

The San Francisco Call is a newspaper —that's all

QThe Call is a FREE newspaper: nobody can put into it what ought not to be printed —nobody can keep out of it what ought to be printed.

QThe Call is a FEARLESS newspaper: it will expose any man or set of men whom it finds doing wrong, no matter how powerful he or they may be.

QThe Call is a FAIR newspaper: it strives to tell only the plain truth. When it makes a mistake it will rectify it without pressure or persuasion.

Freedom--Fearlessness--Fairness--

These are qualities that the people seem to appreciate—they explain the new Call's great success.

JOHN D. SPRECKELS, Proprietor
CHAS. W. HORNICK, General Manager
ERNEST S. SIMPSON, Managing Editor