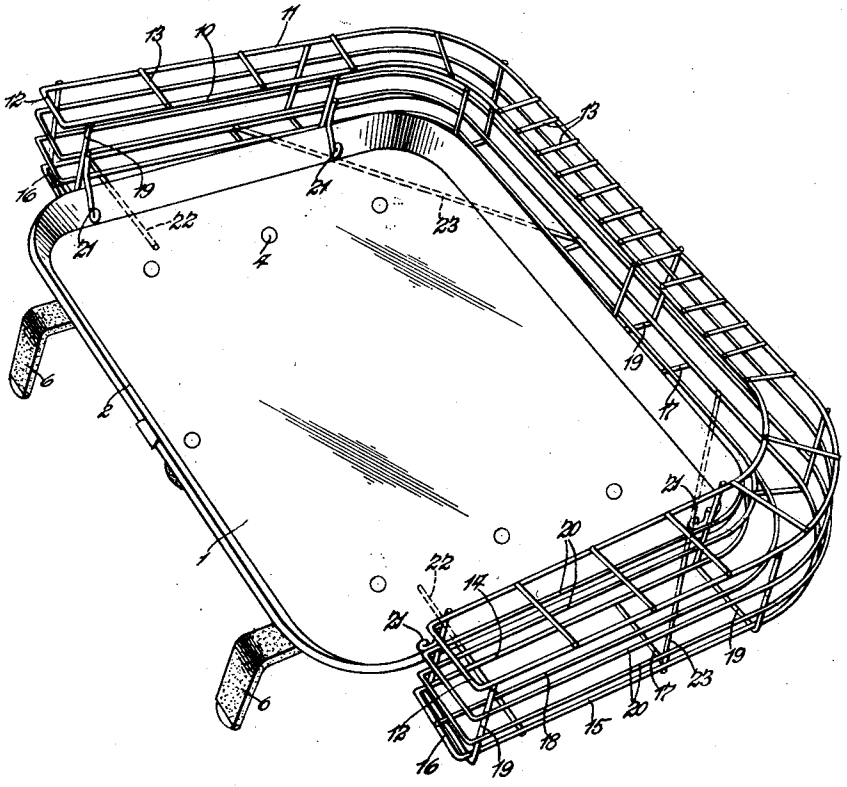
Oct. 25, 1932. J. J. ORLICK 1,884,160

SALES SERVICE RACK

Filed Jan. 14, 1932 2 Sheets-Sheet 1

Fig. 1.



Inventor
John J. Orlick
by Rippey & Kingsland
His Attorneys.

Oct. 25, 1932. J. J. ORLICK 1,884,160

SALES SERVICE RACK

Filed Jan. 14, 1932 2 Sheets-Sheet 2

Fig 2.

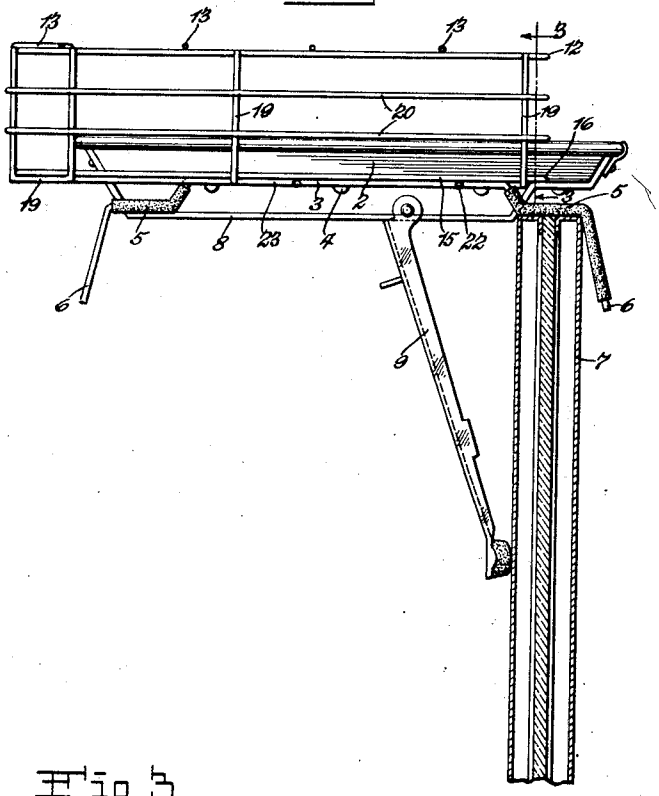
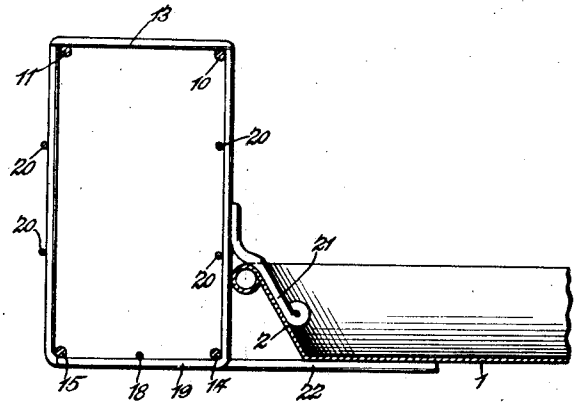


