



VOLUME 20, NUMBER 1

JANUARY 1977

**IMPORTANT  
A SUPER  
INFORMATIVE  
FEBRUARY  
GENERAL MEETING  
IN PHOENIX**

**SEE STORY**

**PAGE 3**

# CHOLLA CHATTER

Official Publication

of the

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Dr. Sergio Bribiesca Elivra, Director Estatal and Delegado Federal of Tourism, plans to attend our February 8th General meeting.

Dr. Bribiesca has been invited to attend our general meeting to discuss "YOU", the tourist of Mexico! The kind Dr. is very much interested in tourism and its' pitfalls of today.

Hopefully, he will contribute to a better understanding for all who travel thru Mexico and particularly, our area - Puerto Penasco and Cholla Bay.

Once again, we say he has been invited and plans to attend our meeting, barring any unforeseen emergencies.

YOU plan to attend and bring all interested friends....

## "IMPORTANT ANNOUNCEMENT"

The City of Penasco proudly announces its' new, "OFFICE OF TOURISM", located in the MUNICIPAL BUILDING.

This office is for those that need information, help and/or directions.

The "PRESIDENTE OF THE MUNICIPAL, SENOR GILBERTO CASTILLO" urges you to use this facility, English speaking persons will be available. This should be another big step towards a better understanding when visiting Puerto Penasco and Cholla Bay.

Please stop by and chat with them, they will welcome you and are striving to please you... "The Tourist."

See you there!!

Phoenix Chapter General Meeting - Tuesday -

February 8, 1977 at 8:00 P.M.

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# SUCCESSFUL CHRISTMAS PARTY AT CHOLLA BAY

by MAGGIE

Congratulations...Lew Frazier, Christmas Party Chairman and his committee for making the party at Cholla Bay such a great success!!

We are sure that all the families and their children had a great Christmas through your efforts from the "Cholla Bay Sportsmans Club." And what a really fine cooperation from club members and their families, too.

Santa's little elves and kind, good helpers, they were:

Little Lewie Frazier and Bobby Ekert. They helped and directed the families to Jaynie and Wimpy Jaskowiak's cabin to get their boxes of goodies, containing: one turkey, flour, beans, citrus fruit and candies. The boys looked really nice in their green and red elf suits. Thanks boys, for a good job...

Inside Santa's little room by the radio room, he also had some other great helpers:

Mr. and Mrs. Scott, Mrs. Scott helped Rosella Frazier with the popcorn, candy, etc., Perry Scott helped Santa in giving toys, candy to the children, also, there were nice sweet girls, Louella Frazier and Belle Taylor...I think they had a hand in decorating the room, making it look so festive, with red, white and green...papers, the tradition Mexican colors...Thank you one and all!

Special thanks to all who helped in hauling things, packing, distributing, wrapping, etc., such members that I know of were:

Pete Scott, Council Chairman, Chuck Dernberger, Betty and Vern Groves, Shirley and Ray Hemp-hill, Jack Ebert, Roma and Joe Blunk ( Roma, thanks for the refreshing cold drinks), Lew Frazier and family, Perry and Emma Scott, Jaynie and Wimpy Jaskowiak, they had the food boxes in their cabin.

A lot of people stayed up thru the night getting things ready for the big day, December 18th, while the Cholla Bay children slept. They didn't have any idea how C.B.S.C. members had been so gracious and kind, busy and excited to make their Christmas a very happy one indeed!

I am sure that I may have left out someone, Please forgive me...but without your help and generous donations, it wouldn't had been possible to make so many families happy.

I could see their excitement and smiling, some little ones even crying when they saw Santa with so many nice things for them..

Again...Many thanks to all who donated, taking things down and especially your time....

May God bless you with mucha Salud and great Happiness for the rest of the year!!

Hope to see you at the next meeting....  
BE THERE....YOU WILL BE GLAD YOU DID....

If you did not hear about the Christmas party,,I hope I have printed the good feeling we all felt at the Bay when the people received their Christmas boxes.

And...please....if anyone has anything to add to this story...please let us know..





## News From The Launching Ramp

by BETTY MUNRO

Santa, your long trek from the North Pole to Cholla Bay was not in vain. What a treat to see the look of surprise and delight on the faces of the little ones as they got their first glimpse of you. Your Christmas party certainly was well planned and well organized and you didn't leave out anyone.

