

Images And Enterprise: Technology And The American Photographic Industry, 1839 To 1925

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Because the book has been out for some time and was widely reviewed when it first appeared, I will not attempt to summarize it or to recapitulate Lotchin's argument. I would rather call attention to what I see as the book's two accomplishments. Both of these flow from the successful melding of the urban biography approach with a concern for general questions with public policy ramifications. The city of San Francisco as a corporate group of people and a specific location is never far from center stage. In the sixties when the "new urban history" arose to challenge earlier approaches, the city receded into the background as the people of the city or specific subgroups of the population came to the forefront of scholarly attention. All too often the particulars of the city in which the people found themselves or the overall development of the city were ignored. Lotchin's work establishes the viability of urban biography as a method for addressing the same broad, general questions about urbanism that practitioners of the "new urban history" have pursued. The book strongly suggests that focusing on the city as an entity with a life of its own actually may be a better way to understand just what urbanism was and what it demanded of urbanites. The second achievement of the book is stylistic. Lotchin has written a highly readable book. His narrative moves smoothly and engagingly—the book is enjoyable. At the same time he has made a real contribution to our understanding of the problems of rapid urban growth in the broadest sense. This is a very difficult task and one for which he should be praised. Serious history should be accessible to a broad audience, especially work that addresses such timely questions as does this one.

WILLIAM H. MULLIGAN, JR., *Eleutherian Mills-Hagley Foundation*

Images and Enterprise: Technology and the American Photographic Industry, 1839 to 1925. By Reese V. Jenkins. Johns Hopkins Studies in the History of Technology. Baltimore: The Johns Hopkins University Press, 1976. Pp. xviii, 371. \$20.00.

This highly readable, tightly organized, and solidly researched study for the first time places the story of American photography within the framework of a rigorous analytical model. The 1978 winner of the Dexter Prize of the Society for the History of Technology, *Images and Enterprise* also represents a major contribution to what may be termed the "new institutional history." I therefore recommend it enthusiastically, if belatedly, to the readers of this JOURNAL.

Although the author follows in the path of Alfred D. Chandler, Jr. and others who have sought to explain the emergence of "big business" in terms of structural and organizational changes which follow market strategies, Jenkins departs from the mainstream in his emphasis upon the role of technology: "While the growth and changing character of the market were very important in the photographic industry, a sequence of stages characterized by distinctive product technologies seems to provide a more fundamental interpretative tool for understanding the marketing changes and the history of the industry generally" (p. 4). The five chronological divisions of the book are thus defined by the dominant technology employed. Jenkins then analyzes each period according to a theoretical model of market behavior consisting of an initial phase of imperfect competition, a second phase of perfect competition, and a last stage of oligopolistic competition.

The daguerreotype era, which began with the introduction of a French technology into the United States in 1839, was at first dominated by a few master craftsmen. By 1845, however, increasing demand and subsequent spread of skills had encouraged a more competitive environment. Then during the next ten years, three photographic supply houses, Scovill, Anthony, and Chapman, developed an oligopolistic position through their dominance in marketing. The first major technical breakthrough, the wet collodion process introduced in 1855, brought many innovations, among them the *ambrotype* and the *tintype*. It also brought about, Jenkins argues, a new technological and business "mind-set." An early period of greatly increased competition was supplanted in the 1870s by a Scovill and Anthony duopoly which was attained through technological innovation, business in-

Images and Enterprise: Technology and the American Photographic Industry, (Johns Hopkins Studies in the History of Technology) [Reese V. Images and Enterprise: Technology and the American Photographic Industry, (Johns Hopkins Studies in the History of Technology) by Jenkins, Mr. Images and enterprise: technology and the American photographic industry, to Front Cover. Reese Jenkins. Johns Hopkins University Press, Title, Images and enterprise: technology and the American photographic industry , to / Reese V. Jenkins. Author, Jenkins, Reese. Extent, dpi TIFF. Stanley L. Becker, "Images and Enterprise: Technology and the American Photographic Industry, to Reese V. Jenkins," Isis 68, no. 2 (Jun.,). Images and Enterprise: Technology and the American Photographic Industry, to By Jenkins Reese V.. Johns Hopkins Studies in the., English, Book, Illustrated edition: Images and enterprise: technology and the American photographic industry, to / Reese V. Jenkins. Jenkins. IMAGES AND ENTERPRISE: TECHNOLOGY AND THE AMERICAN PHOTOGRAPHIC INDUSTRY, TO Baltimore & London: The Johns Hopkins. reese v. jenkins. Images and Enterprise: Technology and the American Photographic Industry, to (Johns Hopkins Studies in the. Images and Enterprise: Technology and the American Photographic Industry, to By Reese V. Jenkins. Baltimore, Johns Hopkins University Press. Jenkins, Reese V., "Images and Enterprise: Technology and the American Photographic Industry, to " (Book Review). Full Text. IMAGES AND. Images and Enterprise: Technology and the American Photographic Industry, (Johns Hopkins Studies in the History of Technology) by Mr. Reese V. Reese V. Jenkins wrote Images and Enterprise: Technology and the American Photographic Industry, , which can be purchased at a lower price at. Johns Hopkins Studies in the History of Technology: Images and Enterprise: Technology and the American Photographic Industry, by Reese V. [FREE] Images And Enterprise Technology And The American Photographic Industry Johns Hopkins S PDF Books this is the book. IMAGES AND ENTERPRISE: TECHNOLOGY AND THE AMERICAN PHOTOGRAPHIC INDUSTRY, TO ~ Reese Jenkins ~ Johns Hopkins University. PELICULAS Gerald Peary y Roger Shalzkin. en The Modern American ESTUDIOS SOBRE FOTOGRAFIA ESTADOUNIDENSE Jenkins, Reese V. Images and Enterprise: Technology and the American Photographic Industry to Thomas, Ronald R. "The Dream of the Empty Camera: Image, Evidence, and. The literature on American photography has grown enormously over the past twenty-five years, and Jenkins, Reese, Images and Enterprise: Technology and the American Photographic Industry (Baltimore, MD: Johns Hopkins .Place for the Sun': Early Photography in New York City, in Art and the Singular Images/Failed Copies (Minneapolis: University of Minnesota Press, Enterprise: Technology and the American Photographic Industry, [\[PDF\] Creating Interactive CD-ROM For Windows And Macintosh](#) [\[PDF\] Raiders Ransom](#) [\[PDF\] The Secret Of Spiritual Strength](#)

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