Fig 3.



Inventor
John J. Orlick
by Rippey & Stingsland
His Attorneys.

Patented Oct. 25, 1932 1,884,160

UNITED STATES PATENT OFFICE

JOHN J. ORLICK, OF ST. LOUIS, MISSOURI

SALES SERVICE RACK

Application filed January 14, 1932. Serial No. 586,487.

This invention relates to sales service racks.

An object of the invention is to provide an inproved sales service rack for use in connection with a portable service tray, whereby various confections, cigarettes and other merchandise may be supported and displayed in an attractive manner in connection with the tray, thus bringing to the notice of the customer purchasing the beverages, confections, etc. served on the tray the numerous articles mounted in the rack. The rack comprises an open frame structure divided into spaces or compartments for receiving and supporting the different articles of merchandise in an attractive arrangement and in a manner in which any selected articles of merchandise may be easily removed. In this manner, the invention constitutes a combined display and self-service sales device, whereby the purchaser of the commodities on the tray may conveniently remove any selected articles from the rack.

Another object of the invention is to provide an improved sales service rack of the type and character mentioned having means in connection therewith for engaging the marginal portion of a service tray to support the rack about the tray in a manner permitting convenient removal and replacement of the rack and in a relationship to prevent any liquid contents from the tray from flowing directly into contact with the articles displayed in the rack.

Another object of the invention is to provide a device of the type and for the purpose mentioned embodying a construction so that the rack may be manufactured and sold at comparatively low cost.

Other objects will appear from the following description, reference being made to the accompanying drawings, in which—

Fig. 1 is a perspective view of the invention.

Fig. 2 is an end elevation showing the tray removably attached to a vertical support.

Fig. 3 is a vertical cross sectional view on the line 3—3 of Fig. 2.

The tray in connection with which the invention is shown comprises a bottom wall 1 having throughout its circumference an upwardly and outwardly inclined side wall 2. A number of spaced bars 3 extend transversely of and are attached to the under side of the bottom wall 1 by fasteners 4. Each of the bars 3 has on its ends parts 5 spaced from the bottom wall 1, and downwardly extended end portions 6. Thus, there is a pair of end portions 6 near each side of the tray and these end portions are designed and arranged to engage with a stationary support 7. A bar 8 extends transversely of the tray between the bars 3 and an arm 9 is pivoted and is slidable on the bar 8. When extended downwardly, the arm 9 is designed and adapted to cooperate with the opposite side of the support 7 from the ends 6 and cooperates with said ends 6 in order to support the tray in a horizontal position.

My improved merchandise display rack is a frame made of wire, or other material providing openings. In the specific embodiment shown, this frame comprises a top wire bent and shaped to provide an inner top frame member 10 and an outer top frame member 11 spaced from said frame member 10 and connected therewith at their ends by connections 12 and at numerous intermediate points by spaced cross connections 13. The rack also comprises a bottom frame portion comprising a wire bent to provide an inner member 14 and an outer member 15 vertically below the frame members 10 and 11, respectively. The frame members 14 and 15 are connected at their ends by connections 16 and at numerous intermediate points by horizontal cross connections 17, which support a longitudinal intermediate frame member 18 extending parallel with and spaced from the inner and outer frame members 14 and 15 and constituting a support for the merchandise and articles mounted in the spaces between the connections 13.

