



The clubhouse at Kenwood is laid out so that the first floor contains all features connected with athletic activities, and the second floor houses all facilities for social affairs.

Kenwood Club Segregates Golf from Real Estate Activities

By G. B. ARTHUR

THE highest dues for unlimited play at Kenwood C. C. are \$80 a year, with no initiation fee, no financial responsibility, and no assessments, but with the use of a \$100,000 clubhouse well equipped for both golf and social affairs.

It is in a real estate development called Kenwood, near Washington, D. C., and is interesting both for its set-up and its administration. In the hands of unknown builders it might not be substantial, but it is owned by the Kennedy-Chamberlin Development Co., the president of which, E. S. Kennedy, is also president of Kennedy Brothers, a large and successful construction firm.

The set-up consists of 200 acres of rolling woodland about six miles northwest of the White House, near seven other country clubs (Congressional, Burning Tree, Ban-

nockburn, Chevy Chase, Women's National, White Flint and Columbia). Except for 40 acres taken for a nine-hole golf course, tennis courts, and the clubhouse, the property is laid out on curving streets well paved with concrete, with all utilities underground, streets lighted, and generously landscaped.

There is one price for land throughout the tract: 50 cents a square foot. This is lower than prices in other locations decidedly inferior. The property compares favorably with several subdivisions in the District of Columbia, which have prices far above a dollar. So far lots in Kenwood have averaged about half an acre, ranging up to two and a quarter acres. Building restrictions forbid the sale of lots of less than 100 feet frontage, the sale of property to others than of the Caucasian race, and

the construction of detached garages. All construction must have the approval of the owners. Houses must cost at least \$20,000.

Put Accent on Golf

At the very beginning the construction of the clubhouse changed the nature of the project, for the accent was taken off of real estate at once. The golf course, with the clubhouse, became an independent and self-contained enterprise called Kenwood C. C., now one of the best known around the capital. So distinct and convincing is

course, numbering to eighteen holes, and all speed is being made in grading and construction.

Thousand Members in Club

There are 500 members in the club now, and 500 more will be admitted when the new course is ready. They come by invitation only. No initiation fee is charged because the owners have plans of unusual scope, and wish to retain the undivided ownership of the club to protect these plans. Therefore, it assumes full respon-



The lounge at Kenwood is furnished simply and in excellent taste.

the separation of the club and its activities from the real estate development that it is the outstanding feature of the venture.

The subdivision has gained in standing and sales from the beginning. One house could have been sold for \$100,000 recently, but the owner did not part with it. For sound reasons the community has attracted people of pronounced attainments; people who want no publicity and would not take part in the ordinary country real estate project.

The most convincing proof of the success of the development is the acquisition of 275 acres, only a few weeks ago, across River Road from the original acreage, and the designing of a new nine-hole course there before the papers were actually signed. This will continue the present

sibility, and the members pay only the yearly dues.

This complete control of the club and its membership by the development company has given Kenwood an individual and collective standard which could not have been approached under any other system. At the prevailing low rates the membership list could be filled within a week, yet high rates are no guarantee of quality, as every club knows. Financial worth can be only one factor in judging people on the Kenwood plan. It follows that the management of the clubhouse and golf course must be of high quality to appeal to people of this preferred class.

There are three types of memberships, designed to assure the maximum amount of play on the course, and it is the hard-

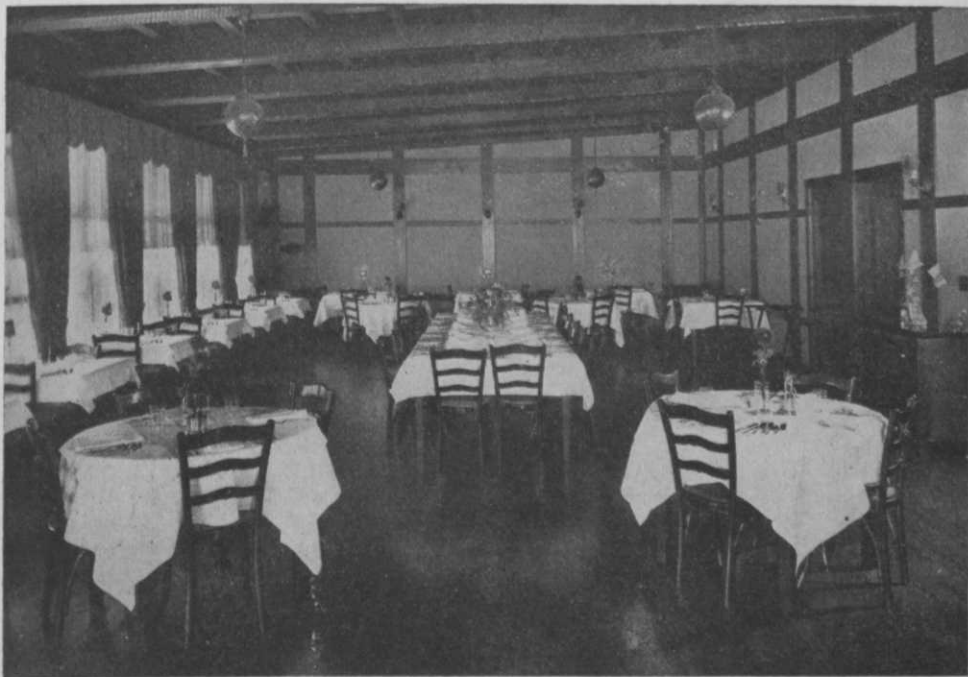
est worked course near the city, accommodating with no crowding twice as many players as some of the 18-hole courses at nearby clubs. The names of these memberships are admittedly unfortunate, and give a wrong impression of the comparative industriousness of the members.