Hector and I would like to take this opportunity to express our sincere thanks to the C.B.S.C. for their very generous Christmas bonus.. and was it ever needed...All our cards and extra gifts from so many of you also meant a great deal to us. It all boils down to "Un mil Gracias to all!" There is no way I can express my thanks to Jim and Eleanor Westfall for what they did...they installed a new wall to wall carpeting in the radio room. Is it ever plush and oh so warm on these cold days. New signs, new carpet...everyone will be asking for my job.

Ray and Mildred Stahl spent the Christmas Holidays at the bay entertaining and keeping up with their two grandchildren, Sammy and Tina Ecklay also from Tucson. Sammy and Tina were a big part of our lives here in Cholla several years ago so it was a real treat to see how they have grown and become beautiful people.

Slim and Emma spent the holidays getting the new Emma Lou used to the salt water. Their new 26 foot Reinell is so plush even the walls are fur lined. The Kemps took Vi Schmerfeld with them for a days fishing and Vi said it was like riding the ocean on a velvet cushion, real heavenly.

Thanks to the Patron, Gus Brown, the El Jefe, Ramon Carbajal and El Suave Operador, Carlos, Barrjas the roads to and from Cholla and in Cholla itself have been great this past year. A special thanks to them for coming to our rescue New Years weekend and grading the road in the launching area which had become almost impossible. Before El suave Operador came past here in his lil' yellow submarine about five or six women got stuck and one of these even had to get out in her robe to help push. Her face was something like the sun that was coming up...slightly red..but smiling all the way.

December 18th, George Rodgers brought in the first black sea bass of the season. From the deck of the Oso he tossed out a 90 pounder.

Janyary 1st, Gene MacFarland brought in the first black sea bass of 1977. Gene's only weighed in at 30 lbs. but it was still the first. Gene claims it weighed more when he brought it into the bay, but he had to wait so long for the launcher, it lost weight. Now that the firsts have been brought in,

the next goal is the biggest, and last years 372 lber caught on the Manana Maybe is going to be a tough record to beat. Keep those boats coming to Cholla ...the fishes are waiting to be caught. The weather is not bad, any good fisherman can make it...



Mel Jarvis started off the New Year true to form.. he towed in the first boat of the season and bet it won't be the last. They say what you do on the first day of the year you do all year.. you have some year ahead of you, Mel.

Muriel Woods started her year right by out fishing her husband Woody, on their boat the Kick-a-Poo. She brought in a couple good sized pinto while the best Woody could show was a few cochi.

Pete Scott Sr. spent the past short weekend at the bay. He cut the weekend short here and returned to Tucson to spend January 9th with his wife.. it was their 40th wedding anniversary.

With this cold weather it is nice to have a fire in the fireplace and if you needed firewood I have a suggestion..burn every "Hooey Hooey" stick you can get your hands on..that game is driving us all "Hooey Hooeyer"

Incidentally if you are switching to another CB channel for conversation please stay off 15.. that is the channel for the Red Cross station and they have complained about the Americans on the channel when they have needed to use it. Thanks.

A  
"MUST STOP"



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## HAPPENINGS AT PELICAN POINT IN CHOLLA BAY

by Marie MacGill

To welcome the New Year in Cholla Bay at Pelican Point, party held was wall to wall people, the Frank Petersons and guests, Bob and Thelma Loundsbury,..Mr. and Mrs. Bill Dunn were down after 6 months of visiting Washington and various states.

The Sykes were down, first time since October. There were John Vusich and friends, Grady and Marcia Hendricks, and the gal in the little Wee Wee house was down after a long absence. There were 2 or 3 other families at Pelican Point whose names I cannot recall. Most of them had a New Years day or eve party.

John Vusick brought a big red wagon filled with all kinds of goodies and toys, etc to Enrique's children and family. Enrique is the watchman at Pelican Point and it was so heart warming to see the children's delight when they received it. We think it was a very kind thing that John did.

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by ELDON ANNIS

I sincerely wish to take this opportunity to thank so many friends, members in Cholla Bay, Phoenix and Tucson for their cooperation in helping me put your "Chatter" to press.

