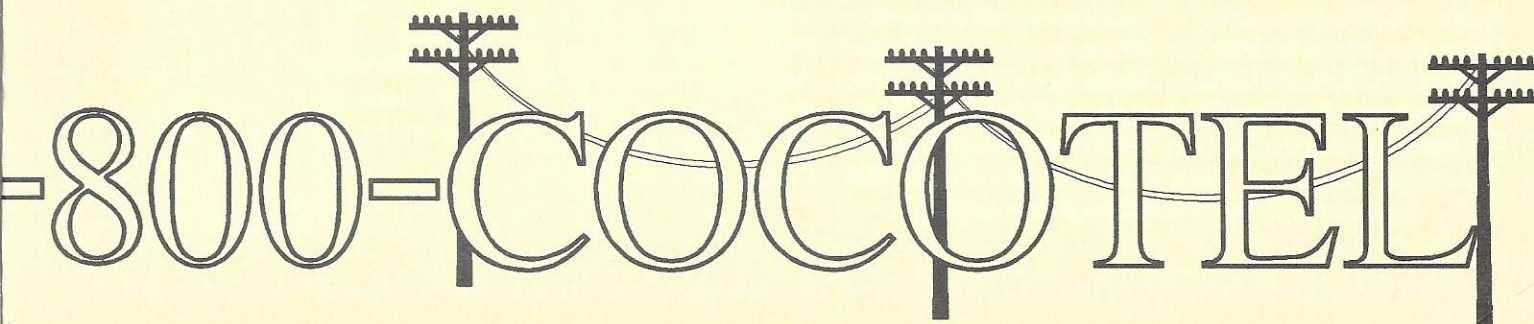
Now this same entertainer is playing sold out shows around the country, and leading an organization affectionately known as Parrot Heads.

Congratulations on your well deserved success.

Tom Brooks

Parrot Head Extrodinaire

"Our appeal is based on a lot of years of work and acceptance by an audience that keeps growing. I'm not that far from the vision of when I started 25 years ago."



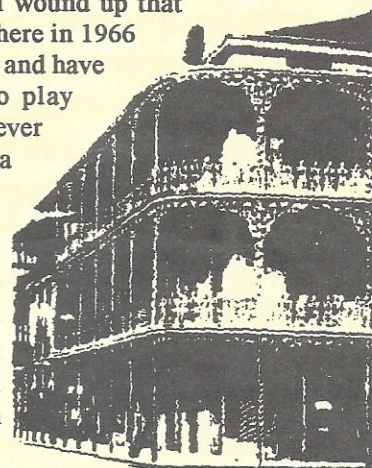
Reflections on New Orleans

The Margaritaville Store opened in New Orleans in August 1992.

From an A & E Interview with Elliott Forrest.

I ran away from home to this town. I used to always come down here [the Mississippi River bank] when I was working on Bourbon Street when I was about 18 years old and sit down on the rocks on this river as my contemplating spot. I also came down here when I wasn't contemplating... I remember one day waking up here rather early in the morning with my performing clothes on from the night before, a bit wrinkled, and tourists were taking my picture. I thought, boy, I've really made it in show business now. But I had a history here before that. My grandfather was a captain on a steamship and we'd always come over here as kids and meet his ship and then come into town. I was eight or nine years old, and those were my biggest memories - I think that's why I always think of New Orleans as northern edge of the Caribbean, because his ship was always leaving from here and going to exotic sounding places like Buenos Aires, Rio de Janeiro. So I always equated New Orleans with that world, and it was a gateway out. I came here and got started musically, which was my gateway out to the world. And it's a place I always come back to. And it feels strangely enough like some kind of a home to me here. I spend a lot of time here.

I started here when I was about 18. It was my first real job. I went to school in Mississippi because it was such a close commute to New Orleans. And I started when I was 18 on Bourbon Street in a place called the Bayou Room. And I think it was all Elvis' fault. Because I remember the scene from King Creole when Elvis comes down Bourbon Street and the crawfish lady's singing. I knew at that point I wanted to go to New Orleans and I wanted to sing and live in New Orleans. And strangely enough it all wound up that way. I came here in 1966 the first time and have continued to play music here ever since. But a lot of people don't know that I spent about four years working around here on Bourbon Street. Everything from a barker to a musician.



Information Superhighway Roadmap

Prodigy

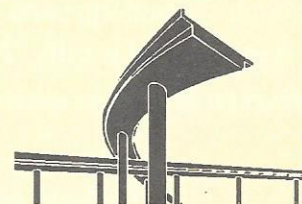
The popular Parrot Head Madness section in Prodigy has expanded to a variety of Parrot Head or Buffett related topics. To access this particular forum, use *Arts Club* as the jump word. When the Arts Club menu appears, select *Music*, then *Music BB*. A new menu appears with a list of *Topics*. At this point select *Other*, then search for Parrot Head in the *Subjects*. Enter, introduce yourself and buy the first round.

Delphi

Delphi is the only major online service without a graphic interface; meaning typed commands instead of "point and click". To access this forum select *Custom Forums* from the main menu. The Parrot Head Madness forum is #40. Select it and you're presented with a menu allowing entrance into a live conference or a list of messages. Delphi also offers the quickest access to Internet. Select *Usenet* and you're given a list of choices, including the file *alt.fan.jimmy-buffett*.

America Online

AOL is the third online service to be tapped by Parrot Heads. AOL is installed and used through Windows. Pull down the menu under the *Go to...* command line. Select *Key Word* and type *Rocklink*. Select *Music Message Center* in the menu that appears. The next menu will include *Permanent Artists Collection*. Browse the folders until you find *Jimmy Buffett/Parrot Head Madness*. Check out the hours for the Margaritaville Cafe, a real time chat line.



Compuserve

CIS is the most recent online service to feature a Parrot Head forum. The latest version of CIS is also installed and operated through Windows. Pull down the *Services* menu, select *Go to* and type *Florida Forum*. The next menu lists *Parrot Heads* in its selections. Highlight it and you're in.