TELEGRAPH

MARGARITAVILLE SEP. - OCT. 1989

VOLUME 5, NO. 6

The COCONUT

never wanted to interview Jimmy Buffett. The reason is that I need to hold on to a few personal reporter rules so I won't lose my mind in the newspaper game. The rules are simple and have served me well for many years.

1) Write the truth — it makes sleeping easier.

2) Never sleep with a source or the religion editor.

3) Never interview a celebrity you admire — which is why I never wanted to meet Jimmy Buffett while serving as a newspaper reporter.

No one wants to find out firsthand that a favorite writer, singer or athlete is vain, boring, stupid, petty, rude or, well... human. We all need at least one illusion that's protected and can remain as cloudy and pure as a pearl.

Buffett's music, like air, was always there when I needed it and that was just fine. The Buffett tapes helped whether I was writing for a living in Milwaukee, Tampa, the Venezuelan -Golumbian border, Wichita, Kansas or Miami.

Through the years and newspaper jobs I was occasionally assigned Buffett stories and each one was handled from a comfortable distance.

Until I took the Miami newspaper job.

Living in a Key West suburb, the comings and goings of Margaritaville's mayor provided constant news both in print and as newsroom gossip.

An environmental writer would have a story about a Buffett project. An education writer would offer something about Buffett and the Inter-American Scholarship Fund. A political writer would deliver a Buffett anecdote that revealed a survivor's sense of government.

EARTH DAY 1990

wenty years ago on April 22, 1970, the entire country was organized in a mass movement called EARTH DAY 1970. An estimated 25 million Americans took part. The U.S. Congress took the day off, more than 10,000 schools and 2,000 universities participated in activities ranging from nature walks and teach-ins to direct action against major polluters. All to draw attention to the devastating effects modern living was having on the environment. The results were immediately evident; President Nixon introduced legislation establishing the Environmental Protection Agency. The Clean Air Act, the Clean Water Act, and a number of other pollution controls soon followed.

The movement was, for a while, an unstoppable force. It helped to shape the values and priorities of a whole generation, and it fundamentally altered American politics. Hundreds of local, state, and federal environmental laws have been passed. Tens of thousands of pages of regulations have been issued. Millions of pages of environment al impact reports have been prepared. Huge environmental bureaucracies have been established and institutionalized. But, according to Denis Hayes organizer and catalyst behind Earth⁷ Day 1970, it cannot be seriously argued that the nation, or the world, is in better shape today than it was in 1970.

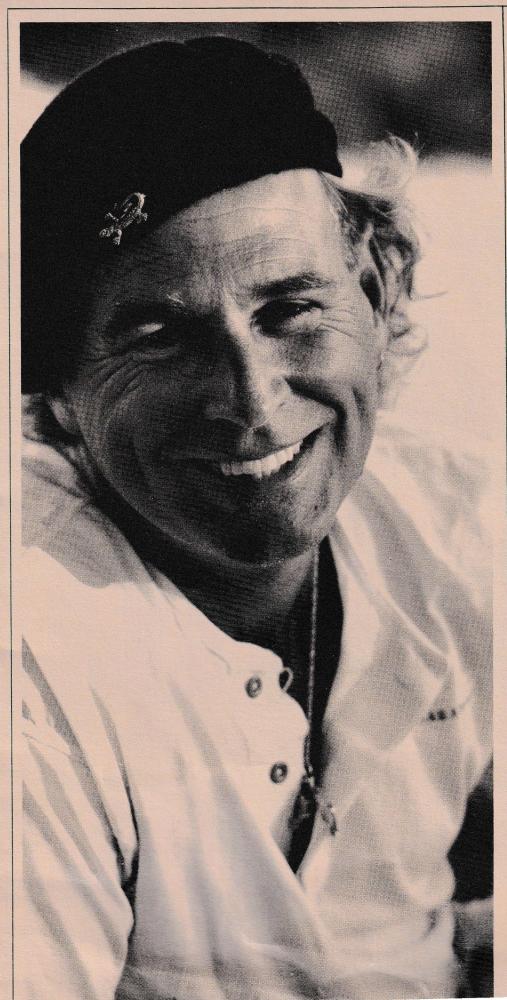
It's time, says Denis Hayes, for another Earth Day. "Most of the fundamental problems of 1970 still plague us. Moreover, we now face a huge array of new, complex, seemingly intractable ills: Greenhouse gases heat up the atmosphere. The ozone layer becomes thinner. Deserts expand. Rain forests shrink. Garbage barges navigate the world's oceans, searching in vain for a welcoming harbor. Beaches clog with styrofoam and lethal medical waste."

