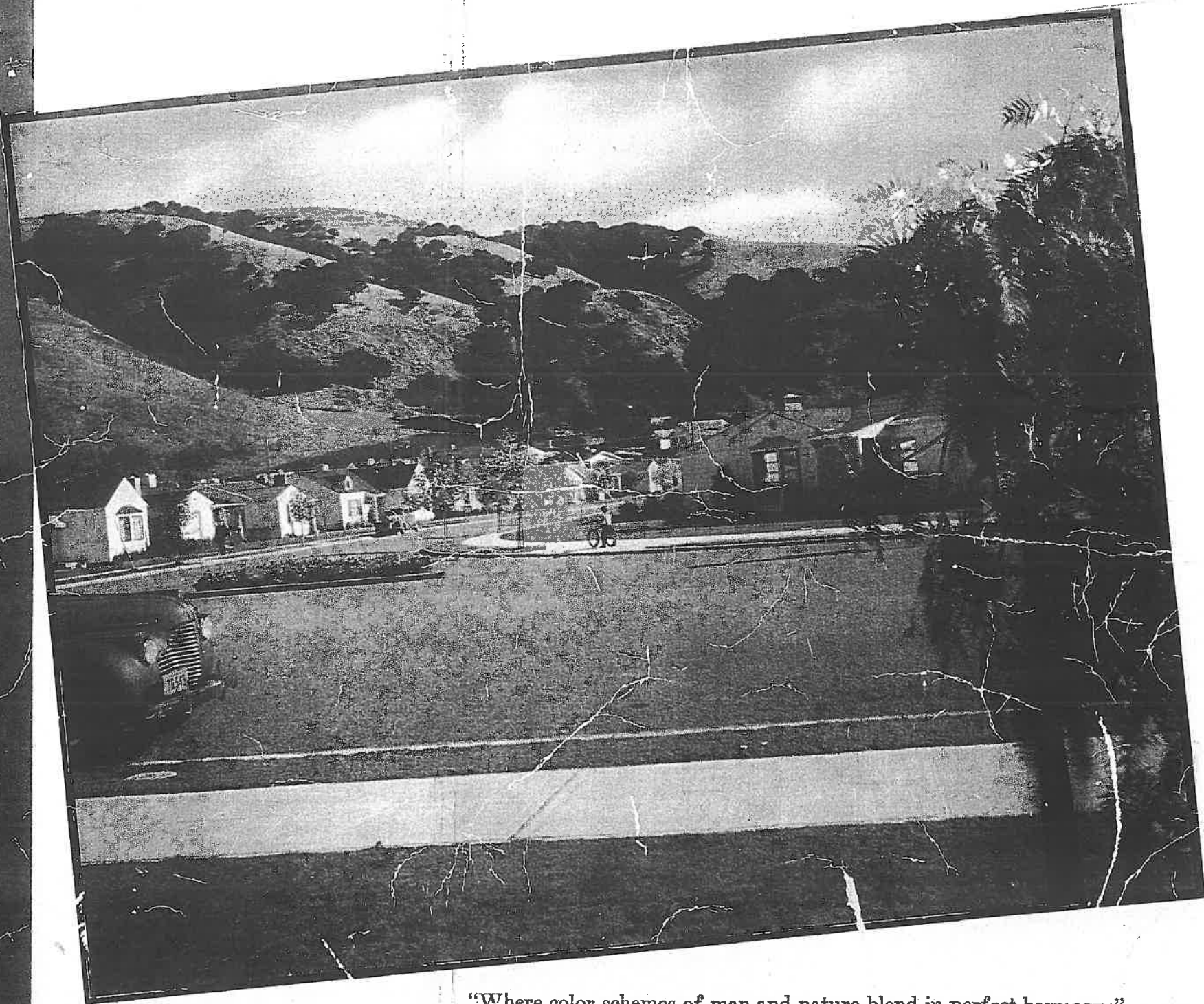


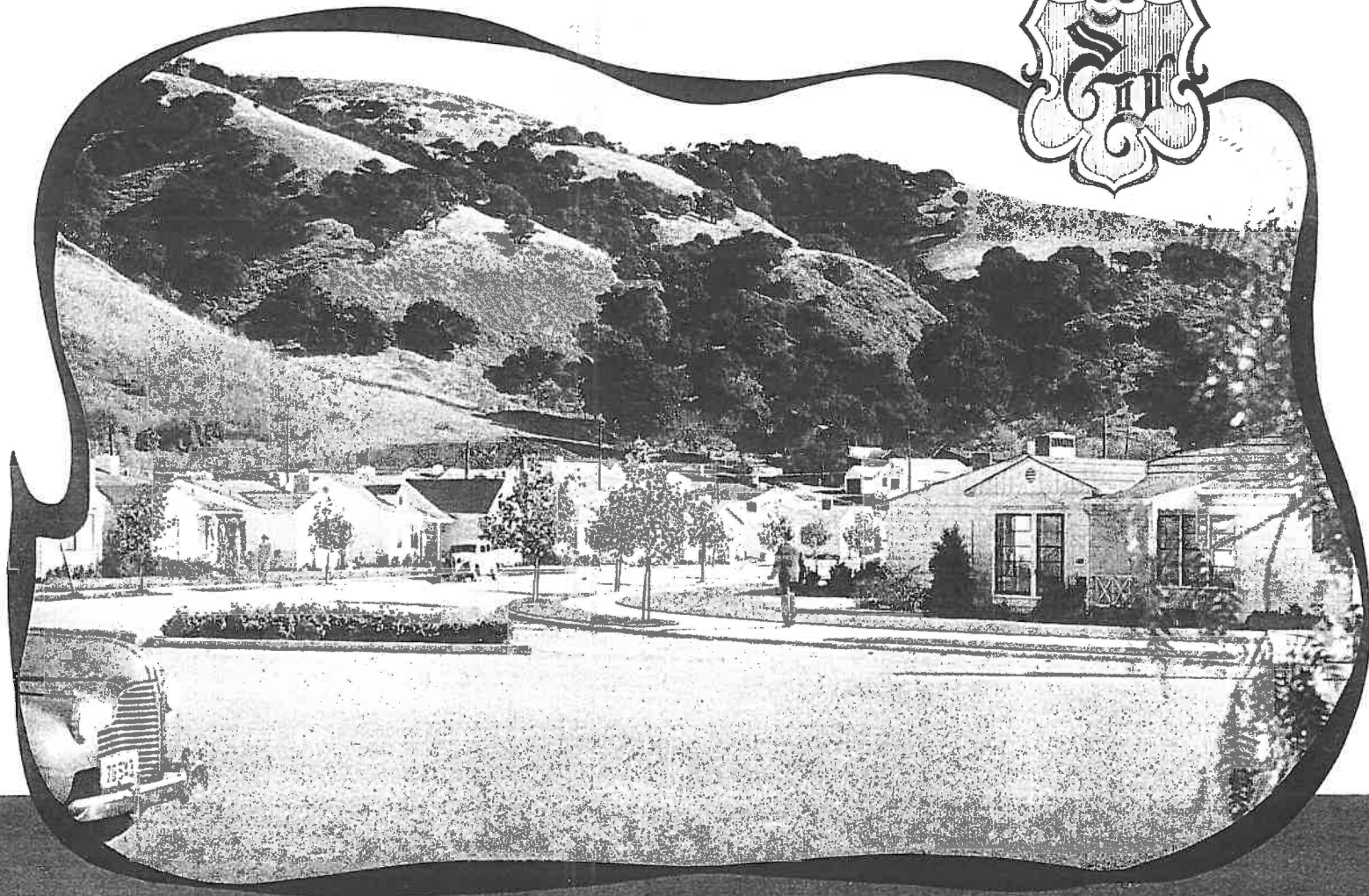
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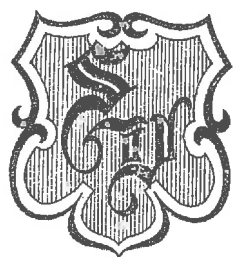
“Where color schemes of man and nature blend in perfect harmony:”
The southeast corner of Revere Avenue and Marlow Drive.

Sheffield Village



Quiet... charming... exclusive... Sheffield Village is unique among new residential districts. Within easy reach of business and industrial centers of Metropolitan Oakland, with direct, rapid transit to San Francisco, Sheffield Village yet has all the restful, secluded atmosphere of a country estate.

The site was selected only after the most careful analysis of properties throughout the entire East Bay territory. Every person seeing Sheffield Village agrees that here in the sheltering embrace of these wooded hills, is the one ideal setting for a home having all the city conveniences combined with suburban charm.

