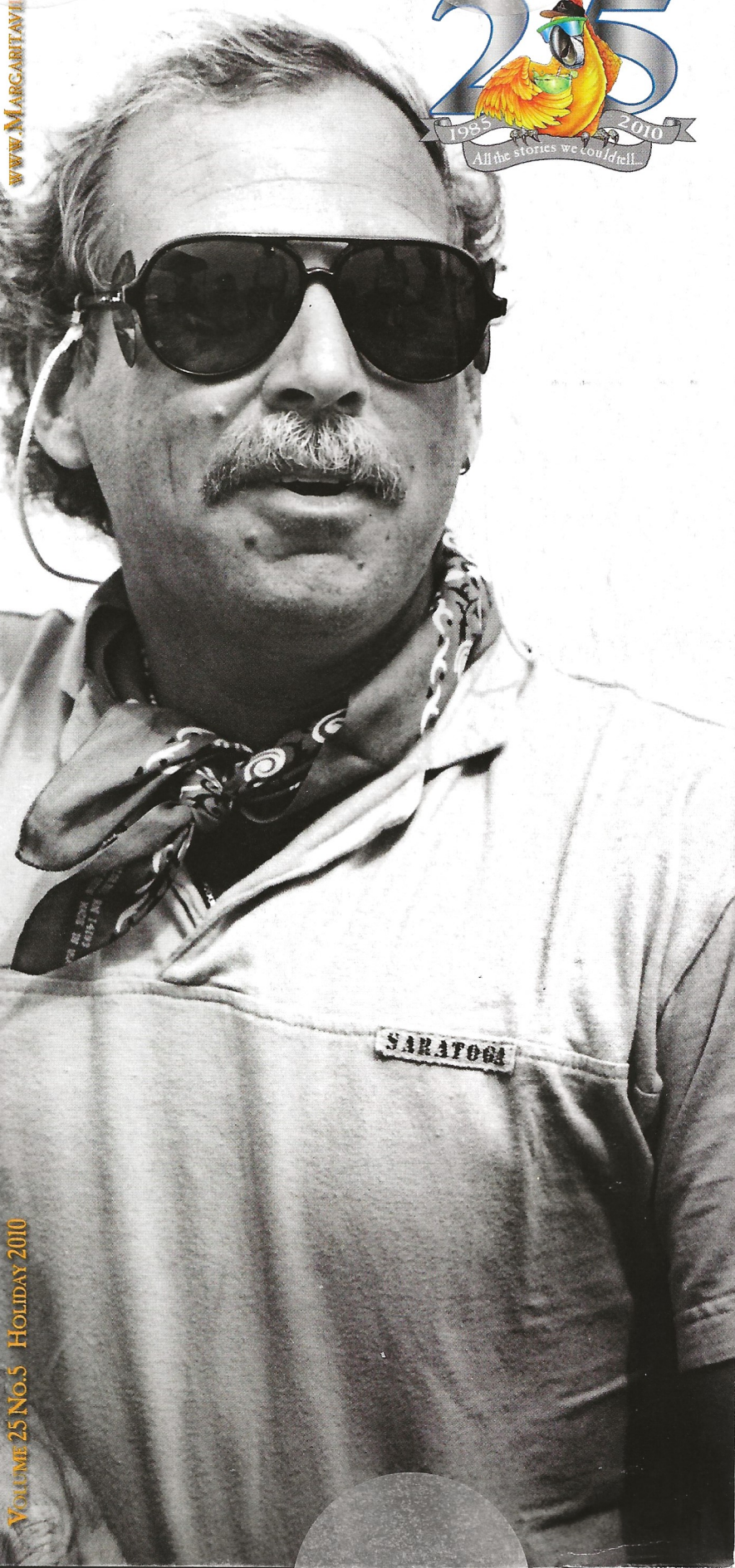


M A R G A R I T A V I L L E  
COCONUTTELEGRAPH

VOLUME 25 No. 5 HOLIDAY 2010

WWW.MARGARITAVILLE.COM



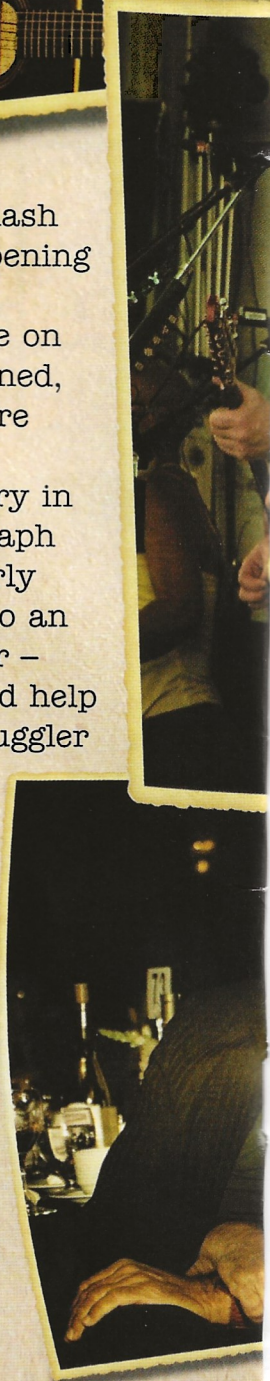


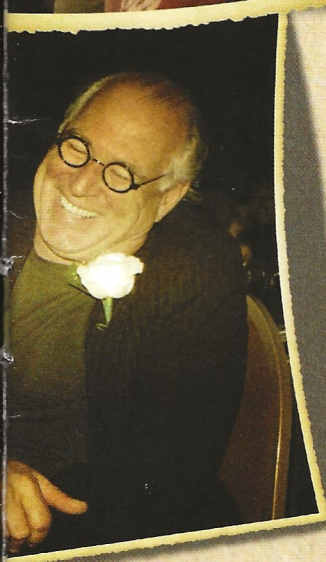
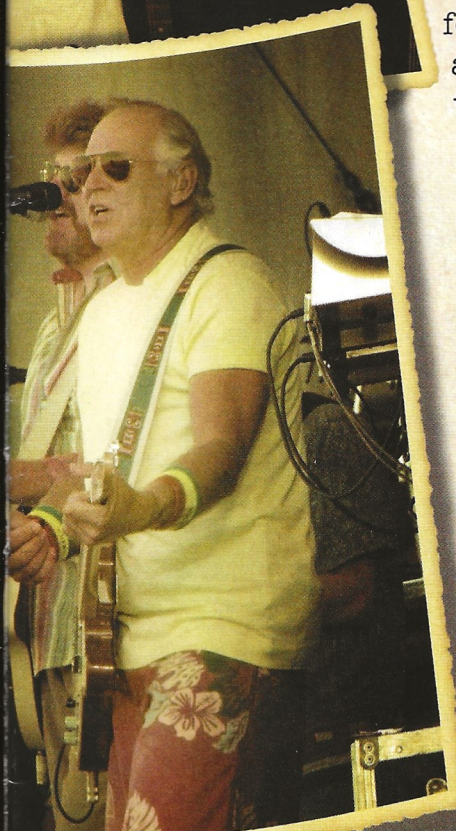
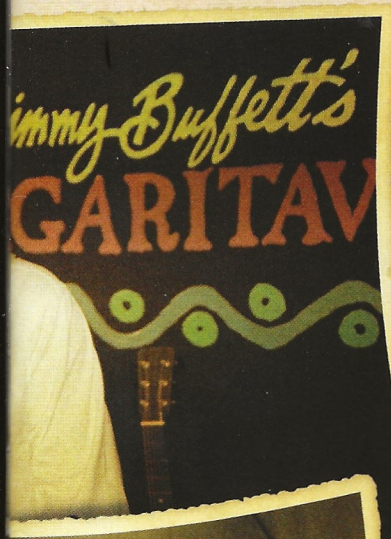
## Margaritaville Looks At 25

“Margaritaville, a place of pirates and parrots and hot tropical days where there’s always booze in the blender. Close to the edge of paradise with just a dash of reality thrown in to add flavor.” This was the opening line in Volume 1 #1 of the Coconut Telegraph and although some of the pirates are plying their trade on calmer waters, and the parrots feathers have thinned, the booze remains in the blender, albeit with a more familiar name.

Margaritaville celebrated its 20th anniversary in 2005 and through the pages of the Coconut Telegraph recapped and recaptured the excitement of the early Key West years that transformed an easy lyric into an elaborate lifestyle. A small store with a large order – take Margaritaville to the streets. Of course we had help from the colorful cast of Key West characters. Smuggler turned politician, Hoosier chicken farmer turned treasure hunter, and a wayward altar boy from Alabama here to document it. We moved from our original Land’s End Village location to Duval Street and opened the café late in 1987, affording Jimmy and an equally colorful cast of Coral Reefers an outlet to perform.

Margaritaville’s reputation grew along with its mailing list. Several hundred thousand printed and mailed each year to Parrot Heads across the country. We rode the world wide wave onto the Internet offering material and merchandise to a rapidly expanding club. We had one of the earliest online radio stations, Radio Margaritaville, offering Jimmy and like-minded musicians an alternative to standard radio airplay. CD’s





followed books which followed movies which followed DVDs. Margaritaville Tequila was joined by Margaritaville Foods complimented by Landshark Lager and Margaritaville Spirits, all served in the variety of Margaritaville locations. And now we celebrate our 25th anniversary. Jimmy and Margaritaville have not rested on our laurels for the last five years.

