



Nelson Larson House, HRB 1363  
4350 Hermosa Way, Mission Hills  
Designated 6/25/2020

HRB Criterion C

**Good example of the Colonial Revival style**

Period of Significance: **1911**

# 7320 Fay. Ave. La Jolla & The Colonial Revival Style

Historical Resources Board Meeting  
January 22, 2026  
Agenda Item #3

Diane Kane, Ph.D., AICP  
Architectural Historian

Long history in America  
Represents Patriotism &  
American Democratic Experiment  
Associated with several historical styles  
Dating to 1880s



Walter and Margaret Trepte House #2, HRB 1473  
1120 Hunter St., Mission Hills  
Designated 10/27/2022

HRB Criterion C  
**Craftsman style with Colonial Revival influences**  
Period of Significance: **1922-23**



Gabriel & Marie Berg House, HRB 1407  
4825 Adams Ave.  
Kensington-Talmadge  
Designated 2/25/2021

HRB Criterion C  
**Good example of Minimal Traditional/  
Colonial Revival Style**  
Period of Significance: **1942**





3547 Indiana Street, North Park

Jessie Brown Spec House #1  
and Jessie Brown Spec House #2  
3547-3549 Indiana St., North Park

**Designated 6/26/2014; HRB Criterion C**

**American Colonial Revival style**

*“as applied to modest one-story residences  
in the Greater North Park Community of San  
Diego”*

**Period of Significance: 1923**

Staff Recommendation: Do not designate



3549 Indiana St.



1918 Federal Government promotes homebuilding to address slumped economy & housing shortage

Engages homebuilders, material suppliers & Building trades

Own Your Own Home Campaign, 2019

Home Building and Industrial Exposition  
San Diego, July 16-31, 1921  
Balboa Park

Better Homes in America, 1922  
Commerce Sec. Herbert Hoover  
Pres. Warren Harding  
National Better Homes  
Advisory Council

San Diego Union, September 5, 1920

# Answering the Housing Problem

Do You Know?

The housing problem is the biggest problem before San Diego today. Banks are urging people to build, and newspapers are strongly indorsing the movement.

To date there has been much constructive advice but little action. The average man wants to own his own home but lacks the capital. Give him a fair chance and a helping hand and he will ACT.

## A Solution of the Housing Problem Is Offered by the Great Western Building Company

Incorporated under the laws of the State of California. This is a San Diego proposition. It is dedicated to a GREATER SAN DIEGO. As San Diego grows, so will the Great Western Building Company enlarge and expand.

The Great Western Building Company is a straight-cut business proposition, indorsed by leading financiers, and offers a splendid opportunity for investment. Investigate, and you will be convinced.

Call at our office, or write, for the folder telling of our plan. Our representatives will be pleased to lay the matter before you.

### Great Western Building Co.

Suite 456 Spreckels Bldg.  
Phone 66611 Permit No. 10674  
"A Hammer used in the right way worketh wonders"



San Diego Union, June 14, 1921

## EXPECT EXPOSITION TO DRAW 250,000 POTENTIAL BUYERS

### 'Own Your Home' Shows Have Proved Great Success In Other Cities, Reported

If San Diegans take an interest proportionate to its size in the Home Building and Industrial exposition to be held in Balboa park from July 16 to 31, it is declared, exhibitors at the show will bring the possibilities of home-owning to the attention of more than 25,000 men and women during the 16 days of the "Own Your Home" show. This estimate is based on reports obtained from the six cities in the country which have recently held Own-Your-Home expositions and in which the exhibits held the center of civic attraction for from eight to 16 days.

H. J. Penfold, managing director of the San Diego Home Building and Industrial exposition, has received detailed information of the great success attendant upon the Own-Your-Home expositions held in New York, Chicago, Omaha, Philadelphia, St. Louis and Minneapolis and is basing his figures of expected attendance on the response which greeted what is characterized by business men's organizations as the most practical builder of permanent prosperity that American cities have undertaken.

In Chicago, it was found necessary to install additional admission gates after the home building exposition had been in operation only a short time, as the daily attendance increased steadily as the public awoke to the full possibilities that the exposition offered. In that city the exposition was so successful that before the doors of the first show had closed 32 exhibitors had signed for increased floor space for a second show to be held as soon as the Chicago Coliseum is available for the purpose.

In New York hundreds of thousands of men and women returned to the show again and again and similar reports have been received from the other cities.

