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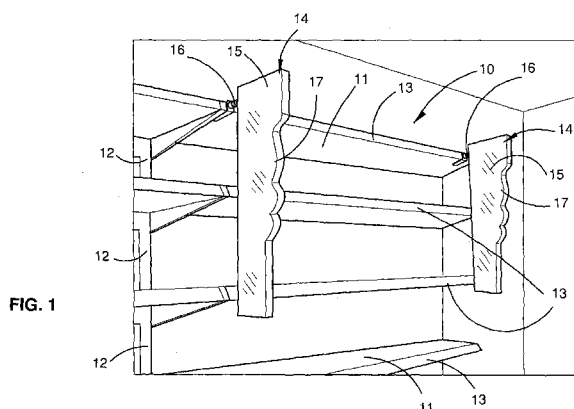
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(54) Title: ADVERTISING DISPLAY SYSTEM



(57) Abstract: Product display shelving for supporting products for display at a retail outlet comprises a shelving structure (10) including a bank of vertically spaced shelves (11) forming open fronted spaces for products to be displayed and a number of advertising panels (14) each attached to the shelving structure (10) so as to be held upright with their opposed panel faces (15) extending outwardly from the shelving so as to be readily visible to observers looking along the shelving. The panels (14) are attached to the shelving structure (10) by mountings (16) which permit swinging movement of the panels if they are knocked by a person or trolley moving along the front of the shelving.