

The COCONUT TELEGRAPH

MARGARITAVILLE, MAR. 1985

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MARGARITAVILLE FILM FESTIVAL

"For the stories we could tell . . ."

"Don't Bogart that Margarita, man—pass it over." (Overheard at the First Annual Margaritaville Film Festival.)

The enticing smell of popcorn filled the air. The elite of Margaritaville were all present, dressed in everything from white silk pants to Jimmy Buffett T-shirts and flip-flops, their voices rising in excited anticipation.

The lights dimmed, a purple spotlight sprang up on stage—and in that spotlight was Jimmy Buffett.

It was the First Annual Margaritaville Film Festival, two evenings of casual magic to celebrate the opening

of Jimmy's Margaritaville Store. It was Jimmy's racy and rueful remembrances of his island past—the stories, the scenes, the local characters of note and infamy that have become Margaritaville.

The films shown took Jimmy back to his early roots, beginning with 1972's "Introducing Jimmy Buffett," which featured a long-haired Jimmy and his highly eccentric pick-up truck cruising the Florida Keys back roads. "Nautical Wheelers," from the same period, presented Jimmy singing to an appreciative crowd of rowdy friends in the Lantern Inn, a long-gone Keys bar.

More recent offerings included the video of "One Particular Harbour," depicting Jimmy's escape to a lush tropical paradise, and a filmed skit in which Jimmy and the Governor of Florida rendered a wonderfully funny parody of "Margaritaville."

Throughout these films and others, Jimmy shared with the audience his memories of the days when they all "grew older but not up." Introducing "The Key West Picture Show," a kaleidoscope of Keys treasure hunters, exotic dancers, fishermen, and pirates, the singer recalled those old friends—some dead, some in jail, and many sitting right in front of him, recognizing

themselves on screen.

On both evenings, to the great delight of the audience, Jimmy gave away prizes from his Margaritaville Store—t-shirts, photographs, a brightly-colored "parrot-head" cap.

Of course, the highlight of the Festival came when Jimmy got out his guitar. He led the audience in a joyous singalong of his old favorite tunes, ending the second night with a rousing rendition of "Margaritaville"—the song that began it all in the first place. And the audience, giving "Margaritaville" a standing ovation, could only agree it had been "a pleasure and a hell of an evening."

MAIL-ORDER JIMMY BUFFETT T-SHIRTS! THE CATALOG CORNER

Now you can order Jimmy Buffett's Caribbean Soul T-shirts—fine screen-printed t-shirts with air-brushed designs based on Jimmy's songs. Choose from these shirts of pure cotton, with front and back designs in vivid tropical colors.

A. MARGARITAVILLE: a collage of tequila, lime, and the woman to blame.

B. CHEESEBURGER IN PARADISE: a burger shirt that looks good enough to eat.

C. HONEY DO: take a train to the Tropics and listen to the Blues Torpedoes.

D. ONE PARTICULAR HARBOUR: a sailing vessel bound for a Caribbean waterfall.

E. SON OF A SON OF A SAILOR: parrot, dolphin, and sailing ships in a bold island design.

F. FINS: a bathing beauty surrounded by sharks with red sunglasses.

G. CHANGES IN ATTITUDE: pirate days . . . galleons and treasure charts.

H. COCONUT TELEGRAPH:

wear the infamous Coconut Head-phones.

I. VOLCANO: vivid seabirds circle as the volcano blows.

J. HURRICANE: see sunglasses,

flip-flops, and Margaritas whirled away by the hurricane.

All shirts are \$12.95 plus \$3.00 shipping and handling, and come in a variety of island colors. To order, send

your design and color preferences, size, and check or money order to: T-SHIRTS, The Margaritaville Store, P.O. Box 1459, Key West, FL 33041; or call 1-305-296-3070.

STORE'S RIBBON-CUTTING DRAWS ENTHUSIASTIC CROWD



Photos by Jeffrey Cardenas



By roving reporter
Roy Roving

A lime-green ribbon stretched across the doorway of The Margaritaville Store, tied in a huge bow. A crowd had gathered, and the press photographers had arrived. The Mayor pulled up in his car.

A smiling Jimmy Buffett stepped onto the front porch of the store, reached up, and cut the shiny green ribbon. The crowd cheered, the photographers snapped pictures madly, and Jimmy Buffett's Margaritaville Store was officially open.

Among the local notables present at the ribbon-cutting ceremony was Poncho, the blue and gold macaw, who spent most of his time on Jimmy's shoulder, thoughtfully nibbling the singer's ear.

Earlier there had been some talk of christening the store by breaking a tequila bottle against one of the pillars on the front porch, but speculation arose as to whether the rather ramshackle porch could stand the blow.

Be that as it may, following the brief ceremony folks surged into The Margaritaville Store, seeking the nautical accessories and Jimmy Buffett T-shirts and tapes available there.

KEY WEST, FLA. 33040
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THE COCONUT TELEGRAPH
The Margaritaville Store
P.O. Box 1459
Key West, Florida
33041

WHAT'S IN A NAME - THE MARGARITAVILLE STORY

Everybody knows how Margaritaville got its name. That is, everybody has a favorite version of the story—and some are less improbable than others.

