

# TAKEN *at the* FLOOD

THE STORY OF  
*Albert D. Lasker*

JOHN GUNTHER

A brilliant, searching biography which brings to life one of the most extraordinary Americans of our time — the restless genius who not only created modern advertising, but whose career included zestful and productive adventures in politics, sport, shipping, Jewish affairs, show business, art and medical research.

# Taken At The Flood Albert Lasker

**John Gooch**



### **Taken At The Flood Albert Lasker:**

*Taken at the Flood* John Gunther, 1960 Biography of the man who made advertising what it is today *Taken at the Flood. The Story of Albert D. Lasker. [With Plates, Including Portraits.]* John GUNTHER (the Elder.), Albert Davis LASKER, 1960 **The Man Who Sold America** Jeffrey L. Cruikshank, Arthur W. Schultz, 2010-08-12 We live in an age of persuasion Leaders and institutions of every kind public and private large and small must compete in the marketplace of images and messages This has been true since the advent of mass media from broad circulation magazines and radio through the age of television and the internet Yet there have been very few true geniuses at the art of mass persuasion in the last century In public relations Edward Bernays comes to mind In advertising most Hall of Famers J Walter Thomson David Ogilvy Bill Bernbach Bruce Barton Ray Rubicam and others point to one individual as the father of modern advertising Albert D Lasker And yet Lasker unlike Bernays Thomson Ogilvy and the others remains an enigma Now Jeffrey Cruikshank and Arthur Schultz having uncovered a treasure trove of Lasker s papers have written a fascinating and revealing biography of one of the 20th century s most powerful intriguing and instructive figures It is no exaggeration to say that Lasker created modern advertising He was the first influential proponent of reason why advertising a consumer centered approach that skillfully melded form and content and a precursor to the unique selling proposition approach that today dominates the industry More than that he was a prominent political figure champion of civil rights man of extreme wealth and hobnobber with kings and maharajahs as well as with the likes of Albert Einstein and Eleanor Roosevelt He was also a deeply troubled man who suffered mental collapses throughout his adult life though was able fight through and continue his amazing creative and productive activities into later life This is the story of a man who shaped an industry and in many ways shaped a century

**Taken at the Flood** John Gunther, 1960 *The Rise of Advertising in the United States* Edd Applegate, 2012-08-17 In this unique work of scholarship Edd Applegate surveys the key figures and events that transformed the American business landscape from its colonial beginnings to that Mad Men moment when advertising went professional In *The Rise of Advertising in the United States A History of Innovation to 1960* Applegate traces how the explosion of newspapers in the American colonies laid the groundwork for the first advertising agents leading to America s first class of professional marketers This entrepreneurial class of new white collar professionals thrived on innovation in the quest for more publicity larger clients and greater sales Some of the thought leaders in what remained a novel ever changing form of communication include P T Barnum master of the advertising gimmick Lydia Pinkham queen of the patent medicine cure John Wanamaker progenitor of modern retail advertising Albert Lasker the formulator of reason why advertising Stanley Resor the consummate market researcher Elliott White Springs the groundbreaking purveyor of the sexual innuendo Applegate records the achievements of these individuals and others up until 1960 when advertising underwent a remarkable change becoming a post war subject of study and scholarship in America s colleges and universities Written for those interested in learning

about a select group of movers and shakers in this key area of American business The Rise of Advertising in the United States should appeal to anyone interested in American business history      **United States Jewry, 1776-1985** Jacob Rader

Marcus,2018-02-05 In the final volume of this set Marcus deals with the coming and challenge of the East European Jews from 1852 to 1920 In United States Jewry 1776 1985 the dean of American Jewish historians Jacob Rader Marcus unfolds the history of Jewish immigration segregation and integration of Jewry s cultural exclusiveness and assimilation of its internal division and indivisible unity and of its role in the making of America Characterized by Marcus s impeccable scholarship meticulous documentation and readable style this landmark four volume set completes the history Marcus began in The Colonial American Jew 1492 1776 In the fourth and final volume of this set Marcus deals with the coming and challenge of the East European Jews from 1852 to 1920 He explores settlement and colonization dispersal to rural areas life in large cities the proletarians the garment industry the unions and socialism He also describes the life of the middle and upper class East European Jew Special attention is paid to the growth of Zionism In the epilogue Marcus writes about the evolution of the American Jew      **Paul G. Hoffman** Alan R. Raucher,2021-10-21 Having gained fame and success in business Paul G

