

SA1200492

Early 20th Century Fry's Chocolate Advertising Cabinet

Price

GBP 600

| USD \$812 | EUR 702

Item Reference: SA1200492

Date of manufacture: 1920

Dimensions

Height = 115 cm (45.3")

Width = 38 cm (15.0")

Depth = 19 cm (7.5")

Description

A striking early 1920s advertising cabinet made for Fry's Chocolate, originally used as a freestanding promotional display in a grocer's or confectioner's shop. The cabinet features its reverse-painted and gilt glass panels reading "Fry's Choice Chocolate" and "Fry's Pure Breakfast Cocoa", framed by warm mahogany and topped with a shaped arched crest painted with cocoa pods and the wording "Fry's Chocolate". Additional carved and gilt lettering to the top and base includes "Every Day a Fry Day" and "Makers to HRH The King". The narrow, upright form and subtle overhanging cornice are typical of Edwardian commercial furniture, designed to catch the eye on the shop floor while providing internal storage for boxed stock or promotional material. The cabinet opens to reveal a simple interior, retaining a rich, well-aged patina throughout. Today, this piece works beautifully as a statement cabinet for retail, hospitality, kitchens, or characterful interiors, offering genuine period branding and strong visual presence. We believe that the hand painted writing has been retouched over the years, making it more of a recent addition. H: 115 W: 38 D: 19 cm

Seller Details

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