Dec. 8, 1931. W. J. BURCHETT 1,835,374

FOLDING PROJECTION AND DISPLAY RACK

Filed Dec. 9, 1929

Fig. 1.

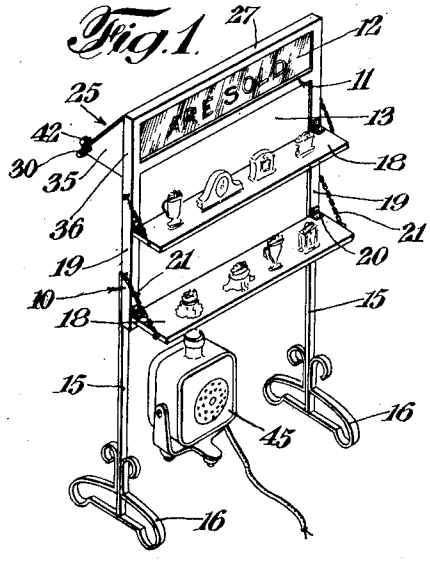


Fig. 2.

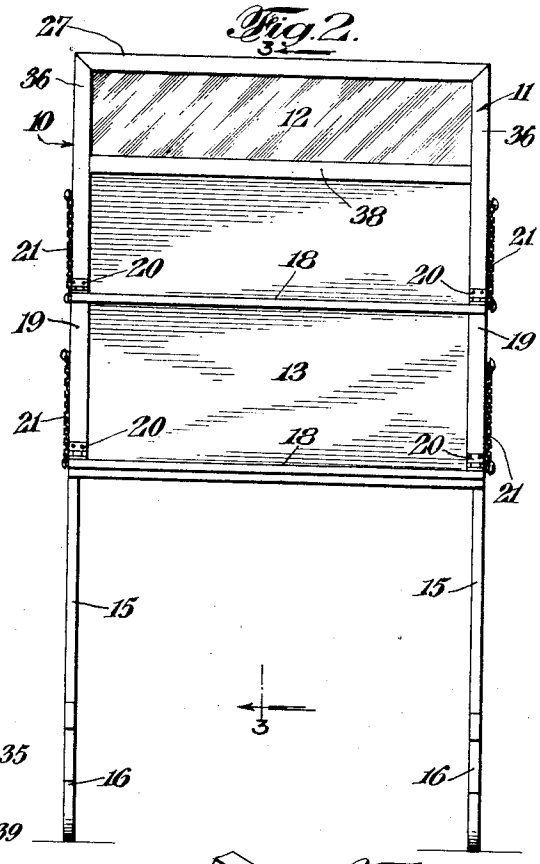


Fig. 3.

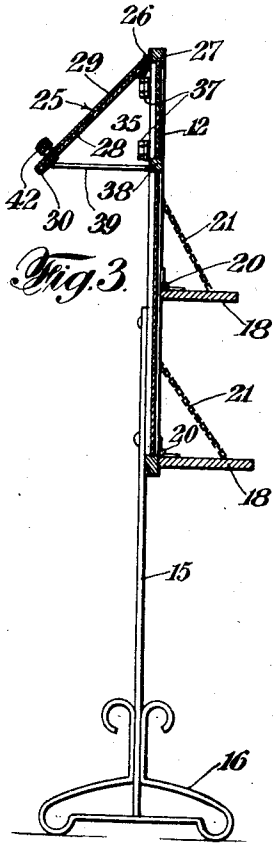


Fig. 4.

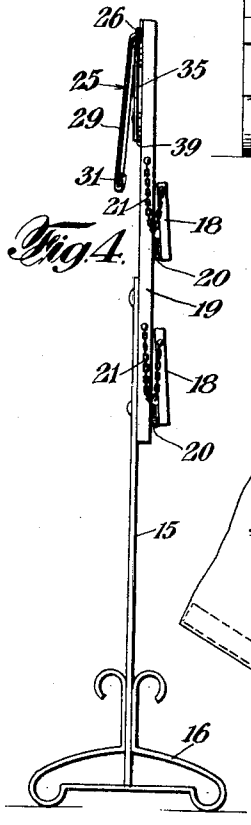
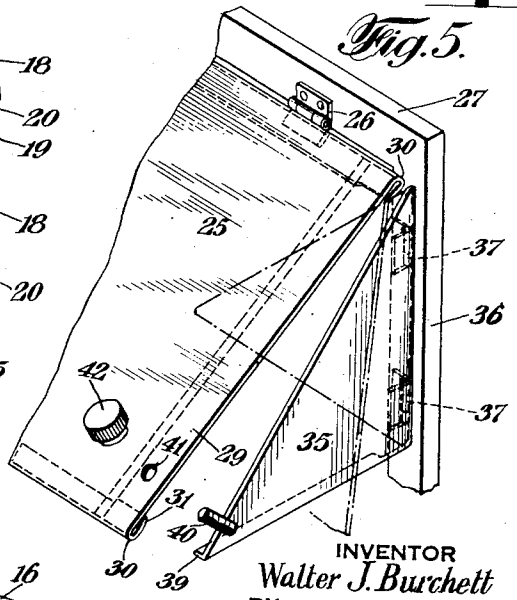


Fig. 5.



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UNITED STATES PATENT OFFICE

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FOLDING PROJECTION AND DISPLAY RACK

Application filed December 9, 1929. Serial No. 412,675.

This invention relates to portable display racks.

One object of this invention is the provision of a display rack for displaying articles and simultaneously displaying advertising or descriptive matter relating to the articles.

