

VISUAL STUDIES RESEARCH INSTITUTE

USC-LACMA HISTORY OF PHOTOGRAPHY SEMINAR

SELLING THE STORY: COMMERCIAL PICTURES AND VISUAL PERSUASION

IMAGING ANIMAL INDUSTRY: VISUALIZING THE AMERICAN MEAT TRADE



**EMILY KATHRYN
MORGAN**

(Dept. of Art and Visual Culture,
Iowa State University)

**THURSDAY
DECEMBER 5**

5:00-6:30pm

Dundon-Berchtold University
Club of USC, Scriptorium

*Torkel Korling, layout from Waterloo Packer:
The Story of the Rath Packing Company
(Waterloo, IA: Rath Packing Company, 1941).*

Between 1890 and 1960, photography played a key role in shaping public perceptions of industrial-scale meat production in the United States. Meatpacking companies and industry organizations regarded the camera as a trusted and crucial tool for publicizing their activities and promoting their success at generating a ready supply of inexpensive meat for everyday consumption. Emily Kathryn Morgan, Assistant Professor of Art and Visual Culture at Iowa State University, discusses the visual culture of the American meat industry, considering how photographs helped to propagate a vision of the industry as a prime contributor to the march of American economic and industrial progress in the early-to-mid twentieth century.



USC Dornsife
Visual Studies Research Institute