"Viewed properly, environ mental concerns are gut issues: survival issues. Homo sapiens is uniquely of this world. We are designed for it, and are inextricably linked to it. As the earth sickens, we are afflicted. If it dies, so will we."

"The greatest strength, and perhaps the greatest weakness, of the Earth Day concept lies with the multifaceted nature of our environmental problems ... every community on earth has some environmental problem. Organizers can more easily stir people to get involved in issues that affect them directly, and which they can directly influence."

"It is critically important that narrow issues (such as garbage landfills) be linked to broader concerns (such as recycling and toxic waste)." In other words, all community concerns should be evaluated and put in perspective with other local, national and international concerns. According to Mr. Hayes, "Unless the context is carefully structured, participants and media alike may fail to communicate a coherent message."

This spring, Jimmy Buffett, as chairman of the Save The Manatee Committee, was welcomed to the board of directors of Earth Day 1990. He joins Denis Hayes; Chairman & CEO, Ralph Nader; Special Counsel, and others. Members of the board include Eddie Albert, Ted Danson, Rev. Jesse Jackson, Ted Turner, etc. etc. "As I write this, I'm staring out my dorm room window into the gold, grey, snowy skies of Nanjing, in the Peoples Republic of China . . . having a hard time translating 'Why Don't We Get Drunk and Screw' to my Chinese roommate." Nancy Green, Foreign Student Dorm, Nanjing University, Peoples Republic of China



Celebrities, granted, but all in a position to lend their names to individual causes geared to affect, as discussed above, more far reaching concerns.

For his part, Jimmy is in the position to donate his "celebrity" status; appearing in public service announcements for the Save the Manatee Committee as well as south Florida's "A Matter of Pride" series.

So now what? The elusive spirit of the 60's may be gone, but the problems remain. How can I affect seemingly unalterable situations? How can I stop global warming, rain forest destruction, ozone depletion? I can't, but we can. Change at the national level is interdependent upon change at the local level, and change at the local level is dependent upon us. We are the problem, but we are also the solution.

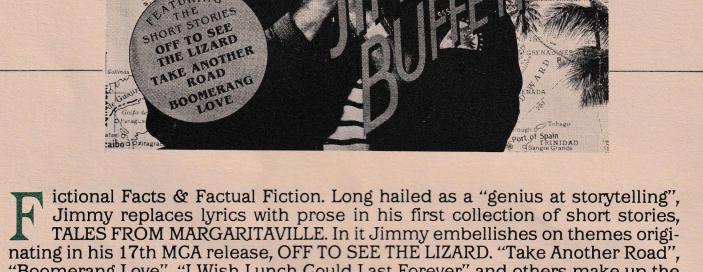
In primary school the 3 R's represented readin', writin', and 'rithmetic. The 3 R's for the 90's will be reverse, repair, and recycle. We are in the position to positively affect not only our community, but the country, and yes, (at the risk of sounding pithy) the world.

3

Earth Day 1990 seeks participation from all kinds of individuals, groups and institutions. Every city, neighborhood and school will have its own organization with their own issues and agendas. International, national and regional organizations will provide support of various kinds. But ultimately the success of Earth Day will be determined by local organizers with the foresight and dedication to organize an event that makes a difference.

Earth Day 1990 will be the product of a huge coalition of loosely affiliated organizations, reaching far beyond existing environmental constituencies to involve the broadest possible cross-section of participants. Get involved! You can make a difference.

FOR MORE INFORMATION ON EARTH DAY 1990 PLEASE WRITE: EARTH 1990, PO BOX AA, STAN-FORD UNIVERSITY, CA 94305



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"Boomerang Love", "I Wish Lunch Could Last Forever" and others make up the first section, "Heat Wave Chronicles".

