



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Anthony Moreno Papers

NMAH.AC.1478

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2019

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Anthony Moreno Papers
Date:	1946-1975, undated
Identifier:	NMAH.AC.1478
Creator:	Moreno, Anthony M.
Extent:	1 Cubic foot (2 boxes)
Language:	English .
Summary:	Collection primarily documents the career of Latino graphic artist and designer Anthony Moreno.

Administrative Information

Acquisition Information

Collection donated by Margaret Moreno to the Archives Center in 2019.

Processing Information

Collection processed by Sarah Gediman, intern; and Vanessa Broussard- Simmons, archivist, 2019.

Preferred Citation

Anthony Moreno Papers, 1946-1975, undated, Archives Center, National Museum of American History

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

Anthony Moreno was born to Francisco Moreno and Lusinda Moreno on January 30, 1923 in Los Angeles County, California. He attended Theodore Roosevelt High School where he graduated in 1941. Moreno served in the United States Marines from 1943-1946. On October 22, 1949 he married Margaret Carrera and to this union eight children were born. He attended the Art Center College, graduated in 1950 and subsequently embarked on a career as an Art Director. As an Art Director, he worked for numerous United States companies including Global Marketing, Incorporated; Dozier Eastman Company; Weider Health and Fitness, Incorporated; and Ralph M. Parsons. Moreno died on February 8, 1982 at the age of fifty-nine at the Veteran's Hospital in Long Beach, Los Angeles County, California.

Source: Information obtained from Moreno's son William Moreno, January 2021.

Scope and Contents

Collection primarily documents commercial artwork created by Latino graphic artist and designer Anthony Moreno for United States companies. It consists of client files including original artwork, purchase orders, annual reports, product packaging, magazines, and some promotional materials. In addition, a United States Marine Corps discharge certificate, unemployment documents, a resume, photographs, business cards, and a customized desk notepad are also found among the materials. Information relating to Moreno's personal life is not included in the collection. Most of the materials are undated and are arranged in alphabetical order either by the name of a company or type of materials.

Arrangement

Collection is arranged into one series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Advertising art -- 20th century
- Graphic artists
- Latinos -- California
- Packaging -- 20th century

Cultures:

- Latinos -- California

Types of Materials:

- Advertisements -- 20th century
- Annual reports -- 20th century
- Magazines (periodicals) -- 20th century

Container Listing

Series 1: Professional Materials, 1946-1975, undated

Box 1, Folder 1	Alfred Johnson, Incorporated, instruments, undated
Box 1, Folder 2	Armco Steel, printed advertisements, undated
Box 1, Folder 3	Arrow Shirts, original art, undated
Box 1, Folder 4	Body Persuasion Systems, 1975
Box 2, Folder 4	Burton Research Lab, undated
Box 1, Folder 5	Burton Silver Plating Company, undated
Box 1, Folder 6	Business cards, bound volume, undated
Box 1, Folder 7	Business cards, loose, undated
Box 2, Folder 5	Conrac, undated
Box 1, Folder 8	Customized desk notepad, undated
Box 1, Folder 9	Dia-Log Company, magazine, undated
Box 1, Folder 10	Dozier Company, purchase orders, undated
Box 1, Folder 11	ES Miller Laboratories, printed advertisements, undated
Box 1, Folder 12	Gas Processors, Incorporated, Kern County Land Company, undated
Box 1, Folder 13	Global Marketing, Incorporated, envelope, undated
Box 1, Folder 14	Globe Oil, tools, 1966
Box 2, Folder 6	Globe Oil, tools, undated
Box 1, Folder 15	Graphic Color Systems, Incorporated, undated
Box 1, Folder 16	International Rectifier Corporation, Rachele Laboratories, undated
Box 1, Folder 17	International Rectifier Corporation, Rachele Laboratories, undated
Box 1, Folder 18	International Rectifier Corporation, Rachele Laboratories, annual reports, 1968

Box 1, Folder 19	Keds, original art, undated
Box 2, Folder 1	Line Up, promotional materials, undated
Box 1, Folder 20	United States Marine Corps, discharge certificate, 1946
Box 1, Folder 21	Master Specialties Company, undated
Box 2, Folder 8	Omark Industries, undated
Box 1, Folder 22	Original artwork for advertisements, undated
Box 1, Folder 23	Peripheral Business Equipment, Incorporated, undated
Box 1, Folder 24	Prophylactic Whistle Brush, printed advertisement, undated
Box 2, Folder 9	Rachelle, undated
Box 1, Folder 25	Ralph M. Parsons Company, printed advertisements, undated
Box 1, Folder 26	Ralph M. Parsons Company, News and Views, magazines, undated
Box 2, Folder 2	Ralph M. Parsons Company, undated
Box 1, Folder 27	Resume and photograph, undated
Box 1, Folder 28	Richfield Oil Corps, storyboard, undated
Box 1, Folder 29	Sensory Technology, promotional material, undated
Box 2, Folder 10	Technicolor, undated
Box 1, Folder 30	Tridair Industries, undated
Box 1, Folder 31	Unemployment documents, undated
Box 1, Folder 32	United Geophysical Corporation, printed advertisement, undated
Box 1, Folder 33	Virco Manufacturing Company, Christmas card, undated
Box 2, Folder 11	Virco Manufacturing Company, desks, undated
Box 1, Folder 34	W & F Manufacturing Company, undated
Box 1, Folder 35	Weider Health and Fitness, Incorporated, undated
Box 1, Folder 36	Weider Health and Fitness, Incorporated, packaging, undated

Box 2, Folder 7 Weider Health and Fitness, Incorporated, undated

Box 2, Folder 3 Xynetics Software, undated

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