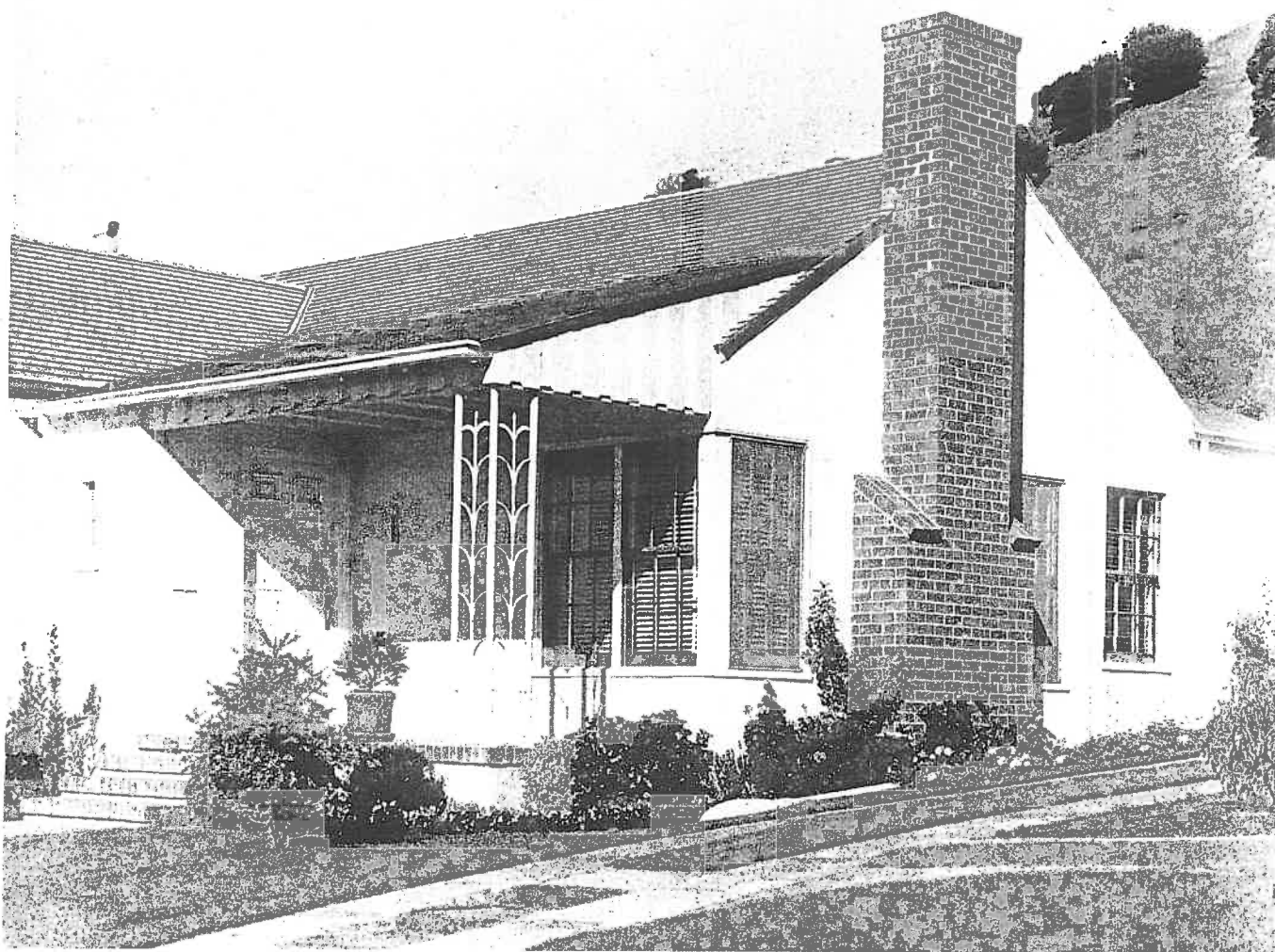


Words Can't

In no other tongue but English is the word HOME quite so meaningful — a word that reaches immeasurably beyond the thought of "house" or "residence". In just the same way do the HOMES of Sheffield Village surpass the idea of a house as merely a place in which to live. In Sheffield Village every residence is in the highest sense of the word a real home. Every home has its own touch of individuality, making it wholly and distinctly your own.

And here is one of the fascinations of looking for a home in Sheffield Village. Frequently your problem as a home seeker is to fit yourself and your family to a home you can afford to buy. In Sheffield Village you will find the home of which you dream waiting to accommodate itself to you and your needs.

Through pleasant, winding streets, you drive up to your home's entrance. Standing on a generous size lot (5,000 sq. ft. or more), your home is complete—bright, shining, and sound as a newly minted dollar. It is ready for you to move into, down to the last fixture. The sidewalk is in; velvety lawn, landscaping and fences combine to make as pretty a picture as you will find in a home and garden book.



DESCRIBE THEM - !

Step inside—and there is YOUR HOME!

Taste is the word to describe it — the kind of taste that makes for gracious living. The quaint brick fire place for cool evenings; the individual, harmonious fixtures, the cheerful color scheme, hardwood floors, venetian blinds. You notice practical things. The handy gas furnace heating arrangement, two or more electrical outlets in every room. You, Mrs. Home-maker, will particularly delight in the ample closet space, the built-in conveniences, and the many little things that make your big job of housekeeping easier: an extra light directly over the kitchen sink, a built-in ironing board and metal lined hot iron holder; a large capacity hot water heater; the hanging cupboards and ample work space on shelf and drainboard; the clothes closets in every bedroom equipped with shoe racks and hanger poles; the large linen closet with many wide shelves conveniently close by; and the colorful tiled bath. Above all, look closely at the fine materials that have gone into your home — the solid way it is built — its architectural charm.

It's one home in a million — and best of all, it's yours.



