

HABS CAL, 19-LOSAN, 34-

CALIFORNIA  
STATE

Los Angeles (19) LOS ANGELES  
COUNTY TOWN or VICINITY

2p

EASTERN OUTFITTING COMPANY (CA-2025)

STRUCTURE

849-51 S. Broadway. Reinforced concrete with brick infill, turquoise terra-cotta walls with gold and blue terra-cotta ornament 165' x 115', thirteen stories, flat concrete and composition roof with parapet, top tier faced on all sides with an open terra-cotta grille and a large clock and the building name, terrazzo public sidewalk in chevron

Card 1 of 2

EASTERN OUTFITTING COMPANY (CA-2025)

patterns; irregular plan; Art Deco details, best extant example of ziggurat skyscraper clad in polychrome terra cotta. Built 1930, Claude Beelman, architect; J.V. McNeil, Co., builders. Original owner, Eastern Outfitting Co.; acquired 1940 by Eastern Columbia, Inc. 2 ext. photos (ca.1975).

Card prepared 1979