The Nashville Songwriters Foundation, Inc. is a non-profit foundation dedicated to honoring and preserving the songwriting legacy that is uniquely associated with the Nashville music community. Jimmy was inducted into the Nashville Songwriters Hall of Fame in 2007.

The levees failed in August 2005. Would there be a Jazz Fest in 2006, a festival after one of the worst weather catastrophes on U.S. soil, a celebration amidst all the ruin? Jimmy told Keith Spera, Music Writer for the Times Picayune, "Quint said whether it works or not, we need to step up here. Everybody is looking for something that's the first step back." Quint is Quint Davis, president of Festival Productions Inc.—New Orleans and the producer and director of the New Orleans Jazz & Heritage Festival. "The first time I talked about it was at the "From the Big Apple to the Big Easy"

benefit in New York in September. It came out of the emotions stirred up by that concert. Little things like going to rehearse with Allen Toussaint's band and the guitar player didn't have a guitar, because it got washed away. The emotional level was, "Of course I'll do it." The concern was more on a practical level of someone who does shows for a living." Jimmy played Jazz Fest in 2006 and returned in 2008.

# MUSIC IS GOOD MEDICINE

## JAKE SHIMABUKURO'S MIGM UKULELE

Jake Shimabukuro is recognized as one of the world's most exciting and innovative ukulele players and composers. Renowned for lightning-fast fingers and revolutionary playing techniques, Jake views the ukulele as an "untapped source of music with unlimited potential". Since Jimmy Buffett made Jake a semi-regular member of his Coral Reefers band Jake has appeared on three of their CDs as well as two DVDs.

In his spare time Jake often visits schools to talk with and play music for the children of Hawaii, hopefully inspiring thousands to put their energy into learning about and playing music. In fact, Jake is the key spokesman for the "Music is Good Medicine" organization, which uses community outreach programs - and visits to schools, senior centers, and hospitals - to emphasize the importance of a healthy life and mind as well as promoting music and the arts.

MIGM is working to make the ukulele available to children all over the world through it's "4 Strings 4 Kids" program. The MIGM Ukulele, designed by Jake and manufactured by Takamine, is an affordably priced, high quality instrument that can be produced in sufficient quantity so everyone who wants one can own one.