Membership Classifications

A "Social membership," provided for people who play neither golf nor tennis, though they may do so by paying green-fees, costs \$28 a year. Next is a "Leisure membership," which permits playing at any time except Saturdays, Sundays, and

men's locker room has 300 lockers, and there is space for 150 more. The women's room now has 100 lockers in it, with well-equipped showers, dressing rooms, and rest room. There is an attractive grill where prompt service is assured, and the food is the same as that served upstairs.

Members having no interest in golf go upstairs from the entrance to a reception landing. At the left is a lounge which is available for card parties, or for an overflow from the dining room. To the right is a corridor giving entrance to an apartment occupied by C. P. Grady, manager of



Year-around service and good food have brought Kenwood's dining room a volume of business that is the envy of many larger establishments.

holidays, though these members may play on these days by paying green-fees, and costs \$48 a year. Those who wish to play at any time are given the "Business membership," which costs \$80 a year. These are the only fees except locker rental, which is \$6 a year.

The clubhouse is featured by tasteful architecture and completeness. The tone of the whole project is caught at the very entrance, where sports are separated from social activities. Except for the office of the club manager at the entrance, the whole first floor is given up to sports. The

club. Straight ahead is a spacious hall which takes up the entire center of the building. One end is given over to the dining room, while the other is a ball room. When the tables are removed it makes a great hall, often required for special occasions. On the third floor there are a few sleeping rooms.

The Women's Touch

The ideal which is constantly to the fore is the atmosphere of a home, and it makes Kenwood what it is. It draws people of notable consequence who would not be com-

fortable in the life of the average club. The air of artless comfort and charm is imparted by Mrs. Grady, who directs the social activities of the club.

There is a bridge luncheon every Wednesday for which the members pay five dollars a table, with prizes furnished by the club. Other stated events are two dances a month, and a dinner and entertainment once a month for the Kenwood home owners, the entertainment being furnished by the group. Luncheons, dances, meals or parties may be had by the members at any time.

The dining room has been a great success. From the beginning a policy of superior quality has been maintained, and while this is often heard about club dining rooms, there are facts here to substantiate the claim—if any are needed after experimenting. Meats and other fresh foods are purchased, not from the usual wholesalers, but from specialists who supply the Washington embassies. The service is quiet and well ordered.

Short orders are served, and also table d'hote meals, but the popular meals are breakfast at 75 cents, luncheon at \$1.25, and dinner at \$1.75. Three meals are served every day in the year. Efforts to have the members order meals in advance have not had a good response, which is the usual experience of clubs which have tried it, so no apology is made for the slightly higher prices which must be charged.

Liquor Is Banned

Nothing else, some maintain, has contributed so much to the success of the club as the insistence upon strict conformity to the spirit of the law regarding liquor. It has been stated by one authority that this club comes nearer to 100 per cent obedience than any other in the country. No ginger ale, ice, or any other aid to mixing drinks is permitted, and the rule is absolute. No suggestion of drinking is tolerated.

Donal L. Chamberlin, V. P. and treasurer, who is in active charge of the project, tells of the relationship between the club and the sale of lots in Kenwood. This relationship is there in spite of the finesse with which the combination is conducted, yet it would be as hard to find any concrete tie as to conceive a more perfectly balanced enterprise.

Very few prospect lists of people of moderate means could surpass this one of 500 carefully selected members, soon to be

doubled. Many on this list cannot afford homes in Kenwood, but they appreciate the values which are offered. The advertising worth of such a list over-reaches its value in direct sales. This is proven by the fact that Kenwood, as the name is used on the street, is not that of a subdivision, but of a country club.

No effort has ever been made to sell lots to the members of the club. Mr. Chamberlin was asked how many club members live in Kenwood. He had the list checked at once, and found 13 members living in the subdivision. Buying a home there may carry a fancied advantage when applying for a membership in the club, and a certain freedom about the club may be assumed, but that is all. It does not carry a membership.

This convincing separation of the two projects is again brought out in the use of guest cards. One type of promoter might do all that is done here, and then flood the city with guest cards. Not here. The owners do issue a guest card, under unusual conditions, but with the utmost care. The members have the usual guest card conferring the freedom of the club, but with no elimination of regular charges for meals and golf.

It is difficult to sum up this combination in a material way for its genius is not in such things as fees, restrictions, social affairs and golf. To sum it up is to probe deeper than that, and be profoundly impressed with the demonstration of success along right lines. We may say that three elements make Kenwood what it is; high standards, admirably effective execution, and sincerity; and the greatest of these is sincerity.

ALDERWOOD County club, Portland, Ore., recently gave the unmarried members of the organization a break. Henceforth single members will be permitted to bring one guest per week to the course without green-fees. The only proviso is that the guest must be of the opposite sex from the member.

The club announcement read: "..... unmarried members, either men or women, may bring to the course one guest per week. No green fees will be charged either the guest or the member. An unmarried man can only bring as his guest a lady, while unmarried women members can only bring gentlemen.