

Joe Lhm

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IT'S WISE  
TO BUY NOW IN

Love Thy Neighbor as Thyself

BUT CHOOSE YOUR NEIGHBORHOOD

The Beautiful Country Club District

# Beyond Comparison

THERE is and there can be only one Country Club District. Its beauty and its desirability as a home district does not depend upon the efforts or the energies of mankind.

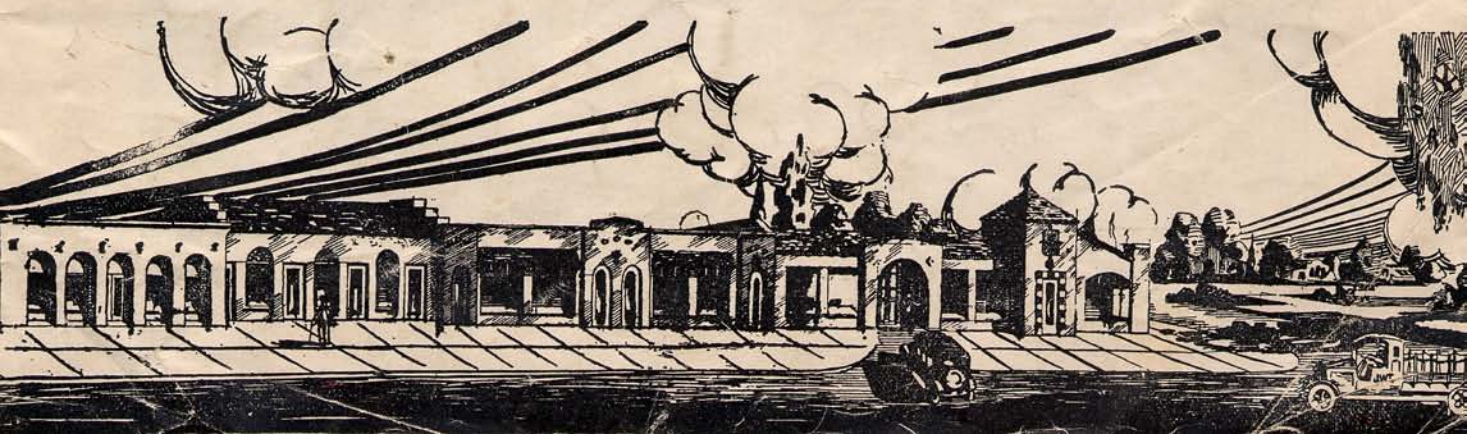
Nature made the Country Club District the beautiful tract of ground which it is, and by allowing the natural contours of the ground to dominate the development of the Country Club District, those who reserve lots are assured homesites which are truly beyond comparison with anything which can possibly be offered in the city of Omaha.

Salesmanship is in no sense responsible for the phenomenal success of the sale in the Country Club District. Salesmanship was not even a necessity in the making of any of the reservations which have already been

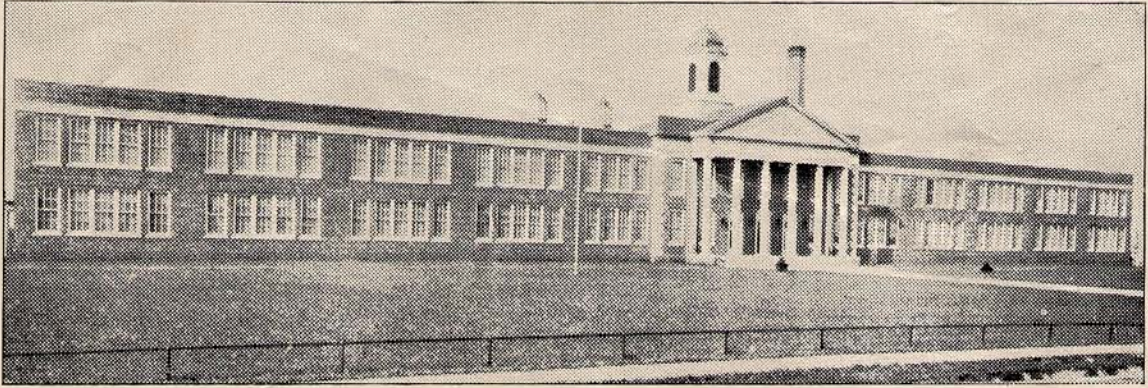
made. Country Club District lots sell themselves, and it has only been a question of who gets the lots.

Metcalf Company realizes that in the Country Club District it has a development which Omaha people want and have wanted for many years. We only suggest that you take advantage of our offer to explain our development plans and show you the location of the lots before it is too late. If you think the Country Club District beautiful today, you will fail for words to describe its beauty when built up and developed by Metcalf Company as "The Show Place of Omaha." Our city is famous the country over for its beautiful additions and its attractive homes which but emphasizes its superlative beauty when we refer to the Country Club District as Beyond Comparison.

## COUNTRY CLUB DISTRICT "The Show Place of Omaha"



## THE BEAUTIFUL COUNTRY CLUB DISTRICT



### SCHOOLS MAKE THE COUNTRY CLUB DISTRICT AN IDEAL PLACE TO RAISE A FAMILY

**A**NY family with children should realize the importance of locating a home near good schools. Not only eight years of grade schooling, but four years of high school makes proximity to both grade and high school a vital factor in selecting a homesite.

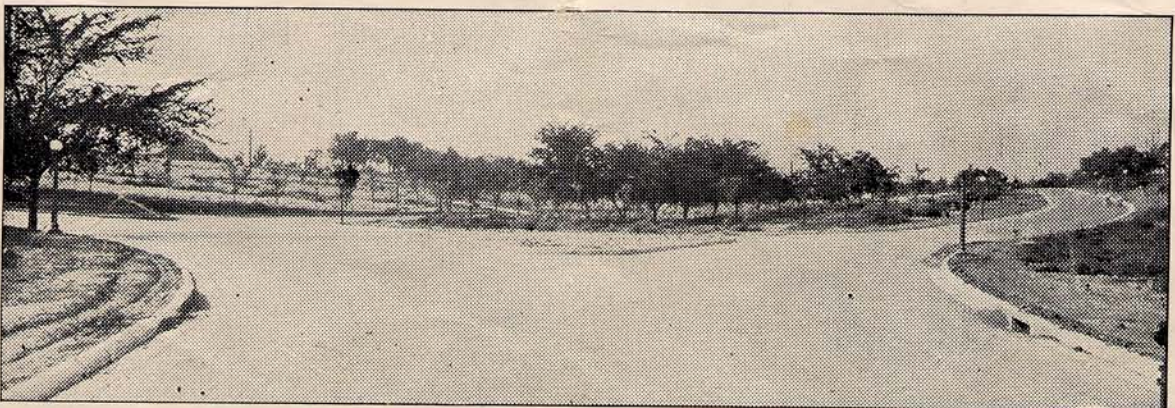
The beautiful Country Club District is ideally located as regards school facilities. Entirely surrounded by grade schools with the Rose Hill school on the west, Monroe school on the north, Walnut Hill school on the east and Dundee school on the south, this beautiful new development also has the new Benson High school at Fifty-second and Military Avenue.

The saving in car fare and lunches for students of high school age is a big point in favor of locating your home in the Country Club District. More than this, however, is the importance of keeping children of high school age close to the "home fires" and away from the influence of

down town associations. The Benson High School gives this advantage to residents of the beautiful Country Club District.