[www.musicisgoodmedicine.org](http://www.musicisgoodmedicine.org)

*My belief that Music is Good Medicine (MIGM) goes all the way back to my childhood. Ever since my mother first put a ukulele in my hands at the age of 4, this magical instrument has been a positive force in my life - helping to steer me away from drugs, violence and other negative influences. It fueled my passion for music, which has helped me to develop in mind, body and spirit.*

*The MIGM program believes that being directly involved in the creation of music is the key to a healthy lifestyle. This may sound simplistic, but, believe me, if everyone would pick up their instrument after a long, stressful day and spend a few minutes working through a few chords or favorite song, they'd find that little practice session would have amazing therapeutic benefits!*

*Sure, learning any musical instrument can be a great challenge, but here's a little secret - the ukulele is one of the easiest instruments to learn, as well as one of the most affordable. This tiny, four-string instrument is a universe of joy and healing, with a childlike quality about it that returns us to our youth and energizes our mind, body and spirit. Finally, I believe that everything in our universe is connected. We are all intertwined in a web of energy. Music helps us to tap into that energy and discover things we never thought possible by allowing us to express ourselves. And, by simply expressing who we are, we project positive energy back into the universe, which ultimately makes this world a better place.*

*I do not know who I would be today if my mom had not taught me how to play the ukulele nearly 30 years ago. I do know, however, that the ukulele is the key to music, and Music Is Good Medicine.*

**MAHALO,**

**JAKE SHIMABUKURO**





HISASHI UCHIDA PHOTO

Jimmy and the Coral Reefers frequently interrupt their cross country tour to perform at benefits and fundraisers for a variety of causes including joining Bankie Banks at the annual Moonsplash Festival in Anguilla, and most notably in Gulf Shores, AL. following the oil tragedy in the Gulf of Mexico. One of Jimmy's Key West fly-byes included a stop at the Margaritaville Café to perform "A Lot To Drink About," an anthem lauding our current state of affairs. The current state of the country prompted our troubled troubadour to take pen in hand and give his spin on the state of the union, noting in particular that we "have a lot to drink about." And since drinking was involved, what better place than Key West to premier the new song.

The Margaritaville lifestyle continues to flourish throughout the Caribbean and now, with our new location in Niagara Falls, into Canada. A state of mind is now a state of being. From tropical latitudes to high stake attitudes, from the Caribbean to the Carolinas, Margaritaville has embraced the mythical world defined by the insightful lyrics of singer/songwriter Jimmy Buffett for over three decades. Climates and characters from prose and poem create an entertaining atmosphere in a variety of exciting locations, all designed to illustrate and illuminate the search for the legendary lost shaker of salt. And while we've captured the substance in our physical locations, the Margaritaville style remains, "anywhere you want it to be."



For complete articles see Coconut Telegraph PDF's at [www.margaritavillekeywest.com/cocotel](http://www.margaritavillekeywest.com/cocotel)



A

*Jimmy Buffett's*  
**MARGARITAVILLE**  
 S · T · O · R · E

B



FRONT LEFT CHEST



C

**A Holiday Lights**  
 Flip Flop Lights in festive holiday colors. Set of 10 lights – 8 ft. length, connect up to 3 sets. Indoor & Outdoor use.  
 #42233 \$18.00

**B Seasoned Greetings T\***  
 Long Sleeve 2010 Collectible Design. White  
 S #4930, M #4931, L #4932, XL #4933 \$26.95  
 XXL #4934 \$27.95, 3XL #4935 \$28.95

**C Holiday Throw**  
 100% cotton throw, machine washable. Made in the USA. Dimensions: 69" x 52".  
 #44748 \$65.95

All T-Shirts are 100% cotton crew neck. Available only in colors shown.

(A)

- (A) **Changes in Latitude Long Sleeve T'**  
Seaplane design with Key West compass coordinates. Front distressed print Ivory.  
S #5626, M #5627, L #5628, XL #5629 \$27.95  
XXL #5630 \$28.95

- (B) **No Problem Long Sleeve T'**  
"No Shoes, No Shirt, No Problem" with "Key West" Sleeve print. Cardinal Red.  
S #5637, M #5638, L #5639, XL #5640 \$28.95  
XXL #5641 \$29.95

- (C) **Breathe Long Sleeve T'**  
Breathe In, Breathe Out, Move On...  
Garment washed, Blue  
S #5442, M #5443, L #5444, XL #5445 \$27.95  
XXL #5446 \$28.95

- (D) **Yes I Am A Pirate Long Sleeve T'**  
"Yes I am a Pirate... 200 Years Too Late."  
Charcoal Gray.  
M #5458, L #5459, XL #5460 \$27.95,  
XXL #5461 \$28.95

- (E) **Hurricane Surf Team Cap**  
100% cotton unstructured pigment-dyed washed cap. Front embroidery with scripted Key West embroidered on left side panel. Velcro back strap. Khaki  
#5220 \$18.00

- (F) **License To Chill Long Sleeve T'**  
Colorful Parrot in a hammock, Aloe Green.  
S #5664, M #5665, L #5666, XL #5667 \$26.95  
XXL #5668 \$27.95

- (G) **Surfin a Hurricane long sleeve T'**  
Margaritaville Surf Team. White with "Margaritaville" sleeve print.  
S #5413, M #5414, L #5415, XL #5416 \$26.95  
XXL #5417 \$27.95,  
3XL #5418 \$28.95



(C)



FRONT LEFT CHEST

(F)



FRONT LEFT CHEST

(E)



2



(B)

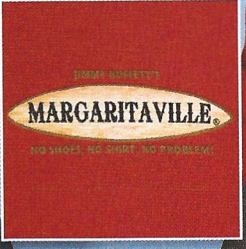
JIMMY BUFFETT'S  
**MARGARITAVILLE**



NO SHOES, NO SHIRT, NO PROBLEM!

KEY  
WEST

(D)



FRONT LEFT CHEST



FRONT LEFT CHEST

(G)

JIMMY BUFFETT'S  
**MARGARITAVILLE**



FRONT LEFT CHEST

MARGARITAVILLE

**WWW.MARGARITAVILLESTORE.COM**

All T-Shirts are 100% cotton crew neck. Available only in colors shown.

