

The COCONUT TELEGRAPH

MARGARITAVILLE, FEB. 1985

VOLUME 1, NUMBER 1

JIMMY BUFFETT OPENS MARGARITAVILLE STORE First Annual Margaritaville Film Festival Marks Grand Opening

Margaritaville—a ramshackle place. A rowdy place, where for years rum-running was the favorite sport. A place of pirates and parrots and hot, heady tropical days when there's always "booze in the blender." Close to the edge of paradise, with just a dash of reality thrown in to add flavor.

Up until now, regrettably, the enticing atmosphere of Margaritaville could only be found in the lyrics of a Jimmy Buffett song.

But recently all that has changed. On January 28, 1985, Jimmy Buffett brought his song—and Margaritaville itself—to life. Both the song and the offbeat Margaritaville ambiance are embodied in Jimmy's newly-opened Margaritaville Store.

The store is a cheerfully shabby place, with its weathered front porch, well-used rocking chair, and lobster-

trap display cases.

The products offered for sale are a colorful melange of items necessary to live the Margaritaville lifestyle—a good Margarita mix, for example. Silk-screened t-shirts from Jimmy Buffett's own line. Beach towels and flip-flops. Some of Jimmy's favorite books and cookbooks. Fine jewelry and nautical charts. And as well as being available at the store, many of these items can be purchased by mail through the The Coconut Telegraph.

In Margaritaville, of course, anything is an excuse for a party, and the opening of The Margaritaville Store was no exception. But just as The Margaritaville Store is no ordinary store, so its grand opening party was no ordinary party—it was a film festival.

The First Annual Margaritaville



Film Festival, to be exact—a rollicking two-day affair attended by all the Margaritaville elite. Jimmy Buffett himself provided a lively commentary on the films shown, which included Buffett videos and classics made in the Keys.

Enjoyable as it was, however, the

film festival had to end—but the magic of Margaritaville does not. It is available at any time in the tart, smooth taste of tequila and lime... in the carefree lyrics of that special song... and now, finally, at Jimmy Buffett's Margaritaville Store.

MAIL-ORDER JIMMY BUFFETT T-SHIRTS! THE CATALOG CORNER

Now you can order Jimmy Buffett's Caribbean Soul T-shirts—fine screen-printed t-shirts with air-brushed designs based on Jimmy's songs. Choose from these shirts of pure cotton, with front and back designs in vivid tropical colors.

A. MARGARITAVILLE: a collage of tequila, lime, and the woman to blame.

B. CHEESEBURGER IN PARADISE: a burger shirt that looks good enough to eat.

C. HONEY DO: take a train to the Tropics and listen to the Blues Torpedoes.

D. ONE PARTICULAR HARBOUR: a sailing vessel bound for a Caribbean waterfall.

E. SON OF A SON OF A SAILOR: parrot, dolphin, and sailing ships in a bold island design.

F. FINS: a bathing beauty surrounded by sharks with red sunglasses.

G. CHANGES IN ATTITUDE: pirate days... galleons and treasure charts.

H. COCONUT TELEGRAPH:

wear the infamous Coconut Head-phones.

I. VOLCANO: vivid seabirds circle as the volcano blows.

J. HURRICANE: see sunglasses, flip-flops, and Margaritas whirled away by the hurricane.

All shirts are \$12.95 plus shipping and handling, and come in a variety of island colors. To order, send your design, size, and color preferences to: **T-SHIRTS**, The Margaritaville Store, P.O. Box 1459, Key West, FL 33041; or call 1-305-296-3070.



COCONUT CHATTER

By Margaritaville's Own
Rona Ferret

My, my, Margaritaville has been a busy place this past month and lots of delicious gossip has come your little Rona's way... for instance, which favorite local son may soon be taking his one-man acoustic guitar show to Broadway? That's right, children, our own JIMMY BUFFETT. If you'd like to catch the show, it can be seen in various places around Florida the week of February 12th...

A little bird told me that JIMMY'S next album will be the first "BEST OF BUFFETT"... we'll certainly be looking forward to that, won't we, darlings? Expect it this coming spring or summer...

And speaking of JIMMY BUFFETT, guess who's coming to Key West's Pier House the end of this month? It's the original Coral Reefer, FINGERS TAYLOR, and his hot-shot band, playing his own special brand of blues harmonica... I'll be there...