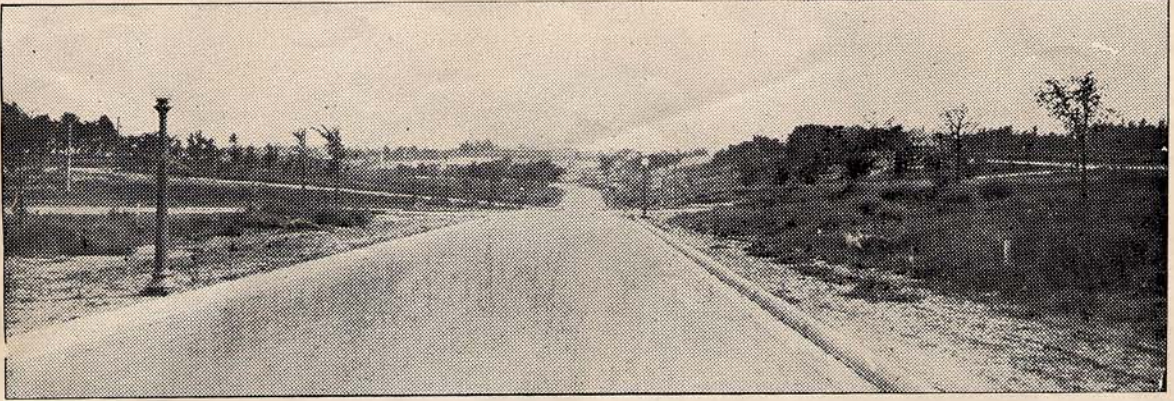
Even families without children or with children who have passed the age of high school education should consider school facilities in locating their new home, for the resale value of homes is greatly dependent on just such points as these. You may not need schools yourself, but you may want to sell your home some day and being near these fine schools will be a great help in disposing of your property.

Discriminating builders and home buyers know that school facilities and transportation are the two most important factors in the sale or purchase of a home. The rapid development of the Country Club District is due to the fact that more so than any other community in Omaha it is an ideal place to locate a home and raise a family.



"Five Corners," as it has become known, is one of the beauty spots of Omaha. Large parking spaces at this point will be beautifully landscaped this year.

## THE MOST FOR YOUR MONEY IN OMAHA



### GENTLE SLOPES AND WINDING STREETS PROVIDE BEAUTIFUL HOME SITES

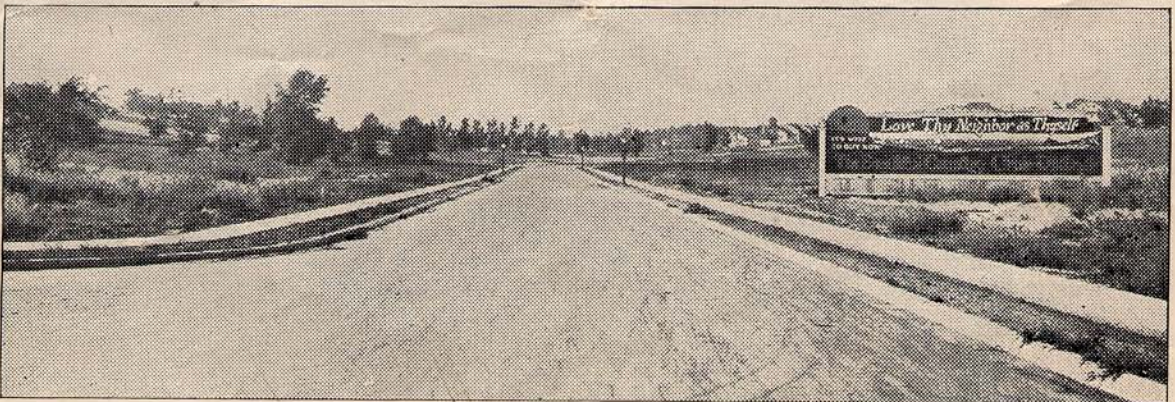
**T**HE development of the beautiful Country Club District was undertaken with one thought always in mind—that thought being the providing of beautiful home sites for discriminating buyers. The gentle slopes of the old golf course were preserved and wide streets were laid out so as to meet the beautiful contours of the rolling hills and valleys.

In the fall of 1925 when Metcalfe Company first announced the development of the Country Club District the promise was made to make this new development "the show place of Omaha;" today this promise is kept with thousands of people driving through this new sub-division every week. Wide streets lined with ornamental lights, easy grades and sightly views all tend to make this new district truly beautiful.

With all of these advantages it is only natural

that the Country Club District should be quickly built up with beautiful new homes. The homes already built or under construction are but indications of what buyers and owners of lots in the Country Club District may expect in future construction. These beautiful new homes now being built or finished in the Country Club District are indeed "the talk of Omaha." Every home in the Country Club District is as well built in construction as it is beautiful in architecture.

A studied effort has been made to get away from the sameness in styles of architecture and the different types and styles found in this new development are proof of the success of these efforts. Metcalfe Company has had the co-operation of nearly every builder in Omaha in building up this addition and we expect the demand for lots to continue until every available lot is occupied with a beautiful new home.



Country Club Boulevard will be extended this year from Happy Hollow Boulevard to Hamilton Street, connecting with Saddle Creek Boulevard to Center Street.

## THE BEAUTIFUL COUNTRY CLUB DISTRICT



Harry Reed, President of L. G. Doup Company, showed his confidence in the future development of the Country Club District when he built his home at the northwest corner of 55th and Lake Streets on Lots 9, 10 and 11, Block 11, Country Club District. This home was started even before the paving was put in and was the first big home to be constructed in this new development. It was designed and built by Bert Hene and is considered one of the finest in the city.



The new home of Jos. B. Pitzer faces west on 55th Street south of Miami on the south 45 feet of Lot 19, and north 20 feet of Lot 18, Block 10, Country Club District. This home was designed and built by Schroeder Investment Company; it is of brick veneer construction, and has seven rooms with garage attached.

THE MOST FOR YOUR MONEY IN OMAHA



Distinctive architecture features this attractive home designed and supervised by Chas. W. Rosenberry. It is of brick veneer and stone construction with slate roof and has seven rooms and two-car garage attached. It is located on a seventy-five foot east frontage on Fifty-fifth street south of Grant on the south 23 feet of Lot 3 and north 52 feet of Lot 4, Block 16, Country Club District.

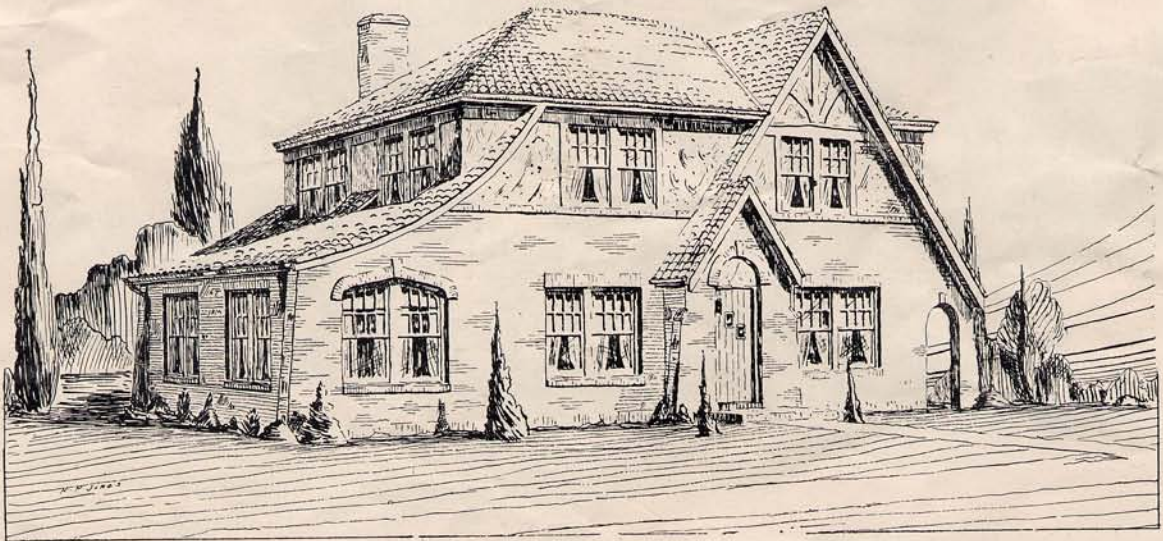


Designed and built by J. C. Schmitz Co., Contractors, this attractive six-room brick veneer home occupies a slightly corner on 56th and Lake Streets on Lot 12, Block 11, Country Club District. It has open porch with south exposure and garage attached. This home is one of the many beautiful homes now being constructed in the Country Club District.