These upper and lower frame members are connected at numerous points throughout their length by U-shaped frame parts 19 having their arms extending vertically and attached to the parts 10, 11, 14 and 15 and having their horizontal portions extending transversely under the frames 14 and 15 and

attached thereto. These attachments may be by soldering or welding or otherwise.

Wire frame elements 20 are located between the frame elements 10 and 14 and between the frame elements 11 and 15, respectively, and thus constitute sides for the rack, so that the articles of merchandise cannot drop laterally from the rack.

This rack is substantially U-shaped in plan view and is designed and arranged so as to extend along the ends and across the outer side of the tray in order to support the merchandise in the rack in an attractive manner without in any way interfering with the convenience of removing the articles from and replacing them on the tray. The rack is supported in a manner to extend well above the tray, so that the merchandise mounted in the rack is attractively displayed.

A number of the inner portions of the frame elements 19 have downwardly and inwardly extending arms 21 designed and arranged to engage against the inner surface of the side wall 2 of the tray and thereby support the rack. Arms 22 attached to the lower frame members 14 and 15 project inwardly under the bottom wall 1 of the tray and cooperate with the arms 21 to support the rack in a stationary position on the tray. Strengthening frame members 23 extend transversely across the corners of the rack and under the bottom wall of the tray and cooperate with the supporting arms 21 and 22 to retain the rear portion of the rack in effective connection with the tray.

The rack may be easily detached from the tray by sliding the rack rearwardly until the frame members 23 are disengaged from the rear portion of the tray and until the arms 22 pass beyond the rear edge of the bottom wall of the tray. Then the arms 22 may be lifted from engagement with the side wall 2 of the tray.

It is now apparent that I have provided a display rack that may be manufactured and sold at very low cost, that may be easily attached to and detached from a service tray, that is sanitary and easily maintained in that condition, and that receives and displays numerous articles of merchandise in a very attractive manner in connection with any beverages or other refreshments for which the customer had asked and which had been served on the tray. In this way, the device serves as a sales promotion device, because the customer's attention is easily attracted to the various articles of merchandise contained in the rack.

In the specific embodiment shown, the rack is composed of wire or small rods bent to the desired shape and form, but it is apparent that the device may be constructed otherwise and of other material. Accordingly, I do not restrict myself in these or other unessential particulars, but what I claim and desire to secure by Letters Patent is:

1. In a device of the class described, the combination with a support including a bottom wall and an outwardly inclined rim, of a rack comprising an open frame adapted to surround the ends and one side of said support, said rack having a plurality of partition members dividing the same into a series of open compartments, and means for removably connecting the rack with the support.

2. In a device of the class described, the combination with a tray member having a bottom wall and an outwardly inclined rim, and means for connecting the tray in a horizontal position with a vertical support, of a display rack formed substantially in U-shape and adapted to surround two ends and one side of the tray, said display rack being formed to provide bottom and side supports for rectangular articles of merchandise, and arms extending inwardly from the rack and adapted to engage with the tray to removably support the rack in connection with the tray and in laterally spaced relationship thereto.

3. In a device of the class described, the combination with a service tray having a bottom wall and a side rim, of an open rack structure having bottom and side supports for substantially rectangular articles, a series of transverse spacing members to define compartments in the rack of varying widths, arms extending from the rack above the upper plane of the tray adapted to connect the rack with the tray, and a second series of arms extending inwardly from the ends of the rack adapted to engage the under face of the tray, said arms affording clamping means for connecting the rack in supported relationship with the tray.

4. As an article of manufacture, a merchandise rack adapted to be connected to a service tray, said rack comprising an open frame substantially U-shape in general contour and adapted to be connected to the tray around the ends and one side wall thereof and spaced therefrom, and means in connection with the rack for releasably clamping the rack in assembled relation with the tray.

5. As an article of manufacture, a merchandise display rack comprising an open U-shaped frame forming a channel open at the top thereof, a series of unequally spaced transverse partition members extending across the top of the tray and forming a plurality of unequally sized compartments for supporting rectangular articles of merchandise, and means for connecting said rack with a service tray so that the major portion of the rack will be above the surface of the service tray.

JOHN J. ORLICK.