



THE VOICE OF THE UNITED STATES OUT ISLANDS



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OUR COVER: To illustrate our lead story by Love Dean [elsewhere in this issue], photographer Wil Meade captured a composite of things that can be done in the off season in the Florida Keys.

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**WE HAVE MOVED! OUR OFFICE IS NOW AT
6187 OVERSEAS HWY., MARATHON, FL 33050**

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Beach Combings — 30 —

The symbol —30— in the headline gives me both happiness and a touch of sadness. It's the traditional symbol used by news writers to indicate "end of story."

When this magazine hits the street it will be owned by a new corporation, and the editor and publisher will be David Ethridge who has done one helluva job as sales director for this entire year for Florida Keys Magazine.

I made a decision when we started that we would go quality. I feel we have met that commitment and as evidence we are now selling paid subscriptions in over 40 states, Canada, Germany and the Netherlands. Our newsstand sales have rocketed to the point that when a major advertiser called a couple of weeks ago and asked for 300 extra copies, I had to tell him, "Sorry, we're sold out."

Experienced people told me it would take at least five years to make a profit . . . we turned it

around in three. **AND YOU KNOW WHY?** Loyal readers like you who read our advertisers' messages and supported us by supporting them.

I look for no change in the quality of Florida Keys Magazine. In the first place, David Ethridge has a great deal of experience in journalism and the same strong commitment to quality. In addition, I'll be around as consulting editor and for at least a year of handling production, so there will be continuity on the one hand but perhaps some fresh approaches by fresh minds that can only enhance the quality of our magazine.

Advertisers, subscribers, writers and photographers . . . Thank you so much for helping me build Florida Keys Magazine.

More proof that even editors make mistakes . . . on page 36 of our last issue we carried an excellent

and humorous story about a writer-grandmother and her helicopter ride as a birthday present. In making up the pages I somehow left out her byline. The story was done by **Eleanor McKinlay**, a regular contributor and friend. Sorry about that, Eleanor.

Elsewhere in these pages is an article on things to do in the Keys during the off-season and I think if you read the article you may realize that you, like so many of us who live here year 'round, have become complacent and are not participating in many of the wonderful things available to us. There is really an almost-unlimited amount of fun things to do in these islands, but I'm afraid many locals get jaded and miss out on the fun available to us all the time—while the tourist has to cram his fun into a few days or a couple of weeks. Why not get out and enjoy again? Isn't that why we came here? □

Bill Beach

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