

HOBBIT: A CARIBBEAN SOUL

by Carol Shaughnessy

What is a t-shirt? That's easy, you might answer. It's a garment you wear on the top part of your body. But a t-shirt can be much more than just a piece of apparel—it can be a statement of your individuality and enthusiasms. For instance, when a Jimmy Buffett fan wants to show his allegiance to the Margaritaville lifestyle, he puts on a t-shirt from Jimmy's Caribbean Soul collection.

Steve Humphrey, a small dark man with a quiet sense of humor, is the president of Caribbean Soul—as well as Jimmy's road manager.

Long before the birth of Caribbean Soul, Steve, who is widely known as Hobbit, started working for Jimmy as a guitar tuner . . . despite the fact that he had never tuned a guitar in his life!

Hobbit has a wealth of stories to tell about those early days on the road. He recalls one show in particular, in Missoula, Montana—the last show of the tour.

It seems the road crew was feeling rowdy—so much so that, during Jimmy's rendition of *God's Own Drunk*, three of them bounded on stage dressed in bear costumes and ate Jimmy's sunglasses!

But that was nothing compared to the madness that reigned during the choruses of *Cheeseburger in Paradise*—when heads of lettuce, whole tomatoes, and potatoes were bowled across the stage toward an astounded Jimmy Buffett. At the final chorus, a strategically-placed string was pulled and a hundred real cheeseburgers cascaded down onto Jimmy's head!

Running Caribbean Soul, Hobbit admits, has been somewhat calmer

than stage-managing Jimmy's tours.

"The idea for Caribbean Soul," he explains, "was collectively Jimmy's idea and that of an artist named Michael LaTona. The actual conception of the company occurred on tour, backstage in Fort Myers. Michael brought a box of his t-shirts to the show to give to Jimmy, and started pitching the idea of doing Jimmy Buffett songs on shirts. Jimmy gave him the go-ahead to create some art."

Margaritaville was the first design, closely followed by *Cheeseburger in Paradise* and *Son of a Sailor*.

After that beginning, Hobbit was busy. "I was buying shirts, getting shirts printed, everything—virtually by myself. There were times when I couldn't watch TV in my own house because there were so many t-shirts in my living room." He shakes his head ruefully. "My garage was the warehouse. I had my five-year-old daughter licking stamps to send the shirts out—but I did let her break every half hour for a sip of ice-cold water."

Caribbean Soul has come a long way since those days. Right now Hobbit's main goal is to build a company that not only represents Jimmy well, but that provides his customers with a quality product they can't get anywhere else.

Hobbit thoroughly enjoys working with Jimmy, both as road manager and within the Caribbean Soul company.

"Jimmy has a very special perspective on life . . . it's good to be close to that perspective. He's so free and willing to try things that he hasn't



HOBBIT AND JIMMY

done before. I've been with Jimmy eight years, and I can still stand on stage and enjoy the music and the show—I'm still not bored. Maybe," he muses, "it has something to do with Jimmy's remarkable capacity for communication with his audience."

The loyalty and creativity of that audience has always impressed Hobbit. "I think there are people out

there who understand Jimmy in ways that I'll never understand him. They have perceptions of Jimmy that I'll never have."

Those unique perceptions, he feels, should be tapped and developed. For that reason, Hobbit is enthusiastically requesting that Parrot Heads submit ideas to him for consideration—ideas for possible use in new Caribbean Soul designs.

A t-shirt is indeed more than just a piece of apparel. To Steve 'Hobbit' Humphrey and artist Michael LaTona, a t-shirt is a way to bring the words and music of Jimmy Buffett—and the whole Margaritaville mystique—to vivid pictorial life.

Now you have a chance to show them what that music and lifestyle mean to you. Send your ideas to DESIGNS, The Margaritaville Store, P.O. Box 1459, Key West, Florida 33041.



HOBBIT AND DAUGHTER RACHEL

1986 TOUR CATALOG

... the lights go on and the stage is set and the song hits home and you feel that sweat—

Every Jimmy Buffett concert is a wild island party—it'll stir your senses and make your head reel. Jimmy's *Flordays* shows are no exception, providing a spicy taste of the Caribbean lifestyle we all dream about.

