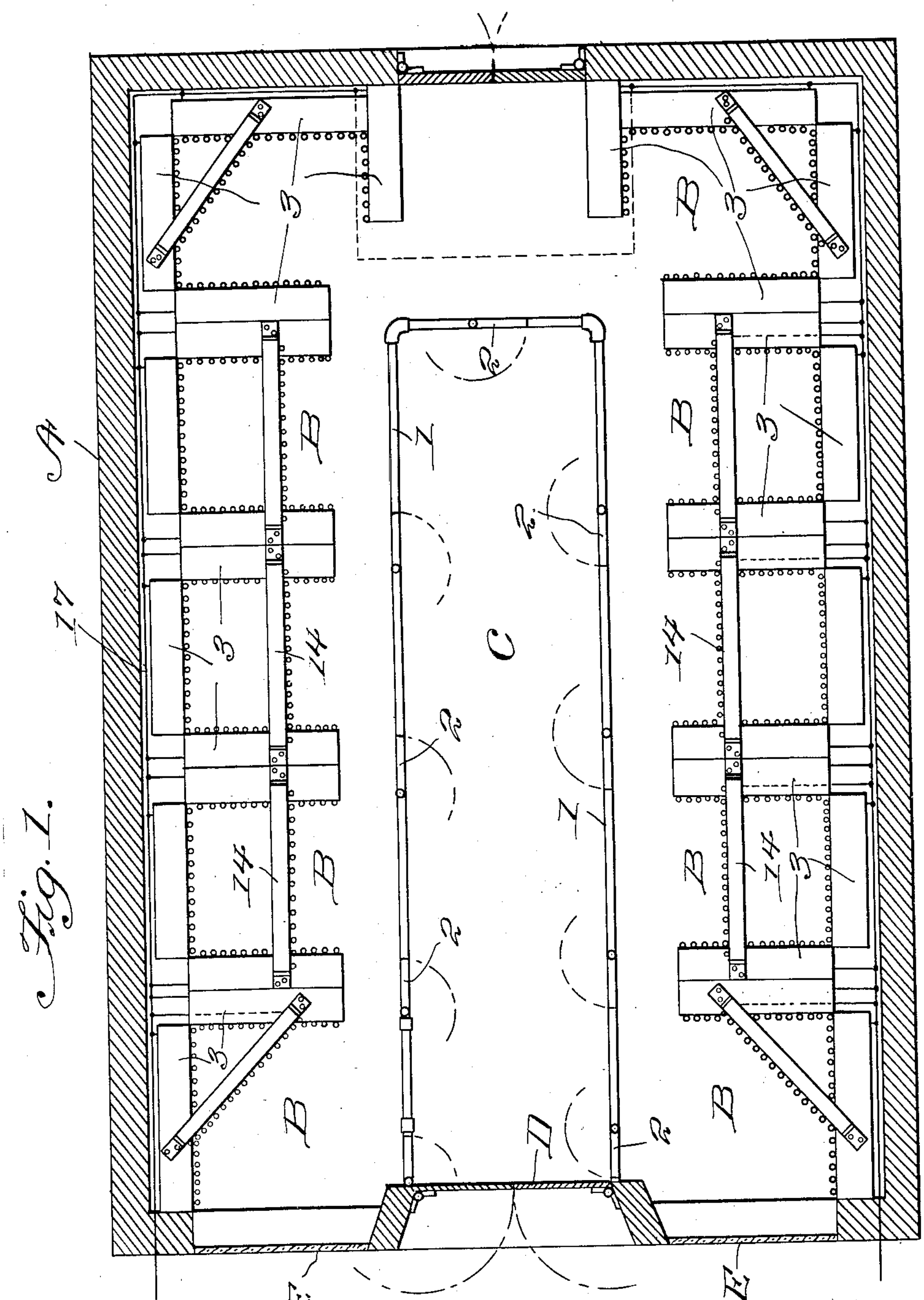
Aug. 6, 1929. F. FRALEY 1,723,027

ADVERTISING SYSTEM

Filed Nov. 21, 1924 3 Sheets-Sheet 1




Frank Fraley INVENTOR

BY Victor J. Evans ATTORNEY

WITNESS: J. C. L. Wright

Aug. 6, 1929. F. FRALEY 1,723,027

ADVERTISING SYSTEM

Filed Nov. 21, 1924 3 Sheets-Sheet 2

Fig. 2.

