1824 Election

John Quincy Adams
- Elitist
- Silver Spoon
- "Corrupt Bargain" cast shadow on presidency

Andrew Jackson
- 1812 War Hero
- 'Man of the People'
- "old Hickory"
  - tough hardwood
  - positive nickname!

"Corrupt bargain" 1824 Election

1828 Election
- Mudslinging
  - handbills, 6 coffins' charges 'Murderer'

Election of Images
- Positive = tough common man, 'Old Hickory'
- Negative = silver spoon, elitist