(A)

**(A) Florida Map T'**

Florida Map with Airplane. Distressed print, garment dyed, Cigar Brown. (fits small)  
S #5277, M #5278, L #5279, XL #5280 \$22.95  
XXL #5281 \$23.95 3XL #5282 \$24.95

**(B) Southernmost Parrots T'**

Forest Green.  
M #5617, L #5618, XL #5619 \$21.95  
XXL #5620 \$22.95

**(C) Party Parrot T'**

Official Paradise Party Parrot. White  
M #5472, L #5473, XL #5474 \$21.95  
XXL #5475 \$22.95

**(D) Port of Indecision T'**

Beach scene with "Lone Palm" sailboat.  
Distressed print. Mustard  
M #5090, L #5091, XL #5092 \$21.95  
XXL #5093 \$22.95

**(E) Pirate Looks at 40 T'**

"Mother Mother Ocean, I have Heard You Call"  
Blue  
M #44126, L #44127, XL #44128 \$22.95  
XXL #44129 \$23.95

**(F) Island Flight T'**

"I've Gotta Fly To St. Somewhere" Ivory.  
M #5613, L #5614, XL #5615 \$21.95  
XXL #5616 \$22.95

**(G) Island Flight Cap**

Front embroidery, 100% cotton classic garment washed cap. Fabric strap with buckle closure.  
Brown  
#5652 \$18.00



FRONT LEFT CHEST

(E)

(D)



FRONT LEFT CHEST

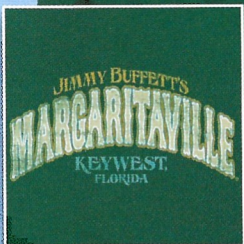
(G)



4

B

JIMMY BUFFETT'S  
MARGARITAVILLE



FRONT LEFT CHEST

C

OFFICIAL  
Paradise Party Parrot

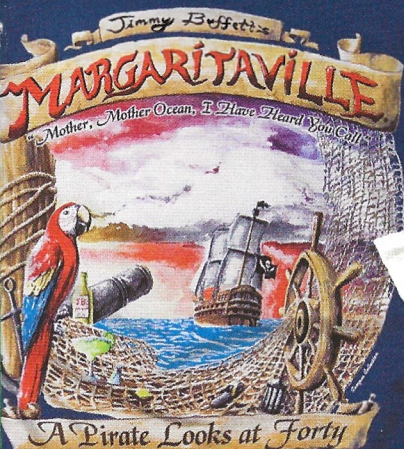


Jimmy Buffett's  
MARGARITAVILLE  
Key West



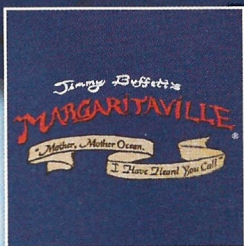
FRONT LEFT CHEST

F

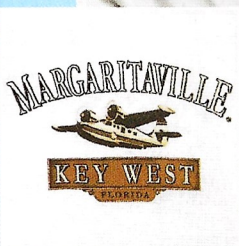


A Pirate Looks at Forty

Key West



FRONT LEFT CHEST



FRONT LEFT CHEST

1-800-COCOTEL  
1-800-262-6835

5

All T-Shirts are 100% cotton crew neck. Available only in colors shown.  
(See website for sizing)

**A** Glitter Guitar Ladies T'

Margaritaville in the shape of a Guitar. Brown long sleeve tee with pink glitter. Classic cut.  
S #4937, M #4938, L #4939, XL #4940 \$28.95  
XXL #4941 \$29.95

**B** Gotta go Ladies Thermal T'

Gotta Go Where it's Warm, distressed print on a ladies junior cut, 6 oz. combed ring spun, 60/40 cotton poly blend. 3" cuffs, 5 pearl button placket, side vents. Eggplant color.  
S #4959, M #4960, L #4961, XL #4962 \$28.95  
XXL #4963 \$29.95

**C** Margaritaville Ladies Hoodie

Margaritaville embroidered appliqué in vibrant colors. 55 / 45 full zip unlined warm fleece with front pouch pockets. Grape color. Full cut.  
S #4974, M #4975, L #4976, XL #4977 \$52.95

**D** Fun Ladies V-neck T'

Colorful print on a ladies junior cut, extra long tee. Fins Up logo centered between shoulder blades on back measures approx. 2" diameter Tahiti Blue  
S #5024, M #5025, L #5026, XL #5027 \$22.95  
XXL #5028 \$23.95

**E** Island Time Cover Up

Colorful oversized tee is perfect for the beach, the pool or makes a great sleep shirt. 100% cotton, White. One size fits most. Packaged in a matching, 100% cotton drawstring bag.  
#44481 \$24.95

**F** Ladies Tie-dye Sweatshirt

"Peace, Love, Fins Up"  
Ladies design on a Unisex sized tie-dyed 80/20 sweatshirt. Drawstring fabric lined hood, front pouch pocket. Key Lime Green.  
S #5654, M #5655, L #5656, XL #5657 \$48.95  
XXL #5658 \$49.95

**G** Ladies Margarita Cap

Ladies cap with front and side embroidery (side reads: Key West). Turquoise Blue 6-panel cap with back buckle closure  
#5185 \$18.00

**H** Wine Glass Koozie

Margaritaville wine glass sleeve is made from top quality neoprene, insulating your wine glass and is soft to the touch. It is fun, functional, stretchable, washable, foldable, and reusable. Pink.  
#44896 \$9.95

**I** Hibiscus Bag

Distressed print on a 100% garment dyed cotton, raw edged tote bag. Interior open pocket, brass tones swivel handle clips. Measures 14" x 16". Green.  
#5180 \$16.95



CENTER BACK



GLASS NOT INCLUDED



B



C



F



E



WWW.MARGARITAVILLESTORE.COM

7

All T-Shirts are 100% cotton crew neck. Available only in colors shown.

(A)

**(A) Fishing Team Pocket T'**

Fishing design with Florida Keys map in background. Heather Grey Pocket tee.  
M #45406, L #45407, XL #45408 \$22.95  
XXL #45409 \$23.95

**(B) Weather is Here T'**

"The Weather is Here, I Wish You Were Beautiful."  
Oceana Blue  
M #5368, L #5369, XL #5370 \$21.95  
XXL #5371 \$22.95

**(C) Oceans on my Mind T'**

Sailing design with Caribbean map in the background. Safari.  
M #5078, L #5079, XL #5080 \$21.95  
XXL #5081 \$22.95  
3XL #5082 \$23.95

**(D) Boat Drinks T'**

"It's 5:00 Somewhere". Oatmeal.  
M #5621, L #5622, XL #5623 \$21.95  
XXL #5624 \$22.95

**(E) 5:00 Parrot on Clock T'**

"Pour me Something Tall & Strong" Front design on Lime Green.  
S #42187, M #42188, L #42189, XL #42190  
\$21.95  
XXL #42191 \$22.95

**(F) New Year's T'**

Gypsies in the Palace – Key West New Year's Eve. White.  
S #5452, M #5453, L #5454, XL #5455 \$21.95  
XXL #5456 \$22.95  
3XL #5457 \$23.95