"Margaritian Madness" contains tales based on being a performer and is loosely referred to as autobiographical fiction. "Son of a Son of a Sailor" the third section consists of 4 non-fiction short stories each centered around a sailing theme with the exception of the fascinating narrative detailing Jimmy's meeting with Gregorio Fuentes, the man on whom Hemingways' "Old Man in the Sea" character is based.

TALES FROM MARGARITAVILLE is published by Harbourt, Brace & Jovanovich and is available in hardback for \$16.95.

"A pop top." Alex Trebek, host of TV's Jeopardy supplying the question to the given answer, "What Jimmy Buffett stepped on." No contestant was able to answer.



CLASSIC MARGARITA GLASS Long stemmed 16 oz. glass engraved with JB's signature. \$10.00 each.

KEY WEST 'SUMMER' FIX 2 MARGARITA GLASSES WITH OUR OWN MAR-GARITA MIX FOR \$20.00!

LOST SHAKER OF SALT The search is ended, salt shaker is \$5.00

CAFE GLASS Classic pilsner shape with base. Cafe glass holds 10 oz. \$7.50 each or 4/\$25.00. <u>Please include an additional \$2.50 S/H if ordering a set of 4.</u>

CAFE

5

SNACK TRAY Matching glass cafe snack tray is 13 inches in diameter. Tray is \$16.00. HELP US HELP YOU, SAVE \$11.00. SET OF 4 GLASSES AND TRAY FOR \$35.00

SLEEPLESS KNIGHT BEER STEIN Order of the Sleepless Knights. Grest on heavy 10 oz. stein. \$10.00 each.

NEW

A1A MUG "strolling down the avenue." 16 oz. mug \$10.00 each

1-800-COCOTEL

MARGARITAVILLE CAFE DESIGN SWEATSHIRTS

Features Margaritaville Cafe logo in reverse embroidery on 50/50 sweatshirt. Shirt/stitching combination is as follows: Burgundy/ Gream, Gream/Burgundy Peach/Aqua, Watermelon/Aqua, Jade/Mint Mint/Jade, Heather Grey/Burgundy. Available in S,M,L, & XL. \$30.00

> NORTHERN ISLE SWEATERS

Margaritaville Logo Embroidered on 100% Cotton Knit Sweater. Superior quality. Last year's favorite at last year's price. Available in S,M,L, & XL. Comes in Natural, Pink Ice, Navy, Mulberry, Turquoise, and Mint. \$49.00

MARGARITAVILLE RUGBY STYLE PULLOVER

6

Heavyweight 100% cotton pullover features collar, banded cuffs and waist and bright Margaritaville design. Sized Big & Bigger. Available in Black or White. \$36.00

NEW OFF TO SEE THE LIZARD' T'S

Mermaid in the Night, Boomerang Love, Carnival World and Off To See The Lizard available in White only. S,M,L, & XL. \$12.95

UNLESS OTHERWISE MENTIONED, ALL T'S ARE 100% COTTON AND AVAILABLE IN WHITE, YELLOW, BLUE, PINK, PEACH OR MINT.

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OFF TO SEE THE LIZARD' T'S

"... so there I was, walking down the street in a socialist country and I see a Yugoslavian guy wearing a Jimmy Buffett T'shirt! He begged it off an American, Jimmy is one of his favorites and has several tapes." Joe Welch, 181st Signal Co. Heidelberg, Germany



Caribbean Soul

CARIBBEAN SOUL T'S

T-shirts from Jimmy Buffetts Caribbean Soul clothing line. Classic song T' include Margaritaville, Fins, Changes in Latitude, Cheeseburger in Paradise, Get Drunk, Son of a Sailor, and the classic **Garibbean Soul Crest**.

OTHER CARIBBEAN SOUL **FAVORITES**

Margarita and Cheese burger Blueprint T's. Fashioned after architectural blueprints. Available in White only. ALL CARIB-BEAN SOUL T'S are sized S,M,L, & XL. \$12.95 each

> MARGARITAVILLE T'S

Official Parrot Head Glub T', Store T' and Cafe T' are available in S,M,L, & XL. \$12.95

7

Parrot Head and Store design also available on 50/50 Sweatshirt in L & XL only. White or Grey. \$19.95 each.