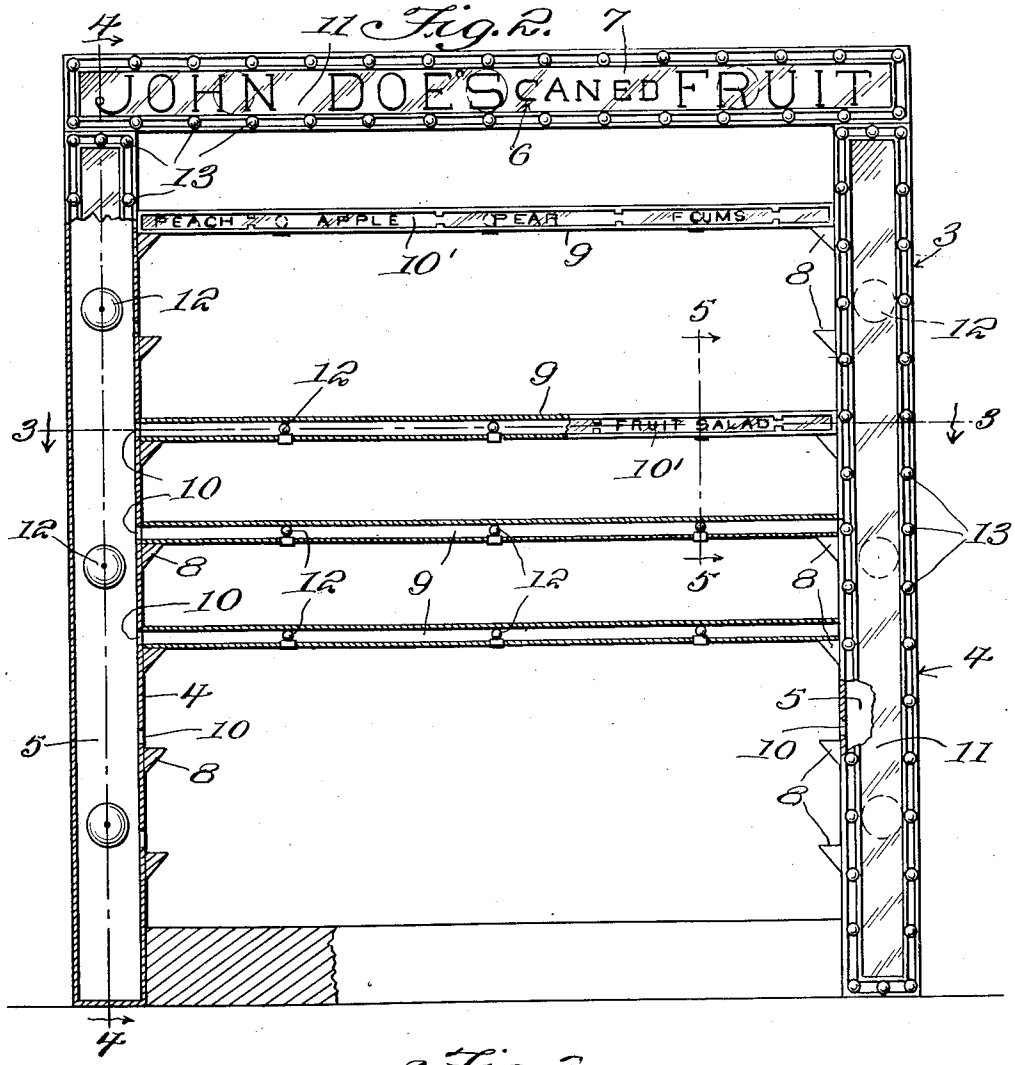
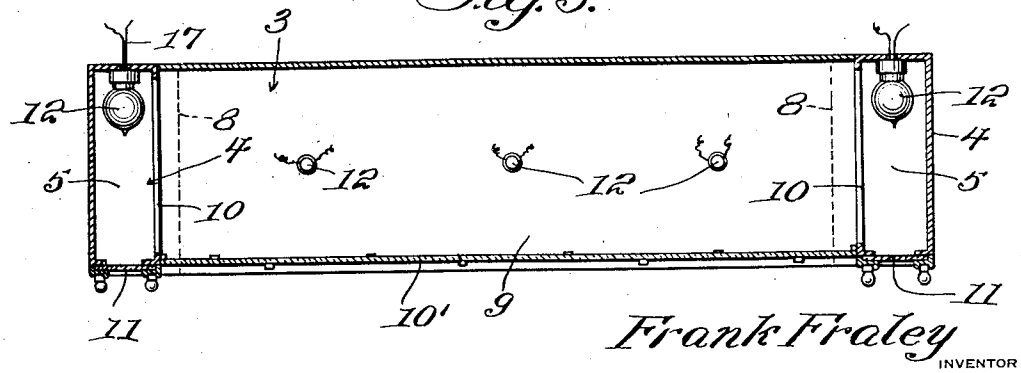



