

COME TO THE SOUTH FLORIDA FAIR AND GASPARILLA CARNIVAL, FEBRUARY 4TH TO 12TH, 1916

NOW, if you really want good clothes, and you came here for your Spring and Summer Suits, there is no store in the South with the selection we offer you. Our prices are right—are built on honesty and fairness. Remember any mail order intrusted to us gets immediate attention.

Wolf Brothers, 810 Franklin Street
"GOOD CLOTHES FOR MEN AND BOYS"

A WELCOME AWAITS YOU
AT THE STORE OF THE
W. H. Beckwith Jewelry Company

When you visit Tampa for the South Florida Fair and Gasparilla Carnival, you are cordially invited to visit us. Make our store your headquarters.
**MEET YOUR FRIENDS HERE,
USE OUR PHONE FOR CITY CALLS.
WE HAVE A LADIES' REST ROOM FOR YOUR CONVENIENCE.**
A call at our store implies no obligation to purchase, and visitors are always welcome.

W. H. Beckwith Jewelry Company
"The House of Quality"
OPPOSITE COURT HOUSE. 410 FRANKLIN ST.

WELCOME!
IF YOU WANT THE BEST
HARDWARE
At the lowest prices, DON'T fail to CALL at our store. And bring this advertisement with you. It is good for ten percent on all purchases during the Carnival.
WE INVITE YOU TO MAKE OUR STORE HEADQUARTERS
THOMAS & BENTLEY HARDWARE CO.
PHONE 3196 1106-8 FRANKLIN ST.
TAMPA, FLORIDA

Florida Lands of Proven Value
Featuring
Key Stone Park Colony
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Palma Ceia Park Building Sites
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We Build You A Home
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7th Floor Citizens Bank Bldg. Phone 3916

PREPARATIONS COMPLETED FOR SOUTH FLORIDA FAIR

All preparations have been practically completed for the South Florida Fair and Gasparilla Carnival, to be held at Tampa, February 4 to 12, with an extension of one day for the benefit of the Negroes of the section, and features of both fair and carnival will be superior to any hitherto presented in the South.
Extremely low rates are offered by the fair and carnival association, speaking in behalf of the directors of the movement.

Brilliant Carnival Features.
The Gasparilla Carnival, which is the advertising and crowd-drawing adjunct of the fair, will be even more brilliant than those of former years. The Carnival has, as usual, been extensively advertised throughout the United States, and is attracting more attention than ever. New features have been added to it, and fully 150,000 people will witness and participate in its varied features on the bay-bordering boulevards of Tampa also in the tourist hotels and American and foreign clubs, which will be

exhibits will be one of the most attractive ever erected in Florida for exhibition purposes.
Fine Amusement Features.
There will be presented on the fair grounds, which are behind the municipally owned Tampa Bay Hotel, and within a three-minute walk of the principal business street of the city, the most up-to-date amusement attractions yet brought south of the Mason and Dixon line. Many of these will be free attractions, presented each afternoon in front of the large grandstand, before which fast harness and running races also will be run. Scores of fast horses have been brought to Tampa for these races, but no gambling will be allowed in connection therewith. Furthermore, the sale of intoxicating liquors on and near the grounds will not be tolerated, nor will an even slightly offensive amusement feature be tolerated in the city.

Thrilling Aviation Flights.
Spectacular loop-the-loop flights will be made in an aeroplane by A. C. Beach, America's most daring aviator, who will also illustrate the use of aeroplanes in war. The destruction of a large fort will be a feature. Every act presented will be a "thriller" and in keeping with other features of the great development event. "We are determined to make the features of this fair pleasing to people of all classes, and nothing will be shown that is not novel and absolutely clean," said President W. G. Broderick.

Story of Gasparilla.
Bloody Pirate Chief
(Continued From Opposite Page)
struck by lightning in one of the tropical storms that sometimes sweep the keys and destroyed.
Certain it is that it is gone, though old residents in that country say that remains of the old place were still to be seen when they came into that country along in the days of the Seminoles.

Treasure Seekers Pockmark the Coast.
Even now on Coral Creek, near Lemon Bay, in sight of the Charlotte Harbor and Northern railroad where it takes to the water in the two-mile crossing of Gasparilla Sound, treasure hunters are seeking \$11,000,000 in buried gold, believed to have been the property of the dead pirate. It was buried in a long boat which was sheathed with cement, as the story goes, to make it water tight, then sunk in the waters of the little creek.
A wealthy contractor living in this city spent more than \$4,000 seeking for this treasure, going down with caissons and pumps. The long boat was located and part of the treasure was brought up, it is said, but it is stated that not enough of it was located to repay the contractor for his \$4,000. But hope is not dead and seekers after pirate gold are hunting for that \$11,000,000 on Lemon Bay today.

And that is no joke, but a hard fact.
Read the story of Tony Roussett, now in the insane asylum because of his hunt for the lost wealth.

It is this story of Gasparilla that Ye Mystic Krewes which bears his name keeps alive.
Isn't it a great foundation for a carnival? Could any better name be designed?