ALL JIMMY BUFFETT MGA RELEASES ARE AVAIL-ABLE THROUGH MARGARITAVILLE. Cassette tapes are \$9.98, CD's are \$17.00

CHEST PAINS Fingers Taylor latest release. From the Utley/Greenidge collection: MAD MUSIC, JUBILEE, AND HEAT. Cassette tapes are \$9.98, CD's are \$17.00 LIVE BY THE BAY

Jimmy and The Coral Reefer Band recorded live at Miami Marine Stadium in August 1985. Available in VHS or BETA. Now only \$19.95

OFFICERS Jimmy Buffett, President Donna Smith, Vice President/Treasurer Joan Borel, Secretary BOARD OF DIRECTORS Jimmy Buffett Donna Smith Joan Borel Dr. Chuck Olson Ann-Francis Ford Henry Lee Morgenstern

Friends of Florida Inc.

In 1986 Jimmy Buffett instituted the Friends of Florida, a nonprofit organization designed to help preserve and protect Florida wetlands. Since that time, FOF has become more environmentally involved, broadening its concerns to include endangered species protection, reef preservation, and continued efforts towards "Saving the Key West Salt Ponds".

As chairman of the Friends of Florida, Jimmy is involved in many projects designed to raise the funds necessary to operate this non-profit organization; including a 1987 benefit concert held in Key West.

The Keys continue to be threatened by offshore oil drilling, increased development, and endangered species extinction. Once again the FOF needs your help.

Win a free trip to Key West and assist the FOF at the same time. In order to participate, please send a tax-deductible donation of \$50.00 or more. Complete the attached form, including a daytime phone number and return with your donation.

Three prizes will be awarded:

First Prize:

Round-trip airfare for 2 from your closest U.S. Air terminal (in the continental U.S.) to Key West, FL.

A 3 day/2 night stay at the Curry Mansion Guesthouse in Old Town, Key West.

Two complimentary tickets to a private New Year's Eve Party at the Margaritaville Cafe, hosted by JB himself.

Second Prize:

A complete Jimmy Buffett MCA casette tape collection.

Third Prize:

A \$50.00 gift certificate redeemable through the Coconut Telegraph or the Margaritaville Store.

Drawing will be held on Friday, December 1st to determine the three prize winners. Winners will be notified by phone and registered mail. Must be 21 years of age to win. All prizes will be awarded as stated and are non-transferable. The Friends of Florida accepts no responsibility for any personal damages, injuries or loss of property in connection with this contest.

Please send donation with coupon to: Friends of Florida, 424-A Fleming St., Key West, FL 33040.

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CONTINUED FROM PAGE 1

For six months in Miami I heard about the political Buffett, environmental Buffett, educational Buffett and businessman Buffett, but no reporter ever suggested pulling it all together for a story. Buffett always meant the same things to newspapers; songs, an album, a tour.

Other reporters said Buffett didn't do many interviews fine with me — and I considered I could pull the story together without him. Unfortu nately, editors don't think in those terms. They need someone to say no, then work from that.

I considered it was a sure thing; Buffett wouldn't sit for an interview.

Then, while still in the planning stages, I saw a magazine cover story about Buffett. It was a shark attack. A hit and run job. After you've been in the writing business awhile, you tend to shrug off the hammer jobs. It happens and you can't carry the sins of your industry around with you.

But I wasn't the only one who read the story in the regional magazine. The editor told me my total Buffett story would run only if a Buffett interview was at its core.

Now, not only did I have to interview a man I never wanted to, I had to interview a man still black and blue from the hit and run, a man who didn't like doing interviews to begin with.

I decided to first collect all the interviews I needed from the people working for, and with, Buffett. Galls covered the state of Florida and included the Save The Manatee Club -- which Buffett chairs, the Florida Inter-American Scholarship Fund, Buffett's 'Garibbean Soul' clothing line based in Orlando, the Margaritaville Store and Cafe at the Last Resort, and the Friends of Florida, a non-profit organization established to protect the state's natural resources.