**(G) Margaritaville Mutt Dog Collars**

"Margaritaville Mutt Key West." Plastic Snap Closure. Adjustable.  
X-Small 5-10 lbs., 6-12" #7814 \$14.95  
Small 10-30 lbs., 9-15" #1053 \$15.95  
Medium 25-50 lbs., 14-20" #1054 \$17.95  
Large 45-100 lbs., 15-24" #1055 \$19.95  
X-Large 60-160 lbs., 22-30" #1056 \$19.95



FRONT LEFT POCKET

(D)



FRONT LEFT CHEST



(G)

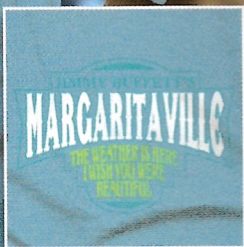
(S)

(C)



FRONT LEFT CHEST

(B)



FRONT LEFT CHEST

(F)



FRONT LEFT CHEST

(E)



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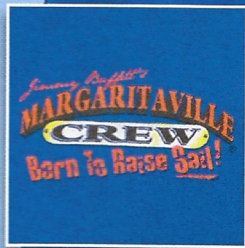
9

A



FRONT LEFT CHEST

B



FRONT LEFT CHEST

D



E



FRONT LEFT CHEST



All T-Shirts are 100% cotton crew neck. Available only in colors shown.

- (A) Key West Poster T'**  
On the rocks. Frozen. Salt. No Salt. Anyway You Want it. Distressed print. Garment dyed, Green  
M #5354, L #5355, XL #5356 \$22.95  
XXL #5357 \$23.95 3XL #5358 \$24.95
- (B) Born To Raise Sail T'**  
"Margaritaville Crew. Royal Blue  
M #5468, L #5469, XL #5470 \$21.95  
XXL #5471 \$22.95
- (C) Attitude T'**  
"If your attitudes appalling, there's a latitude that's callin' Texas Orange.  
M #5349, L #5350, XL #5351 \$22.95  
XXL #5352 \$23.95
- (D) Fins Up T'**  
Classic design brought back by popular demand. Front Fins Up logo with Margaritaville across the back between shoulder blades. White.  
M #45240, L #45241, XL #45242 \$21.95  
XXL #45243 \$22.95 3XL #45244 \$23.95  
4XL #45245 \$24.95
- (E) Parrot with Sunset T'**  
"It's 5:00 Somewhere" Garment dyed. Aqua Green.  
M #40893, L #40894, XL #40895 \$22.95  
XXL #40896 \$23.95
- (F) No Planes on Sunday T'**  
Maybe Be One Come Monday. 90/10 Pocket tee in Sport Grey.  
M #5308, L #5309, XL #5310 \$22.95  
XXL #5311 \$23.95
- (G) Pirate Boat Flag**  
Nylon flag measures 18" x 12".  
Two-sided screen print.  
#40776 \$21.95



(C)



FRONT LEFT CHEST



(F)



FRONT LEFT POCKET



(G)

[WWW.MARGARITAVILLESTORE.COM](http://WWW.MARGARITAVILLESTORE.COM)



Back of Ornaments

**A Custom Margaritaville Lights**

Repeats pattern of Palm Tree, Parrot and Margarita Glass. (Sizes: Palm Tree and Margarita measure approx. 3", Parrot 5"). Bag contains a 12-foot string of 10 lights/covers. Sorry, cannot string more than one set together. May be used Indoor and Outdoor.

#40056 \$19.95

**B Ornament Set**

Traditional style glass ball ornaments feature 3 holiday designs. Each design is hand-painted on the inside of the glass. Ornaments measure 3" diameter. Decorative gift box.

#40949 \$29.95

**C Margaritaville 2010 Holiday Ornament**

Solid resin ornament measures approx. 2.75"W x 3"H. Custom Gift Box.

#44743 \$12.95

**D Holiday Boat House**

'2010 Village Piece. Resin Boat House measures 5.75" H Contains an LED light that requires 2AA batteries (not included) Custom Gift Box

#44744 \$36.95

**E Key West Calendar**

Originally from Dayton, OH, Rob O'Neal moved to Key West in 1996 and in 1997 became a local photographer for our newspaper, the Key West Citizen. Over the years he has shot photos by land, by sea and by air. For the 2011 calendar, he has compiled some of the best tropical images into a colorful collection of our beautiful island of Key West and the Florida Keys.

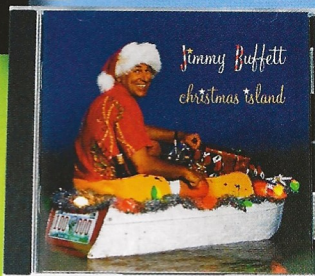
Measures 12"x 12".

#5327 \$19.95

The Florida Keys and Key West

Rob O'Neal Photography  
2011 Calendar

F



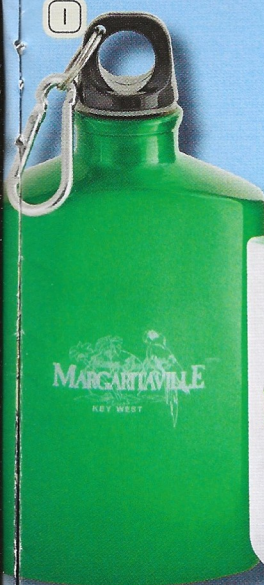
G



H



I



J



K



**F** Christmas Island CD  
Jimmy Buffett's Christmas  
Collection CD  
#2720 \$13.98

**G** Caribbean Christmas CD  
Reggae and Calypso  
instrumental renditions of  
your holiday favorites.  
#14915 \$13.98

**H** Custom Margaritaville Rubber Bands  
Shaped colorful rubber bands. Includes;  
parrot, guitar, cheeseburger, salt shaker,  
palm tree, fin. 12/pack.  
#5440 \$3.99

**I** Margaritaville Flask  
Green aluminum flask  
measures approx. 6" x 4"  
and holds 17 oz. Screw on  
top with clip.  
#5162 \$12.95

**J** Margaritaville Logo Mug  
15 oz. coffee mug with  
trademark signature logo.  
White ceramic mug, green  
inside color, sculpted logo.  
#42078 \$10.00

**K** Holiday Cards  
5" x 7" cards w/envelopes  
Set of 20 boxed.  
#44745 \$16.95  
Single card w/envelope  
#42451 \$1.50 each