Hoffman went on to become involved in a wide range of public concerns In this new and revealing biography Alan R Raucher provides the first assessment of Hoffman s entire career beginning with his rise to the presidency of Studebaker and his success in applying progressive management to lift it from bankruptcy to profitability A firm believer in the automobile Hoffman became known as a sales genius as a promoter of the new human relations approach to labor management and as the industry s apostle of automotive safety Raucher follows the movement of Hoffman s career into the broad public arena Having developed a reputation as a progressive industrial statesman Hoffman was a logical choice in 1948 to become the first administrator of the Marshall Plan a key position in which he used economic foreign aid primarily to rebuild Western Europe in order to contain the spread of Communism As the Cold War continued he came to regard economic foreign aid as a necessary sacrifice and dismissed all suggestions that the U S actually gave away billions of dollars in order to promote its own prosperity Hoffman became convinced that foreign aid could promote peace and prosperity especially through economic development in the poorer countries As the first president of the new Ford Foundation as a confidant of President Eisenhower and as a top official of the U N Secretariat from the late 1950s to the early 1970s Hoffman continued to confront the problems of the emerging Third World in a career that sheds light on the rise of the powerful development establishment and on its attitudes and policies      *The Confidante* Christopher C. Gorham,2023-02-21 Perfect for readers of A Woman of No

Importance Three Ordinary Girls and Eleanor A Life comes the first ever biography of Anna Marie Rosenberg the Hungarian Jewish immigrant who became FDR s closest advisor during World War II and according to Life the most important official woman in the world a woman of many firsts whose story forgotten for too long is extraordinary inspiring and uniquely American Her life ran parallel to the front lines of history yet her influence on 20th century America from the New Deal to

the Cold War and beyond has never before been told A Goodreads Choice Awards Nominee As Franklin Delano Roosevelt's special envoy to Europe in World War II she went where the president couldn't go She was among the first Allied women to enter a liberated concentration camp and stood in the Eagle's Nest Hitler's mountain retreat days after its capture She guided the direction of the G I Bill of Rights and the Manhattan Project Though Anna Rosenberg emerged from modest immigrant beginnings equipped with only a high school education she was the real power behind national policies critical to America winning the war and prospering afterward Astonishingly her story remains largely forgotten With a disarming mix of charm and Tammany hewn toughness Rosenberg began her career in public relations in 1920s Manhattan She became friends with Eleanor Roosevelt who recommended Anna to her husband who was then running for Governor of New York As FDR's unofficial adviser Rosenberg soon wielded enormous influence no less potent for being subtle Roosevelt dubbed her my Mrs Fix It Her extraordinary career continued after his death By 1950 she was tapped to become the assistant secretary of defense the highest position ever held by a woman in the US military prompting Senator Joe McCarthy to wage an unsuccessful smear campaign against her In 1962 she organized John F Kennedy's infamous birthday gala sitting beside him while Marilyn Monroe sang Until the end of her life Rosenberg fought tirelessly for causes from racial integration to women's equality to national health care More than the story of one remarkable woman The Confidante explores who gets to be at the forefront of history and why Though she was not quite a hidden figure Rosenberg's position as the power behind combined with her status as an immigrant and a Jewish woman served to diminish her importance In this inspiring impeccably researched and revelatory book Christopher C Gorham at last affords Anna Rosenberg the recognition she so richly deserves Far and away the most important woman in the American government and perhaps the most important official female in the world LIFE magazine 1952

**Dry Diplomacy** Lawrence Spinelli, 2007-11-06 Dry Diplomacy is the first complete treatment of the diplomatic ramifications of Prohibition Spinelli explores the widespread effects on international law shipping foreign policy and trade In this context American interests appeared to be pitted against those of Britain as she sought to recover from the First World War by expanding trade promoting domestic industries such as whiskey distilling and reasserting shipping dominance in the sea lanes American interference with international shipping undertaken in order to disrupt what Presidents Harding and Coolidge deemed British alcohol smuggling would lead to a diplomatic crisis in the mid 1920s

*History of the Mass Media in the United States* Margaret A. Blanchard, 2013-12-19 The influence of the mass media on American history has been overwhelming History of the Mass Media in the United States examines the ways in which the media both affects and is affected by U S society From 1690 when the first American newspaper was founded to 1995 this encyclopedia covers more than 300 years of mass media history History of Mass Media in the United States contains more than 475 alphabetically arranged entries covering subjects ranging from key areas of newspaper history to broader topics such as media coverage of wars major conflicts over press freedom court cases and legislation and the concerns and

representation of ethnic and special interest groups The editor and the 200 scholarly contributors to this work have taken particular care to examine the technological legal legislative economic and political developments that have affected the American media

**A History of Broadcasting in the United States** Erik Barnouw, 1968-02-20 Tells how radio and television became an integral part of American life of how a toy became an industry and a force in politics business education religion and international affairs

