A Fisherman's Philosophy

How to Get a Bite on a Slow Day...

Talk about changing spots.
Prepare another rod while one is out.
Lay your rod down unsecured.
Go for a sandwich.
Start to pull the boat anchor.
Use the worst fly you own.
Crack open your first beer.
Crack open your last beer.
Take notice of a hot chick on a passing boat.
Watch others fishing.
Start reeling in your lines at going home time.
Give your fishing rod to a female companion or child to hold.
Put your landing net out of reach.
Make sure to cast your line over an obstruction.
Let your line drift into impossible weeds.
Turn away to look at the sunrise or sunset.set.
Decide you need to take a leak.

Editorial: The Importance Advertising

...continued from page 2

boat mechanic. I have seen desperate boat owners stranded at Gilbert's Marina with the Coconut Telegraph in one hand and cell phone in another calling Louie's Dockside Services to come to their rescue. This attention comes from a $25 a month business card ad Louie has run consistently from day one.

At the Coconut Telegraph we have very reasonable rates because we have a very small staff and no office, which equals low overhead and inexpensive advertising. So whether you are a small business or large company we have an ad size that fits you. And note, even our "small" ads are of a good attention-grabbing size.

If your finances are keeping you from investing in consistent advertising, consider starting with one of our $25 business card size ads (see facing page). Simply send the ad content, or a business card, along with the $75 minimum three-month payment and have your business seen by our hundreds of readers every month. You'll be surprise the positive impact a little face-time in front of our readers will make on your company's profits. Interested in going big? For larger ads I'm happy to stop by and setup a comfortable and affordable program for you.

COCONUT TELEGRAPH CLASSIFIED ADS!

FOR SALE

RECUMBENT BIKES & TRIKES
CLOSE-OUT
Many models of MIAMI SUN recumbent bikes and trikes at close-out prices. No reasonable offer refused.
BIKE SHOP 305-453-4070
102071 Overseas Hwy.

PENN INTERNATIONALS
For sale [2] Reels - Penn International 130ST almost new in the box. Loaded with fresh line and ready to fish. Large inventory of other quality rods and reels.
CORAL FINANCIAL
305.453.5300

KAYAK FOR SALE
EDDYLINE LT built for a woman or smaller guy, complete with accessories. buy it now for $700.00
CORAL FINANCIAL
305.453.5300

KINDLE WI-FI E INK
Pearl Display - new in box - Reg. $139 - must sell $100
305-304-2837

FOR SALE

UNDERWATER DIVE SCOOTER
Almost new dive scooter with charger. A serious piece of equipment, not a toy - in "like new" condition.
CALL for INFO
305.453.5300

Financial Assistance

WE BUY COINS
No collection too large or too small. We pay cash on the spot and we offer private consultation in our location or yours.
Call Bill at 305.942.0911.

Marine Services

Garden Cove Marina MM 106.5 O/S Full Service Marina, ethanol free 90 octane fuel, rack and boat on trailer storage, wet slips available. Direct ocean access.
305-451-4694

Clubs/Organizations

Upper Keys Mac User Group meets the second Thursday of every month at Key Largo Library Comm. Room 7pm. Free/open to public. 451-4601

Key Players, Inc. Community Theater Group needs volunteers to work behind the scenes! Sign up on the web! www.thekeyplayers.org

Florida Keys Orchid, Fern & Bromeliad Society meets the 3rdThurs. of every month at Key Largo Library Comm. Room 7pm. Free/open to public. 451-3000

Your Ad Here

Fill out the form at the right and send us your ad to go into the Classifieds.

Classified ads will not be accepted without payment.

Use this handy form:
The Conch Republic
COCONUT TELEGRAPH
• Dining
• Entertainment
• Shopping
• Lodging
www.TheConchTelegraph.com

CLASSIFIED ADS!

Just $10 per column inch!
(generous 1.88 column width)
Bold Listing $12./inch

Classified Display Space AVAILABLE for logos and special artwork. $15/inch.

ALL CLASSIFIEDS MUST BE PAID IN ADVANCE
Advertise your rentals, items for sale, help wanted...

Category: _____
Ad Text: _____

You can fit about 20 words into an inch; 18 if it's bold

Advertiser Name: _____
Phone: _____
Email for Proof: _____

INCLUDE PAYMENT WHEN YOU DROP OFF YOUR AD OR IT WILL NOT BE PUBLISHED!
$30 fee for returned checks.
Drop off center - Tropical Arts & Craft Supplies
101425 Overseas Highway, Next to Publix at Tradewinds Shopping Center

305•304•2837 • 101425 Overseas Hwy. • PMB #628 • Key Largo, Florida Keys 33037

Business in the Keys

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www.5countyrealestate.com
DONNA STEELE
305.395.0856
klfdiva@att.net
SHERRY FELL
305.453.1770
sherry@5countyrealestate.com

Advertise Here
$25 per month
(3 MONTH MINIMUM, PAID IN ADVANCE)
Send ad content and check for $75 to
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Key Largo, Florida Keys 33037

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Commercial Loan Officer
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jmiller@my100bank.com
100280 Overseas Hwy., P.O. Box 370532 ★ Key Largo, FL 33037
my100bank.com

CENTENNIAL BANK
Stephanie Scuderi
Vice President
Director of Sales – Florida
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Cell: 305-394-4822
sscuderi@my100bank.com
100280 Overseas Hwy., P.O. Box 370532 ★ Key Largo, FL 33037
my100bank.com

CENTENNIAL BANK
Jennifer Hawkins
Branch Manager
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Fax: 305-676-3139
Customer Care: 888-372-9788
jhawkins@my100bank.com
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