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**THE "FABULOUS FIFTIES"**  
**Discovery Leads to a Return to Fabulous Fifties Prices**  
**September 1-3, 2009**

Jekyll Island, GA---A discovery last month by Kevin Runner, General Manager of the Jekyll Island Club Hotel, has led to a return to 1950s prices. It's a return to the good old days when breakfast was 85 cents.

Recently, Runner had the happy experience of seeing a collection of post cards as well as several menus used more than half a century ago in the Grand Dining Room. Looking over the type written, somewhat faded descriptions of the menu items, he was interested to note that a full breakfast was well under a dollar. A choice of fruit or juice, eggs any style, pearl grits, and sausage, bacon or ham along with toast and coffee was available for a mere 85 cents. The four-course lunch menu was offered at \$1.50!

The Hotel plans to celebrate the discovery by offering their Grand Dining Room breakfast and lunch menu at those 1950's prices to overnight guests of the hotel, September 1-3, 2009.

Mary Whitaker Bailey, who showed the mementoes to Runner on a recent visit to the hotel, related that her father, Barney Whitaker, had managed the Jekyll Club Hotel in 1948-50. During that time, her father had promoted his business many ways including the use of postcards. The Barney Whitaker story that unfolded fit together one more piece of the puzzle of Jekyll Island history that Runner finds fascinating.

Barney Whitaker took those early first steps in the transformation of Jekyll Island from an exclusive millionaires' club, begun in 1888, to the award winning resort and National Historic Landmark that it is today. Having leased the island from the State of Georgia in 1948, Whitaker moved his young family there to open and manage the Jekyll Island Hotel, as he named it.

"This was a family affair," said Ms. Bailey. "My teenage brothers, Bob and Barney, Jr, were in charge of the Sandwich Room, and I was a part-time waitress in the Dining Room. Our father and mother did just about everything else. We all pitched in determined to make the hotel a success expecting that soon the causeway from the mainland would be constructed and a dependable electrical system would be installed. Although that did not happen, we grew to love Jekyll Island and were sad to leave when the two-year lease was up."

"I'm glad I saved some of the menus from those days. There were so many post cards left over that my father used them write my brother, Barney, while Barney was in the service. He saved them, and those post card messages about our lives make quite an interesting story," said Ms. Bailey. The story of the Whitaker family of Jekyll Island will be a told in detail in the August newsletter posted under "News" on our hotel's website, [www.jekyllclub.com](http://www.jekyllclub.com).

"Meanwhile," says Kevin Runner, "plan to stay with us September 1<sup>st</sup> through 3<sup>rd</sup> and enjoy breakfast and lunch in the Grand Dining Room at grand 1950's prices."

For more information or reservations contact the Jekyll Island Club Hotel, 371 Riverview Drive, Jekyll Island, Georgia, 31527, or call 912-635-2600 or 800-535-9547. The Email address is [sales@jekyllclub.com](mailto:sales@jekyllclub.com).

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