Fig. 3.



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Filed Nov. 21, 1924 3 Sheets-Sheet 3

Fig. 4.

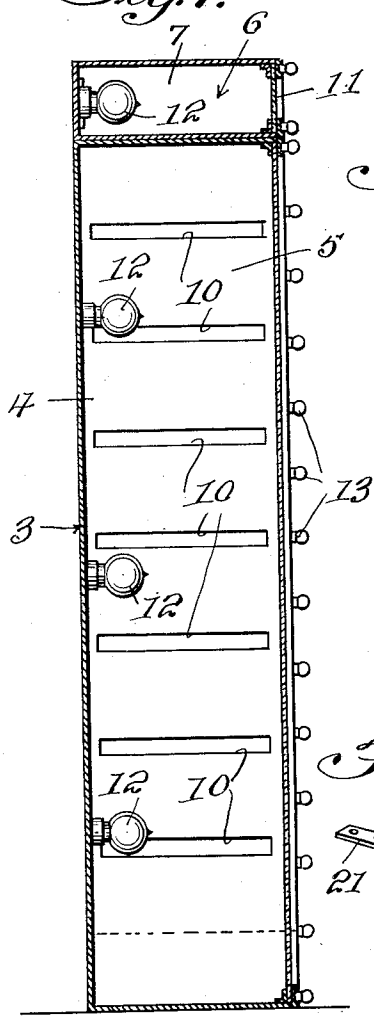



Fig. 6.

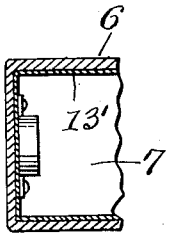



Fig. 5.

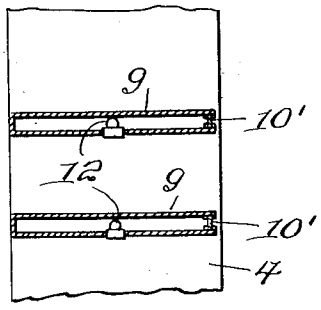



Fig. 8.

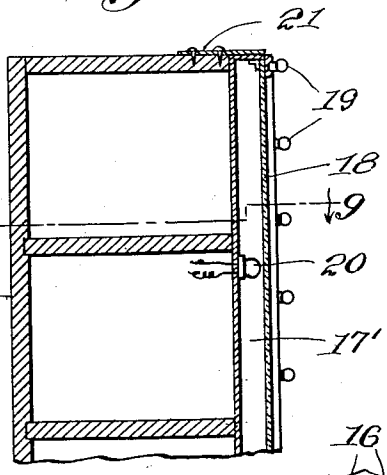



Fig. 7.

