Moreno Family Collection

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2015
**Descriptive Summary**

**Title:** Moreno Family Collection  
**Dates:** 1918-1999  
**Collection Number:** GC 1350  
**Creator/Collector:**  
**Extent:** Boxes: 1 flat  
**Repository:** Seaver Center for Western History Research, Natural History Museum of Los Angeles County  
Los Angeles, California 90007-4057

**Abstract:** One menu, along with photographs, digital photographic prints and photocopied images; clippings; one typescript on the history of La Esperanza Bakery, first established in Los Angeles by Ezequiel Moreno. Collection primarily focuses on the bakery and also John Moreno (d. 1999), who served public office as assemblymember for the 51st district of Los Angeles County. ca. 1918-1999, undated

**Language of Material:** English

**Access**
Research is by appointment only

**Publication Rights**
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**Preferred Citation**
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**Biography/Administrative History**
Ezequiel Moreno left Zacatecas, Mexico, with his family in 1915, like many other Mexicans to escape the revolution. He forged a business selling and delivering Mexican bread and eventually opened Restaurante La Esperanza at 507 No. Main Street, in the plaza area and historic heart of Los Angeles. Later, four addition locations were established throughout the city.

**Scope and Content of Collection**
One menu, along with photographs, digital photographic prints and photocopied images; clippings; one typescript on the history of La Esperanza Bakery, first established in Los Angeles by Ezequiel Moreno. Collection primarily focuses on the bakery and also John Moreno (d. 1999), who served public office as assemblymember for the 51st district of Los Angeles County. ca. 1918-1999, undated