Well, dears, time for little Rona to say ta ta... until next month, may the good gossip be yours...

BULK RATE
POSTAGE PAID
PERMIT NO. 225
KEY WEST, FLA. 33040

THE COCONUT TELEGRAPH
The Margaritaville Store
P.O. Box 1459
Key West, Florida
33041

AIR MARGARITAVILLE DELIVERIES "COME MONDAY"

Profile of Famed Aviator



He is a brave man of the air—a barnstormer, one of the breed that challenge the skies in a never-ending quest for excitement. Or for the airport he's supposed to land at. Or something.

Yes, friends, we are referring to the legendary Captain "Come Monday" Harris, the founder and president of our own Air Margaritaville.

Captain "Come Monday" has just been awarded a major Margaritaville freight contract: he will be personally responsible for the delivery of every item ordered from the recently-opened Margaritaville Store.

This, however, is not the first prestigious contract to be handled by Air Margaritaville, whose main offices

are located in a spacious shed—that is, building—at the Margaritaville International Airport, conveniently situated in the vacant lot next to the Cheeseburger in Paradise Cafe. Captain "Come Monday's" last major commission was delivering Pop Carrington's prize marlin to Key West to be stuffed and mounted.

Captain "Come Monday" reports that his assistants, Polly, Dolly, and Molly, who always fly with him, especially enjoyed that run. No, Polly, Dolly, and Molly are not beautiful stewardesses. They are... well, they are homing pigeons.

It seems that now and then when the Captain is flying and a squall comes up, his state-of-the-art naviga-

tional system (i.e. compass) stops functioning. In order to get safely home, he just releases one of "the girls" and follows her back to Margaritaville!

Yes, readers, this is the man who will be delivering any goods you order from The Margaritaville Store. Just place your order, and your package will arrive come Monday. Not necessarily next Monday... or even the Monday after that... but it'll get there. Eventually.

In fact, Captain "Come Monday" Harris is so dedicated to fulfilling this contract on time that he is enlisting the help of his brother, a pilot in Jamaica. "Soon Come," his name is. Captain "Soon Come" Harris...

JIMMY BUFFETT'S PERFECT MARGARITA CONTEST

The folks in Margaritaville call it "that frozen concoction that helps us hang on." They are referring, of course, to the Margarita—usually a shot of good tequila, half a shot of Cointreau, and the juice of a fresh lime, all shaken together and served in a glass rimmed with salt.

Most bartenders add their own little touches to this basic recipe—Triple Sec instead of Cointreau, sweet or sour mix, blending rather than shaking the Margarita.

Even in Margaritaville, however, nobody yet has come up with the perfect Margarita recipe. Oh, many have tried. (In fact, some folks are still recovering from the impromptu Margarita-mixing contest held last week.)

So, in the interests of pickling—that is, preserving—livers everywhere, The Coconut Telegraph is proud to announce JIMMY BUFFETT'S PERFECT MARGARITA CONTEST. If you think your Margarita is special, send the recipe to: MARGARITA CONTEST, P.O. Box 1459, Key West, FL 33041, before April 1, 1985.

All entries received will be carefully tasted by Jimmy Buffett—who has "wasted away in Margaritaville" more times than he cares to remember. The winner will receive the complete line of Jimmy Buffett Caribbean Soul T-Shirts.

Enter now - Margaritaville's bartenders are already ordering extra tequila.

SAVE THE MANATEES ADOPT A GENTLE GIANT

They have names like Boomer. Sweetgums. Paddy Doyle. They are the manatees that regularly winter at Blue Spring State Park in Florida.