## THE BEAUTIFUL COUNTRY CLUB DISTRICT



This beautiful new English type home was built to order by Metcalfe Company on a seventy-five foot east frontage just south of Grant on Fifty-fifth Street. It has seven large rooms with two-car garage attached and is of brick veneer construction with tile roof.



Dr. B. C. Russum's new home facing east on Fifty-fifth Street between Grant and Miami was built by Oscar Olson, contractor. It is of brick veneer construction with tiled roof and has seven large rooms with garage attached. This home was first offered for sale on Sunday and sold during that same week to Dr. Russum.

THE MOST FOR YOUR MONEY IN OMAHA



The new brick veneer English colonial home of A. C. Diltz of the Direct Mail Selling Association. This home has eight large rooms with studio finished on third floor and occupies a high and slightly location facing east on Fifty-fifth Street between Lake and Grant on Lot 8, Block 12, Country Club District. This home was designed and supervised by Chas. W. Rosenberry, architect.

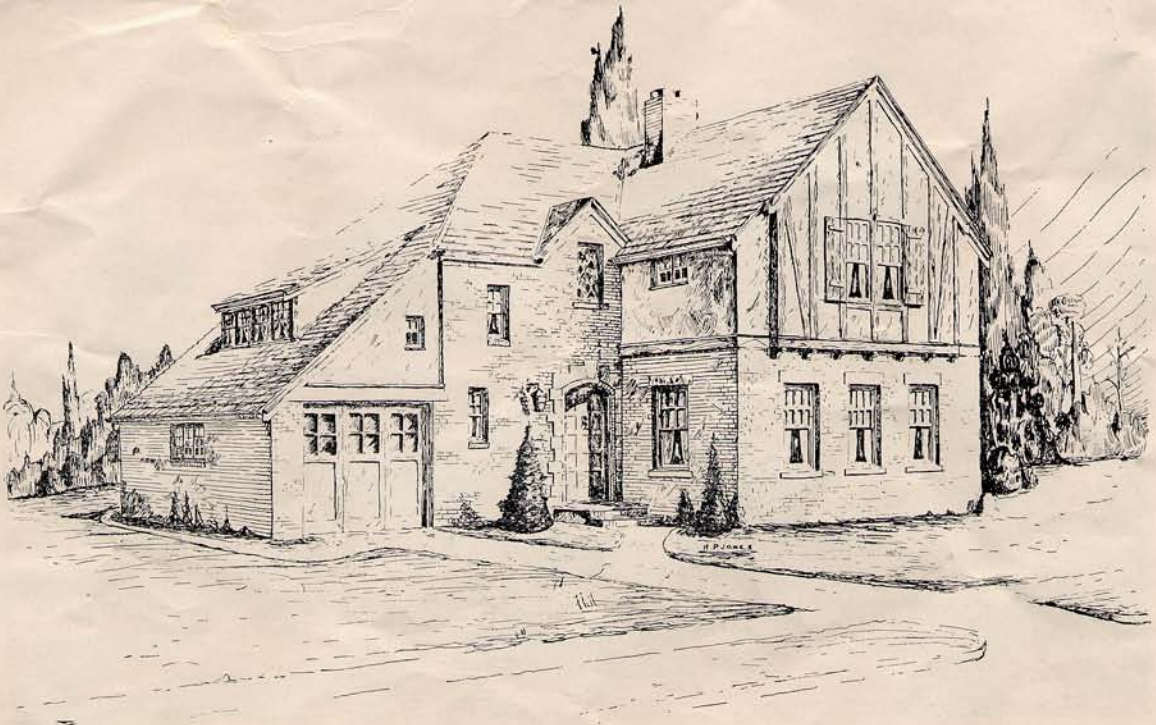


Dr. Glenn D. Whitcomb's new brick veneer English colonial home facing east on Fifty-fifth Street between Lake and Miami on Lot 7, Block 11, Country Club District, was designed and built by Metcalfe Company. It has seven rooms with four large bed rooms and tiled bath and two-car detached garage to match the house.

## THE BEAUTIFUL COUNTRY CLUB DISTRICT



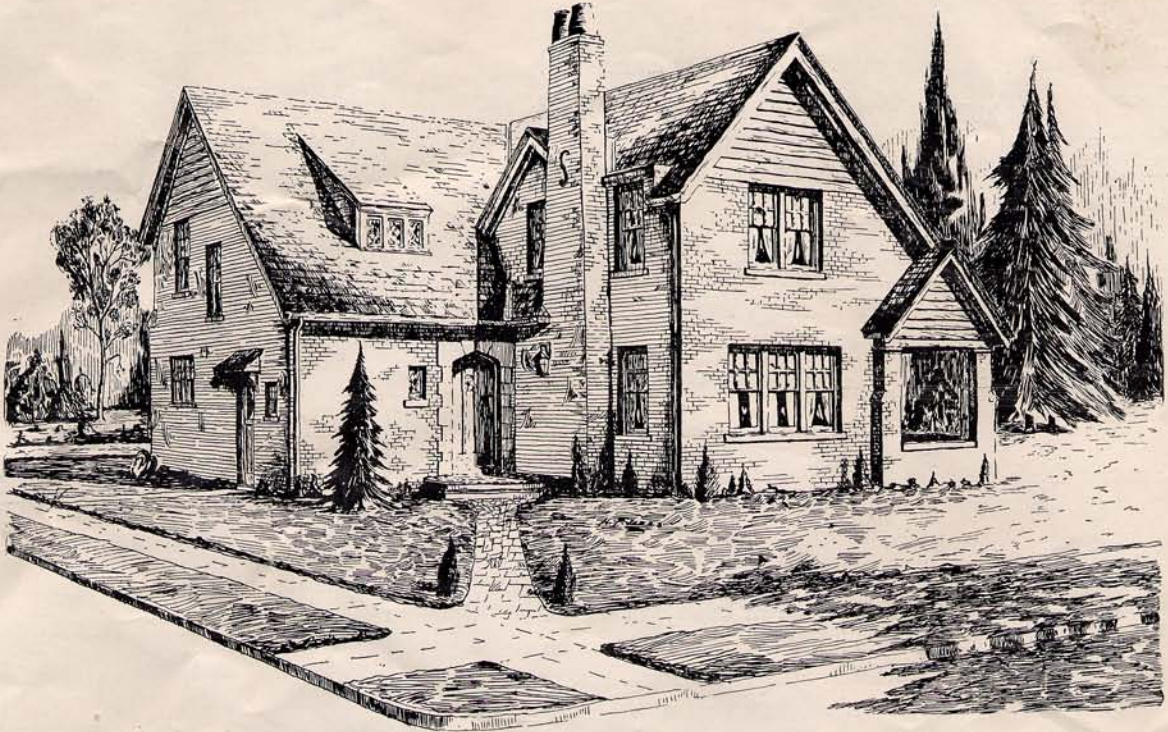
One of the most distinctive and original homes in Omaha is one now under construction by Oscar Olson, contractor, on a sixty-five foot frontage facing west on Fifty-fifth Street between Miami and Lake. It has eight rooms with four bed rooms, two tiled baths, sunroom and two-car garage. It is of brick veneer construction with tile roof and occupies a slightly location overlooking the entire surrounding country.