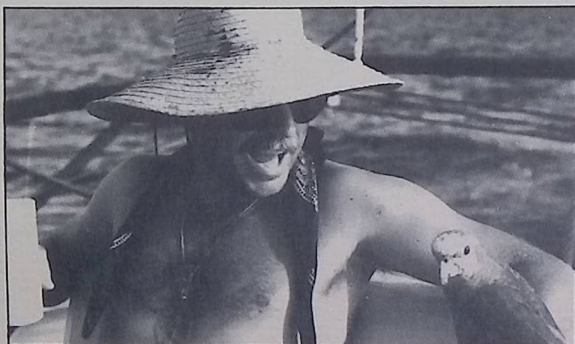
Here at The Coconut Telegraph, though, we kind of lean toward the one about Garvey Pruitt's daughter.

It seems that about 1910, Garvey Pruitt opened a store in a little Florida Keys fishing camp called Fort Foster. He was a real entrepreneur, selling fishing tackle, t-shirts, bait, and such.

When Prohibition rolled around, Garvey Pruitt just expanded his business—in company with many men in the Keys, he started running illegal liquor across the dark water from Havana, Cuba. And in Havana he bought that liquor from the legendary Spanish Marie, the beautiful "Queen of the Rumrunners."

Well, pretty soon Garvey and Spanish Marie fell in love, and had a child that they named Margarita. When Margarita grew up she went out to Mexico and became a dancer.

It wasn't until several years later that Margarita was heard from again. Dancing wasn't all it had been cracked up to be, and she was looking around for a



© 1983, Tom Corcoran

"It wasn't long before everybody in the place was drinking 'Margarita's Drink'."

new occupation. Garvey suggested she come to Fort Foster and help out in his store.

Now while Margarita was in Mexico, she had learned to enjoy a local tequila drink. When she came to Fort Foster, she brought the recipe with her. The drink was tart, sweet, and it carried a hell of a kick. It wasn't long before everybody in the place was drinking "Margarita's Drink."

One night most of the Fort Foster bigwigs were gathered at the saloon ordering round after round of "Margarita's Drink," and somebody

brought up the fact that "Fort Foster" was a mighty dull name for a mighty lively place. They started trying to come up with a better name—and finally the Mayor, gazing into his glass of tequila and lime, found inspiration.

"Let's call the town 'Margaritaville!'" he cried, raising his glass high in a toast. His companions cheered and drank deep, and Margaritaville it has been ever since.

Of course, much later a man named Jimmy Buffett took over Garvey's store in Margaritaville, and it became—but that's another story.

COCONUT CHATTER

By Margaritaville's Own
Rona Ferret

Well, my dears, the First Annual Margaritaville Film Festival was a howling success. Rona knows because she was there, and my, did I howl!

Johnny Mango and Kay Passa, that jet-set couple who recently explored the darker recesses of the Caribbean, flew in for the Festival's opening night (who are those people really?) ... Steve Humphrey of Caribbean Soul, the company that makes those gorgeous JIMMY BUFFETT T-shirts for The Margaritaville Store, was there too.

Speaking of The Margaritaville Store, was it only last week that they held that unexpected tequila party there? The customers had so much fun that they wound up selling t-shirts to each other ... lots of wonderful new goodies are available at the store these days—black coral jewelry, wood carvings of birds and sea creatures, JIMMY BUFFETT photos and posters.

Margaritaville's favorite son JIMMY will spend March in Nashville, recording **SONGS YOU KNOW BY HEART (THE BEST OF JIMMY BUFFETT)**, which is scheduled to be released the beginning of May...

And in May JIMMY opens on Broadway for a limited engagement of **AN EVENING IN MARGARITAVILLE** ... JIMMY also has an album in the works tentatively titled **STRANGER THAN FISHIN'** ...

Well, darlings, that's all for now ... lots more delicious Margaritaville gossip next month—I promise.

SAVE THE MANATEE

Margaritaville Store a "Parent"

The Margaritaville Store is proud to announce its adoption of Margarito, a young male manatee. Margarito is the son of Lily, who has been wintering at Blue Spring State Park in Florida since 1974. He has a brother, Luther, born in 1979.

Margarito now joins the other Blue Spring manatees available for adoption—with one difference. Although the general public is allowed to sponsor most of the Blue Spring manatees, Margarito is a true Margaritaville manatee, and can be adopted only by honorary citizens of Margaritaville. In other words, readers of The Coconut Telegraph.

Therefore, anyone interested in adopting Margarito should cut out the "Coconut Headphones" at the top of The Coconut Telegraph and include them when sending in manatee adoption papers.

In order to facilitate manatee adoptions, from now on requests for adoption and the \$15.00 yearly adoption fee should be sent to: **SAVE THE MANATEE, Adoption Program, 1101 Audubon Way, Maitland, Florida 32751.**

Look for periodic updates on Margarito's activities in The Coconut Telegraph.



Margarito