Then calls came in. One from U.S. Senator Bob Graham's office, Buffett's friends rallied.

Now, what about the interview. If you make your living talking to strangers, several hundred each year, you might meet a woman like Sunshine Smith a half-dozen times in a career.

She's stationed in an office above the Margaritaville store and cafe near Buffett's Key West home. Street-wise with a sense of humor, she's honest and direct in her role as Buffett's first lieutenant.

A friend from the singers bad old days, inevitably Buffett sets lines and quickly moves to deeper water. It is then up to Sunshine to follow behind making sure the hooks stay baited and the catch is hauled in.

She listened to my interview request -- fifteen minutes or six questions, whichever came first. She said she'd have to ask Buffett.

He said yes, as we found out later, based on Sunshine's nod.

The photographer and I found ourselves on a Key West sidewalk. Murry Sill, a longtime Buffett fan, was the Miami News photographer who wondered out loud what I dreaded -- what if he's a jerk?

We both knew the music would never sound the same to us if this turned out to be a nightmare interview.

That happens, too. Public people admired from a distance have turned out to be legendary head cases totally consumed by themselves. Some so badly consumed you couldn't even blame drugs for their behavior.

But, in defense of public people, they meet an incredible

number of equally stupid and crude writers. Just seeing a Gross pen and a reporter's note book can bring out their worst.

It happens.

Based on instinct, Sunshine was gambling we weren't jerks. Based on instinct, we assumed Buffett would be a regular guy.

And he was. After eating lunch, Buffett hit the sidewalk in front of his Margaritaville cafe. He was with writer Tom Mc-Guane. And even if Buffett had turned out to be the most twisted man I ever met, I probably would have recalled him fondly because he introduced me to McGuane.

But Buffett proved all we could hope for during the interview at his home. He was in good spirits, laughing, asking questions, listening and answering. He insisted we go beyond the aforementioned fifteen minutes/six questions.

Talking to Buffett is as easy and entertaining as killing a hot afternoon trading stories with a colorful stranger at a cheap little seaside joint.

He posed for Murry's photos and then, after a couple hours, his home became busy with the comings and goings of a high profile music career.

The story was a joy to write and was well received by readers. Now when I listen to Buffett's music it sounds even better. A pearl preserved.



"Well I just hope you sell more records than Buffett" . . . Irving Azoff, head of MCA, informing 'Fingers' Taylor that MCA would be distributing his newest release, CHEST PAINS.

FOR THE KIDS

MARGARITAVILLE YOUTH SIZE T'S Parakeet Club, Cafe crew and Manatee crew available in sizes 2-4, 6-8, 10-12, 14-16. All colors available. Youth T's are 50/50, cotton/polyester. \$7.95

STUFFED MANATEES Soft, stuffed manatee toys available in 12", 18" or 24" length. \$10.50, \$17.50, or \$24.50. Manatee hand puppet is \$13.50

BOOKS

MARGARITAVILLE COOKBOOK Features a fine collection of Key West recipes. \$12.95

KEY WEST COMPANION Discusses the fascinating history of Key West. \$10.95

JOLLY MON Jimmy and daughter Savannah Jane team up to write a best selling children's book, Hardback book is \$14.95

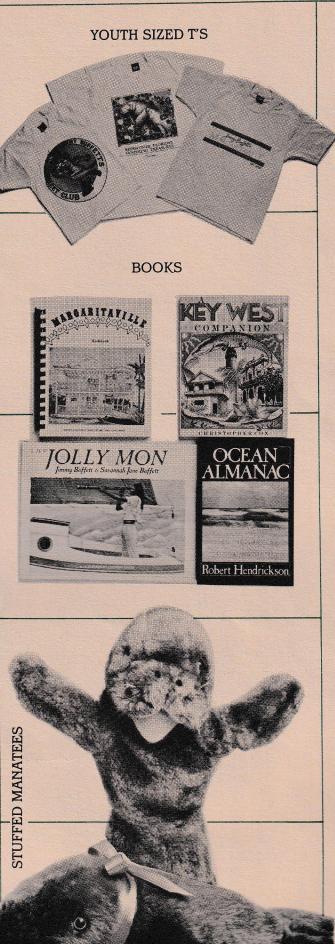
OCEAN ALMANAC Offers essays, anecdotes facts and legends all pertaining to the Earth's oceans. \$14.95