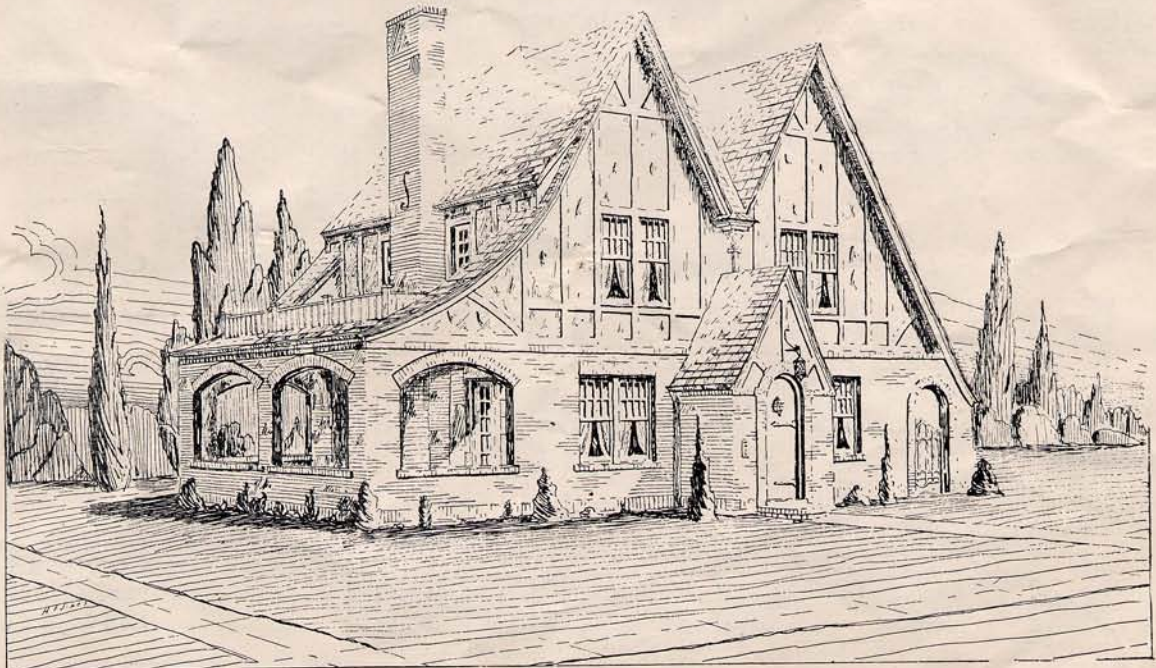
This English type clinker brick home with tile roof, faces west on Fifty-fifth Street between Grant and Lake. It has four bed rooms, two tiled baths and garage attached. The plumbing fixtures in this home are all colored enamel and the bath room walls are tiled to harmonize with the fixtures. Designed and supervised by B. Kvenild, Architect.



THE MOST FOR YOUR MONEY IN OMAHA



This attractive English type L-shape home is being built by Metcalfe Company on the corner of Fifty-first and Decatur on Lot 11, Block 25, Country Club District. It is of brick veneer construction and has six large rooms with garage attached—one of the many attractive homes being planned east of Fifty-second Street in the Country Club District. This home was designed by B. Kvenild, Architect.



"Twin Gables," the new brick veneer home designed and built by Rasp Bros., on the northwest corner of Fifty-third and Lake Streets. This home has six large rooms with attached garage and porch on southeast elevation.

# THE BEAUTIFUL COUNTRY CLUB DISTRICT

Every Man and Woman in Omaha Who Is  
Planning to Build a Home Should  
See the Country Club District

There is always a **right time** to buy your home-site.  
There is always a **right place** to choose for your  
home-to-be.

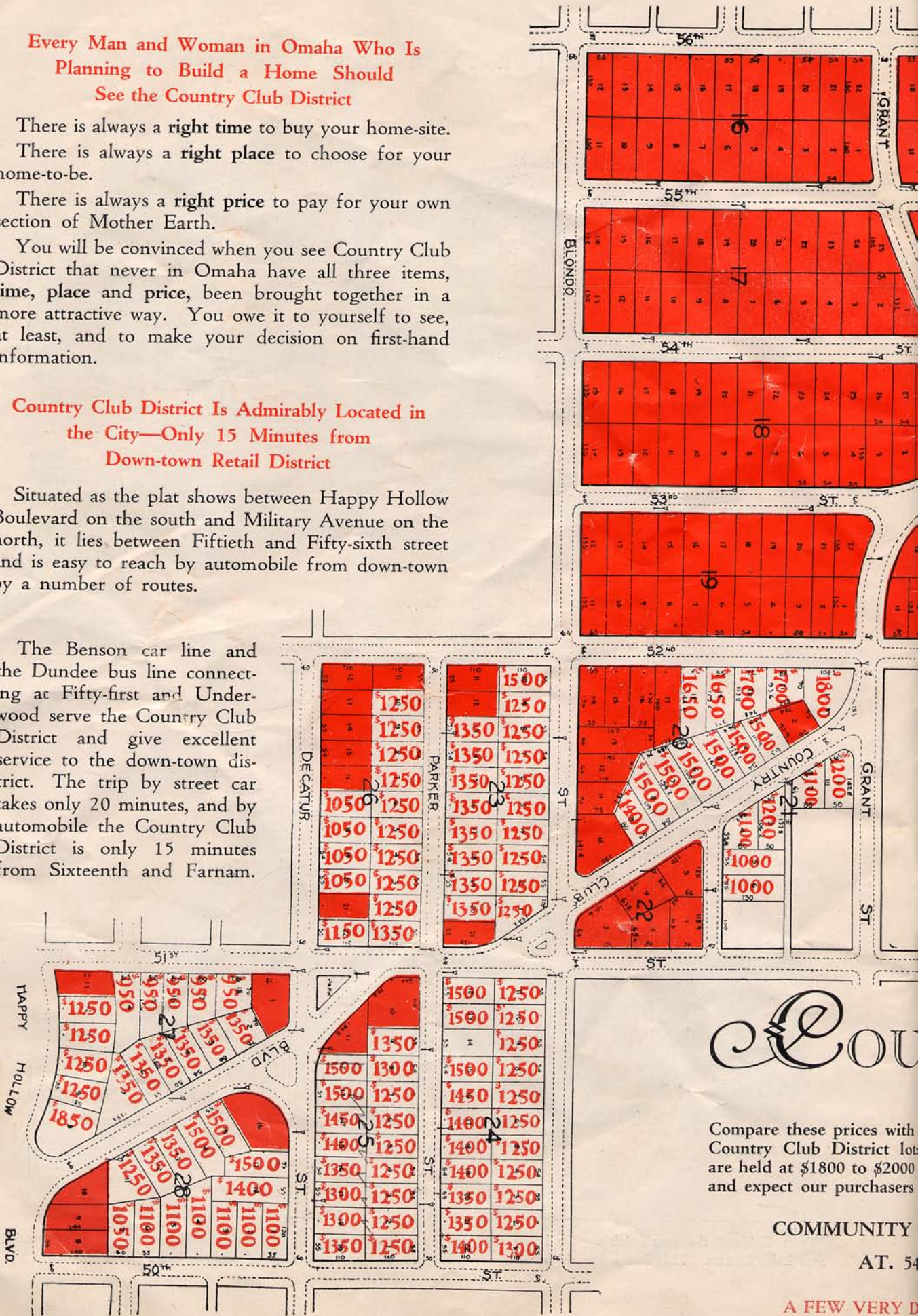
There is always a **right price** to pay for your own  
section of Mother Earth.

You will be convinced when you see Country Club  
District that never in Omaha have all three items,  
**time, place and price**, been brought together in a  
more attractive way. You owe it to yourself to see,  
at least, and to make your decision on first-hand  
information.