Convenience

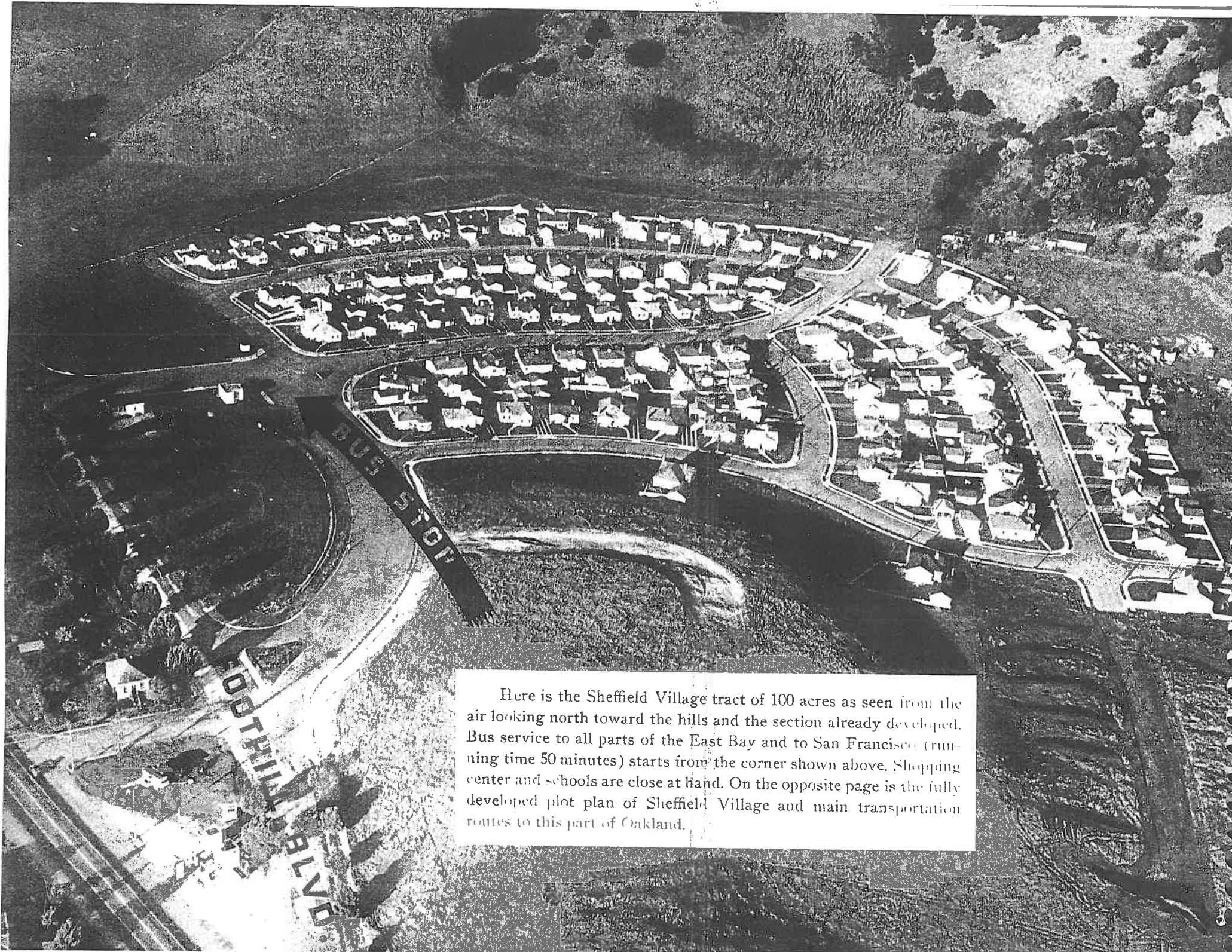
PLANS •

are the right size and are placed where they will do the most good; cupboards and closets are of good size and placed so as to save steps; the linoleum floor, tiled sink, and drainboards are easy to keep clean; windows are so placed as to allow for good furniture arrangements. And, if you don't find anything readymade to suit your requirements, it is even possible for you to have a home "tailored" to fit your taste and needs. In fact you can even start from the ground up. Select the lot you like best from the standpoint of setting and elevation, then plan your home on it. Do you need a larger than average living room? An extra bedroom? A double garage? You can have them and more. You can literally design your house for your living, just as you would if you decided to build anywhere. In Sheffield Village, however, you can do it for less because a Village home builder is given full advantage of lower material and labor costs possible only in mass construction projects.

You also have the assurance that when your home is built, there will be none of the usual "extra charges" over and above the agreed-on cost of house and lot, plus the usual escrow charges. You know that your home will be well and honestly built with the finest of architecture and materials. In short, you will have a home you will always be proud of.

The primary consideration of any prospective home-owner is the cost of his home and how he will finance it. Sheffield Village is an F.H.A. housing project; the largest, in fact, on the Pacific Coast at the time of its inception. Thus all prospective purchasers of Sheffield Village homes have the protection and ease of purchase of the F.H.A. solidly behind them. You buy your house and lot on regular F.H.A. terms which include a ten per cent down payment and a long term, low cost finance program, the monthly payments being, of course, based on the over all cost of the property. These run anywhere from \$15 to \$30 a month less than average rent payments for homes of this caliber. And you have the supreme satisfaction of home ownership.

