



Selling the President, 1920: Albert D. Lasker, Advertising, and the Election of Warren G. Harding

John A. Morello

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Modern advertising moved into the 20th century borne on many vehicles and distinguished by many techniques, three of the most frequently used being reason why advertising, celebrity endorsements, and pre-emptive claims. Best known for his reason why advertising, Albert Davis Lasker, president of the Lord & Thomas Agency of Chicago, championed all three techniques, helping Lucky Strike Cigarettes, Van Camp's Pork & Beans, and Sunkist Oranges become business successes. His least known but best work was in the political area, where he helped the Republicans gain control of Congress in 1918, and with the election of Warren G. Harding, recapture the White House in 1920.

This book covers events leading to Harding's nomination and election and the key role Lasker played in his election. Bringing along the tricks he had used to sell soap, beer, cigarettes, and canned food, Lasker plunged into political advertising, forever changing the way political candidates are publicized.

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