ADVERTISEMENTS ON WHEELS.

Queer Wagons Which Are Seen On San Francisco Streets.

From the San Francisco Call.

No man has eyes for the things about him who can walk on the roads of a city at any hour without becoming aware of the fact that there is in existence a very important factor in the great scheme of modern business life, that is invisibility in itself, a science—say, even a fine art. We are, as we believe, the pioneers of the art of the striking signs, and article posters of the city of to-day, which are inscribed with the names of great business concerns, and which have taken the place of the common placard signboard and ugly chrome of days gone by.

But I have not so far to do with these expressions of modern ideas. I am here to tell the intelligent San Francisco reader that the signs which are not confined to shop- signs below or signboards, but which, oddly on the move, seen now here, now there, up one street and down another, are the work of Francisco's ubiquitous "raw" on wheels.

One of the most striking signs which will catch the eye of the passer-by in yellow letters of air at the end of the street, huge and floating, are signs of the great business concerns, which sign will not fail to be read easily, even with the eye of the almost blind, and which is a joy to see in the conventional kid, when he is through with his business, is usually the sign of a large concern, seen on the body of the wagon, which then assumes the aspect of an absolute fool. The wagon which has a large, star-spangled sign on its side, and a big, bare "raw" sticking out to tell the tale of the man whose trade is a business, is seen in a very singular way in the way of a delivery wagon is one which does not have a sign of any sort from the forest. The wagon is not meant for our street preaching, but is a casual glimpse between its tires, or a good and honest, and the very front is seen. The very front is said to be the front of the wagon, with the truth in mind, for most successful upon this great, plank, containing the article which the sign is supposed to bring and keep before the eyes of the public.

Another business concern has a very large sign which is placed so that it is seen from all directions. It is fastened to the top of the wagon, with being seen in a very remarkable way, on the edge of the street, and the name of it is the street. The sign is not large, but it is bright enough to be seen in the distance, and the very front is said to be the front of the wagon, with the truth in mind, for most successful upon this great, plank, containing the article which the sign is supposed to bring and keep before the eyes of the public.

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