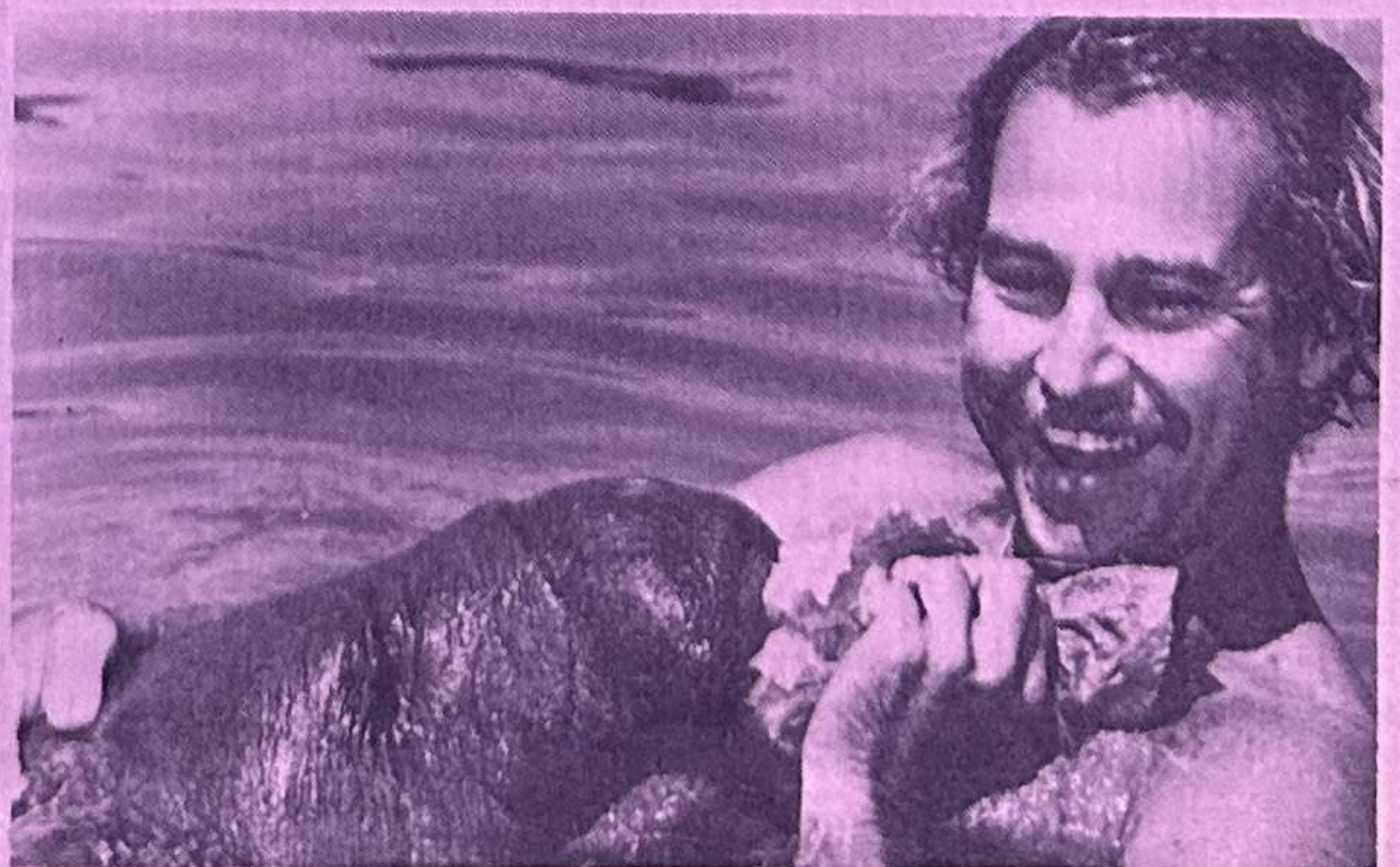
The large, gentle manatees are an endangered species, although they have no natural enemies. The biggest threat to them is powerboats speeding through their shallow, warm-water habitat. Few adult manatees are free from deep propeller scars.

In an attempt to increase awareness of the manatees' danger, the Save the Manatee Committee, chaired by Jimmy Buffett, has recently inaugurated an Adopt-a-Manatee program. The

Blue Spring manatees, most of whom have been radio-monitored for years, are the first available "adoptees."

For a yearly fee of \$15.00, the adoptive parent will receive an adoption certificate, photograph, and individual history of his chosen manatee. Periodic updates on the location and movements of his manatee will be supplied to make visits possible.

Anyone wishing to adopt a manatee through The Margaritaville Store should write to: MANATEE, P.O. Box 1459, Key West, Florida, 33041. Look for monthly manatee reports in each issue of The Coconut Telegraph.



Jimmy shares a lettuce lunch with one of his manatee fans.