

POLITICAL ADVERTISING

POLITICAL ADVERTISING

To All Patriotic Citizens of Nebraska

FOR UNITED STATES SENATOR



FORMER GOVERNOR
JOHN H. MOREHEAD

Some weeks ago I filed as candidate for UNITED STATES SENATOR, subject to the will of the Democratic voters of Nebraska at the Primary Election to be held AUGUST 20, 1918.

It is customary for a candidate to announce a platform of principles and program of measures which he promises to carry out and fulfill if elected, but in this time of stress there is only one plank really needed: That is full, hearty, harmonious and unqualified support of President Wilson, not only as Chief Executive of our nation and Commander-in-Chief of the Army and Navy of the United States, but also in his role of World Leader of thought and action for the forces of democracy. Without mental reservation of any sort, I pledge my support as thus outlined to the President. No candidate can do more.

In other words, I am thoroly in accord with the administration of President Wilson, and I will support the government in its every effort to prosecute the war vigorously and bring it to a successful conclusion. As to our part in it, this war is a result of our national conscience and must be won in the interest of justice, humanity and the future peace of the world. Militarism, with all its attendant evils, must be crushed and the whole resources of this nation must be marshaled for that purpose.

Carrying out successfully this tremendous task, and in the reconstruction period to follow, we shall need our best thought and highest wisdom. Momentous international and domestic questions will press for solution, and policies will be inaugurated affecting the whole social fabric — from the security of nations to the peace and prosperity of the individual citizen.

I have lived in Nebraska more than 35 years and, outside of the time I served as a public official, my time has been spent in active business as a country merchant, banker, farmer and stock raiser. Having served the state four years as governor, the citizens know my qualifications, ideals and records. As Governor I endeavored to use the same principles of good management and care that a prudent business man would apply to his private affairs, and the records of Nebraska are open to the public and show whether my administration was honest, efficient and economical, and that my campaign pledges were redeemed.

My time for many months has been given almost exclusively to the various war activities, but I have sought no publicity on account of that fact, and seek no glorification for it now, I did my plain duty.

I feel that the many thousands of Democrats who supported me so loyally in my two primary campaigns for Governor will not be misled by any scheming politician who attempts to impeach my loyalty and patriotism, and I can assure all that I shall render as United States Senator the same faithful service that I gave as Governor.

My people settled in America in 1633 and have participated in every war fought to establish or defend our Government. Every fiber of my being is American and thoroly in accord with our national administration.

John H. Morehead

JOHN H. MOREHEAD, OF FALLS CITY, NEB., DEMOCRATIC CANDIDATE FOR UNITED STATES SENATOR

There are few citizens of Nebraska who do not know John H. Morehead, either personally or because of his admirable administration as governor, 1913 to 1917; and his nomination for United States Senator in the Democratic primary August 20, 1918, will be followed by his triumphant election on November 5th. The reasons are numerous.

Governor Morehead is a man in the prime of life—strong, vigorous and healthy. He binds men to him by his real manhood, his humanity, his kindness. He does not stoop to petty acts of political warfare, but proceeds on his own strength and not on the weaknesses of his adversaries. He has never been defeated either for nomination or election—his majority always increases—and he is, without disparagement of his competitors, the one man who can lead the Democratic forces to victory this fall. Let the voters think it over.

Former Governor Morehead was born in Iowa, of American ancestors reaching back to the year 1633, and settled in Nebraska some 36 years ago. At first he taught school winters and worked on a farm summers; and afterwards he opened a general store. He was elected County Treasurer of Richardson county and served two terms. Later he served as Mayor of Falls City, and then State Senator from the First District. He was chosen president pro tem of the Senate in the session of 1911, was elected Governor of Nebraska in 1912 and in 1914 he was re-elected by a plurality of 18,977 over his Republican opponent.

Honesty, industry, energy and a calm, clear judgment have given to John H. Morehead a sufficient amount of this world's goods so that he can devote his remaining years of this earthly sojourn to the larger service of his country and his fellow men. He has the instinct to serve his fellow men, to be of use to them—and he has the ability in large measure.

Governor Morehead's family consists of his wife; a daughter who some years ago was graduated from the University of Nebraska, and a son who is now in the United States military service. Their home is in Falls City, where they are attendants at the First Presbyterian church.

At once upon his inauguration in January, 1913, Governor Morehead began to carry out a definite program. This was to install business methods and promote efficiency in every department under his control, so that every dollar of the state's money expended should be well and truly accounted for. He eliminated much "red tape" and reduced the multiplicity of boards and bureaus by consolidating several of them under one head—the most notable being the consolidation of the office of State Inspector of Oils with the Food Commission. This greatly increased the efficiency of the two departments, and saved 75,000 miles of railroad transportation alone the first year.

In strict compliance with the constitution, Governor Morehead refused to accept a cent of public money more than the \$2,500 a year constitutional salary, and he paid personally all his household and traveling expenses.

Among the achievements during Gov. Morehead's first term, were the following:

During Mr. Morehead's four years as governor, a large number of constructive and substantial laws were passed, and such changes as were necessary to meet the needs of the people, were made in a great many laws already on the statute books. These changes, together with the new laws saved the taxpayers a sum of money running into millions of dollars. This was accomplished by a strict application of business rather than political methods in the administration of the state's affairs.

It would require too much space here to comment on all the legislation enacted during Gov. Morehead's two terms of office, but every bill signed had his careful consideration and will, upon examination, be found to cure some defect in the then existing laws, or to supply some want—the whole trend being to better the condition of the people of Nebraska as a whole.

Mr. Morehead is essentially a man of action yet without resort to brass band tactics and little dramatic tricks which give some men the appearance of greater activity than they actually possess. He is a quiet, earnest man, giving every duty immediate attention. He is not hasty in action, yet never procrastinates, and to quote one of his admirers, "He takes plenty of time, studying each proposition as presented, and in nearly every instance his decision is the right one." None of his friends has ever claimed for him remarkable powers as an orator, and yet because of his intense earnestness and impressive sincerity, there are few campaign speakers more effective than he is.

The citizens of the state can scarcely have forgotten the promptness of Gov. Morehead's action at the time of the great Omaha cyclone, when the tornado devastated the greater portion of Nebraska's largest city, which was panic stricken with fear, and hundreds of people homeless and suffering. Almost instant upon his learning of the disaster the state militia was ordered out, and a special train carrying them and Gov. Morehead was on its way to Omaha, and immediately upon his return he sent a special message to the legislature, which was then in session, asking for an appropriation of \$1,000,000 for the relief of the sufferers. The money was distributed without cost to the state, and every dollar accounted for, and hundreds of people greatly benefited.

While in the State Senate Gov. Morehead was one of the supporters of a constitutional amendment to take the state institutions, of which there are 15, out of the realm of politics. During his term as governor he appointed the heads of the institutions, and later a board of control, who took over the handling of the business of these institutions. A system was inaugurated whereby every expenditure is carefully audited, every purchase made on a merit basis, every appointment on the qualifications of the appointee, and every vestige of politics eliminated; and now the state institutions, with their 5,000 unfortunate inmates, are in as good condition as those of any other state in the Union, and should be a pride to every citizen of the state.

Some 200 years ago Gov. Morehead's ancestors settled in America. His love of country and his patriotism is not a passing emotion, but belongs to every fiber of his being. And he yields to no man in his love for America and American institutions.

Senator Morehead—as will be his title after the fall election—will be one of the towers of strength in the United States Senate.