At this time, my reporter, Verlene Barber will no longer be reporting for us. She wishes to cease her reporting so someone else can have the opportunity to take her place. Verlene has been doing an excellent job in reporting various thing of information to our members. We were fortunate to have her on our reporting staff....we will miss you Verlene. She tells us that her mother will be visiting her for the next few weeks and I hope they enjoy every minute of it. Have fun and relax, Verlene.

It has been a pleasure to get all those good fishing stories from Betty Munro, who is still working faithfully in sending her stories to us. Betty, please keep up the good work...I am sure everyone enjoys reading your stories every month.

Another reporter and long time C.B.S.C. member is Al Scott. We want to see those stories coming. Thanks, Al...really appreciate your help.

Eileen Courtright is another good reporter, and the only one from Tucson giving us her cooperation in sending us her stories. We hope to be getting them for this year, too.. how about it, Eileen? Anyone in Tucson interested in writing stories for the Chatter in the coming year? Let us hear from you..

Of course, We must not forget our Search and Rescue man - Don Barber, thanks Don for your reporting in 1976. Your information and suggestions to our members and families was appreciated.

It has been a great year, I hope 1977 will be a better one. So, to all of you and some we may have left out...I wish you a very prosperous, healthy, and good fishing 1977!

**WHERE TO GO AND WHO TO SEE IN CHOLLA BAY**

<p>FISHING TRIPS RODS &amp; REEL FURNISHED</p> <p>SIGHTSEEING TRIPS DAILY &amp; OVERNIGHT</p> <p><b>MANANA MAYBE</b></p> <p>42 FOOT CHARTER BOAT</p> <p>WRITE - BOX 35 PUERTO PONASCO SONORA, MEXICO</p> <p>CONTACT - HECTOR MUNRO CHOYA BAY</p>	<p><b>STOP &amp; SHOP RAMON &amp; PATTY'S</b></p> <p>Groceries &amp; General Merchandisæ Soda — Beer &amp; Fishing Gear Fire Crackers You Need It! We Have It!</p> <p><b>RAMON'S CHARTER BOAT</b> Available Here Box 73 Puerto Penasco, Sonora Mexico</p>
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# "OUTGOING - PRESIDENT'S LAST STATEMENTS"

by DICK DAVIS C.B.S.C. Past President '76"

A New Year is upon us and my year as President of the Cholla Bay Sportsmens club has passed. I have learned quite a bit from this experience and in spite of many difficult problems, I have enjoyed every minute of it.

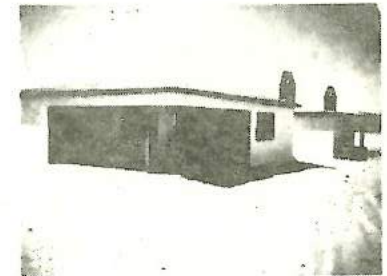
I would like to take this opportunity to thank all of you that helped to continue the successful operation of the club. Too many people think that club sponsored functions such as parties, picnics, fishing derbys, dinner dances and Christmas parties just happen. They do not think about the fact that someone has to maintain the radio room and equipment at the Bay and someone must take charge of a search when a boat is lost. Again, to the people who made these operations a success, I say, "Thanks."

To those of you who did not become involved with club activities this past year; I appeal to you...."Get involved," find out how your club operates and why. Maybe you have some ideas that can improve some of our activities. Talk to your officers about your ideas. They must be aware of a situation before they can act on it.

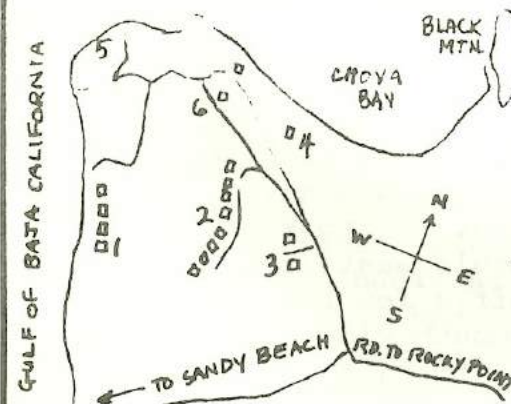
Best of luck to the new officers!

