

## FANTASY FEST

Another Halloween has come and gone and another edition of the Fantasy Fest poster either hangs limply in storefront windows or discarded along the infrequently cleaned streets. Every year at Halloween Key West pulls out all the stops and celebrates in a way that attracts national attention. Fantasy Fest, for those uneducated in the ways of Key West, is week long adult Halloween party. Costumes are optional, bizarre behavior is not only condoned, but required, and all scruples are checked at the door. Comparisons to Mardi Gras have been made by those engaging in this activity, and those who choose not to participate have likened it to a week in a mental institution. To the uninitiated it may seem a rather unorthodox way to celebrate the "hal-lowed" eve of Ali Saints' Day, but to the thousands that witness the grand parade (the grand parade down Duval Street climaxes the week long celebration) it seems most appropriate.

Jimmy Buffett and all the Margaritians had great seats this year; on the roof of the new store location at 500 Duval. The judges booth sat directly opposite the store and opinions regarding the floats in the parade flew from both sides of the street, the judges being much more forgiving than the more critical "unofficial judges" across the street. One float, however, that merited the attention of all was the 'MARGARITAVILLE' FLOAT. MARG; the Monroe Association for Retarded Citizens, through the sponsorship of Margaritaville (hence Marc-aritaville) held the "clean up" position in the parade providing debris removal both during and after the parade. Borrowing from the visit of the now infamous

Garbage Barge from Islip, NY to Key West waters, MARG chose that memorable event as a worthy theme; underlying the legitimate concern of all Keys residents.

Fantasy Fest is an annual event held during the last week in October. Hotel rooms are usually difficult to obtain as are bar stools, so early reservations and timely planning is recommended.



## ET CETERA

With the opening of The Margaritaville Cafe Jimmy is now being featured in magazines such as Restaurant & Institutions.

These excerpts are from a conversation with Julie Mautner: CURRENT PROJECTS: Working on my 19th album, developing the movie "Margaritaville" and finishing a children's book co-written with my daughter. It will be published this spring. FAVORITE RESTAURANT: Galatoire's in New Orleans. MY LAST MEAL WOULD CONSIST OF: Anything with Matouk's Hot Sauce on it. I plan to be too old to taste when I die, so I want to know what I'm eating. IF I WERE GOING TO OPEN A RESTAURANT TOMORROW, I WOULD SERVE: I am opening a restaurant in Key West. The Margaritaville Cafe will serve cheeseburgers the way I cook them (with grilled onions and a steak sauce), and grilled fish sandwiches with green fried tomatoes and green chilies. MY GUESS FOR THE NEXT HOT FOOD OR DINING TREND IS: Designer lettuce salad and blackened macaroni and cheese. PEOPLE WHO DON'T KNOW ME PROBABLY THINK THAT I'M: Lunch-a buffet. They all spell my name wrong.





## KEY WEST PICTURE SHOW

A fun, fast paced look at life, death, art, architecture, tourists, and sex drive in the tropics. Available in VHS only. \$32.95

## KEY WEST FIX

1 A little consolation on those cold December mornings. Key West cuban roast coffee served in a tropical mug. Key West Coffee \$5.00, Tropical Mug \$8.50. Coffee and Mug set for \$12.00