"This is a remarkable opportunity for San Diego business men to get acquainted with the possibilities of their own home town," said Carl H. Heilbron, president of the Southern Electrical company, as he signed up for exhibit space for his concern in the forthcoming show. "This sort of thing is immensely profitable for the business interests and for the city at large."

"Twenty years' experience has taught me that an exposition of this sort gives exhibitors an immense return for their small expenditure and as this is by far the most comprehensive exposition of the sort and the most appealing one to the visitor, we look for even more direct benefit from our proposed display than we have obtained from any similar project. My experience has also taught me that such exhibits on the part of business houses which are sufficiently progressive to seize these opportunities invariably pay for themselves many times over. I believe the Home Building and Industrial exposition is an excellent thing for San Diego and is an excellent business opportunity for our firm and that is why I am taking exhibit space."

## SAN DIEGO SHOWN HOW TO PROVIDE COMFORTS CHEAPLY

Every Conceivable Product  
Displayed Which Enters  
Into Equipping of Home.

**T**HAT San Diego may know it—know what it makes and with, know how to buy to the best advantage, know how to build the homes for the greatest possible comfort with the least possible expenditure—the San Diego Home Building and Industrial Association opened its Balford plant recently for a 10-day display of every conceivable product here which goes into the making and equipping of a home.

It took Ron Flege just an hour after the show against a 1.50 crowd yesterday afternoon to give evidence of the approval of the team at a home-making exposition. Between 1.30 and 2.30 he broke the program of rejection of discolored hair started. There were nine paid admissions registered. All during the afternoon the crowd increased, several hundred spectators the audience and the musical program officially opened the exhibit. Last night many more

**ENTERTAINMENT INCLUDED**

Everything from a candy hunt to a song contest is included in the 45-cent admission fee. The focus of the afternoon is the "Peanut Butter and Jelly" contest. To win the prize, the kid has to keep the cold out, the artificial flu virus to hand it. The contestants, as well as the audience, get on the walls. The line goes in just on the floor, the latest phoning equipment for the kids, the most ingenious of costumes and sales and shows for the kids. The kids are all over the place, the kids, and the wandering around for the kids screamed in each—they are all there.

Everything is new and spark and  
zest. The very best in each line is  
shown. It is a shopping-excitement. One  
who hasn't a home will want one if  
he goes to see the exhibition; one  
who has a home will want more com-  
fortable and beautiful.

Noting a reservation at this time is just what San Diego has needed," said Mayor Kerner when he delivered the opening address of the show yesterday afternoon. "It is an expression of interest by the people of San Diego which we feel that our neighbors in Denver will fully understand. I believe we will better understand them. The exhibition is not only display in one central place, where all may see easily what there is on offer by San Diego drawn to the way of making possible a considerable, convenient home to an expense to suit the builder's pocketbook. I believe my reservation should be a permanent offer."

Union photograph of the opening of the 36-day Home Building and Industrial exposition in Balboa park yesterday afternoon. Top, left, Mrs. E. Lorenz Frank, wife of the interior decorator for the Everett-Hedden company. Mrs. Frank is sitting in a cozy corner of the elegant exhibit arranged by her husband. Right, Mrs. H. J. Penfold, wife of the manager of the exposition, selling a ticket to Mayor John L. Bacon, who opened the show with an address yesterday afternoon. Below, R. J. Penfold and Stuart K. Lake, two officials of the exposition who have been largely responsible for the successful way in which it has been arranged.



BRANDON, KENNEDY, HARRISON

Last evening Prof. Carol Armstrong of the University of California spoke on the subject "The Floating Problem in America and the Need for Home Ownership." Prof. Armstrong is recognized over the country as an authority on home economics. \*

In the way of entertainment, aside from the exhibits and the speaking, the two main attractions were the "Yiddish Day" Mrs. Leona Feiler "Mother" sang "Humbug," "The Little Star" danced in the first and "Hans, Peter, Hans," and was well received. In the second Mrs. Anna Shargus sang several songs, including "The Little Star" and the second "The Little Star" dance, some of the boys in "The Little Star" dance. All afternoon the six members of the group accompanied the singing kept the lower end of the big building ringing with popular songs. The first of which, said it was the first time the group had ever performed in the building. It will be repeated on all other similar nights of the show.