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## *The Whales Come To The Shore To Die*

by Al Scott



YOU CAN SEE WHY I CHOSE TO STAY ON SHORE.  
THIS IS A PICTURE OF A WHALE WASHED UPON SHORE.

---

I am sure I don't know why they wash into the shore to die, but I have seen several in the years past. One I can remember in particular that was washed upon the shore in the cove behind Cal Taylor's place. He was really a huge one, perhaps sixty or seventy feet long. This was at the time when everyone that fished at Cholla had a tent. The whales wouldn't be on shore very long before the sharks would have a ball, as well as other fish. We took pictures of them, as the body would waste away. The sharks would back off a few feet and swim so fast with their mouth wide open and take a big chunk from the carcass of the whale. Frank Claver has several movies of the sharks eating a whale over by the sand dunes.

One killer whale washed upon the shore behind my cabin one time. We all went out to see it. My son cut some of the teeth out to use in his eighth grade class. I am told whales are harmless, but I often wonder if the whales know that.

I remember one time when some of us went out in a couple of boats on the reefs to fish. We had not been there long, when a big whale blew to the left, he almost blew us out of the boat, then one on the right blew, one in front of us and one in the rear blew. Man, my boat motor was already started and we took off slow at first until we thought we were away from them, then I wound my motor up to 3000 RPM. I headed toward El Gulfo. We ran for at least fifteen minutes at that speed, thinking we would be out of the herd of whales. We stopped and started fishing again. We just got our lines wet when they started blowing again. They were all around us. I will admit I am a coward, when something larger than me and my boat appears, then I am the one who gives in. We took our lines in and headed for the big grey mountain called Cholla Bay.

I have heard a whale won't attack you, but do you recall the story of the couple a few years ago who were out fishing in the ocean and a big whale came up under their boat and took them up in the air a distance, they slid off the whale's back and no damage was done. I would guess they had to change clothes when they got in to Cholla. If you see a herd of whales out from Cholla, be sure to tell them I said, "Hello." I chose to stay on shore that day!



# C. B. S. C. PHOENIX CHAPTER-GENERAL MEETING

After you gather all of this paraphernalia together, look up Hector Munro, Pete or Marcello Salizar, or any one of the other first class Cholla Bay or Rocky Point fishing guides.

Personally, I prefer using 40-pound mono on a 4/0 reel mounted on a limber fast taper rod, and my score of successfully landed black sea bass in a total of 30 years of Cholla fishing is an 18-pound sub-teenager and one gaff breaking 85-pounder. Nuff said.

General meeting of the Cholla Bay Sports-  
mens Club was held Tuesday, December 14, 1976.

Roma Blunk reported that after she got the girls dressed for the Black and White Ball, (Tammy Sutton and Patty Rodgers) they looked really beautiful, and we were well represented. We hope to get pictures for our next Chatter.

Mary Parker presented a ladies purse, which she had made to be raffled off for the Christmas Party fund for 1977, at 5 chances for \$1.00 She also suggested that we have a raffle every month. The purse was won by Don Barber.

Door prizes were won by Charles Hoyt, Laverne Blair and Dick Davis.

Dick Davis thanked all officers and members for all of their support and help during the past year.

The 1977 officers were announced;

Board of Directors:

Eldon Annis, Tim Bottcher, Ray Hemphill, Charles Hoyt, Wimpy Jaskowiak, and Bill MacGill.

Secretary: Laverne Blair - Who resigned due to other commitments. Joe Blunk will be the secretary for '77.

Treasurer: Ed Perlmutter

Vice President: Vern Groves

President: George Rodgers

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**CHRISTMAS  
AT  
CHOLLA BAY**



by  
**C.B.S.C. MEMBERS**













These families were receiving their boxes full of food. The boxes contained a turkey, beans, flour, fruit, candy, etc. The smile on their faces is worth it all.







by  
VERLENE BARBER

We are into a New clean New Year. How many made resolutions and have already broken them. Join the crowd. Isn't that why they are made?...

The parties at the Bay were many. I tried to get to all of them, but there wasn't enough time. Did see a lot of friends and new faces.