**1-800-COCOTEL**  
1-800-262-6835

13

**A** **Six String Music Thermal**  
 Long Sleeve 60/40 thermal weave, front and back distressed print. Black.  
 S #5491, M #5492, L #5493, XL #5494 \$28.95  
 XXL #5495 \$29.95

**B** **Key West 1985 Full Zip Jacket**  
 "1985" felt appliqué with Key West and Margaritaville in distressed print. 80/20 full zip hooded 9.5 oz. fleece. Taped neck, fleece lined hood. Heavy 1x1 rib cuffs and waistband.  
 Navy Blue  
 S #5608, M #5609, L #5610, XL #5611 \$48.95  
 XXL #5612 \$49.95

**C** **Airplane Fleece**  
 Left chest embroidery. 80/20, 9 oz. soft fleece. Side rib panels, ¼ zip cadet collar. Front pouch pocket. Metal Grey.  
 M #5643, L #5644, XL #5645 \$44.95  
 XXL #5646 \$45.95

**D** **Key West Camp Shirt**  
 100% cotton straight cut short sleeved shirt. Embroidered front left chest, back and right sleeve prints, custom Margaritaville buttons.  
 S #43793, M #43794, L #43795, XL #43796 \$48.95  
 XXL #43797 \$49.95 3XL #43798 \$50.95

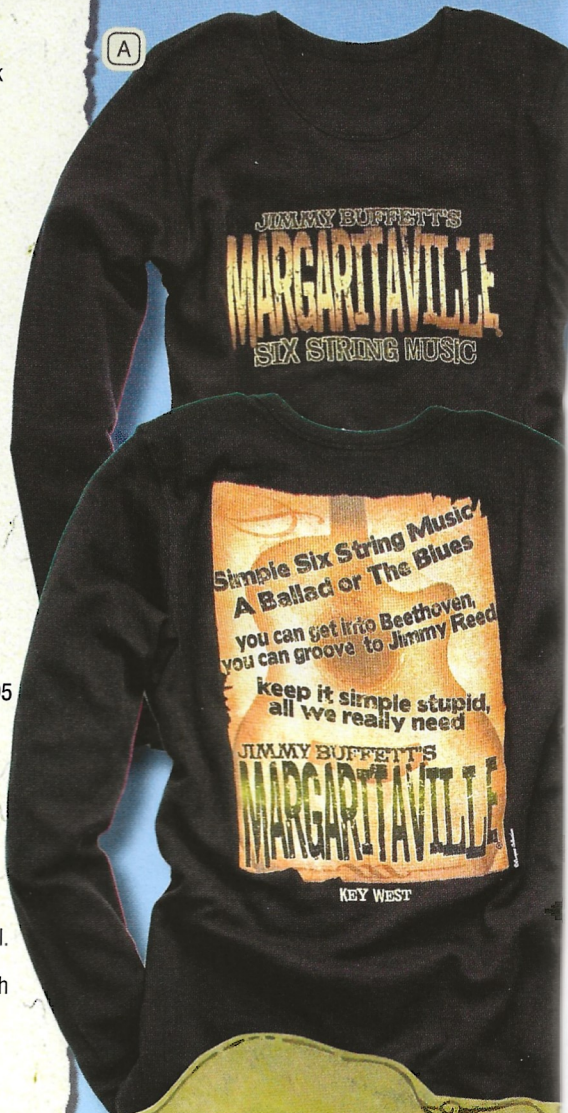
**E** **St Somewhere Sign**  
 Sculpted wall décor is made of resin with hand painting and decal. Indoor use.  
 Dimensions: 17"L x 15"H x 1.5"D  
 #44798 \$46.95

**F** **Key West 1985 Hat**  
 "1985" felt appliqué over embroidery on front panel. Jimmy Buffett's signature embroidered on side. 100% cotton garment washed cap. Fabric strap with buckle closure. Dark Grey.  
 #5653 \$18.00

**G** **Drink About Rocks Glass**  
 We've Got a Lot to Drink About decal on a 13.5 oz Rocks Glass.  
 #44709 \$8.95

**H** **Changes Tervis Tumbler**  
 Double-walled insulation. Dishwasher, microwave and freezer safe, constructed of a high-quality polymer, virtually indestructible. Made in the USA. 16 oz.  
 #44179 \$15.95

**I** **Drink About Napkins**  
 We've Got a Lot to Drink About Napkins. Packaged in set of 50.  
 #5197 \$6.95





[WWW.MARGARITAVILLESTORE.COM](http://WWW.MARGARITAVILLESTORE.COM)

**(A) 5:00 Golf Bag Set**  
 Set contains 3 golf balls with 5:00 logo and 6 tees with Margaritaville printed down the side. All fits into a mini golf bag storage bag.  
 #5222 \$13.95

**(B) Parrot Golf Cover**  
 "Playing a Round in Paradise" Margaritaville embroidered on both sides of a plush Parrot with stuffed beak. 16" length (includes knit sleeve)  
 #41325 \$15.95

**(C) Fins Up Sign**  
 Metal sign measure 7 1/2" x 4" (measurement of rectangular sign only).  
 #44968 \$15.95

**(D) Fins Up Wall Opener**  
 Antiqued brass metal wall mounted bottle opener with epoxy enamel color. Screws included. Dimensions: 3.5"H x 2.15"W x 1.4"D. Decorative gift box.  
 #4820 \$15.95

**(E) Land Shark Golf towel**  
 Terry velour 100% cotton construction. Measures approx 24" x 16" with combination grommet and carabineer hang system.  
 #44792 \$15.95

**(F) 5:00 Somewhere Hitch Cover**  
 Five O'clock Somewhere plastic trailer hitch measures 5" x 4" and fits a 2" hitch.  
 #5196 \$12.95