A more specific object is the provision of a rack having a displaying shelf or shelves on one side, a displaying screen to the rear of and above said shelf or shelves, and a beam deflector to the rear of the screen for directing the projecting beam to the screen from a suitable projecting apparatus located under the rack.

It is also an object of this invention to provide means for permitting the shelves and deflector to be swung against the main frame of the rack to save storage space when the rack is not in use.

Other objects will appear from the description taken in connection with the accompanying drawings in which:

Fig. 1 is a perspective view of the rack with a projecting apparatus in position to throw advertising matter on the screen relating to the articles displayed on the shelves;

Fig. 2 is a front elevation of the rack showing the shelves in horizontal position;

Fig. 3 is a vertical cross sectional view of the rack on the line 3—3 of Fig. 2, showing the shelves and deflector in position for use;

Fig. 4 is a side view of the rack showing the deflector and side flaps and shelves folded against the main frame of the rack; and

Fig. 5 shows the mounting for the deflector and flaps and the use of the flaps as struts to support the deflector.

The rack comprises a generally rectangular frame or main standard member 10 provided with an upper framing portion 11 rabbeted to receive a displaying screen 12, and a lower framing portion in which may be secured by any suitable means a panel 13.

The frame member 10 is supported on standards 15 provided with or connected to feet 16 of any suitable and ornamental form.

One or more article displaying shelves 18 are hinged to the vertical numbers 19 of the lower framing portion of the frame member 10 by hinges 20, the construction being such that the shelves are thrown beyond the vertical when they are closed against the frame member as shown in Fig. 3. Chains or other suitable devices 21 are secured to the outside face of the vertical members 19 and the ends of the shelves to support the shelves in horizontal position and to fold or collapse without interposing themselves between the shelves and frame member.

A deflector 25 is secured by hinges 26 to the upper horizontal member 27 of the framing portion 11 so that it may be swung towards the frame member 10 when not in use. This deflector preferably consists of a mirror 28 supported in a metal or other supporting member 29 to which the hinges are secured. The upper and lower edges 30 of the member 29 are turned back upon themselves to form grooves to receive the upper and lower edges of the mirror, and the ends of the turned-back edges are crimped against the main body of the member 29 as at 31 to hold the mirror in place laterally.

The deflector is supported in the position shown in Figs. 1 and 3 by flaps 35 of metal or any suitable material. These flaps are hinged to the vertical members 36 of the framing member 11 by hinges 37 to permit them to be swung inwardly towards each other and against the lower horizontal member 38 of the framing member 11, as indicated in Fig. 4. Each flap is provided with a strengthening flange 39 for contact also with said member 38 when the flap is in closed position.

The flaps carry screw threaded members 40, Fig. 5, which extend through opening 41 in the mirror supporting member 29 to receive a thumb nut 42 whereby the mirror and its frame may be securely locked in functioning position. The flaps are of sufficient rigidity to act as strut members for the deflector.

When the deflector is not in use, it is folded against the frame member as shown in Fig. 4.

Fig. 1 shows the use of a projector 45 with the display rack of this invention. It is positioned directly below the display rack and occupies the space allotted to the display rack. The image is projected against the

deflector 25 which deflects it to the screen 12 as indicated in Fig. 1. If desired, a non-transparent screen may be placed in front of this projector.

While the invention has been described in detail with respect to certain particular preferred examples which give satisfactory results, it will be understood by those skilled in the art, after understanding the invention, that various changes and modifications may be made without departing from the spirit and scope of the invention, and it is intended therefore in the appended claims to cover all such changes and modifications.

What is claimed as new and desired to be secured by Letters Patent of the United States is:

1. In a display rack, a main vertical standard, a shelf for supporting articles to be displayed, supported on and extending forwardly from one side of said standard, a screen carried by and in the plane of the standard upon which advertising matter may be projected, and a deflector supported on said standard to the rear of the screen and standard for directing a projected beam on to the screen.

2. In a display rack, a main vertical standard, a shelf extending forwardly from one side of said standard for supporting articles to be displayed, a screen in the plane of the standard upon which advertising matter may be projected, a deflector on the rear of the screen and standard for directing a projected beam on to the screen, and means hingedly supporting the shelves and deflector on said standard to permit of their being folded against the standard.

3. In a display rack, a main vertical standard, a screen supported on said standard, an article displaying shelf on said standard, and a beam deflector secured to said standard for directing a projecting beam on to the screen, the arrangement being such that articles on the shelf and matter projected on the screen may be viewed from the same point.

4. In a display rack, a main frame member, a screen mounted therein upon which advertising matter may be projected, a beam deflector hinged by horizontal hinges to said frame member for directing a projected beam on to the screen, triangular strut members hinged to said frame member, and means for securing said strut members and deflector in operative position.

5. In a display rack, a main frame member, a beam deflecting member hinged by horizontal hinges to said frame member, a flap at each end hinged to one of said members for shielding said deflecting member, and means for holding said flaps and deflecting member in extended position.

6. In a display rack, a main frame member, a deflector, flap members for shielding said deflector, and hinges connecting said deflector and flap members to the main frame member to permit of folding said flap members against the frame member and said deflector against the flap members.

7. In a display rack, a deflecting member, hingedly mounted flap members for shielding said deflecting member, and a flange on each flap member constituting a bearing element when the flap members are folded against the rack.

8. In a display rack, a screen upon which advertising matter may be projected, a rectangular frame for the screen, a deflector hinged to the upper horizontal member of the frame for directing a projected beam on to the screen, flap members hinged to the vertical members of the frame for shielding said deflector and screen, and means for preventing contact between the flap members and screen as the flap members are folded against the frame.

In testimony whereof I have signed my name to this specification.

WALTER J. BURCHETT.