

The San Francisco Call *is a newspaper*

that's all

The 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.

The 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.

The 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—and why the
Call is the most influential paper in San Francisco.*

JOHN D. SPRECKELS, Proprietor

CHAS. W. HORNICK, General Manager

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