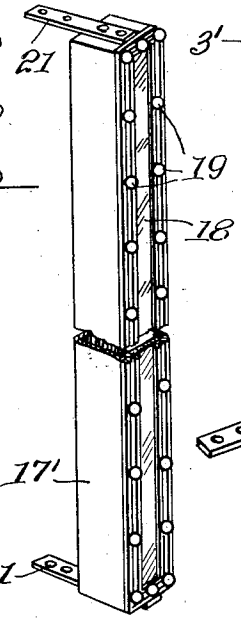



Fig. 9.

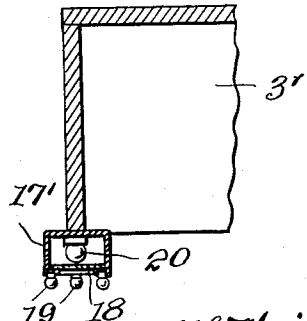
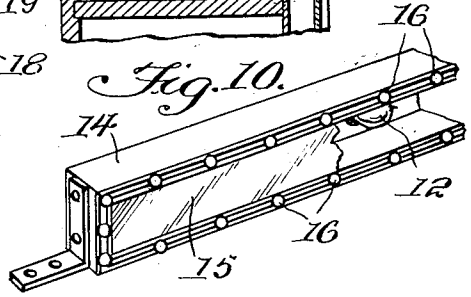



Fig. 10.




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# UNITED STATES PATENT OFFICE.

FRANK FRALEY, OF VICKSBURG, MISSISSIPPI.

## ADVERTISING SYSTEM.

Application filed November 21, 1924. Serial No. 751,387.

This invention relates to a system for advertising goods or articles to be sold, the general object of the invention being to arrange stalls in a store or building with means in each stall for displaying the articles and advertising the same so that persons entering the store or building can readily see the various articles, the names of the producers and other data relating to the goods.

A further object of the invention is to provide lighting means for the various parts so that attention will be attracted to the goods and the goods displayed under the most attractive conditions.

This invention also consists in certain other features of construction and in the combination and arrangement of the several parts, to be hereinafter fully described, illustrated in the accompanying drawings and specifically pointed out in the appended claims.

In describing my invention in detail, reference will be had to the accompanying drawings wherein like characters denote like or corresponding parts throughout the several views, and in which:—

Figure 1 is a horizontal sectional view through a building with the parts therein arranged in accordance with the invention.

Figure 2 is a elevation with parts in section of one of the shelf carrying means.

Figure 3 is a section on line 3—3 of Figure 2.

Figure 4 is a section on line 4—4 of Figure 2.

Figure 5 is a section on line 5—5 of Figure 2.

Figure 6 is a sectional detail view showing the interior construction of one of the chambers.

Figure 7 is a perspective view of an attachment which may be used in a modified form of the invention.

Figure 8 is a sectional view showing this attachment in use.

Figure 9 is a section on line 9—9 of Figure 8.

Figure 10 is a perspective view of one of the top casings.