For today's program, there will be music gallop and two speeches. First, Arrington will deliver his second address, on "Fulfilling the Dreamtime in Homes." William Moody will do, too, a commendable song, which is expected to attract many visitors. Following the singing, a band will have become organized in the hands of the young men will be sung. Following the singing, Nativ' Church will talk on "Just About God's Own." An orchestra concert and vocal solo will be in keeping with the spirit of the day and end of the occasion.

## TWO PROGRAMS DAILY

Every day of the 16-day show will have two programs, which, it is promised, will be at least as good as any home owner in the city, actual or prospective. All lectures and all entertainment will be free of cost to the visitors at the show.

One of the special features of the registration of interest in both public and voluntary work is the setting up of National Civil Control and Welfare Units by the women's auxiliary of the American Legion. The service is under the direction of Mrs. J. M. Morgan, and all profits derived will go to the fund which the women's auxiliary spends in the aid of disabled veterans of the army, navy and marine corps. Ice cream and home-made cake will be served during the dancing hours.

The doors of the Hynes Building and Industrial Exposition in the same building in Boston park which houses the automobile show will be open from 11:30 p. m. until 11 p. m.

## NOTED AUTHORITY WILL GIVE LECTURES ON BETTER HOMES

**M**RS. FLORENCE AUSTIN CHASE of Chicago, home management and domestic science expert, has been engaged by The San Diego Union and Evening Tribune to give a series of lectures and demonstrations during the week of Oct. 17.

The theme of Mrs Chase's lectures will be better homes. Her lectures will be complete in every detail and will deal with all phases of home life. They have for their purpose the bettering of conditions in the home and will be laden with suggestions as to how home life can be improved.

The San Diego Union and Evening Tribune are making these lectures and demonstrations possible by bringing Mrs. Chase to San Diego at considerable expense and effort. Their purpose is to give the women of San Diego an opportunity to hear an expert who has devoted her life to study and solving home problems.

**FOUR MAIN POINTS**

The problems she will discuss are those that are met daily in the homes of the country. Her solutions are practical ones and are based on economy and utility in the home.

In fact, the whole theme of better homes, in opinion, is based on economy, utility, comfort and substantiality.

The better home exposition, under the auspices of The San Diego Union and Evening Tribune will consist of a series of diversified activities. Mrs. Chase will lecture each day on some phase of home life and in addition will give a lecture on domestic economy with demonstrations emphasizing her lectures.

Supplementing the lectures and demonstrations will be exhibits by enterprising firms of this city. These exhibits will have for their purpose stimulation to better appointed rooms in the home. Particular attention will be given to the kitchen, dining room and living rooms.

Suggestions for improving the home will be the keynote of every lecture given by Mrs. Chase. They will include special articles dealing with the kitchen and diet, how to purchase foods, how to prepare them, how to serve them, how to get the most out of the left overs, home management, how to beautify the home, music in the home, how to utilize electricity in the home, and in fact every conceivable thing that enters into home life.

The San Diego Union and Evening Tribune have no motive other than doing their part in bettering the homes of this community by making better homes week possible. It cannot be made successful without the co-operation of the women of this city. This is your campaign and these papers will lend every assistance in their power to improve the conditions that maintain,

To bring Mrs. Chase to San Diego, the Union and Tribune know that they are providing an opportunity for the women of this city. Mrs. Chase is an expert in her line. Long years of study have given her an insight into home life that few women or men have had. As these problems have arisen, Mrs. Chase has worked out solutions that are practical for every woman who aspires to conduct an ideal home. She combines the practical with the economical and she emphasizes comfort and diversion as the essentials of perfect home life.

**LIFETIME OF STUDY**  
Mrs. Chase has devoted her life to home problems. She enjoys a national reputation for her practical and humanitarian suggestions. She has been called north, south, east and west for her activities. She has

the national viewpoint which comes from national contact. Her lectures should be a real stimulation for every housewife of this city.

The series of highly instructive and very interesting free lectures will be given, starting Monday, Oct. 17, at the Mission theatre, formerly the Isis theatre, on Fourth street, between B and C, and other information regarding this five day series will be printed in the columns of the Union and Tribune.

Mrs. Florence Austin Chase of Chicago, home management and domestic science, expert, who has been secured by The San Diego Union and the Evening Tribune for a series of free lectures, to be given at the Minson theatre, formerly the Isis, starting Monday, Oct. 17, every afternoon through Friday, Oct. 21.