Country Club District Is Admirably Located in  
the City—Only 15 Minutes from  
Down-town Retail District

Situated as the plat shows between Happy Hollow  
Boulevard on the south and Military Avenue on the  
north, it lies between Fiftieth and Fifty-sixth street  
and is easy to reach by automobile from down-town  
by a number of routes.

The Benson car line and  
the Dundee bus line connect-  
ing at Fifty-first and Under-  
wood serve the Country Club  
District and give excellent  
service to the down-town dis-  
trict. The trip by street car  
takes only 20 minutes, and by  
automobile the Country Club  
District is only 15 minutes  
from Sixteenth and Farnam.



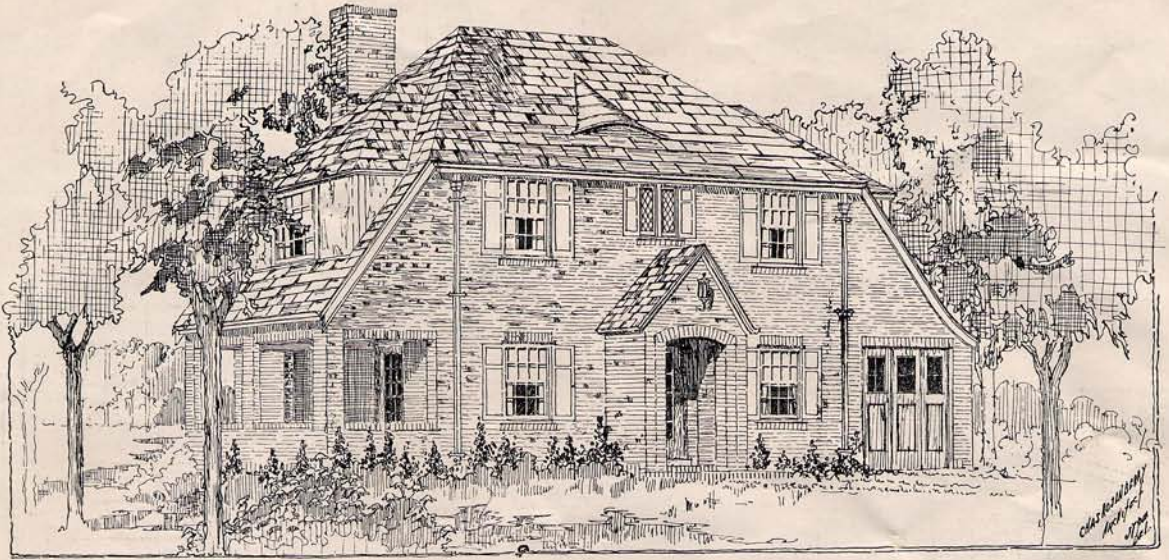
Compare these prices with  
Country Club District lots  
are held at \$1800 to \$2000  
and expect our purchasers

COMMUNITY  
AT. 54

A FEW VERY D



THE BEAUTIFUL COUNTRY CLUB DISTRICT

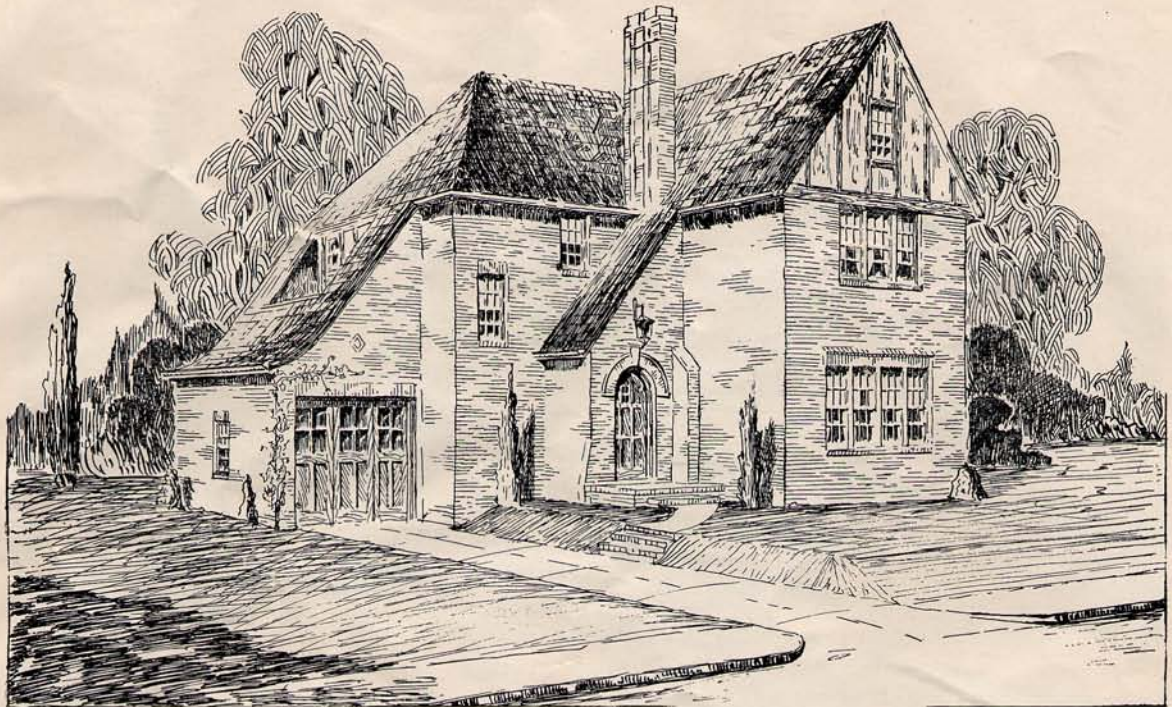


This English brick veneer colonial type home with tiled roof and garage attached facing east on Fifty-third Street between Lake and Miami has been sold to Gilbert Olson of Olson Bros., and has six large rooms. It was designed and supervised by Chas. W. Rosenberry, Architect.



J. C. Young's new clinker brick home faces east on Fifty-third Street just north of Blondo. This home has six rooms with garage attached and was designed and built to order for Mr. Young by Bert Hene, contractor.