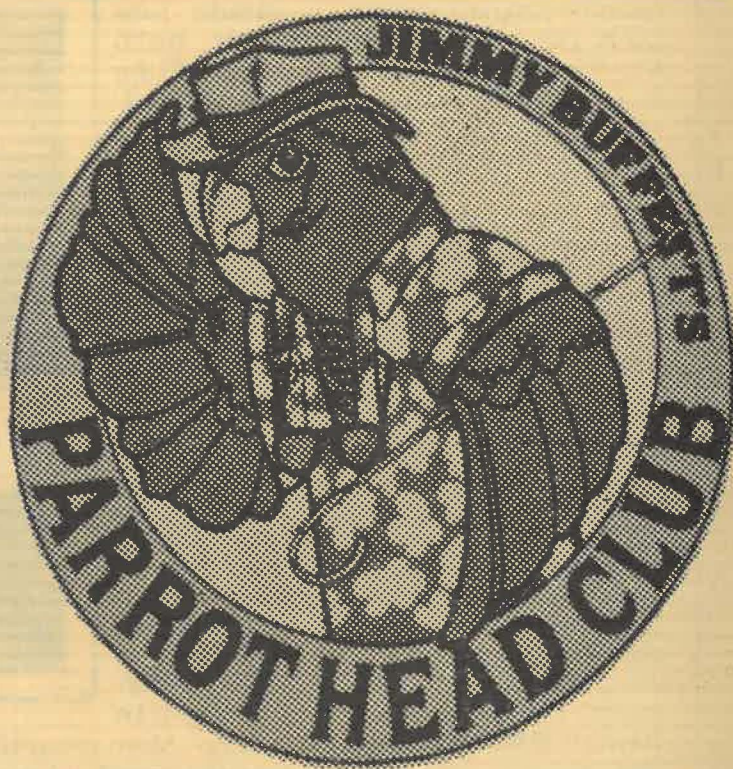
## PARROT HEAD NECKTIES

2 A NEW PARROT HEAD PRODUCT SUITABLE FOR FORMAL WEAR. PRODUCED EXCLUSIVELY FOR MARGARITAVILLE. SILK BLEND TIE AVAILABLE IN BROWN, BLACK, NAVY BLUE, & BURGUNDY. \$22.00

COMING NEXT  
MONTH  
JANUARY  
CONCERT DATES.

## CARIBBEAN SOUL PULLOVERS

3 Long Sleeve 100% cotton sheeting with off shoulder sleeve, also has banded cuffs and waist. Available in white only. Pullover features the three new Caribbean Soul designs: Crest, Conch Shell, & JB's Album & Palm. Size S, M, L, & XL. \$24.00





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			SUB TOTAL	
We Accept VISA,		Florida Residents only, add 5% sales TAX		
MasterCard & American Express		SHIPPING		
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NAME				
ADDRESS				
CITY				
STATE		ZIP	PHONE	
CREDIT CARD NO.			EXP	
CHECK NO.		SIGNATURE		



# JIMMY BUFFETT

## KEY WEST RUN

**M**argaritaville is once again one of the sponsors of the Key West Last Resort 1/2 Marathon & 10K Run. The run is planned for Saturday, January 23, 1988. This year Margaritaville's donation is more than just monetary. Water stations staffed and maintained by local businesses / organizations along the 10K run will offer liquid relief to the runners. Margaritaville's station will be manned by locals teens with all proceeds going toward the construction of a youth center here in Key West. It also goes without saying that our water station will be the most inviting as well as the most entertaining. More than 600 runners participated in last years run, and even

**Saturday  
January 23, 1988  
Mid-Winter  
Vacation Run  
and Have Fun  
on America's  
Southernmost Island  
City in the Sun . . .  
KEY WEST, FLORIDA**



Loop Course, tropically shaded along sparkling blue Gulf of Mexico waters . . .  
Friday, January 22, 5 - 9 p.m. Packet Pickup and Late Registration. Domino's Pizza & Pasta Sunset Buffet Party. Free Beer, Fresh-baked breads, cheese & wine poolside at Ocean Key House (Headquarters Hotel) offering special runners' weekend rates.  
(Buffet party free to all runners.)

Awards; handcrafted original art and t-shirts, over 100 \$30 runner's watches to finishers, free drawing, weekend resort vacations and \$\$\$ in merchandise to be give away.

Special reduced rate weekend hotel packages.  
For entry and accommodations info, send SASE to:

**southernmost  
runners**

P.O. BOX 113, KEY WEST, FLORIDA 33041-0113  
(305) 294-1906 or 294-9673



more are anticipated this year. This event is being sponsored by the Southernmost Runners Club, a member of the RRCA. For entry form and accommodations information send SASE to Southernmost Runners, P.O. Box 113, Key West, FL 33041-0113, or call (305) 294-1906.

## NAME DROPPING

**I**n the future we may make names available to other merchandisers who we feel meet or exceed our own standards. Any merchandise or information they offer will have an obvious "Margaritaville" influence. Please be assured we will be very selective in choosing which offers, if any, we make available to you. If you would prefer that your name not be made available, please write or call (305) 296-8981.

# The COCONUT TELEGRAPH

**The MARGARITAVILLE STORE  
P.O. BOX 1459, KEY WEST, FL 33041**

BULK RATE  
POSTAGE PAID  
PERMIT NO. 225  
KEY WEST, FLA. 33040

MELISSA THOMPSON  
228 JOHN ST.  
SANTA CRUZ, CA 95060

**COMING  
NEXT MONTH  
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CONCERT DATES.**