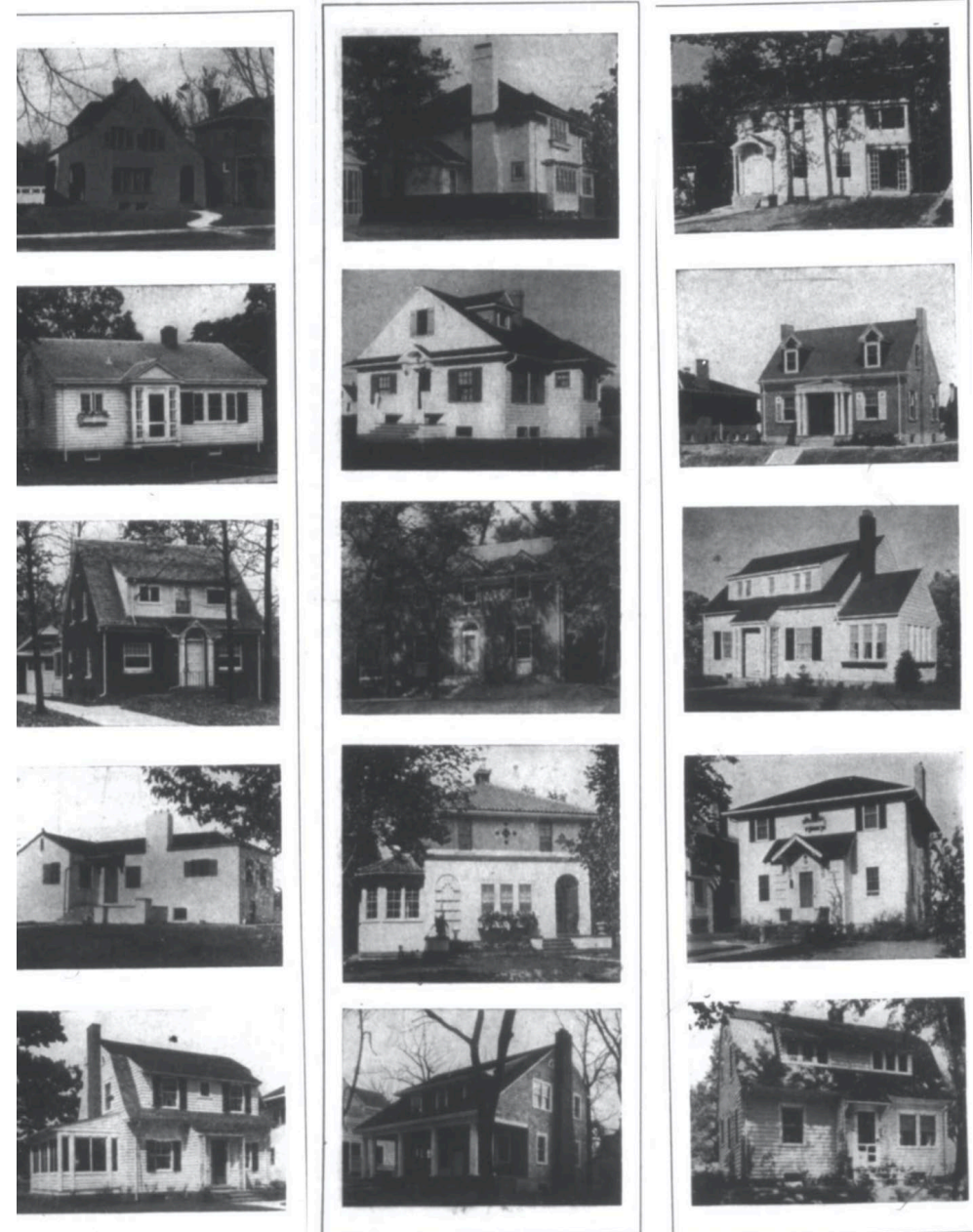
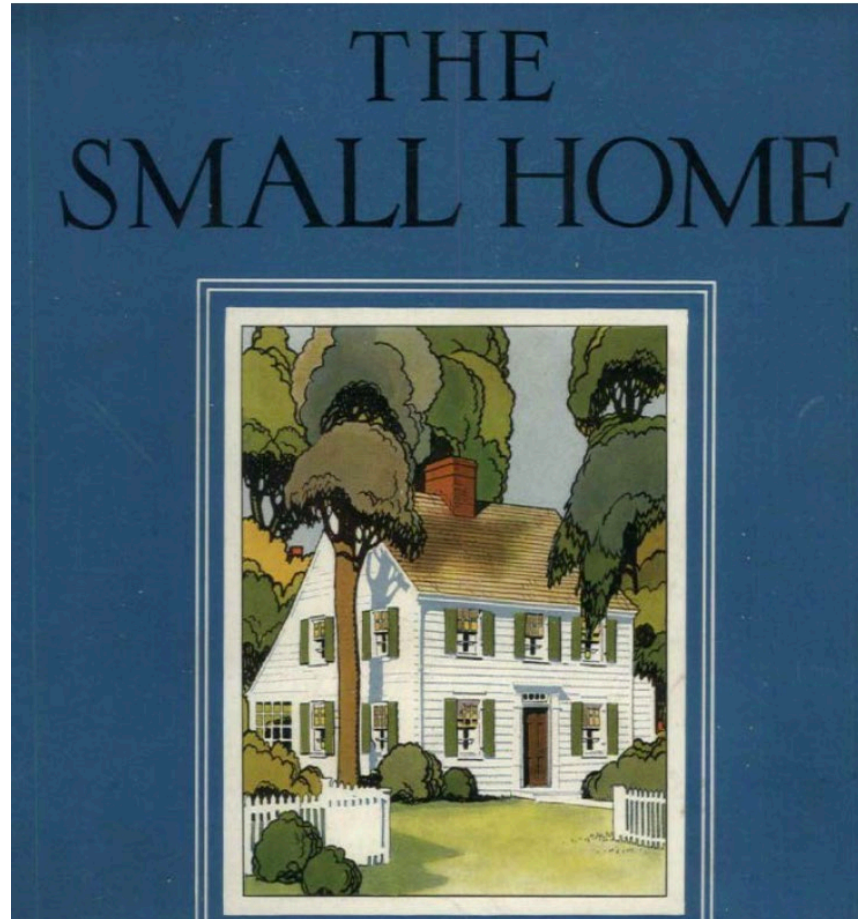




