Contents

Acknowledgments vii

Introduction 1

1. The Physiognomy of American Labor: Photography and Employee Rationalization 23

2. Industrial Choreography: Photography and the Standardization of Motion 65

3. Engineering the Subjective: Lewis W. Hine’s Work Portraits and Corporate Paternalism in the 1920s 119

4. Rationalizing Consumption: Photography and Commercial Illustration 159

Conclusion 217

Notes 221  Selected Bibliography 297

Index 321