To keep the concert—and that Margaritaville excitement—fresh in your memory for a long time to come, wear a shirt from Jimmy's t-shirt line. Each fine, 100% cotton screen-printed tee carries an air-brushed design reminiscent of those songs you love to hear.

T-shirt colors are tropical pastels like ocean aqua, sunrise yellow, conch shell pink, coral, cool white, sand, driftwood grey, and suntan. All shirts are \$12.95, and come in sizes S, M, L, and XL.

LIVE BY THE BAY: It's a taste of the typical tropical excitement Jimmy Buffett generates—a 90-minute concert video guaranteed to waft you down the ocean currents to Margaritaville . . . any time at all. VHS or BETA. \$29.95.

PARROT IN A CAGE: Taking this vivid plush parrot to the concert will mark you as a true Parrot Head. \$8.50.

FLORDAYS MUG: You're sure to run into a chum with a bottle of rum before the show. Swig your libations from this 15-oz. acrylic mug. Engraved to commemorate the '86 *Flordays* tour. \$8.50 each.

CARIBBEAN CHAMELEON: Let this chameleon companion rock with you and the Reefers—he's clearly ready to party. . .

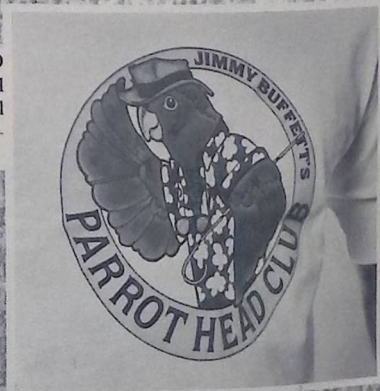
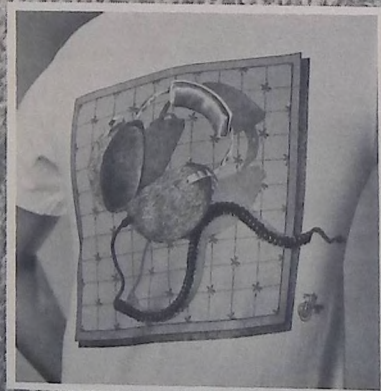
12-VOLT MAN: Give us some palm trees—we just might turn your head!

OUR STORE SHIRT: Almost too mouth-watering to wear!

SONGS YOU KNOW BY HEART: From *Come Monday to Volcano*, you'll want to sing along—let the classic collection of Jimmy's greatest hits refresh your musical memory. Cassette tape is \$9.98.

THE OFFICIAL PARROT HEAD SHIRT: Wearing this savvy old bird to the pre-concert festivities, you'll proclaim your allegiance to the Margaritaville lifestyle.

COCONUT TELEGRAPH: Don this shirt and be a receiving station for all Jimmy's latest tour information . . . and all the best island gossip.





MARGARITAVILLE: Follow the music all the way to Margaritaville, that earthy isle where the women are as dangerous as the tequila is strong...

FIN HAT: This durable, long-billed fishing cap is the badge of those sharks that live on the land. Colors are blue, white, khaki, or grey. S, M, L, XL. \$16.00.



THE COCONUT TELEGRAPH: For all the latest Buffett doings, the juiciest gossip from The Margaritaville Store, and our monthly mail-order paraphernalia. We've put it in *The Coconut Telegraph* so you'll always know who did this and that! \$2.00 for a year's subscription.

CHEESEBURGER IN PARADISE: Hot starry night, hot island rhythms, hot melted cheese dripping down over a big chunk of meat. Try not to spill Heinz 57 on your shirt.



UNIVERSITY OF MARGARITAVILLE: Throw away the books to get your Parrot Head Ph. D.—the commencement concert is tonight!

THE MARGARITAVILLE SIX-PACK: While Jimmy and the band heat up the stage with their electrifying *Floridays* rhythms, these Margaritaville beer huggers will help you keep your cool—if you want to! 6 assorted coolers for \$15.00.



