

Coconut Telegraph

January 2023
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Prestige Publishing, Inc
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PMB #628
Key Largo, FL 33037

Deadline

for the Coconut
Telegraph's
next issue is **Thursday,**
January 19, 2023

We now sell subscriptions!
See our ad on page 12
for details.

The Coconut Telegraph is
available free online:
theconchtelegraph.com.
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Facebook.

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CONTENTS

Critters in Our Midst: Monarch Butterfly by Carol Ellis	4-5
Artist of the Month: Gary Pollack	9
Winners of a Recent Theory Contest	11
Getting from Here to There - Keys Map Page	12-13
Daily OM: Numbers	14
Key Largo Library Programs for January	15
Key Largo Locator Map Page	16
Business in the Keys	18-19
Coco-Nut Funnies	20-21
Adopt a Key Largo Animal Shelter Pet	22
Classifieds	22
Conch Characters	23

Editorial - Junk Mail

Junk mail! High priced advertising in a glossy publication that comes in your mail box or clogs up your post office box. In the newspaper business we call them "throw away's" because that's just what most people do with them, drop them in the garbage and send them off to Mt. Trashmore.

On a whim I decided to save them for a month. See photo. What a waste! Can't even use them to line a bird cage or wrap a mullet.

Some of those publications boast higher circulation numbers than us but they aren't worth the paper they are printed on if they don't have a high penetration. How many people actually read it? What's there to read if it is all ads?

The Coconut Telegraph has a very high penetration. Some of our loyal readers actually hoard them or they mail them to friends and relatives in other states even though we have a free website with easy access and we do have subscriptions available, see page 13.

Wishing everyone a happy and healthy new year.



We've Got You Covered!

Florida City to Islamorada...

You don't have to spend a fortune for great advertising coverage in the Coconut Telegraph.

AD RATES START AT JUST \$30 A MONTH.

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In Loving Memory
SYLVIA MURPHY

Art Guild of the Purple Isles

57th ANNUAL MEMBERS' JUDGED ART SHOW

JANUARY 12 - MARCH 16, 2023
Tuesday through Sunday, 10 am- 5 pm
Keys History & Discovery Center
MM 82.1 Overseas Hwy, Islamorada FL 33036

The award-winning artwork above is from
AGPI'S 56th ANNUAL MEMBERS' JUDGED 2022 ART SHOW
www.agpi.us

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KEY LARGO'S HIDDEN TREASURE!

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MUSIC SATURDAY & SUNDAY — ALL DAY!

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\$1 Drafts All Day

SATURDAY - PRIME RIB DINNER

HAPPY HOUR: 4-6 pm EVERY DAY
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Happy Birthday, Florida Al!

Love, US

American Legion Post 333 - Key Largo

Stop by! Enjoy our shaded outdoor seating!
Open 7 Days a Week, Noon 'til 10pm
Happy Hour 3 to 6 pm

NFL Sunday Ticket Sun., Mon. & Thurs.
Thursday Night Jam from 7 to 10pm

Please wear a mask when not seated.
We have wheelchairs, walkers, and other medical supplies available for our Veterans.

Come by & see Aimee!
SUN, MON, THU, FRI & SAT nights

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