The Hoyts, Paneks, McGills, Hemphills, Fraziers, Courtright, Jaskowiaks, and their family (which made a party in it self), Murphys, Eberts, Cubittos, Lounsburgs, Knaaks, Cal Taylors, Conners, Allisons, Younts, Penningtons, DeHoffs, Winfreys, Rickeys, Schillingers, Busfields, Freniers (Stacy and Bill taking turns going to parties, someone had to stay with the kids) Pinedas...and of course there will be those I have forgotten, and I am sorry...there were so many celebrating at the Bay this year.

There were celebrations for anniversaries, too. Matt and Eillen Cubitto celebrated theirs, December 22nd, Bob and Eileen Courtright and Beto and Maya Pineda celebrated their anniversary together at the Bay. Bill and Mary Sanderson celebrated their anniversary the day after Christmas...  
CONGRATULATIONS TO ALL...

Phil Hunziker spent from December 15th to the 23rd in the hospital in Tucson but got home in time for the festivities.

Marg Jones was spending two weeks the first of the year in Tucson. While she is away, the Scotts will be taking care of the pets and plants.

Bob and Alice Taylor are back at the Bay after spending the summer in the mountains.

Arliss Cokers Mother is visiting her from Texas. They have had the "bug" but doing fine.

Don's dad passed away December 19 in Missouri, where he was making his home with Don's sister.

The Lounsburgs had a nice housful over New Years with their nieces and nephews, children and friends...and a friend from Detroit, Michigan...quite a party all by themselves.

The Wimpy Jaskowiaks had their daughters and husbands and grandson, son and girlfriend over New Years ...another party by themselves.

Maya and Beto Pineda met Maya's MaMa and Dad of Canada in Los Angeles the first of the year and spent 4 days with them. This was the 1st time Beto has been able to meet Maya's "MaMa."



Spoke to Marty and Ed Perlmutter after the Holidays, they told me Roma and Joe Blunk went to Honolulu to celebrate their 25th Wedding anniversary. Marty and Ed accompanied them just for the fun of and spent the day with them, what a way to spent the day!

Marty ordered and got 2 granddaughters just in time for Christmas, daughter, Libby in Ohio presented her with one and son, Gary, the other. Congratulations, Marty, Ed.

And lots of luck, happiness and good health to Roma and Joe on their 25th wedding anniversary.....

See you at the bay...

---

## **"FRIDAY - DECEMBER 31 st FISHING?"**

Did you hear of a couple of families that went out on Friday during the high winds to fish and the captain of the ship tried to repair the chain locker of the anchor? Well...the dear Captain was trying to repair the leaking and in doing so, he suddenly got hit by a giant wave and got soaking wet! They headed for shore and arrived safely.. all was well except for the soaked-wet clothes that the ?Captain was wearing...

## **RODGERS HOOKS FIRST BLACK SEA BASS**



by BILL VALENTINE

(Reprint - Republic & Gazette - Jan 2, 1977)

Boy, Talk about a buddy, last week I mentioned that the first black sea bass of the winter season should be caught momentarily, so just to keep me from being wrong, good old George Rodgers graciously roared out to an offshore Cholla Bay reef and whapped one.

Duke and Jane Miller hopped aboard Rodgers' 25-foot Glastron blue water machine, the "Oso", with Maxine and George, was Pete Salazar, as guide, for the quest. Pete headed the Oso on a 235-degree heading from Pelican Point, and some 24 miles out in slick, calm water slipped the anchor overboard in water about 180 feet deep for their first shot.

They worked this particular reef four hours, with Duke and Maxine hooking and losing several white sea bass and George losing a King Kong with fins after a tough 30-minute battle. Rodgers said he has no idea of how huge the fish was - it was hooked on a stout roller guide boat rod with a 6/0 Senator loaded with 135 pound test steel line - but he said that there was no way he could control the brute before the hook finally pulled out.



After sacking up several pinto, the group decided to try elsewhere, so Pete hauled anchor and headed the boat back to the 22 mile reef. Always thinking big, George laced a 9/0 hook with a whole chub mackerel garnished with squid tidbits and freespoiled the whole glob to the bottom (135 feet) whereupon a cruising black sea bass inhaled the whole thing, hook and all. Rodgers set the hook and the battle commenced.