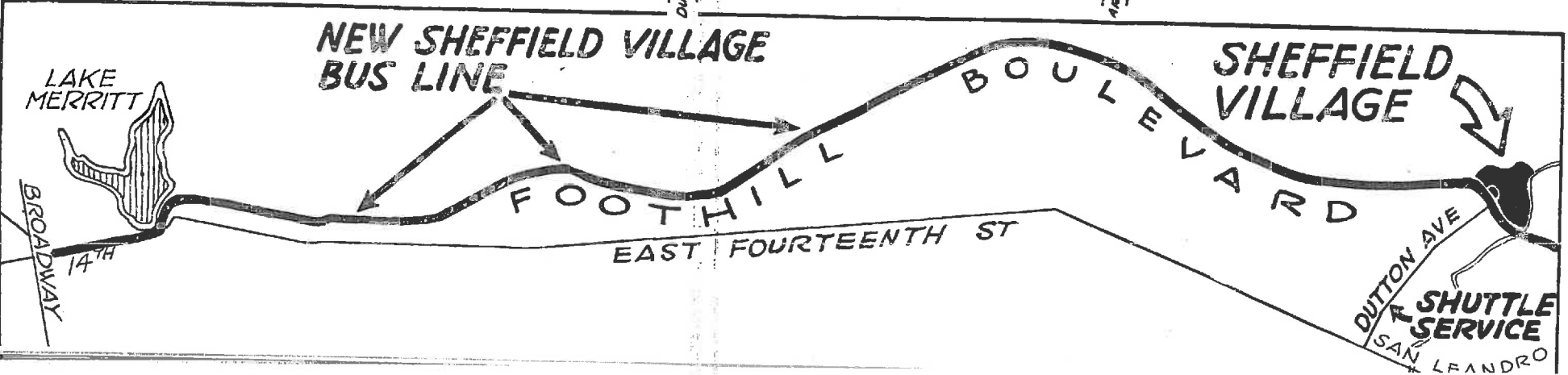
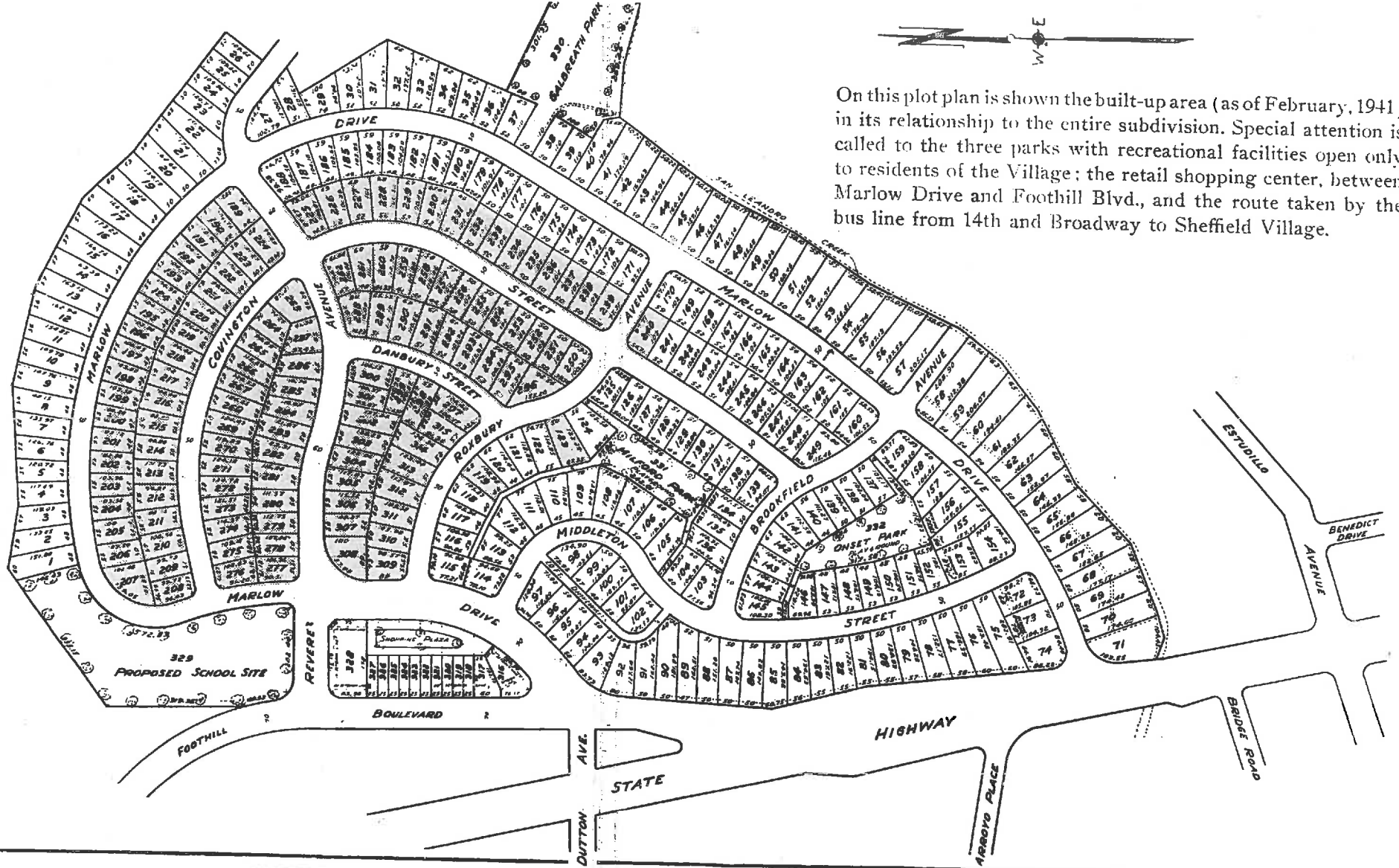




Here is the Sheffield Village tract of 100 acres as seen from the air looking north toward the hills and the section already developed. Bus service to all parts of the East Bay and to San Francisco (running time 50 minutes) starts from the corner shown above. Shopping center and schools are close at hand. On the opposite page is the fully developed plot plan of Sheffield Village and main transportation routes to this part of Oakland.



On this plot plan is shown the built-up area (as of February, 1941) in its relationship to the entire subdivision. Special attention is called to the three parks with recreational facilities open only to residents of the Village; the retail shopping center, between Marlow Drive and Foothill Blvd., and the route taken by the bus line from 14th and Broadway to Sheffield Village.



• • for Fitness

The effects of the devitalizing, nerves-on-edge tenseness that harasses human beings in the rush of modern living can be reduced to a mild minimum with plenty of fresh air, sun and healthful recreation.

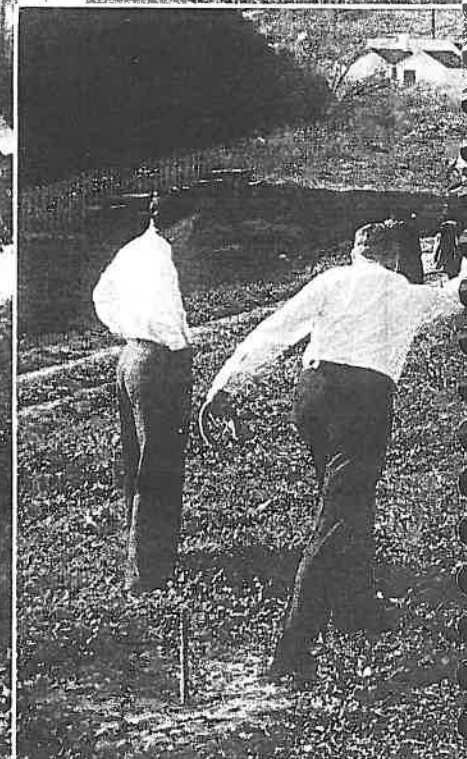
The planners of Sheffield Village were aware of this. They knew that the full joy of living is to be found only when a certain amount of time is spent in following out-of-doors sports in a lovely and restful environment. So in Sheffield Village provision was made for both active and passive recreational outlets to take full advantage of the ideal climatic conditions.