THE MOST FOR YOUR MONEY IN OMAHA

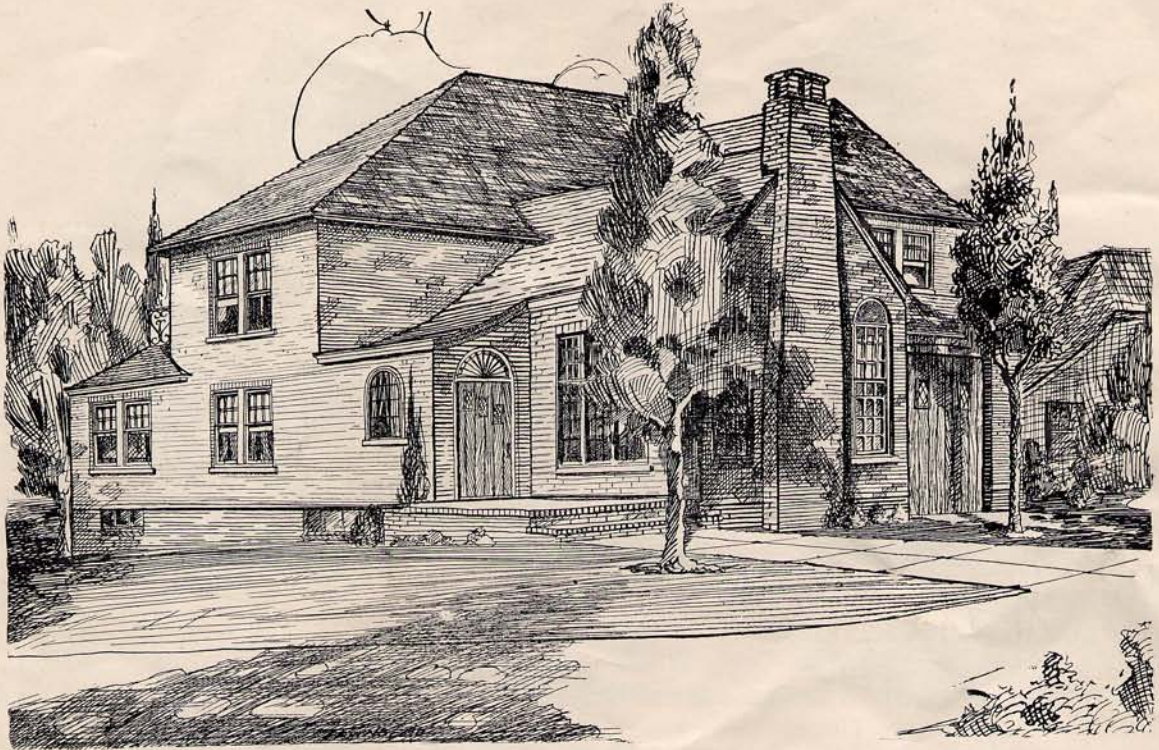


This English type brick veneer home has six rooms with garage attached and was built by Herbert E. Anderson, contractor. It faces west on Fifty-sixth Street between Lake and Miami. This home was open for inspection and thousands of people took advantage of the opportunity to inspect this construction.

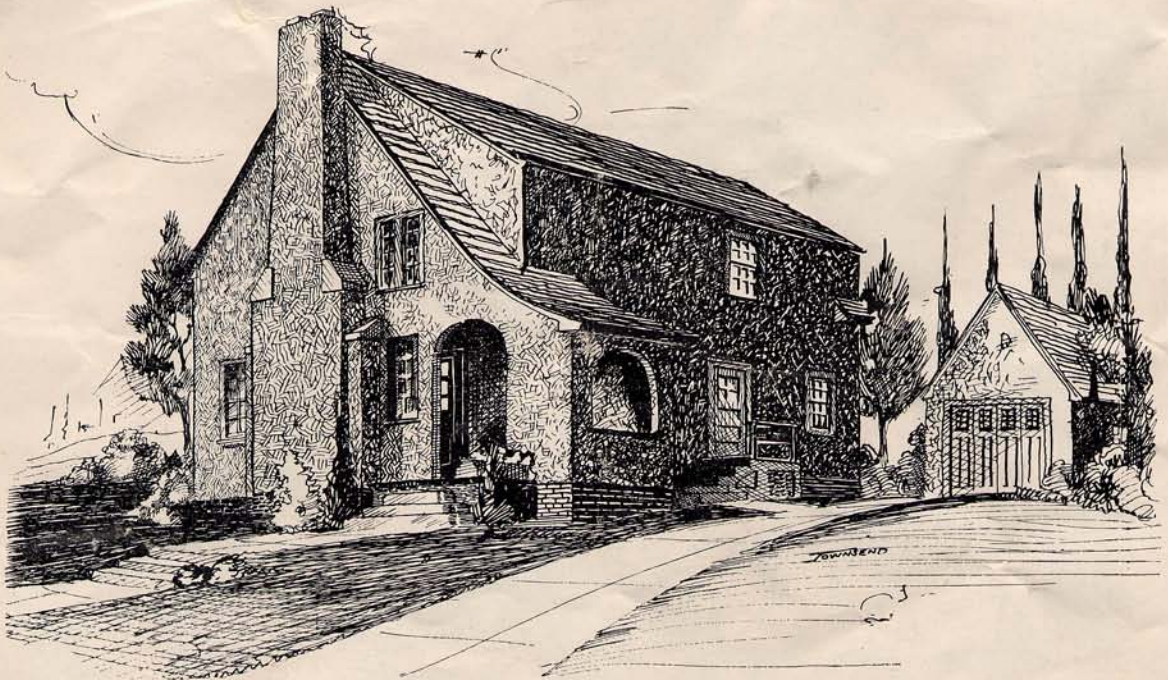


This attractive brick veneer home was designed and supervised by Chas. W. Rosenberry, Architect, for John P. Moore, Jr., Attorney. It faces east on Fifty-third between Lake and Miami and has seven rooms with garage attached.

## THE BEAUTIFUL COUNTRY CLUB DISTRICT



English type brick veneer home built by Frank Kurtz, facing west on the corner of Fifty-fifth and Lake Streets. This home has large living room with dome ceiling two stories high, sun room and three large bed rooms and built-in garage.



The Blue Star Home built by Metcalfe Company, facing east on Fifty-second Street north of Blondo, was open for inspection in the fall of 1927 and thousands of people visited this home. It has six rooms with three bed rooms and two-car garage. This home was sold to B. N. Kilbourn, Superintendent of the American Smelting Company's plant in Omaha.

THE MOST FOR YOUR MONEY IN OMAHA



M. A. Kohn's new brick veneer English type home was designed and built by the Metcalfe Company. It has seven rooms with three bed rooms, sun room and attached garage. It is of brick veneer construction and occupies a slightly location facing west on Fifty-fifth Street between Lake and Miami.



This attractive colonial home was built by Earl G. Hawkins of Parsons Construction Company, and is of brick veneer construction with slate roof. It has four bed rooms, sun room and two-car garage and faces west on Fifty-fifth Street between Lake and Grant.

## THE BEAUTIFUL COUNTRY CLUB DISTRICT



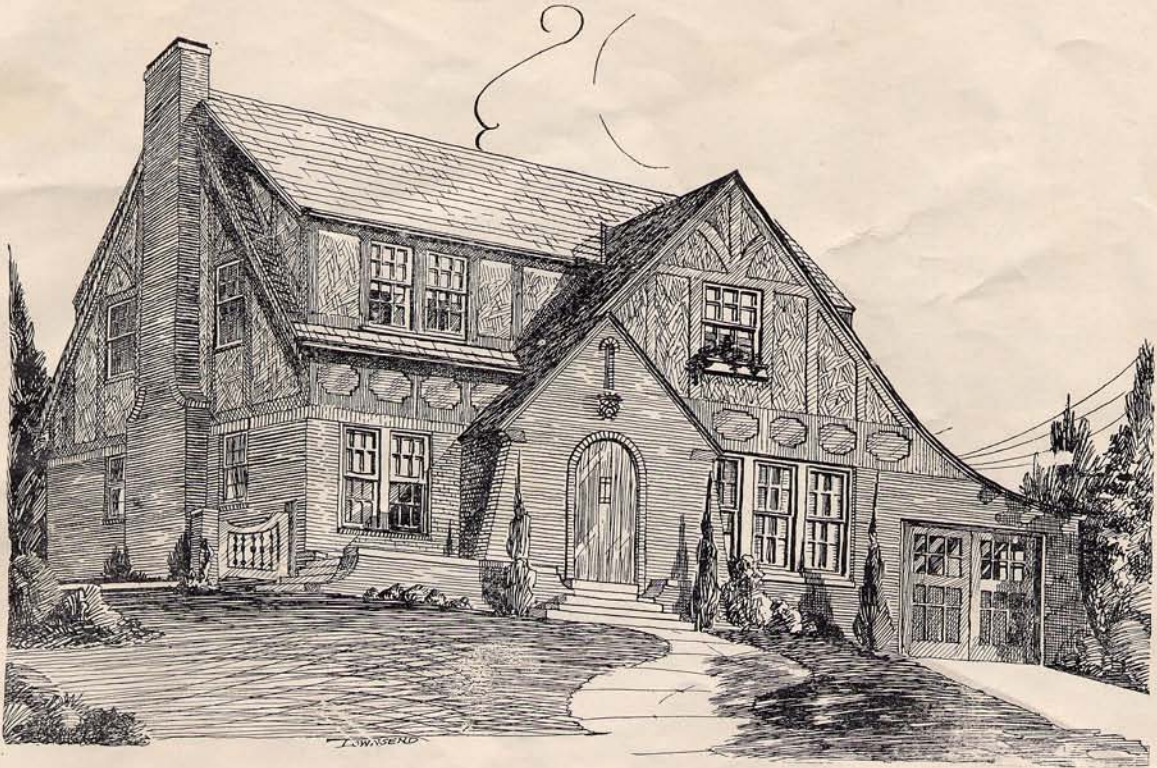
One of the most distinctive and original homes in the Country Club District is the new home being built by Fritz Nelson of the Nelson Construction Company, facing west on Fifty-fifth and Grant Streets. It is of brick veneer construction with slate roof and has large living room with dome ceiling, four bed rooms, two baths and patio on the south.