High Jinks of Pirate Ship.
The Krewes in their yearly festivals portray the approach of Gasparilla to the city of Tampa. The pirate ship comes up the bay, its crew rejoicing at the prospect of rich loot. There are high jinks on the pirate ship. They land with much flourishing of cutlasses, snapping of pistols and parade of gaily costumed revellers. Formal demand is made on the mayor for the keys of the city, the secret of the strong boxes and the most beautiful maidens of the town.

Then comes the parade through the streets, in which the pirates exult over their captured city. That night comes the grand ball, with the crowning of the pirate king and queen, named by ballot on that happy occasion, and there is much, much revelry.
Could anything be better? And can anyone wonder that Tampa, saw in this the means of making herself still more widely known? Hats off to the Gasparilla Carnival!

An illustration of how the Mystic Krewes has grown is seen in the fact that there were only thirty men in the first band. Now there are 100, and there would be no trouble in making the number 200. Every place would still be taken just as they now are. In addition to the 100 active members of

more who contribute their share to the occasion but do not enter the uniformed parade or festivities. This list, too, is always well filled. The Gasparilla is a popular event.

Seven Kings of Gasparilla.
Since 1905 there have been seven kings of the Gasparilla bands, each with his queen. In 1908 and 1909 there was a break in the sequence due to disturbed conditions in the city that made it seem best to pass over the annual visit.

One of the pleasant features of this year's visit of the Mystic Krewes is the reception to the Krewes to be given by the seven kings at the Tampa Bay Hotel. Penn Dawson is chairman of the committee in charge, and is assisted by J. G. Barkley and F. M. Anderson. This will be given on Friday, February 20, preceding the visit of the Krewes, and will be one of the society events of the year. It will be lowed to sleep out and will be given in a brilliant event to judge from what hints of the affair the kings have already kingly style.

Another of the annual events that will be given as usual is the king's dinner to his officers, courtiers, ladies and the directors of the society, about twenty or twenty-five in all.

The captain's dinner to the officers, directors and king is another affair that will be given as usual. It was originated by Capt. Jack Mahoney, who is serving his fifth term as captain of the Krewes this year, and will be the usual glittering success. Some of these dinners of the past are traditional among those who have been lucky enough to be in attendance. Last year's dinner, for example, was great. It was a wet and stormy night at the Country Club.

Pirate Ship Comes in February 23.
As usual, the pirate ship will sail up the bay with the pirate crew aboard. This will occur on Monday, February 23, and advance information as to the hour time boat is expected will be wired from Passaic-Grille as the boat comes through. The pirates will land at the hotel and demand the keys of the town in the usual fashion, after which they will parade through the city. One hundred pirate costumes of the gaudiest have been ordered from Philadelphia. More than \$6,000 will be spent this year in decking out the Krewes. After the pirates have disembarked the pirate ship will drop down off the Suburb Beautiful, where it will lie during the evening, giving friends of the pirates a chance to view the fine display of fireworks from the most advantageous point.

That night the annual ball of the pirates, with the selection and crowning of the king and queen, will occur. This is always the most splendid event of the year in social circles and this year's will be no exception.

And as to the carnival, the Gasparilla will take their full share and a little more in it. They will perhaps do more to make it a success than any of the other sixty organizations that will take part, but they will have no more to do in running the big show than will any of the others. All will unite in this for the good of Tampa, the glory of the Clear City and the advancement of it and all of

COME TO TAMPA FOR THE GASPARILLA CARNIVAL

MAAS STORE
ADQUARTERS

dies' Rest Room. Ice Water, es to make your visit pleasant.

See the New Spring Goods which are now being displayed. Prices Very Attractive.

MAAS BROS., COR. FRANKLIN AND ZACK STS.
"UNION STATION CARS STOP AT OUR CORNER."

TIRES OF QUALITY AND SERVICE

PACKARD, MILLER AND MIDGELEY
Guaranteed In Writing
5000 AND 8000 MILES
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Double Tread Tires
Guaranteed to give as much service as any standard price tire in the market and cost you only about half.

Give Us A Trial
DOUBLE TREAD TIRE COMPANY
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Coming To The Fair?

Drive in, and while here get a new top, something that you have been intending to do for some time.

We carry Ford tops in stock, ready to put on and we allow you a rebate for your old frame. Other machines, we can take the measurements and forward to you when done.

We make seat covers, the best materials and workmanship. Prices that will please you.

Auto Top and Seat Covers
WHITTENBURG & BOYD
1101 Florida Ave. TAMPA, FLORIDA.

Big Clearance Sale

Beginning Saturday, January 29th, we will conduct a Clearance Sale of Men's and Young Men's Fall Clothing and Haberdashery to make room for Spring Lines. Avail yourself of the opportunity to attend this sale while attending the Fair and Carnival. We can save you money.

Our management has made arrangements to carry a full line of Boys' Clothes, Shoes, Haberdashery, etc.

Make Our Store Your Headquarters While In Tampa

KELLER CLOTHING CO.
FRANKLIN AND LAFAYETTE STS. TAMPA, FLA.

YOU HAVEN'T SEEN TAMPA UNTIL YOU HAVE HAD A SPANISH DINNER AT MANUEL GARCIA'S.—1326 FRANKLIN ST.