Along the edge of the property is a picturesque flowing stream, which is fed by the clean waters from nearby Lake Chabot. On the bank of this wooded stream Sheffield Villagers picnic on rustic tables in the shade of huge oak trees. Juicy barbecued steaks may be broiled for a picnic supper at the big community barbecue pit.

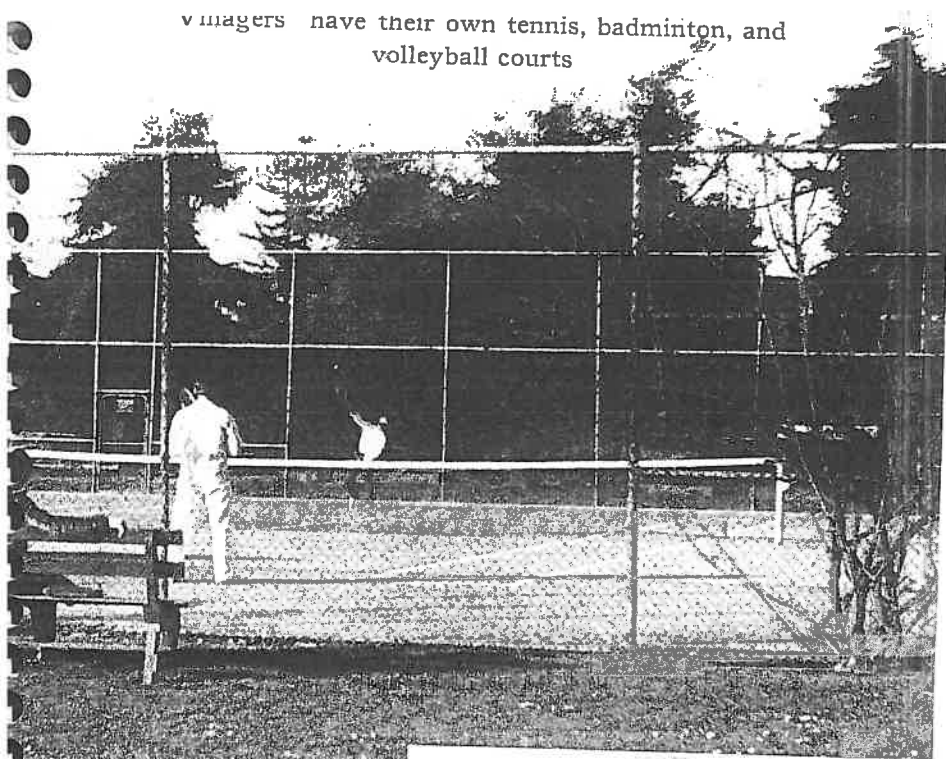
Then for a game of horseshoes or, on a long mid-summer day, take an

An ideal family picnic spot

One of two public golf courses within five minutes drive of Sheffield Village



villagers have their own tennis, badminton, and volleyball courts



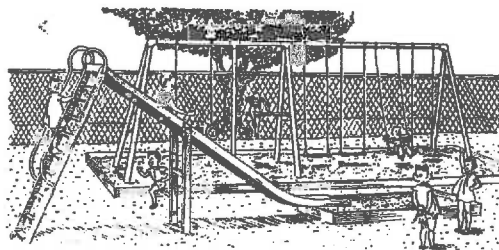
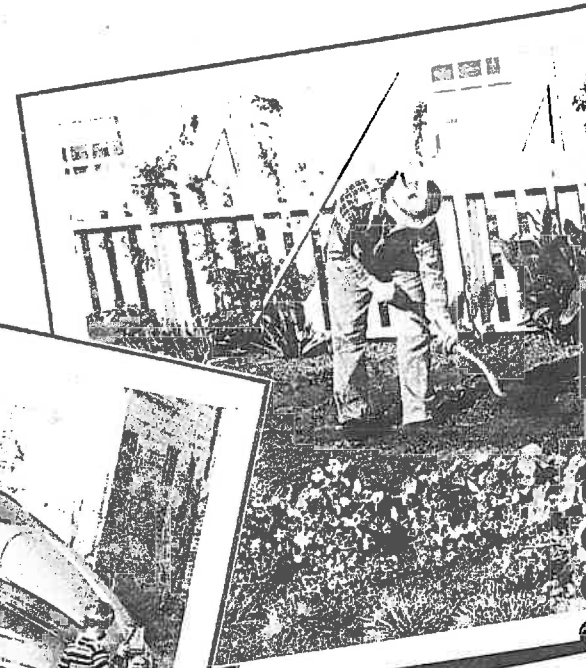
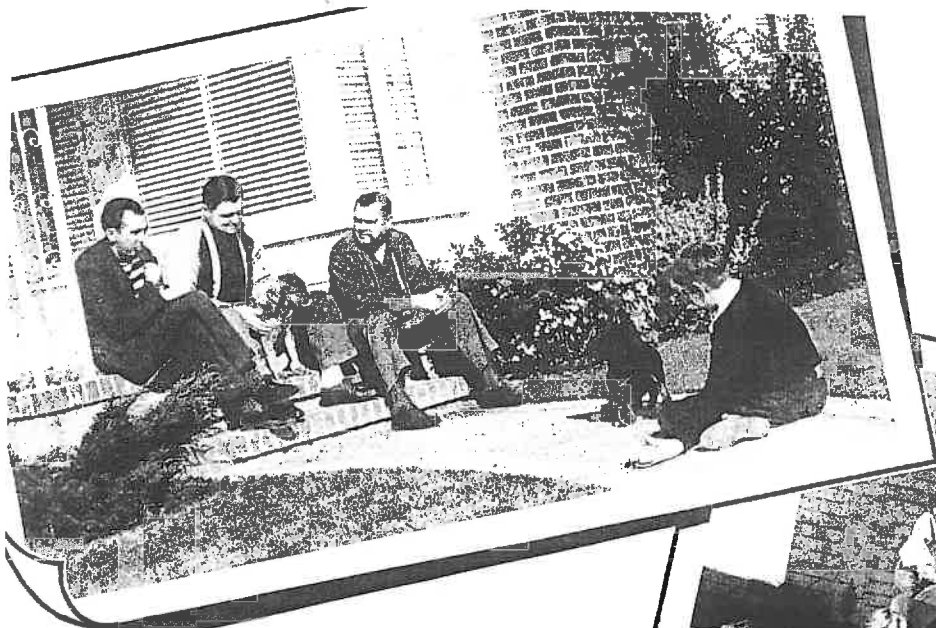
and Recreation

