Bersano Studio Negatives

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History San Jose Research Library
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2019
Descriptive Summary
Title: Bersano Studio Negatives
Dates: 1926-1947
Collection Number: 2018-24
Creator/Collector:
Extent: 571 negatives
Online items available https://historysanjose.pastperfectonline.com/
Repository: History San Jose Research Library
San Jose, California 95112
Abstract: Collection of 571 black & white 5x7" photographic negatives produced by Bersano Studio of Santa Clara, located at 787 Franklin Street, and operated by Angelo C. Bersano. Many images depict the Italian and Portuguese communities, and include portraits, Holy Communion remembrances, schools, local businesses, dairy farms, butane gas installations, and threshing operations.
Language of Material: English
Access
The negatives are not open to the public; all have been scanned and can be viewed through History San Jose’s online catalog.
Publication Rights
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Preferred Citation
Bersano Studio Negatives. History San Jose Research Library
Acquisition Information
Donated to the museum in 2018. The donor acquired the complete set from a local photography studio.
Biography/Administrative History
According to City Directories, Angelo C. Bersano is listed as the proprietor of the studio from 1926-1947, after which the business appears to have been taken over by a different operator. The 1947 directory advertises the studio as operated by Clifford E. Donahue, “Oldest Studio in Santa Clara County, Opposite Santa Clara University, Wedding, Children's and Glamour Photography Our Specialty”. The business is not listed in 1949-50 directory. Eleanor Bersano is also listed as a photo finisher, and Florence Bersano as a clerk.
Scope and Content of Collection
Collection of 5x7 photographic negatives produced by Bersano Studio of Santa Clara, located at 787 Franklin Street, and operated by Angelo C. Bersano between 1926-1947. Individually cataloged. Titles are taken from original, handwritten labels on negatives. While the majority of the images appear to date from 1940-1941, a smaller series of portrait photographs likely date to circa 1928. Bersano’s subjects include portrait photography, dairy farms, threshing operations, local businesses, school portraits, Holy Communion, weddings, festival queens, and a local U.S. Army installation. His customers appear to have generally come from the Italian and Portuguese communities. Box 1 contains negatives. Box 2 contains the original film boxes. While some of the boxes are labeled in pencil, the negatives themselves were not in order in the boxes and the subject matter described by the box label does not match the negatives inside.