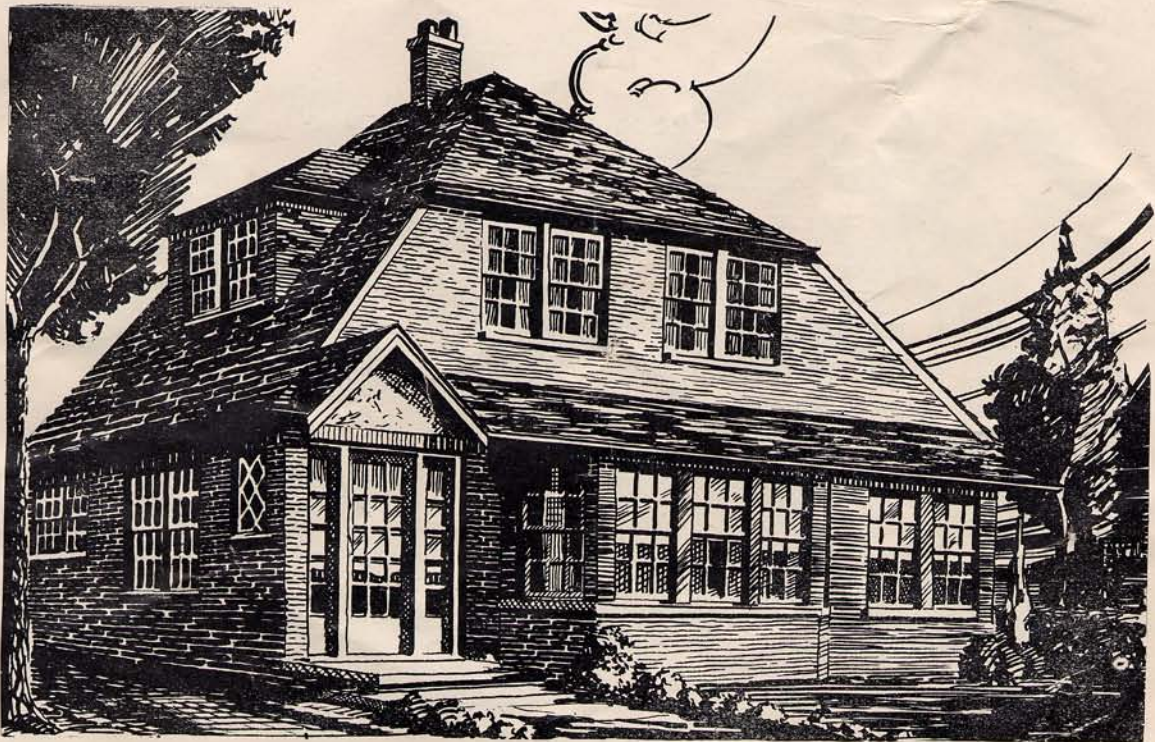
New six-room brick veneer home built by Herman J. Erhorn, contractor, facing east on the corner of Fifty-third and Blondo Streets. This home occupies a high and sightly location and is one of many attractive homes built in the Country Club District this year.



THE MOST FOR YOUR MONEY IN OMAHA



The new home of L. A. Detring, instructor in Technical High School, was designed and built by Schroeder Investment Company, facing east on Fifty-third Street just south of Country Club Avenue. This is of brick veneer construction and has six rooms with garage attached.

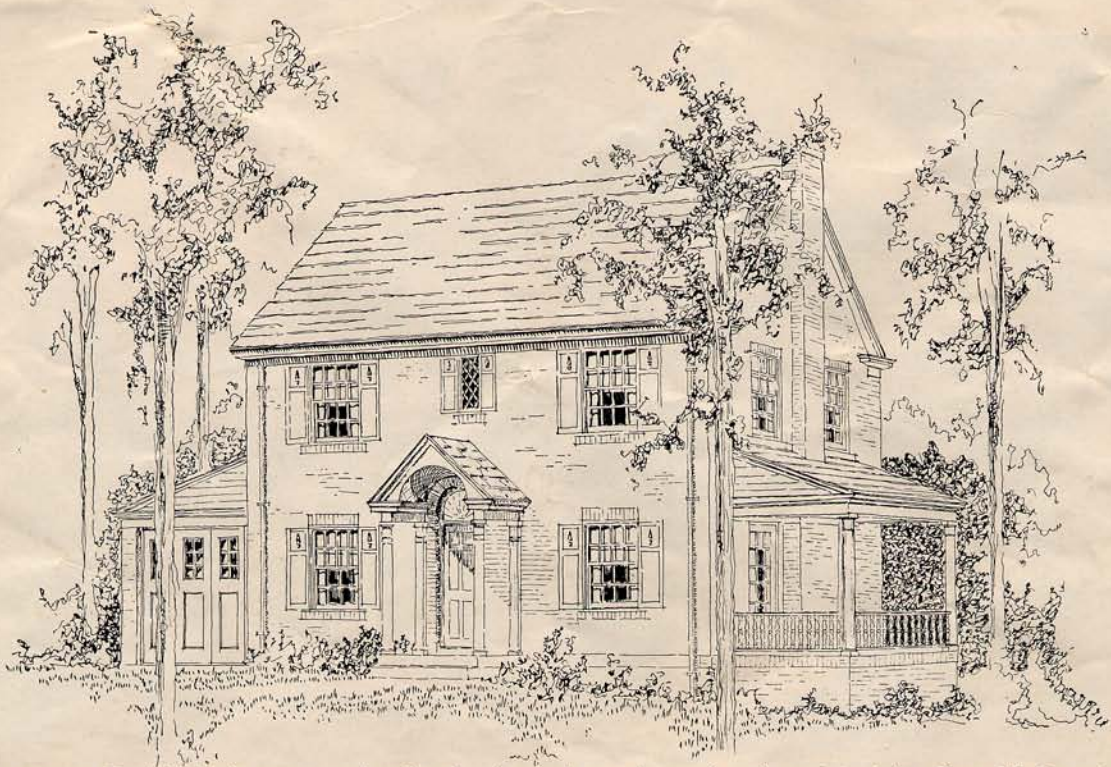


Six-room brick veneer home built by Oscar Johanson, facing west on Fifty-fifth Street just south of Lake Street. This is one of many attractive homes built in the Country Club District this year.