afternoon horseback ride along the rolling crests of the hills, glowing in the warmth of the last rays of a gorgeous sunset.

For those who like a more strenuous workout, golf, tennis, and badminton are close at hand. Tennis courts, such as the ones shown here, will be within a few minutes stroll of any house in the Village — badminton courts, too. Within a five minute drive are two of the best municipal golf courses in the Bay area — Oak-Knoll and the Municipal Golf Course — where both tournament players and “dubs” find ideal playing conditions.

The children of Sheffield Village have lots of fun and (which is not so often the case) are always safe. Ask any parent what that means. If you are one yourself, you won't have to. A well-equipped, fenced playground goes in at the same time as the tennis courts where children may play at will. For that matter, all of Sheffield Village itself is a veritable playground. No heavy through traffic will ever make street crossing dangerous.

Miles of beautiful trails

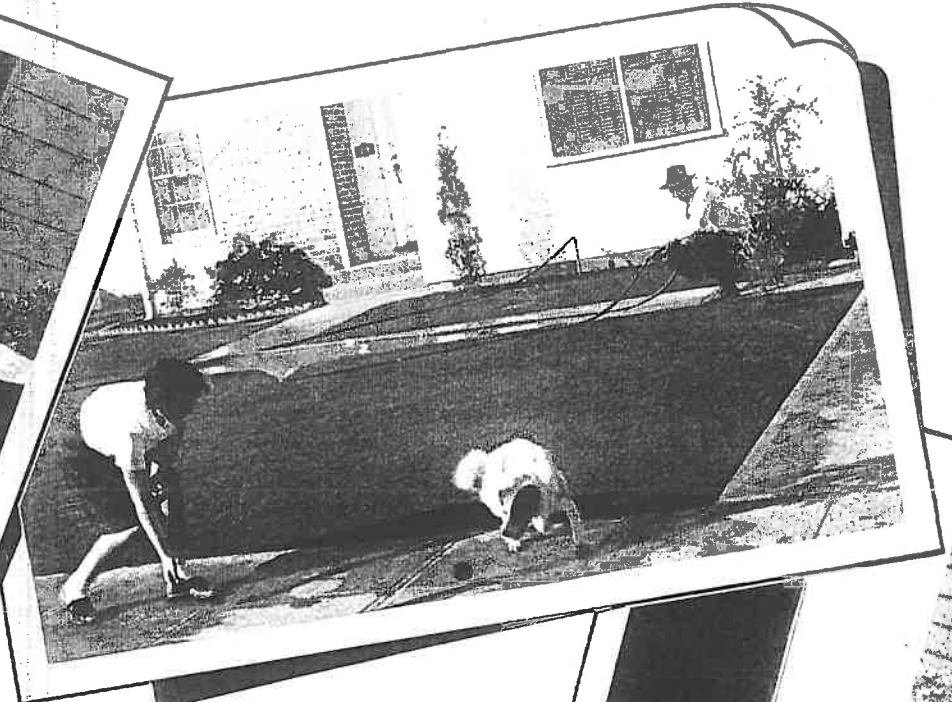


No matter how you look at it, life is richer in Sheffield Village; working, playing, or just taking it easy.