To order, send your check or money order to T-SHIRTS. The Margaritaville Store, P.O. Box 1459, Key West, Florida 33041, or call 1-305-296-8981. There is a \$3.00 SHIPPING AND HANDLING CHARGE for orders of 6 items or less, \$5.00 for orders of over 6 items. The shipping charge for any glassware order is \$3.50. We ship via UPS. Florida residents, please include sales tax. Please allow 4 to 6 weeks for delivery.

QUANTITY	ITEM	SIZE	3 COLOR CHOICES	PRICE

Florida residents please include 5% sales tax.

TAX
SHIPPING
TOTAL

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____



CREDIT CARD NUMBER _____
EXPIRATION DATE _____
or CHECK NUMBER _____

MORE TOUR DATES NOW!

*I love the now
(all the pain and the pleasure)
I love the now
(all the blood and the treasure)
It's the only circus that I know
It's the only ring where I'm allowed*

*Talk about a standing ovation
Everybody take a bow
But don't talk about tomorrow tonight
I love the now.*

*I Love the Now . . . written by
Jimmy Buffett and Carrie Fisher, it's
Jimmy's latest single—and a hot cut
from the new Floridays album.*

Parrot Heads out West will find it
easy to "love the now" late this
summer—because it includes a Jimmy
Buffett tour! And the *Floridays* tour
promises to be one of the Caribbean
troubadour's best.

JULY 25—Seattle, WA, The Arena
JULY 26—Portland, OR, The Col-
iseum

JULY 27—Sacramento, CA, Aud-
itorium to be announced.

JULY 29 & 30—Los Angeles, CA,
The Greek Theatre

AUGUST 1—Concord, CA, Con-
cord Pavilion

AUGUST 2—Mountain View, CA,
Shoreline Amphitheatre

AUGUST 3—Irvine, CA, Irvine
Meadows (3:30 p.m.)

AUGUST 5 & 6—San Diego, CA,
Open-air Amphitheatre

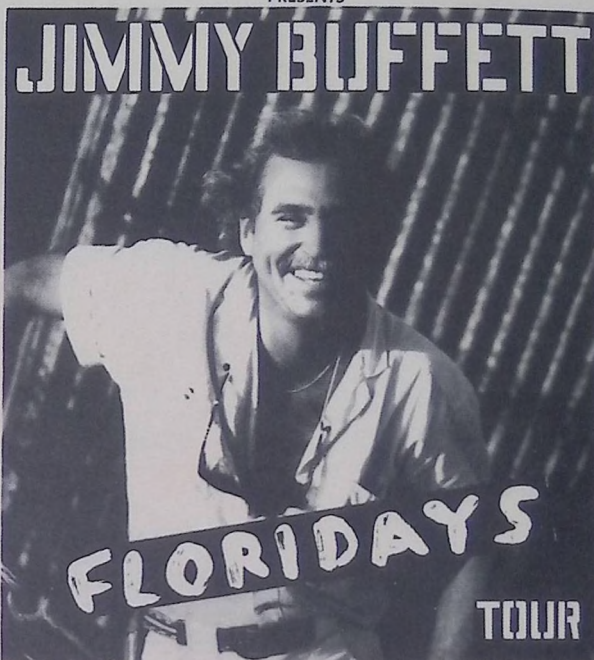
AUGUST 8—Salt Lake City, UT,
Park West

AUGUST 9—Denver, CO, Red
Rocks

As always, these tour dates are sub-
ject to change—after all, this is Mar-
garitaville! And those of you who
don't see your hometown in this
schedule, don't worry—more tour
dates will be announced later. Don't
hesitate to call us at (305) 296-8981
for a last-minute tour update.

Enjoy "the now" to the fullest—
catch Jimmy Buffett's *Floridays* tour
this summer. *Talk about a standing
ovation . . .*

Corona
Extra
PRESENTS



WITH THE CORAL REEFER BAND

Jimmy Buffett celebrates the Summer of '86 with his na-
tionwide *Floridays* tour—and you're invited to sing along!
Check next month's *Telegraph* for more tour dates.

The COCONUT
TELEGRAPH
The MARGARITAVILLE STORE
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COMING NEXT MONTH: Jimmy Buffett, *Civilian Fighter Pilot*