

# Guide to the Robertson and Fresh collection of Tampa photographs,

## Descriptive Summary

**Title :** Robertson and Fresh collection of Tampa photographs  
**Creator:** Robertson and Fresh Photography  
**Dates :** 1930-1949  
**ID Number :** R05  
**Size:** 78 boxes  
**Language(s):**

**Repository:** Special Collections  
University of South Florida Libraries  
4202 East Fowler Ave., LIB122  
Tampa, Florida 33620  
Phone: 813-974-2731 - Fax: 813-396-9006  
[Contact Special Collections](#)

## Administrative Summary

**Provenance:** Robertson and Fresh Photography

**Acquisition Information:** Donation

**Accruals:** In 1994, Charles Brown (President, Tampa Historical Society) arranged for approximately 1500 surviving Robertson and Fresh negatives to be preserved in the Special Collections department of the USF Tampa Library. Several hundred additional negatives were subsequently donated to the Library by Mrs. Verna Lee Lupo of Tampa, William Robertson's daughter. many additional prints from unique Roberston and Fresh negatives provided by Florida historian Hampton Dunn were also added to the collection. Most of the original negatives were printed through cooperative efforts by the Tampa Historical Society and the University.

**Access Conditions:** The collection is unprocessed, but is available through the Special Collections Reading Room, Tampa Library, University of South Florida.

**Use Conditions:** None. The contents of this collection may be subject to copyright. Visit the United States Copyright Office's Website at <http://www.copyright.gov> for more information.

**Preferred Citation:** *Robertson and Fresh Collection of Tampa Photographs, Special Collections Department, Tampa Library, University of South Florida, Tampa, Florida.*

**Related Material:** Robertson and Fresh Collection of Tampa Photographs, Digital Collection.  
Information about related materials is available at <http://digital.lib.usf.edu/civ/?doi=R05-unk-00000219>

## Biographical Note

The Robertson and Fresh agency was a commercial photographic firm active in Tampa, FL from 1932 to 1960. William Vernon "Red" Robertson (d.1963) was the field man who took the pictures, and Harry Fresh (d. 1958) handled processing and printing. The thousands of photographs they created provide an invaluable visual record of Tampa from the Depression to the post-World War II era.

## Scope Note

Contains numerous photographs and negatives from 1932-1960 covering Tampa Bay and other areas of Florida. Photographs show scenes of Tampa, including building profiles, social events, street scenes, and store displays, mainly in the 1930s and 1940s.

*Arrangement Note:* The collection is currently unprocessed.

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