Referring to Figure 1, A indicates a building which may be a store or the like for displaying the goods or articles to be advertised or sold. This building has a plurality of stalls B arranged around its walls and an aisle C is formed by a railing 1, the aisle leading inwardly from the entrance door D of the building. The gates 2 are formed in the railing so that persons can pass to the various stalls from the aisle in order to select articles or goods from the stall. These gates can have checkers associated therewith and they can be locked when desired. Each wall of a stall is formed of a casing 3 having its front open and which has a pair of vertically arranged partitions 4 therein adjacent its sides which form side chambers 5 and a horizontal partition 6 adjacent its upper end which forms a chamber 7 at the top of the casing. The partitions 4 are provided with brackets 8 for supporting the shelves 9 and said partitions 4 are provided with openings 10 above the brackets which communicate with the interior of the shelves when the shelves are in place on the brackets. Each shelf is made in the form of a hollow casing, preferably formed of metal, with the front having a transparent member 10′ therein. The chambers 5 and 7 have transparent members 11 therein and electric lamps 12 are placed in the chambers and in the shelves so that the transparent parts will be illuminated. Electric lamps 13 are also placed around the fronts of the chambers 5 and 7. Advertising matter may be placed on the transparent fronts of either of its chambers 5 or 7 or on both, Figure 2 showing the name of the producer and the kind of articles produced on the transparent member of the top casing. The names of the articles contained on the shelves may be placed on the transparent members 10′ of the shelves, as shown in Figure 2. Thus this advertising matter will be illuminated when the current is turned on to the lamps in the various parts. The inner walls of the various parts are coated with enamel or the like, as shown at 13′ in Figure 6, so that this surface will act as reflector for the light rays. Some of the rays of light from the lamps 12 in chambers 5 will pass through the openings 10 and thus help to illuminate the shelves. Figure 1 shows the stalls at the front ends of the building of L-shape so that the objects on the shelves of the end stalls can be seen by persons looking in the windows E at the front of the building. The other stalls are of rectangular shape with their front ends open.

I also place casings 14 at the tops of the stalls, each casing being of rectangular shape with its front formed of a transparent mem-

ber 15 and having lamps 16 therein which illuminate any advertising matter placed on the transparent member. The lamps can be connected to any source of electrical supply as will be understood, some of the conductors being shown at 17 in Figure 1.

Instead of forming the casing with end chambers 5 I may form these chambers separately, as shown at 17′ in Figure 7, which shows a casing forming the chamber and having its front formed in part of a transparent member 18 with lamps 19 placed around the member on the front. Lamps 20 are also arranged in the casing and the casing is adapted to be attached to the side edges of the main casing 3′ by the brackets 21 fastened to the ends of the casing 17′.

From the foregoing it will be seen that I have provided simple and attractive means for displaying various objects or goods in a store or other building. For instance a stall may contain the goods of a certain manufacturer or producer and another stall the goods of another manufacturer or producer. The stalls may contain the names of the manufacturer or producer and the names of various articles displayed or produced by him. The entire stall will be brightly lighted so that the goods are attractively displayed. A person passing down the aisle can readily see the articles in the stalls and their names and after making a selection he can pass through a gate into the stall to receive the article he has picked out.

It is thought from the foregoing description that the advantages and novel features of my invention will be readily apparent.

I desire it to be understood that I may make changes in the construction and in the combination and arrangement of the several parts, provided that such changes fall within the scope of the appended claims.

What I claim is:—

1. An advertising system comprising a casing having an open front, vertical partitions in the casing spaced from the sides thereof and forming with said sides vertical chambers, a horizontal partition in the casing spaced from the top thereof and forming with said top a horizontal chamber, transparent members at the front of said chambers, hollow shelves in the casing having transparent fronts, supporting means for the shelves carried by the vertical partitions and illuminating means in the chambers and in the shelves.

2. An advertising system comprising a casing having an open front, vertical partitions in the casing spaced from the sides thereof and forming with said sides vertical chambers, a horizontal partition in the casing spaced from the top thereof and forming with said top a horizontal chamber, transparent members at the front of said chambers, hollow shelves in the casing having transparent fronts, supporting means for the shelves carried by the vertical partitions, illuminating means in the chambers and in the shelves and said vertical partitions having openings therein which communicate with the interior of the shelves.

3. An advertising system of the class described comprising a stall, each wall of the stall being formed of a casing having an open front, vertical partitions in the casing spaced from the sides thereof and forming with said sides vertical chambers, a horizontal partition in the casing spaced from the top thereof and forming with said top a horizontal chamber, transparent members in the fronts of said chambers, supports on the vertical partitions, hollow shelves horizontally arranged within the casing and having their ends resting on said supports, each shelf having a transparent member in its front and the vertical partitions having openings therein communicating with the interior of the shelves and illuminating means in the chambers and in the shelves, a casing located at the top of the stall, a transparent front in said casing and illuminating means within the casing.

In testimony whereof I affix my signature.

FRANK FRALEY.