Colonial Revival becomes strongly associated with national movement

Left: Architects' Small House Service Bureau monthly periodical. The Small Home, 1929

Right: AIA memo Examples of Bureau influence



The Small House Movement of the 1920s: Preserving Small “Better” Houses, Valerie Smith, MA Thesis, May 2022



Oakland Tribune, August 9, 1922

## DISTINCTIVE HOMES--No. 24

### THE SMALL COLONIAL COTTAGE

Printed by courtesy of The Home Designer Magazine (of Oakland), which is prepared to furnish prints and specifications to readers of The OAKLAND TRIBUNE at a special and very reasonable figure.

The designing of the small home has always been somewhat of a puzzle. The general mass is so small that it is hard to get the broad, generous effect so necessary in good design, and then again the question of money enters into the problem, so that the designer is limited as to the materials he can use, and is also somewhat handicapped in securing the really good results that are most desirable.

One of the cheapest forms of exterior covering for the house is wood in the form of rustic, or clapboard. Shingles are next in cost, stucco or cement plastering being still higher. In using clapboards, the house designed along classic or Colonial lines lends itself best to this type of material, and a shingled roof is more effective than the composition roof, although the latter roofing can be used if the sides are of a re-sawn, of rough texture, and stained.

### THE HOMESITE

(By the Oakland Real Estate Board.)

The site required for the

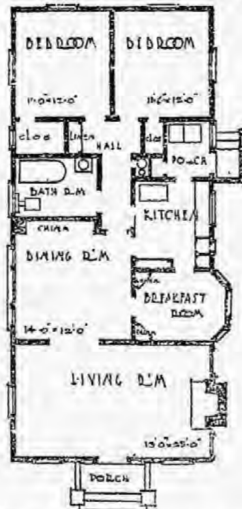


*The central gabled entrance with its hooded doorway, the brick steps and buttress, and green sheltered windows make this home most attractive.*

home here shown may be very inexpensive. It does not require a lot wider than those ordinarily offered in the east bay community, does not necessitate a view lot nor sloping ground to enhance its attractiveness, and is readily adaptable to hundreds of sites which are offered in this com-

munity at prices which make the ownership of such a home as this a possibility within reach of the average wage-earner and involving an investment for house and lot which makes renting an expensive luxury.

Any member of the Oakland Real Estate Board who



*There are five rooms and a breakfast room*

handles residence property can aid materially in the selection of a desirable location for such a home and in its financing and construction.