**Cancer Crusade** Richard A Rettig, 2005-06 This book is the definitive account of how private citizens led by Mary Lasker Sidney Farber Laurence Rockefeller Benno Schmidt and Ann Landers persuaded Congress to enact the War on Cancer legislation how Senator Edward Kennedy championed the cause in the US Senate how Rep Paul Rogers brokered a compromise that kept the National Cancer Institute within the National Institutes of Health and how President Richard Nixon embraced the legislation even though he had earlier proposed to cut the cancer research budget In the wave of technological enthusiasm from putting a man on the moon the account documents the exaggerated claims for cancer research advanced by advocates of the legislation and the sober evaluation by the scientific community of prospects for a cure for cancer The 1971 National Cancer Act set the stage for major expansion of federal financing of cancer research

**West Lake Forest** Susan L. Kelsey, Arthur H. Miller, Shirley M. Paddock, 2012 West Lake Forest has had a shifting boundary since the 1850s By 1926 Lake Forest had grown to encompass the farm community of Everett five miles southwest of the lakeside commuter suburb Since then Lake Forest has annexed most of the former farm and estate land west to the Tri State Tollway I 94 Now West Lake Forest denotes an expansive low density suburban area of mostly newer housing and businesses Its eastern limit is cited variously as the Skokie River Route 41 and Waukegan Road Within this area of pioneer farms fox hunt territory estate district and series of suburban neighborhoods are stories of new arrivals living the American Dream This book attempts to share the stories of these pioneering men and women

**Galveston** Gary Cartwright, 1998-08-01 Galveston a small flat island off the Texas Gulf coast has seen some of the state s most amazing history and fascinating people First settled by the Karankawa Indians long suspected of cannibalism it was where the stranded Cabeza de Vaca came ashore in the 16th century Pirate Jean Lafitte used it as a hideout in the early 1800s and both General Sam Houston and General James Long with his wife Jane the Mother of Texas stayed on its shores More modern notable names on the island include Robert Kleberg and the Moody Sealy and Kempner families who dominated commerce and society well into the twentieth century Captured by both sides during the Civil War and the scene of a devastating sea battle the city flourished during Reconstruction and became a leading port an exporter of grain and cotton a terminal for two major railroads and site of fabulous Victorian buildings homes hotels the Grand Opera House the Galveston Pavilion first building in Texas to have electric lights It was writes Cartwright the largest bawdiest and most important city between New Orleans and San Francisco This country s worst natural disaster the Galveston hurricane of 1900 left the city in shambles with one sixth of its population dead But Galveston recovered During Prohibition rum running and bootlegging flourished

after the repeal a variety of shady activities earned the city the nickname The Free State of Galveston In recent years Galveston has focused on civic reform and restoration of its valuable architectural and cultural heritage Over 500 buildings are listed on the National Register of Historic Places and an annual Dickens on the Strand festival brings thousands of tourists to the island city each December Yet Galveston still witnesses colorful incidents and tells stories of descendants of the ruling families as Cartwright demonstrates with wry humor in a new epilogue written specially for this edition of Galveston First published in 1991 by Atheneum

**Airpower** John Gooch,2013-11-05 The nine contributors to this volume study the rapid development of airpower during the twentieth century as well as the methodological problems involved in assessing such change

**The Age of Persuasion** Terry O'Reilly, Mike Tennant,2011-05-01 Stop to consider the culture of the 21st century Each morning you might hear a half dozen ads on the radio before your feet touch the floor Staggering out of bed you'll pass brand logos on your clothing and in your bathroom By the end of the day hundreds perhaps thousands of marketing messages have targeted you And yet so little is understood about how marketing affects our lives our society and our world Enter Terry O'Reilly and Mike Tennant the ad men behind The Age of Persuasion the popular radio show broadcast on the Canadian Broadcasting Corporation and Sirius Radio They have made it their mission to share the back room story of modern marketing entertaining asides and all Think of advertisers as millions of ants in a colony each working hard and each with its own objective Except that in this colony every single ant is competing against the others That's the ad business Almost every ad you see hear and otherwise experience is competing for a piece of your imagination And like any cross section of humanity the vast worldwide advertising community is diverse composed of geniuses and idiots saints and buffoons and everything in between From the early players to the Mad Men of the 1960s and beyond O'Reilly and Tennant offer insights into a rapidly evolving industry Smart and funny The Age of Persuasion provides an entertaining and eye opening look at a world driven by marketing