He really had his hands full with the rampaging brute. After about 20 minutes of straining and grunting give and take, George was almost convinced that he was hooked up with a giant ray, because the fish didn't quite behave like a big black. About 15 minutes later, he managed to crank the still-raging sea bass to the surface where everyone heaved a big sigh of relief, upon seeing it WAS a black. It was expertly gaffed and heaved aboard, to become prime table fare.

Incidentally, besides nailing the season's first big black sea bass, this humble, though classy guy, has just been elected President of the Cholla Bay Sportsmens Club, and earlier this year, caught a 17-pound bull dolphin to fill out his required "Big 10" of Cholla Bay Fish species.

Good as he is, wife Maxine is dang close to eclipsing him, as she is the gal who caught the last black sea bass at the end of the last season (and in so doing took top honors at the annual CBSC fishing derby) plus she just has a short way to go to fill out her "Big 10" fish.

The white sea bass are still being taken out of Choll and now that the herds of big blacks are munching up over the reefs, plus the grouper and Pinto, the bottom fishing season is going full blast.



George Rodgers, right, shows off his black sea bass, first of the season at Cholla Bay. Guide Pete Salizar is at left.



## LETTER TO SANTA FROM CHOLLA BAY

by The Children of Choya



Navidad - 1976

Dear Santa y Elves,

Gracias, gracias, muchas gracias for the Christmas party. We sure had fun seeing you and getting the candies, bubblegum, popcorn, fruits and toys and goodies.

Seems like Christmas in Choya gets better every year. I know we get more and more in number, guess that's why you had to have extra elves and the extra Santa with the baggy pantalones to help you.

Mi mama wants me to say un mil gracias for the food turkey, potatoes, frijoles, etc.

Mi papa would add something to this letter but he is too full of turkey y frijoles to move.

Santa, don't know how you manage to take care of all of us but please don't stop.

## "NEW YEARS EVE PARTY"

by SHIRLEY HEMPHILL

Lots of friends came over....I couldn't begin to name all, for fear I might miss someone, we all had lots of laughs, good times and I even served Oyster Stew and didn't even spill a drop this time.

Tommy, a friend of the Hoyts, was doing so many magic tricks, he is very good at this. We played silly games, just ask the Court-rights about their game.

Maya and Beto came and entertained us... so beautifully..always happy to have them over.

There was lots of rain Friday, December 31st, but it didn't dampen our parties....in fact, you could say,  
"The Hemphills had a basic New Year's Eve Party."

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"WHAT IS THIS "HOOEY HOOEY BUSINESS?"

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We hear that George Panek towed a boat that broke down,,,,,as a matter of fact he towed it all around the Bay while he kept on fishing... now....

"That's a Buddy Boat."



Roma and Joe Blunk will be celebrating their 25th Wedding Anniversary by the time you read this chatter. Guess where they will be? They left Friday, January 7th for a week in "HAWAII." Isn't that great!

Roma and Joe:

"CONGRATULATIONS ON YOUR SILVER 25th WEDDING ANNIVERSARY."

We hear that Marty and Ed Perlmutter will join them for their special 25th Wedding Anniversary dinner in Hawaii, aren't you so lucky, Joe and Roma!!!

Special Note:

Your Board of Directors met on Monday, January 3, 1977. The following club members were nominated to serve for special committees during the 1977 year for the Phoenix Chapter:

Roma Blunk - Will remain Sick Bay Chairperson

Iris Hoyt - Dinner Dance

Jaynie and Wimpy Jaskowiak - Membership

Pat Holmes - To serve coffee at the meetings.

Shirley Hemphill - Entertainment

Eleanor Westfall - Will continue as Door Prize person.

Please take note that some of the above did volunteer to stay with their present duties. However, if any of you club members wish to help with the Entertainment and Dinner Dance Committees, do not hesitate to contact any of the above members. We will keep you posted and give you more specifics as we get 36 them.

"We need your help...Get involved."

Please attend the general meetings this year...Shirley Hemphill will be having some very interesting films to show...We are sure you will enjoy them...Shirley plans to get her films from club members....

WILL YOU BE IN THEM? WE HOPE SO.....