Life IN SHEFFIELD V

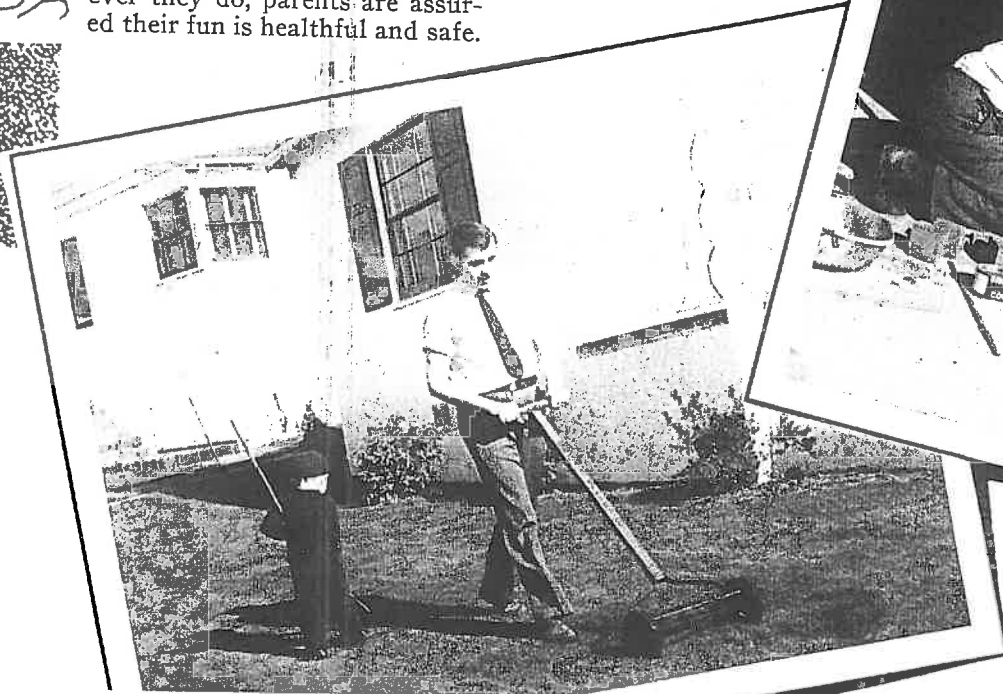
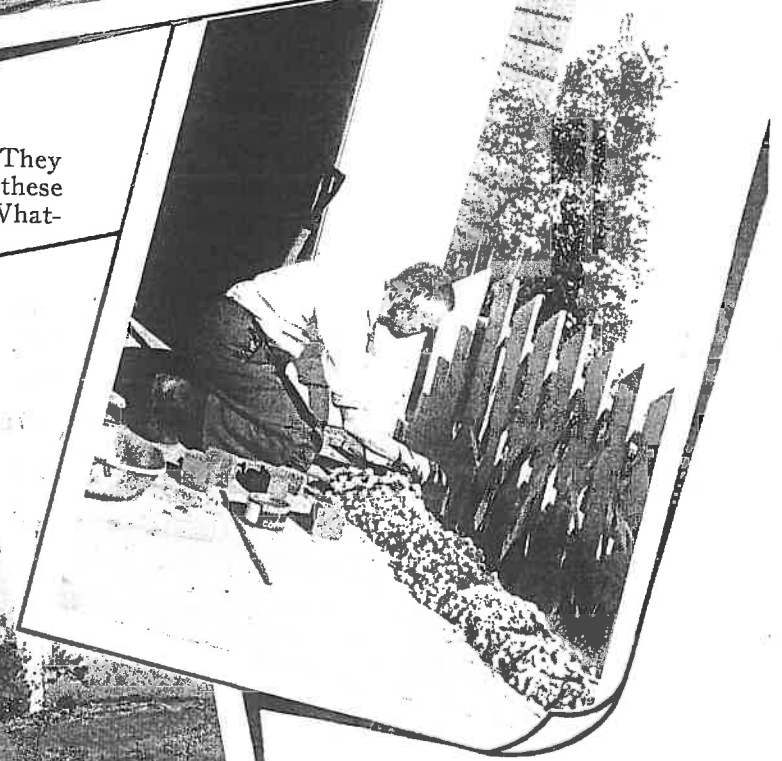
Pictures speak louder than words and the "candid camera" shots you see on these two pages speak eloquently of life in Sheffield Village. These real-life snap-shots were taken at random on a bright Saturday afternoon. They, as well as the other pictures in this book, show you the kind of people you will have as friends and neighbors in Sheffield Village. And to a large extent this is not an accident. Sheffield Village encourages only that type of youthful, successful business and professional people who naturally gravitate together. They are the kind of home-owners who take pride in their property, who like to see the rich loamy soil blossom under their care. This is the way you'll find them on weekends, puttering about their places, hoeing weeds, mowing the lawn or planting in their gardens, and quite probably indulging in a little neighborly backfence gossip on the side. Yes, life is pleasant in the Village.





Youngsters particularly love life in Sheffield Village. They like to help dad with jobs around the house, as these children are doing, or play with the family pup. Whatever they do, parents are assured their fun is healthful and safe.

LLAGE



WHAT PRICE HOME PROTECTION?

A man can build or buy a home in many places. High on some lonely hill; huddled with other homes on a city street; or in an over-built suburb where property values have already reached their peak. Or he may find his home in such a community development as Sheffield Village.

What advantages are to be found in making a home in Sheffield Village? Specifically there are a good many, and they are important to consider when one is thinking of investing thousands of dollars over a period of years.

First and foremost at Sheffield Village you have the guarantee of *home protection*. Everything has been done and is being done by the E. B. Field Corporation to safeguard your investment. You have the guarantee of a Declaration of Restrictions to be in force for forty or more years. This Declaration of Restrictions guarantees you *home protection*. You are protected against the incursion of undesirable neighbors or unsightly homes. You are guaranteed financial stability in the handling of your investment by a corporation, not an individual. As a property owner of Sheffield Village you automatically become a member of an incorporated association which has complete charge of the present and future policies of your community. All of the foregoing assures you that your property will continue to retain its purchase and rental value — a guarantee of a high resale value. This is of great importance to men who cannot know where the winds of business enterprise will carry them.

What price home protection? When looked at down the years in terms like these, it is priceless.