> TALES FROM

MARGARITAVILLE Jimmy switches from lyrics to prose in his first published collection of short stories, fiction & non-fiction. Hard back book is \$16.95

> JIMMY BUFFETT SONGBOOKS

The 'Songs of Jimmy Buffett' features earlier titles, while 'Songs You Know By Heart' contains songs from greatest hit(s) album. Both have piano,



CELBRI-T-SHIRT AUCTION

an Diego locals exhibited extremely good taste recently, in charitable benefits as well as in celebrity garb. An auction to benefit the Storefront; San Diego County's only emergency shelter for homeless youth, raised nearly \$50,000 selling mainly autographed T'shirts. Dan Butler, a CT subscriber and veteran Parrot Head, plopped down \$725 for an autographed Jimmy Buffett T'shirt, second only to a shirt signed by the late Roy Orbison.

That a JB shirt did so well is even more intriguing when considering the others available. Artists including Bon Jovi, George Michael, Madonna, and yes even Dean/Sammy/Frank all contributed autographed T's, however, bidding stopped well below the \$725 mark.

But the best is yet to come. Adm. James "Red" Best of San Diego, an old friend of Jimmy's, donated a gift he had received from JB; a guitar in the shape of an airplane. The autographed "air guitar" set a new auction block record for a single item --\$4,400!

Donna Rankin, Community Relations Director of San Diego Youth & Community Services writes, "There is simply no way that we can thank Jimmy and the Admiral for what they've done. We are all very proud of

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OFF TO SEE THE LIZARD

R umors abound regarding the alleged "break-up" of the Coral Reefer Band. Misinformed Parrot Heads across the country write or call with suicide and/or homicide threats, newspaper articles with unnamed sources feed fuel to the fire, as do pin-head DJ's who, more often than not, parrot (no pun intended) other pin-head DJ's.

The Coral Reefers have been and continue to be a somewhat nebulous lot. Now approaching twenty years, in spirit if not in fact, the Coral Reefer Band has achieved a kaleidoscopic persona; one twist of the tube and the image changes - but the end result is the same.

This year's edition of the Coral Reefers, apart from the Taylor-Utley nucleus, is composed primarily of a band from St. Louis, the PM Band; the context of the acronym varying with the bandmembers' frame of mind. Peter Mayer, most often associated with P.M. (although post mortem, post menopausal, and others have been dryly suggested) and his brother Jim spent some time in the Margaritaville office prior to the LIZARD tour.

The PM Band consists of Peter Mayer; lead guitar & vocals, Jim Mayer; bass guitar, and Roger Guth on drums. They are an eclectic group; claiming jazz, rock, folk as well as classical influences. Peter, originally a teacher in St. Louis, released a tape several years ago. The PM Group seemed to be an appropriate title for this locally produced album. Later, his brother Jim and friend Roger Guth would form the PM Band.

Their meeting with Jimmy was a chance one, centering around keyboardist Jay Oliver. Jay, also a native St. Louisian, operates a recording studio there and is a long time associate of the Mayer brothers. Jay's diligence landed the PM Band a recording contract with Warner Brothers. Warner Brothers in turn teamed the group up with producer Elliot Scheiner, whose past production efforts include 'Steely Dan' 'Bruce Hornsby', and most recently Glenn Freys' 'Soul Searchin'.

When asked to produce OFF TO SEE THE LIZARD, Elliot introduced Jimmy to Jay Oliver. Jay is a songwriter as well as a keyboardist, and collaborated with JB on most of the new songs. Drummer Roger Guth co-wrote several new songs as well. Leaving the production headaches to Elliot enabled JB to concentrate on the music; a position he seemed to enjoy. To make a long story short, everything clicked. Elliot asked the PM Band to play on the new album, all arrangements were by Jay Oliver, and much of the recording took place at Shrimpboat Sound Studio in Key West.