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For Sale: 26' Fiberform with command bridge, sleeps 5, head galley, marine radio, CB radio loud hailer, depth finder, stereo, trim tabs, outriggers, rod holders, many more accessories and spare parts. 240 Chrysler motor, with 180 hours, 4 wheel trailer with brakes and side rails, completely equipped and ready to go. \$14,850.00  
Contact: C.G. Coker - 5231 E. Cambridge - Phoenix, AZ. Phone: 959-4035

For Sale: Lot #429, 17 x 40 cement constructed boat house and living quarters with large connected bath, power plant building with 10,000 watt onam, fluorescent lights. \$6,000.00  
The Keys are with Betty Munro.  
C.G. Coker - 5231 E. Cambridge, Phoenix, AZ  
Phone: 959-4035

For Sale: 20' skip jack, marine radial, full canvas, other extras. \$4,100.00  
Contact: Dave Ledon - 1340 W. Flower - Phoenix AZ. Phone: 266-1565

For Sale: Cabin and Boat house 5000 watt power plant. Lot 229 \$4,000.00  
contact: Dave Eaves 268-3448

For Sale: 21' Reinell I/O 375 Hours, fully equipped, \$5,000.00. See at Playa de Oro, Hale O'Malley - Lot #46 - Las Conchas, Puerto Penasco.

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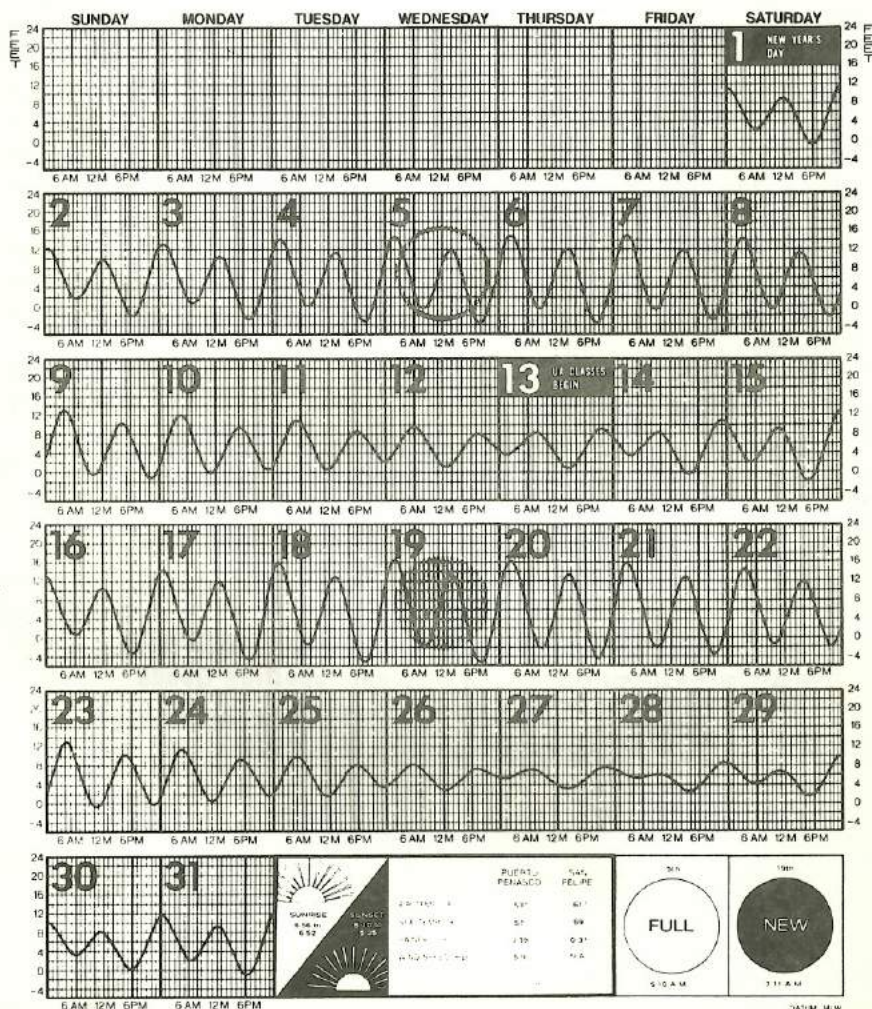


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