Coconut Telegraph

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Notice: We do not mail out the Coconut Telegraph and we do not sell subscriptions.

It is available for free online at www.theconchtelegraph.com.

For comments please visit The Conch Telegraph on Facebook.

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Editorial: I Hate Coupons!

Any highly trained and experienced newspaper advertising executive will try to talk an advertiser out of advertising with coupons because they are generally a really really bad idea. It is mails me \$5 coupons that I a combination of too much time, too much effort, and the occasional embarrass-

A Homestead restaurant advertises daily on the back of a local grocery stores receipts to buy one lunch or dinner buffet and get the 2nd at 1/2 price. I go there often and recently went in with a friend and the waitress informed me that my coupon had expired and they would not accept it. We left disappointed and went somewhere else to eat. The food

and service there are great there but I left feeling cheated without the coupon. It leaves a figuratively bad taste in your mouth.

Another grocery store always manage to forget and my shopping experience is marred because I am so ancoupon home every time.

The grocery store fliers that come in the mail don't even make it into the house. they go directly in the outdoor trash can. It is better use of my time to work my job than to spend time clipping out 25-cent coupons.

Outside of just about every gas station you can pick up free coupon books for hotels. I know from my

experience working for a visitor center that those coupons are nothing but a bait and switch come-on. The hotels set aside one room at the price listed but that cheap coupon room is never available.

Instead of booking at the visitor center's disgry at myself for leaving the count prices, some hapless tourists think they can save a dime and they drive miles to the hotel only to find out there are no rooms available at that price. Many of them have to drive all the way back to the visitor center to get the best deal. If it is later in the day, they may find no vacancy anywhere or pay hundreds of dollars for a room that is nal amount of the tab beregularly only \$80.

Coupon books are a rip off! We want happy tourists who will come back to the Kevs over and over.

If a coupon offer is too low, for example 50 cents off of a single entrée, no one will bother to use it and the advertiser thinks the publication is at fault.

The only folks that might use that type of coupon are they type of people that will probably only leave a 50 cent tip. Not good! Your servers are paid a much lower hourly wage and taxed on their tips, so the server can actually lose money on a bad tipper. If you have to use a coupon you should tip on the origifore the coupon.

We Stock Guitar Strings — New & Used Guitars — Custom **Jewelry CORAL FINANCIAL On-Site Jewelry & Pawn Jewelry** MM102 453-5300 Repair **Oceanside Key Largo**

Key Largo Conch House MM 100.2 Oceanside • Key Largo

Featured on the Food Network

Breakfast • Lunch • Dinner 7 am - 10 pm Daily

Vegetarian Entrees Cook Your Catch Pet Friendly Childrens Menu

NEW TIRE

SALES

DISCOUNT PRICES MAJOR BRANDS

10% LOCALS DISCOUNT 942-6325

SAME DAY SERVICE ON SITE INSTALATION

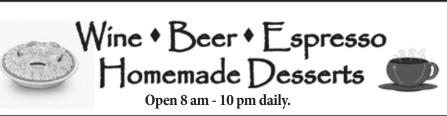
Local Seafood

Award Winning Lobster Bisque Conch Fritters

We Come to You!

MOBILE TIRE SERVICE

Award Winning Food & Coffee



A little prayer for my fellow servers and those in the "biz" on Valentines Day...

Dear Martha, Patron Saint of Restaurants, please tude to explain our prix-fixe

give me strength today as I wait tables on this fourteenth day of February, the most amateurish day of all, right after New Year's Eve.

Give me patience to understand that my whole entire section will be full of two-tops all night and that even my prime booth that seats six people will only have two lovebirds who want to sit on the same side.

Help me understand that all of my customers will think they are the only important people in the world, even though I have at least twenty other quests who will be thinking the same thing.

Give me the power to not laugh at the man who went to Walgreen's today and bought a teddy bear in a coffee mug to give to his girlfriend as a symbol of their shining true love. I will also need some extra power to not smirk when he hands her one of those stupid effing plastic roses with a light inside it. And just a little bit more strength to not throw up when I see baby's breath.

Help me find the fortimenu to every table so my customers will understand why the menu prices are higher than they were yesterday for the same thing.

Please help me find a way to score an extra chocolate molten lava cake so that I can stuff it into my mouth in the side stand when my manager isn't looking. Let that cake be the nourishment I need to carry on for the night.

Give me the resilience I will need to make it through this day of constantly being in the weeds since it started this morning early at brunch.

Open my eyes to the opportunity to receive an extra glass of Chardonnay that maybe the bartender poured by accident or, if not that then quide me to any bottle so that I can pour myself a glass.

Finally, dear Martha, please find it in your heart to bless me with 25% tips tonight. My one true Valentine is my wallet and it needs to be shown some love.







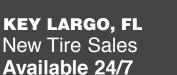








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