Life went on for the PM Band. Warner Brothers released an album entitled simply enough 'PM'. A single, 'Piece of Paradise' made it to the Billboard Adult Contemporary Top 10. They were the opening act for the Moody Blues in the fall of '88. Chicago, under the same management

MARGARITAVILLE DUFFEL BAG

Heavy canvas bag with Margaritaville embroidery. Royal blue bag with contrasting pink ends. Heavy nylon strap is removable. 18" long, and 11' in diameter. \$36.00

ONE SIZE FITS ALL PULLOVER

Bold, black lined Margarita, Gheeseburger, Fins, or Barracuda design on 100% cotton pullover. Private Margaritaville label. Available in White only. \$15.00 Buy one design at \$15.00 and get a second DIFFERENT design for \$10.00

MARGARITAVILLE BALLCAPS

Store logo embroidered on 100% cotton ballcap. Adjustable leather strap. Available in White, Aqua, or Tropical design. \$15.00

Parrot Head Club embroidered on 100% cotton ballcap. Adjustable leather cap. Available in White, Navy or Tropical design. \$15.00

umbrella as Jimmy, and with Jimmys' advice, also used the PM Band as their opening act last spring.

Success, as they say, breeds success. Jimmy persuaded the PM Band to carry the Coral Reefer moniker, two fabulous babes (Gynthia Curry & Dena Iverson) were lined up, and the OFF TO SEE THE LIZARD tour band was complete.

P.S.: OFF TO SEE THE LIZARD entered the Bill board Top Pop Album chart at #168. Two weeks later it had advanced over 100 spots to #57. OFF TO SEE THE LIZARD entered the Top Compact Disk chart at #16. Jimmy & The Coral Reefer Band have also been listed several times this summer in Billboard's top concert grosslisting THANK YOUFOR YOUR

10



ONE SIZE FITS ALL PULLOVERS



MARGARITAVILLE BALL CAPS





GOCONUT TELEGRAPH

Keep in touch with Key West and Margaritaville. The Goconut Telegraph is mailed 6 times a year. \$5.00 covers printing and postage. Outside U.S. \$10.00

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FING OF AGE WITH CHEST PAINS

ingers Taylor 2nd effort CHEST PAINS was released late in June to coincide with JB's latest, OFF TO SEE THE LIZARD. This is no mere coincidence. As 'The Original Coral Reefer', Fingers' talent has long been evident to Jimmy. In an interview in 1972 Fingers recalls, "... I was driving him to his parents house in Mobile, the sun was coming up, and Jimmy was singing, there was a bonding that occured there at that point; we knew that we were going to play music together somewhere down the line."

Indeed they did, 17 years later and still "playing music together". For CHEST PAINS, however, Jimmy was on the other side of the booth, serving as executive producer. The background on CHEST PAINS is very impressive for an initial nationwide release; produced by Michael Utley, and featuring the talents of Anson Funderburg, the legendary Steve Gropper and The Memphis Horns. Jimmy proved to be the true catalyst for the wide distribution necessary to insure an albums' success. According to Fingers, "he's (Jimmy) gone to bat for me with MCA. Got me a record deal with MCA. It's his production deal, it's essentially his money. He let me use his studio free. He went to bat for me with Irving Azoff himself."

CHEST PAINS continues where HARPOON MAN left off. "Michael Utley produced the record and plays keyboards." Coral Reefer Tim Krekel cowrote 2 songs and contributed to several others. "He was a pretty crucial ingredient to the record."Anson Funderburg, celebrated blues player, also contributed heavily to the album. "I think Utley and Krekel were really amazed at Anson's playing. There's another great unknown, there are so many unknowns in this business. So it boils down to, I've three of the finest guitar players in the country on this record, and it

really is as much a guitar record as it is a harmonica record."

Jimmy has been interested in getting into the production side of the music business for quite some time. It seemed almost predestined that Fingers introduction into "real" record distribution would complement Jimmy's own. "Jimmy and I have been together for a long time . . . we have a mutual respect for each other and we allow each other after all these years together our differences and we say okay, let's get together and let's work."

CHEST PAINS is currently being distributed by MCA on album, cassette tape and CD available through Margaritaville.

1-800-COCOTEL