## THE BEAUTIFUL COUNTRY CLUB DISTRICT

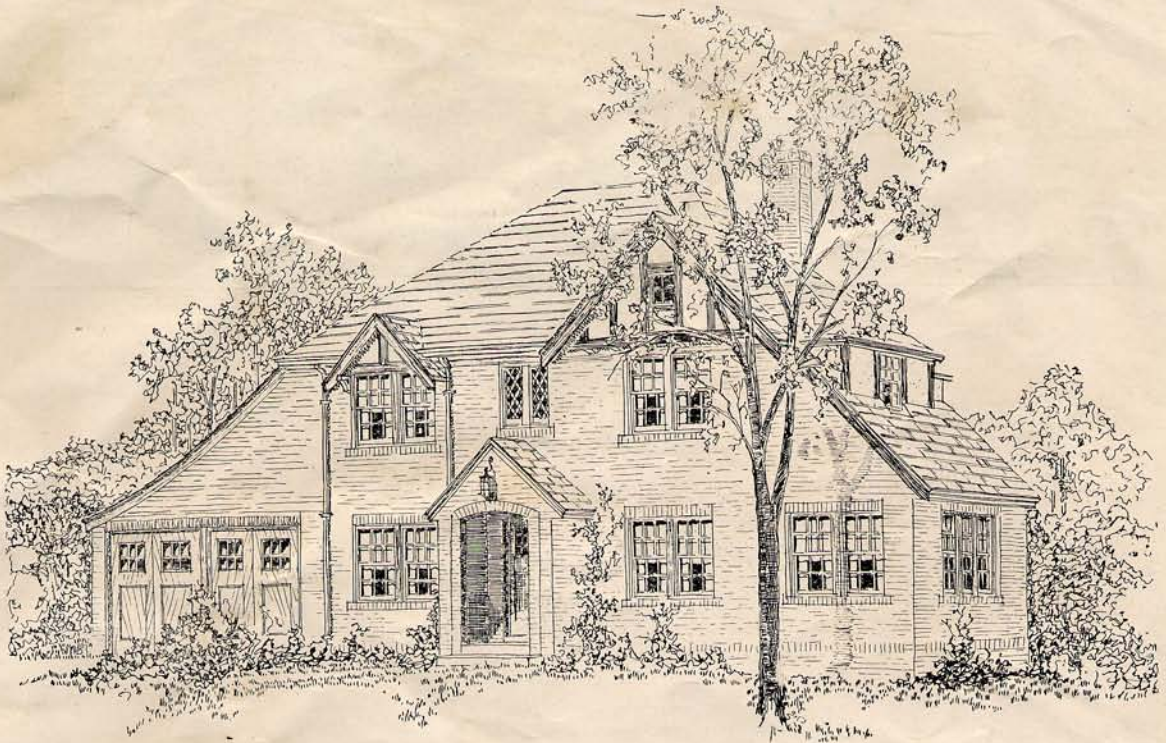


"The French Home," designed and supervised by Chas. W. Rosenberry, architect, was designed especially to fit on the lot on which it is built—Lot 16, Block 28, Country Club District, on the corner of Country Club Boulevard and Decatur. It has three large bed rooms, sun room and two-car garage and is of brick veneer construction with slate roof.

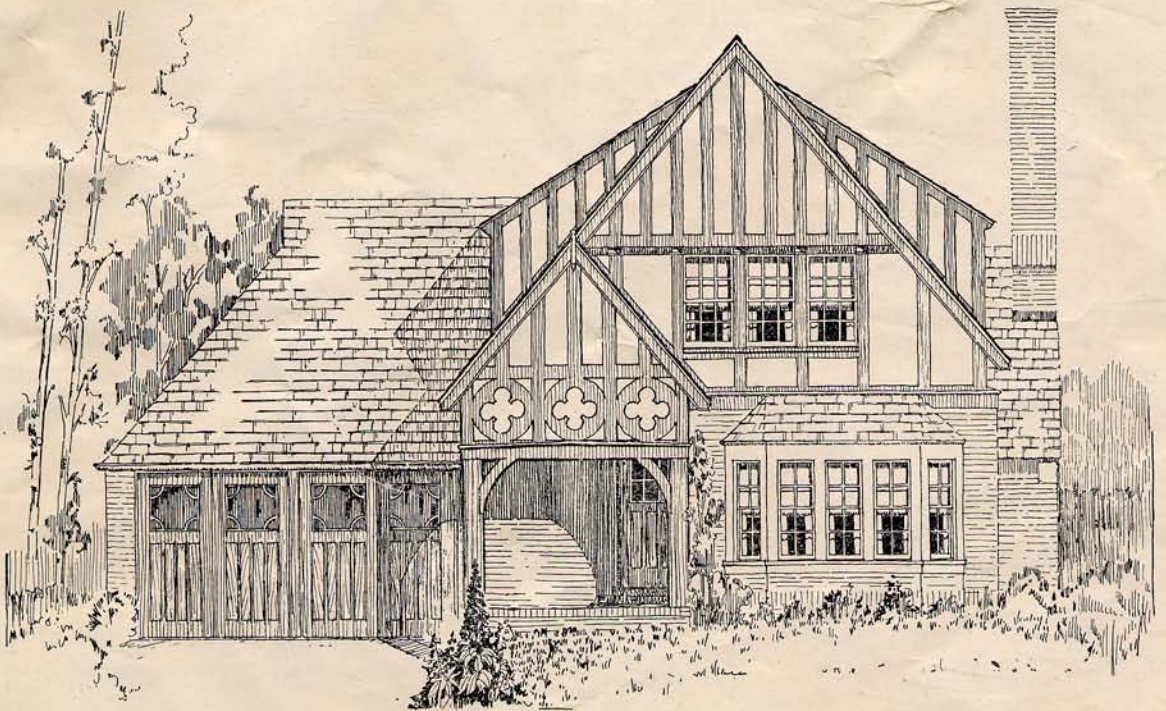


This attractive English brick veneer colonial with tile roof was designed and supervised by Chas. W. Rosenberry, Architect, and has been sold to C. W. Datesman of the National Roofing Company. It faces west on Fifty-fifth between Blondo and Lake.

THE MOST FOR YOUR MONEY IN OMAHA



Edward J. Murphy's new home occupies a seventy-five foot frontage facing west on Fifty-fifth south of Grant. It is of brick veneer construction and has seven rooms with two-car garage attached. This home was designed and supervised by Chas. W. Rosenberry, Architect. Mr. Murphy is with the J. F. Bloom Monument Company.



The new home of H. A. O'Hara, auditor for the Eppley Hotels Company, faces west on Fifty-third street between Country Club Boulevard and Blondo. It is of brick veneer construction and has six large rooms with two-car garage attached and was designed and supervised by Chas. W. Rosenberry, Architect.



*Love Thy Neighbor as Thyself*

**IT'S WISE TO BUY NOW IN BUT CHOOSE YOUR NEIGHBORHOOD**

**The Beautiful Country Club District**

THE LOWEST PRICED LOTS IN THE CITY OF OMAHA

**T**HOSE who know will tell you it is wise to buy now in the beautiful Country Club District while you can buy at rock bottom prices. Whether you buy for a home for yourself or for future profit you will find the Country Club District lots a good investment.

The rapid development of this new sub-division is bound to increase the value of these lots and you can take advantage of this increase in values on resale or provide yourself with an ideal home site for present or future use.

These lots are "the lowest priced lots ever offered in the city of Omaha," according to one real estate man who has the reputation of being an expert appraiser. In comparison with values on similar property in the immediate neighborhood, Country Club District lots are today priced from

twenty-five to fifty per cent under possible values.

These prices were purposely made low enough so that we could feel certain that those who buy today can make a profit on their investment in the future. The buyer of a lot in the Country Club District can rest assured that he is getting good value for his money.

Metcalf Company is naturally proud of the beautiful development and the wonderful building program now going on in the Country Club District, but we are even more proud to be able to offer the investing public an opportunity to invest in Omaha real estate which is bound to increase in value. Now is the time to select your lot—now is the time to buy. The supply is limited, the demand is already great. Buy now and save the premium you will have to pay if you delay.

AT-lantic 5415

**METCALFE**  
**COMPANY**  
Community Builders

AT-lantic 5415