Recommendation: Designate 7320 Fay Ave. under HRB Criterion C as a good example of the Colonial Revival Style associated with the Small House Movement in America and San Diego that is representative of a dwindling supply of affordable housing stock characteristic of 1920s La Jolla.

Highlights homeownership

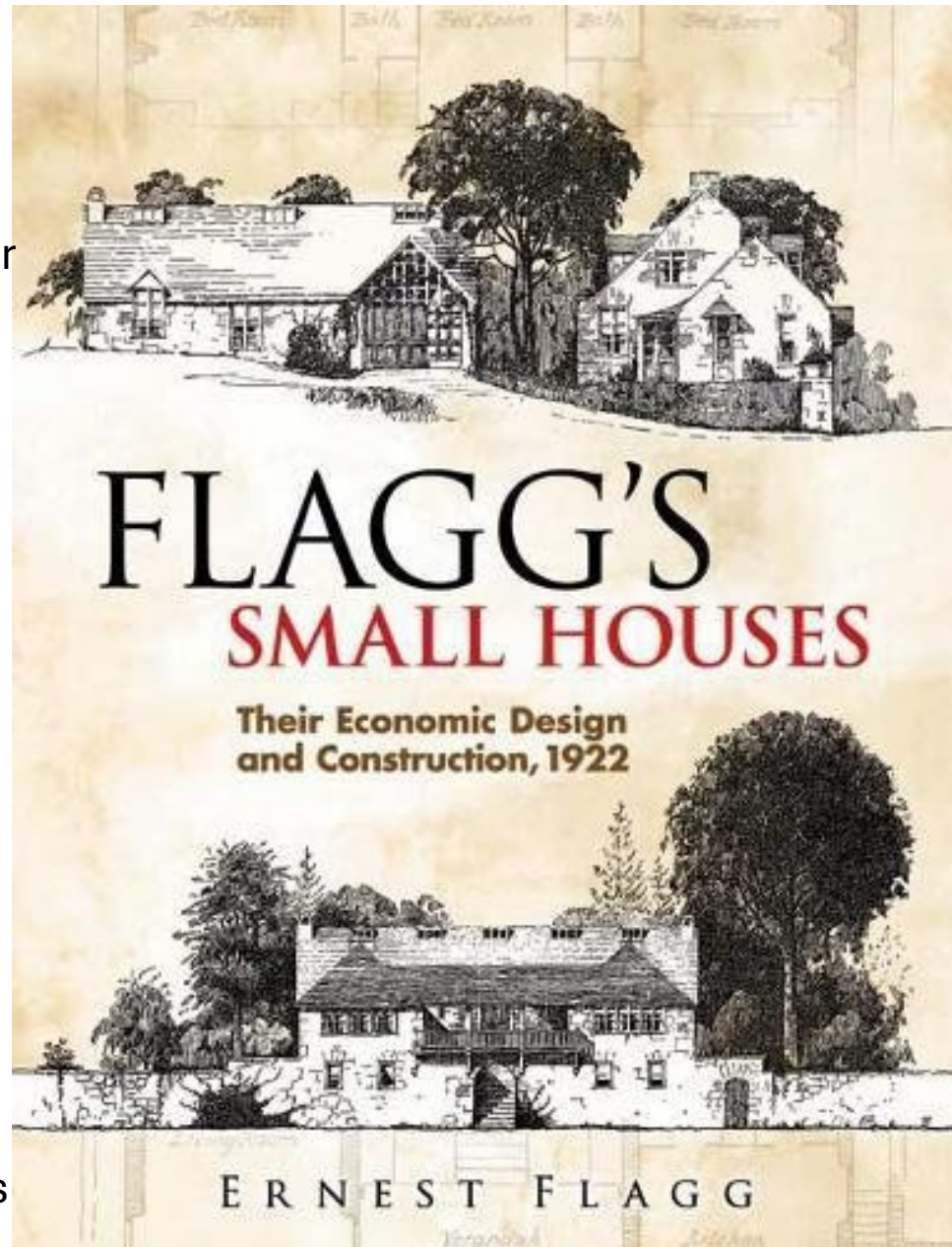
- Patriotic
- Affordable & Convenient
- Effective Design
- Inexpensive materials
- Small lot size



## Small Houses

Ernest B. Flagg, 1922

- 526 blueprints, photographs, and other illustrations,
- modular designs,
- the use of ridge-dormers costs saving space & materials