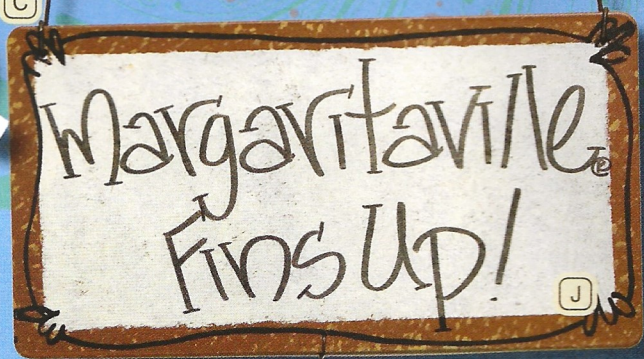
**(G) Land Shark Golf Bag**  
 Features include: Water resistant, rip stop nylon/leather; top quality riveted hardware; velour lined valuables pouch - 6 pockets in all. Rain hood; hip pad for maximum comfort; single padded strap.  
 Dimensions: 10" diameter at the top; 25"H, 16"W at widest point; 7.7 lbs  
 This is a custom item that ships directly from the manufacturer. Normal shipping time is 3-4 weeks. Federal EXPRESS delivery not available. A \$23.50 shipping charge will be applied to ship this oversized item separately. Delivery to physical address within the continental U.S. only.  
 Personalization is available for an extra charge and is limited to: 2 lines of up to 12 characters per line.  
 Without Personalization: #44173 \$299.95 (plus \$23.50 shipping)  
 WITH Personalization: #44742 \$312.45 (plus \$23.50 shipping)

**(H) Land Shark Shark Bite Cap**  
 Frayed "Shark Bite" with Fins Up! embroidered on brim. Front panel screen print with "Land Shark" embroidered. "Island Style Lager" embroidery on velcro back closure.  
 #5230 \$22.95

**(I) Land Shark Beer Pong Game**  
 22 cups, 2 land shark ping pong balls and instructions for beer pong, flip cup, and quarters  
 #44791 \$10.95



C



J

D



F



G



YOUR NAME  
HERE

**1-800-COCOTEL**  
1-800-262-6835

17

**A Abalone & Pearl Necklace**

Exclusively crafted for Margaritaville, by local Key West jewelry designer, Jennifer Badry of Mango Season jewelry designs. Designed with hand selected colorful abalone drops, freshwater pearls, and Swarovski crystals on an 18" Sterling Silver chain, this necklace will soon become a timeless classic in your collection. Necklace only on order, S/H adjusted to \$6.95.  
#4821 \$68.00

**B Turtle Schooner Print**

The traditional Keys workboat, beautifully captured in watercolor by Key West maritime artist David Harrison Wright. This is a limited-edition fine art print of the original watercolor, signed and numbered by the artist. Print dimensions: 25" x 34", image size is 19" x 28". Shipped separately in poster tube. Additional shipping charge of \$6.95 will be applied. Sorry Express Delivery not available.  
#5379 \$50.00

**C Always Lucky Print**

Professionally set in a hand painted frame under glass and ready to hang. Print measures 8" x 11", frame is 11" x 14". Original artwork by local artist Pam Hobbs of 7 Artists Gallery in Key West. Ships separately within 2 weeks of received order. Additional shipping charge of \$8.95 will be applied. Sorry Express Delivery not available.  
#5721 \$99.00

**D Margaritaville Charm Bracelet**

Includes 9 assorted "Icon" charms with colorful Swarovski beads placed between. 7" long. Bracelet only on order, S/H adjusted to \$6.95.  
#5527 \$48.95

**E Frangipani Giclee**

"Frangie" is an up close depiction of our fragrant frangipani flower. This giclee print is nearly indistinguishable from the original oil painting by local artist Teresa Willis. It is one in a series of thirteen tropical paintings by Willis who arrived in Key West on her boat over 20 years ago. She has recently opened her own gallery, Blue Turtle Gallery, in a historic old stone church. The giclee print is professionally matted and signed by the artist. Measures approx. 14" x 14" overall, print itself is 10" x 10". Ships separately within 2 weeks of received order. Additional shipping charge of \$8.95 will be applied. Sorry Express Delivery not available.  
#5727 \$88.00

**F Key West Pepe's Print**

The Oldest Eating Establishment in the Keys was established in 1909 on none other than, the infamous, Caroline Street. 11" x 14" matted print by local artist, Fran Decker.  
#5720 \$30.00

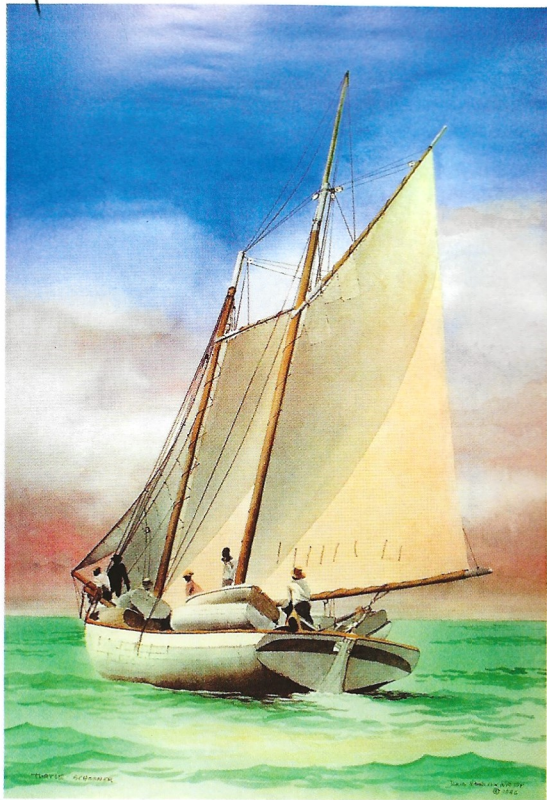
**G Manatee calendar**

Help Margaritaville support the Save The Manatee Club. "Save the Manatee Club will be celebrating its 30th Anniversary of protecting manatees next year. In recognition of this milestone, we have a special Anniversary Edition 2011 deluxe manatee wall calendar. The calendar features beautiful manatee photos that were donated by prominent wildlife photographers." Measures 12" x 12". For direct donations go to [savethemanatee.org](http://savethemanatee.org)  
#5022 \$13.95



