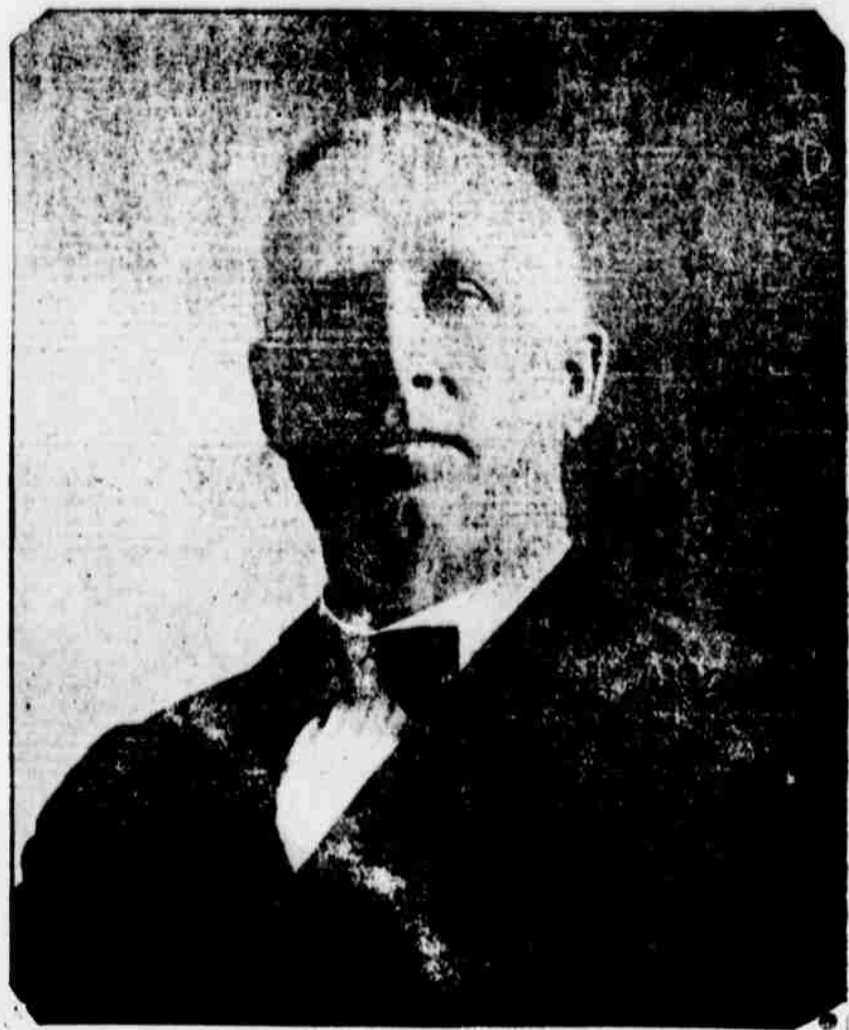


# JOHN H. MOREHEAD

**Democratic Candidate for Nomination  
for Governor of Nebraska**



Not through his own volition, but in response to a demand well nigh unanimous from democrats anxious to heal party differences, John H. Morehead of Richardson county, after careful consideration of the matter, decided to become a candidate for the democratic nomination for governor. Accordingly he filed for the nomination in December, 1911.

At no time has Mr. Morehead sought the nomination because of political ambition; his candidacy was announced only after democrats from all sections of the state, anxious for the triumph of democratic ideas of state government, had plead with him to accept the nomination. They saw in him a business man of high ideals, successful management of private business affairs and loyalty to Nebraska, who would, if nominated and elected, give to the state the best efforts of a man whose only ambition is to be of service to his fellows and to his state.

In seeking a man to superintend the immense business affairs of a state, it is only natural that men should turn to one whose management of his own business affairs has been marked by success, square dealing and the pursuit of high business ideals. It is because thoughtful men turn to such a man that attention was drawn to John H. Morehead. In addition to his record as a business man, he has been a loyal adherent to the democratic principle of "equal rights to all and special privileges to none;" has worked solely with a view to advancing the best interests of the whole people, and has steadfastly refused to align himself with any faction or clique within his party ranks.

In asking for the suffrages of his party associates in a primary election, it is only just and fair that he who so asks should make a candid and fair statement of his life work, to the end that men may rightly judge of his qualifications for the office to which he aspires.

John H. Morehead was born upon an Iowa farm in 1861. As a farmer boy he was inured to a life of toil, his parents being pioneers of the then new west and undergoing all the hardships incident to pioneer life. Early and late young Morehead worked upon his father's farm, securing only such early education as may fall to the lot of an eager, ambitious boy deprived of the superior school facilities of the city. He attended the district school of his county whenever possible, eagerly seeking to improve every educational opportunity that fell to his lot. Working and saving, he determined to secure a better education than the country school afforded, and when opportunity offered he entered a business college at Shenandoah, Iowa. Here his character was revealed. The same earnestness that characterized his work upon the farm and in the country school characterized him in his efforts to avail himself of the opportunities afforded him. When he left the business college he was the possessor of a certificate that proved his ability.