*The Unseen Power* Scott M. Cutlip,2013-11-05 Based largely on primary sources this book presents the first detailed history of public relations from 1900 through the 1960s The author utilized the personal papers of John Price Jones Ivy L Lee Harry Bruno William Baldwin III John W Hill Earl Newsom as well as extensive interviews conducted by the author himself with Pendleton Dudley T J Ross Edward L Bernays Harry Bruno William Baldwin and more Consequently the book provides practitioners scholars and students with a realistic inside view of the way public relations has developed and been practiced in the United States since its beginnings in mid 1900 For example the book tells how President Roosevelt's reforms of the Square Deal brought the first publicity agencies to the nation's capital Edward L Bernays Ivy Lee and Albert Lasker made it socially acceptable for women to smoke in the 1920s William Baldwin III saved the now traditional Macy's Thanksgiving Day parade in its infancy Ben Sonnenberg took Pepperidge Farm bread from a small town Connecticut bakery to the nation's supermarket shelves and made millions doing it Two Atlanta publicists Edward Clark and Bessie Tyler took a defunct Atlanta bottle club the Ku Klux Klan in 1920 and boomed it into a hate organization of three

million members in three years and made themselves rich in the process Earl Newsom failed to turn mighty General Motors around when it was besieged by Ralph Nader and Congressional advocates of auto safety This book documents the tremendous role public relations practitioners play in our nation s economic social and political affairs a role that goes generally unseen and unobserved by the average citizen whose life is affected in so many ways by the some 150 000 public relations practitioners

**Personalities and Products** Edd C. Applegate, 1998-01-21 Profiling such luminaries as Benjamin Franklin P T Barnum John Wanamaker and Harley Procter this book examines the contributions that several prominent individuals have made to advertising in America The work opens with a discussion of Colonial advertising and the printers such as Benjamin Franklin who created it It then goes on to consider early advertising agents such as Francis Wayland Ayer and the contributions of the great promoter P T Barnum Lydia Pinkham s Vegetable Compound and the advertising of patent medicines is also covered as is John Wanamaker s impact on retail advertising The book then examines the advertising style of Albert Lasker owner of Lord and Thomas advertising agency as well as Harley Procter s advertising of Ivory soap and Procter Gamble s first 100 years Elliot White Springs s use of sex in advertising and the Springs Cotton Mills advertising campaign of the 1940s and 1950s concludes the volume

**Eisenhower's Heart Attack** Clarence G. Lasby, 1997 Previous Eisenhower biographers have touched on his heart condition but Clarence Lasby is the first to examine the impact of the president s health on the nation He offers a dramatic revisionist account of the events surrounding the president s 1955 heart attack and subsequent efforts by the president and his staff to minimize its political impact Drawing on newly opened medical records and personal papers of Eisenhower s physicians Lasby challenges virtually everything we have believed about the president s heart attack Most disturbingly he has discovered that the president s personal physician Dr Howard Snyder misdiagnosed the attack as a gastrointestinal problem and waited ten hours before sending Eisenhower to the hospital Lasby also sets the record straight on how the president and his aides managed the public s understanding of events and he offers evidence that Eisenhower Dr Snyder and press secretary James Hagerty withheld and recast information to serve the president s political priorities Equally important Lasby s book offers a touching portrait of a proud man faced with a debilitating disease It examines Ike s private struggle to lead a full life despite his condition and analyzes his decision to seek a second term even against the advice of cardiologist Paul Dudley White It also shows how a man who had always carefully joked after his health now became obsessed with it

**Letters of Louis D. Brandeis: Volume V, 1921-1941** Louis D. Brandeis, 1978-06-30 Covers the later years of his life closing with his death



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## **Table of Contents Taken At The Flood Albert Lasker**

1. Understanding the eBook Taken At The Flood Albert Lasker
  - The Rise of Digital Reading Taken At The Flood Albert Lasker
  - Advantages of eBooks Over Traditional Books
2. Identifying Taken At The Flood Albert Lasker
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Taken At The Flood Albert Lasker
  - User-Friendly Interface
4. Exploring eBook Recommendations from Taken At The Flood Albert Lasker
  - Personalized Recommendations
  - Taken At The Flood Albert Lasker User Reviews and Ratings
  - Taken At The Flood Albert Lasker and Bestseller Lists
5. Accessing Taken At The Flood Albert Lasker Free and Paid eBooks

- Taken At The Flood Albert Lasker Public Domain eBooks
- Taken At The Flood Albert Lasker eBook Subscription Services
- Taken At The Flood Albert Lasker Budget-Friendly Options
- 6. Navigating Taken At The Flood Albert Lasker eBook Formats
  - ePub, PDF, MOBI, and More
  - Taken At The Flood Albert Lasker Compatibility with Devices
  - Taken At The Flood Albert Lasker Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Taken At The Flood Albert Lasker
  - Highlighting and Note-Taking Taken At The Flood Albert Lasker
  - Interactive Elements Taken At The Flood Albert Lasker
- 8. Staying Engaged with Taken At The Flood Albert Lasker
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Taken At The Flood Albert Lasker
- 9. Balancing eBooks and Physical Books Taken At The Flood Albert Lasker
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Taken At The Flood Albert Lasker
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Taken At The Flood Albert Lasker
  - Setting Reading Goals Taken At The Flood Albert Lasker
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Taken At The Flood Albert Lasker
  - Fact-Checking eBook Content of Taken At The Flood Albert Lasker
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development

- Exploring Educational eBooks

#### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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