



MAGAZINE

Publication Number (USPS 421-850)

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.

Editor and Publisher Bill Beach

Art Director Laura Coe

Copy Editor Marilyn Ferguson

Circulation Manager Dee Turner

Director of Advertising David Ethridge

Sales Subscription: Phone 305/743-3721

Florida Keys Magazine is a division of Island Communications, Inc.

President Bill Beach

Secretary-Treasurer Loretta Beach

Directors John Chapman, Helen Kline, Frank Speno, Mary Stricklin

Florida Keys Magazine maintains Offices at 6187 Overseas Highway, Marathon, FL 33050. Address all mail except subscriptions to the above address. Address subscriptions and information inquiries to: P.O. Box 818, Marathon, FL 33050.

©1981 by Island Communications, Inc., publisher of the Florida Keys Magazine, 111-B A Lynn Place, Marathon, FL 33050. Reproduction of any artwork, editorial content or other copy prepared by Florida Keys Magazine is strictly prohibited without written consent. All rights reserved.

Florida Keys Magazine is published four times a year. December, March, June and September. Subscription rate: One year five dollars and fifty cents. Single copy \$1.50. Controlled circulation postage paid at Marathon, Florida 33050.

INSIDE THIS ISSUE

- 8 FALL IS FUN TIME
16 AMERICA'S OWN DEVIL'S ISLAND: History
17 MARATHON: From Indians to Condos [Part II]
32 WRECKERS
40 CATCH YOUR OWN AQUARIUM FISH

DEPARTMENTS

- 7 Beach Combings
4 News Briefs
42 Keys Cuisine
43 Dining Guide

WE HAVE MOVED! OUR OFFICE IS NOW AT 6187 OVERSEAS HWY., MARATHON, FL 33050
SUBSCRIPTION INFORMATION: Florida Keys Magazine is published four times a year. Mail Subscription To: Magazine, Box 818, Marathon, FL 33050 — 1 Year, \$5.50.

Unsolicited manuscripts and photos must be accompanied by a self addressed stamped envelope. We accept no responsibility for lost material.

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

Index of Advertisers

Table listing advertisers and their page numbers, including Above Average, Arnold's Driftwood Room, Art Gallery By The Sea, Barefoot Pointe Club, Big Pine Nursery, Bobcat Welding, Book Emporium, The, Brass Monkey, Caribee Outboard Sales, City Fish Market, Columbia Title, Conch Tour Train, Coral Grill, Draperies & Spreads, Etc., Faro Blanco Marine Resort, First Federal Savings & Loan Ass'n, Friendship Inn of Key Largo, Golden Dolphin, The, Hair "1", Hairport, Henry's at Marriott's Casa Marina Resort, Holiday Inn of Islamorada, Island Carpets, Island Girl Hair Styling, Island Rentals by Sarah, Joanne's Upholstery, John Pennekamp Coral Reef State Park, Key Bana, Key Holly Gifts, Key West Aloe of Marathon, Keys Chevrolet, Marathon Bank, The, Marathon Key Beach Club, Marathon Lumber, Marathon Travel Service, Overseas Mortgage Corp., PBA (Providencetown Boston Airline), Plantation Yacht Harbor, Plaza Restaurant, Port Largo Villas - Marr Real Estate, Porter-Allen Co., The, Queen's Table, The, at the Santa Maria Motel, Rain Barrel, The, Rainbow Unlimited, Reed Appliances, Ruttger's & Key Colony House Restaurant, Schmitt Real Estate, Seawatch, Sea World's Shark Institute, Simone Travel Agency, Specialty Hardware, Sunshine Key Travel Park, Ted Mann Interiors, Tele-Media, Topsider Timeshare Resort, Wendell J. Miller Mortgage Co., WFFG-AM Radio, Whale Harbor Inn, Wicker Web, WMUM-FM Radio.