At the age of 22 he came to Nebraska, selecting Nemaha county as the scene of his efforts to do a man's part in the world's work. He secured a teacher's certificate and for two years taught a country school in that county. In this he "made good," just as he had made good as a farm boy

and a college student. While teaching he kept his eye upon the main chance, and at the end of his second year as a teacher he saw an opportunity to profitably invest his savings in a small mercantile business at Barada, Richardson county. To the business of a merchant he brought the same dogged earnestness and zeal that marked his earlier efforts. For ten years he engaged in the business of merchandising, and because of his progressive-ness and his square dealing he prospered to a marked degree. In 1895 the democrats of Richardson county looked about them for a strong man to make the race for county treasurer. They saw in Morehead just the candidate they needed to lend strength to the ticket. Accordingly he was nominated. The county was accounted a republican stronghold, and there were men in plenty who declared that Morehead was foolish to expect election. But he accepted the nomination and made the race. He was confident of success, even if there were those of his party who were doubtful. But when the returns were in it was learned that Morehead was elected by 235 majority, overcoming a heavy republican majority and defeating one of the most popular men in the republican ranks. That his services as treasurer were of a high order and wholly satisfactory to the people is evidenced by the fact that two years later he was re-elected by a majority that was increased 400 per cent over his majority in the first campaign.

Rounding out his second term as treasurer of one of Nebraska's richest counties, Mr. Morehead once more turned his thoughts to private business. But the services of such a man are always in demand, and in 1900 he was elected mayor of Falls City. To this office he gave the same care and attention that had marked his administration of the financial affairs of the county.

Before his election to the mayoralty of Falls City, Mr. Morehead was elected cashier of the First National Bank of Falls City, one of the largest and strongest banking houses in Nebraska. For ten years he held this important office, and then declined to serve further. But his services were still in demand, even if in another capacity, and upon his retirement from the position of cashier he was elected vice president of the bank. In 1907 he organized the Barada State Bank and is now its president. Later he organized a national bank at Humboldt and served as its president until a year later, when he disposed of his interests.

In 1908 Mr. Morehead was elected delegate to the Denver convention from the First Congressional district. In the fall of 1910 he was nominated for state senator by the democrats of the First Senatorial district. This district is nominally republican, but so popular was Mr. Morehead, and so thoroughly did the people of that district respect him for his splendid character, that he was elected by a handsome majority. When the democratic senatorial caucus was held for the purpose of nominating senate officials, Senator Morehead was named for president pro tem. His election followed as a matter of course, and whenever called upon to preside over the deliberations of that body his decisions and his rulings were respected alike by his party associates and by

the opposition. Through the death of Judge Melville R. Hopewell, on May 2 last, Senator Morehead became acting lieutenant governor of the state.

In the senate Senator Morehead steadfastly declined to become an integer in any faction or clique. He was there to serve the best interests of the whole people, and to this end he devoted his entire time and attention. His record as a senator is an open book. He is standing upon that record, and upon his record as a business man and a citizen of a quarter of a century's activity in his campaign for the democratic nomination for governor.

What John H. Morehead is today, as a citizen and as a man of affairs, he has made himself. He has had no superior advantages of education given him, save those he secured for himself. He has had the financial backing of no man in his efforts to win a place in the business world. His has been a life of unremitting toil, of unremitting effort, and of close attention to details. Over and above all this has been his steadfast effort to deal squarely, to act honestly and to merit the respect and confidence of the people. That his efforts have been successful is evidenced by the regard in which he is held, and the success that has come to him.

During nearly all of his residence in Nebraska, Senator Morehead has been connected with farming and stock raising, and to this he has given his personal attention during all these years. His chief interests all the time have been in these industries. He knows that Nebraska is essentially an agricultural state; that her greatest source of wealth, if not the only source of wealth, is agriculture and allied interests, and knowing this, he has studied the conditions. He knows that this great source of wealth has not received the attention it should have received from the legislature and state officials, and he purposes giving these things more attention if entrusted with authority. One who knows these things at first hand, through actual contact and practical experience, is in position to render good service in this connection.

John H. Morehead is not a wealthy man. True, he has accumulated a fair share of this world's goods, but every dollar has been earned honestly and through individual effort. Not one dollar of all his holdings bears the taint of a trust betrayed, a friend pinched or a neighbor hurt. On the contrary, he has so used his business talents as to prosper himself while extending a hand to those about him.

Mr. Morehead is a democrat of the old school. He has steadfastly refused to become mixed up in the factional fights having their origin in personal opinions on matters having nothing to do with fundamental democracy. He grants to every man the right to hold to his own personal convictions, and reserves to himself the same right. He does not believe, nor has he ever believed, that the party creed should bind a man upon questions that are of purely moral weight and have nothing to do with party principles. Claiming the widest latitude of personal conviction, he grants to every man the same thing. But upon matters of principle, as measured by democratic standards, Mr. Morehead is a stalwart democrat. At every call of his party he has made prompt response, and has given of his means and of his time to promote democratic success. No man similarly situated has given more intelligent and earnest effort to the triumph of democratic principles. In season and out of season he has fought for democratic success, believing that in the triumph of democratic principles is the best hope of the state and of the nation. He is not seeking the governorship through personal ambition, but because others who know him have demanded that he make the race. And he has consented to become a candidate, fully determined that if successful he will do his utmost to give Nebraska a safe, progressive and business-like administration. It is upon state issues that he is seeking the nomination and election. He would have the state institutions conducted upon the same business basis that marks the conduct of private business. He would demand merit on the part of those appointed to look after state affairs. He would keep close account of state expenditures and insist that Nebraska receive one dollar's worth of return for every dollar paid out. In short, so far as lies within the power of the chief executive, he would demand the same careful attention to business detail, the same unswerving honesty and the same thorough service from all connected with the state's business affairs, that he has given to his own private business affairs.

Such is the life story of John H. Morehead. It is the story of strivings, of legitimate ambitions and of business success. It is the story of a man who has made good in every effort. It is the story of a man who has signified his willingness to give to the people of Nebraska the services that have won personal success.

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