## Authentic Small Houses

Of the Twenties  
Architects' Small House

Service Bureau, 1919  
Robert T. Jones

- 254 homes
- 800 Drawings & Photos
- Floor Plans
- Construction & Materials



## AUTHENTIC SMALL HOUSES OF THE TWENTIES

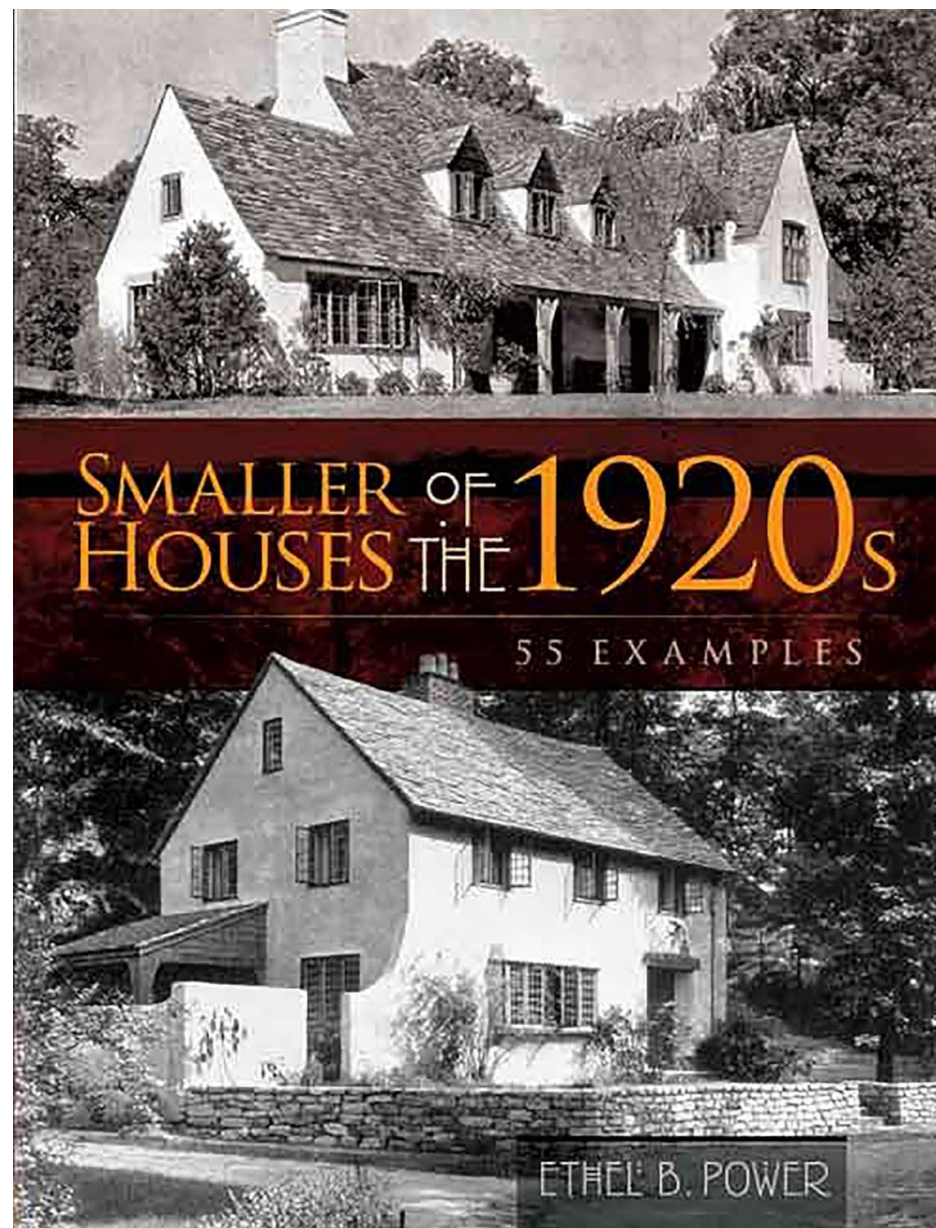
Illustrations & Floor Plans of 254 Characteristic Homes





# Smaller Houses Of the 1920s

Ethyl B. Power  
55 Floor Plans  
155 Illustrations



## Home Builder's Catalog, 1928

- Plans for a hooded bungalow