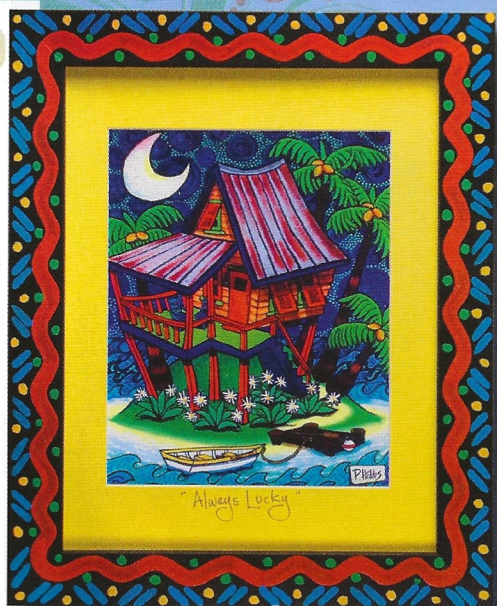


B



*David Brown, May 14*

C



*"Always Lucky"*

E



*Key West, Florida*

F



*Pepe's, Key West*

*-Fran Decker*



(A)



(B)



FRONT LEFT CHEST

(C)



**(A) Mother Earth Pendant**

Jimmy Buffett's Margaritaville in conjunction with Mango Season Jewelry Design are joining forces to help support the cleanup of the Gulf Oil Disaster and the care & rehabilitation of injured wildlife. The ever so popular and lovely pendant necklace is now 20% off AND 20% of the sale will go to the "National Wildlife Federation". [www.nwf.org](http://www.nwf.org).

Faceted briolettes of Aqua Marine Quartz, Opolite, Chinese Blue Topaz, & Porcelain Turquoise cascade from an 18" Sterling Silver chain. The focal pendant of Opolite compliments any color by reflecting the undertones. Large teardrop pendant measures approx 1.5" x 1"

Created and Hand Made in Key West by Jewelry designer, Jennifer Badry. Necklace only on order, S/H adjusted to \$6.95.

#5198 \$70.00

**(B) When the Coast is Clear T'**

One of the songs Jimmy played at the Live concert on the beach at Gulf Shores.

S #5517, M #5518, L #5519, XL #5520  
\$21.95 XXL #5521 \$22.95

**(C) Fins Up For Charity**

Proceeds from the sale of our Fins Up bracelet go to the National Wildlife Federation to aid in the oil spill clean-up efforts along the Gulf Coast. [www.nwf.org](http://www.nwf.org).

Single #14950 \$3.00  
Pack of Five #41111 \$10.00

"Grab your bag and  
take a chance"  
- Pascagoula Run



**"Green" Tote Bag**

Reusable & Recyclable, made of non-woven polypropylene. Bag measures 15"W x 12"H x 3"D. (Image on one side only)  
#45350 \$2.95

QTY	ITEM #	DESCRIPTION	SIZE & COLOR	PRICE	TOTAL

ORDERS RECEIVED BY DECEMBER 12 WILL ARRIVE BY CHRISTMAS

**Method of Payment (Check One):**  Personal Check (Enclosed)  Money Order (Enclosed)  
Sorry, No C.O.D.'s. Make check or money order payable to Margaritaville.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Subtotal \_\_\_\_\_  
 Florida residents only add 7.5% Sales Tax \_\_\_\_\_  
 Shipping & Handling \_\_\_\_\_  
**TOTAL** \_\_\_\_\_

TELEPHONE \_\_\_\_\_

MasterCard  VISA  Discover  American Express

Credit Card Number [ ]

Exp. Date M M Y Y [ ] [ ] [ ] [ ] CID Code [ ] [ ] [ ] [ ] [ ] [ ] Found on either front or back of card 3-4 digits.

Send to:  
**The Coconut Telegraph**  
424A Fleming St  
Key West, FL 33040

Would you like to be on our mailing list?  
Merchandise orders exceeding \$25 guarantee a subscription for one year from order date.

**1-800-COCOTEL** (1-800-262-6835)  
 FAX# (305) 292-6530 or  
 E-Mail keywest@margaritaville.com

Signature: Signature required if using credit card  
**Credit Card Orders: Call Toll-Free 1-800-COCOTEL** (1-800-262-6835)  
 8am to 5pm EST, Monday through Friday. \$10.00 minimum credit card order.

**Shipping & Handling Charges**

Orders up to	Charges
\$15.00	\$6.95
\$15.01 - \$30.00	\$8.95
\$30.01 - \$45.00	\$10.95
\$45.01 - \$65.00	\$11.95
\$65.01 - \$90.00	\$13.95
\$90.01 - \$125.00	\$15.95
\$125.01 - \$200.00	\$17.95
\$200.01 - \$250.00	\$19.95
\$250.01 +	\$21.95

Florida residents only add 7.5% Sales Tax.  
 For 2-Day Federal Express delivery, add \$10.95.  
 For Standard Overnight Federal Express delivery, add \$20.95.  
 Please include physical address.  
 Canada please add \$10.95 to S/H charges.  
 International Service charges apply to all overseas orders (Not APO of FPO).  
 Please see website for details.

**Returns and Exchanges:**  
 Returns or Exchanges are accepted within 90 days of purchase date.  
 Returns: include credit card # & expiration date, refund for full purchase price (less shipping) will be applied.  
 Exchanges: include item info/size, shipping address & phone number.

**For quick and efficient service, please complete the order form above before calling. Thanks.**

MARGARITAVILLE  
THE COCONUT TELEGRAPH  
424A FLEMING ST  
KEY WEST, FL 33040

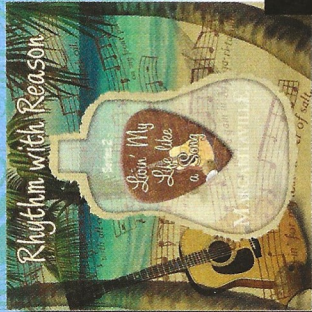
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Visit our web site @ [WWW.MARGARTAVILLE.COM](http://WWW.MARGARTAVILLE.COM)

Jimmy Buffett's Margaritaville Store, 500 Duval Street, Old Town Key West

Second in the series of Rhythm  
with Reason guitar picks. Livin'  
My Life Like a Song. All  
proceeds from the sale of the  
Limited Edition Collectible  
Guitar Picks will be donated to  
non-profit Key West charities.

44483 \$3.00



Key West Calendar

Please see details page 12.

5327 \$19.95

The Florida Keys and Key West

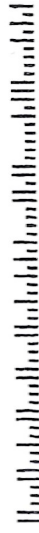


Rob O'Neal Photography  
2011 Calendar



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