

Nov. 12, 1940.

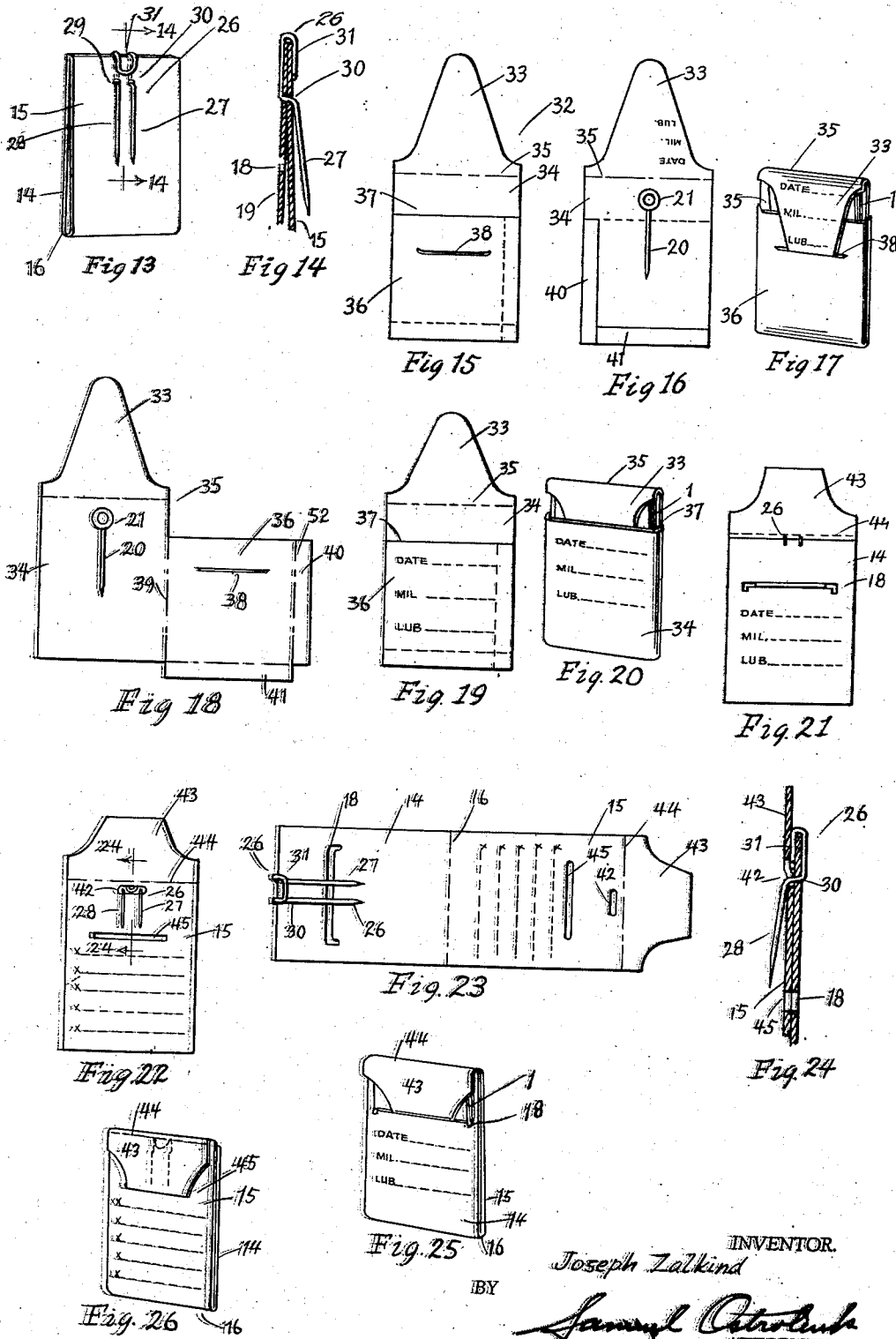
J. ZALKIND

2,220,927

RECORDING SYSTEM

Filed Sept. 3, 1937

4 Sheets-Sheet 2



Nov. 12, 1940.

J. ZALKIND

2,220,927

RECORDING SYSTEM

Filed Sept. 3, 1937

4 Sheets-Sheet 3

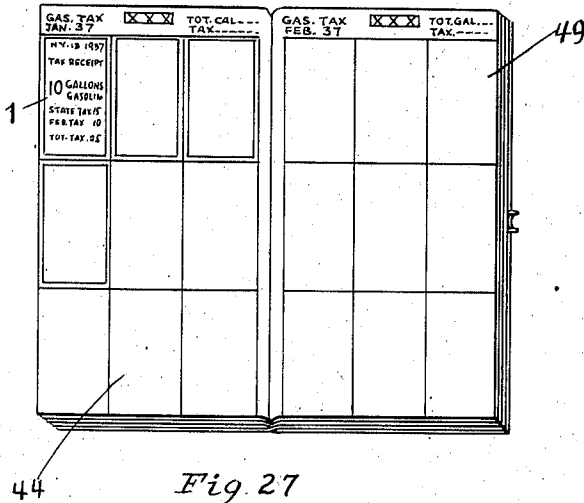


Fig 27

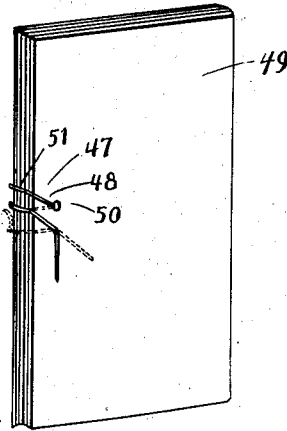


Fig 28

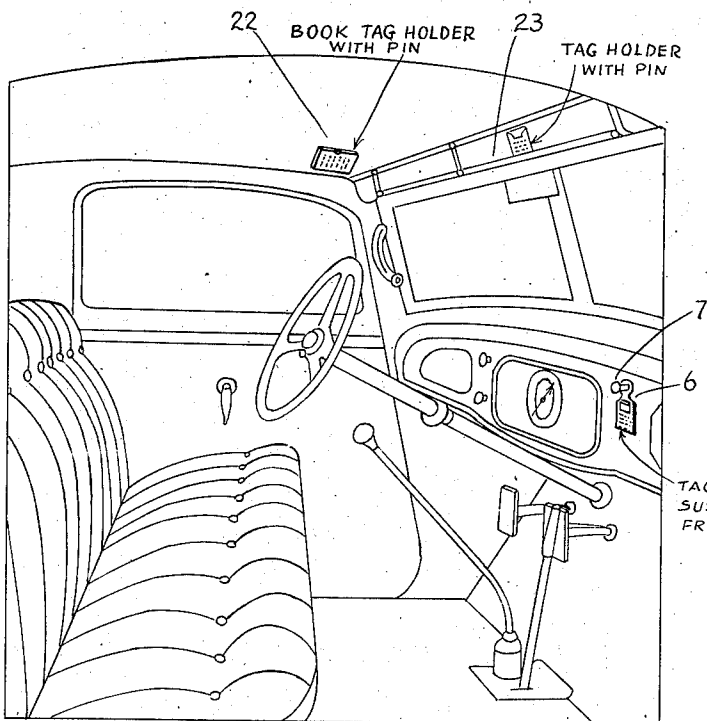


Fig 30

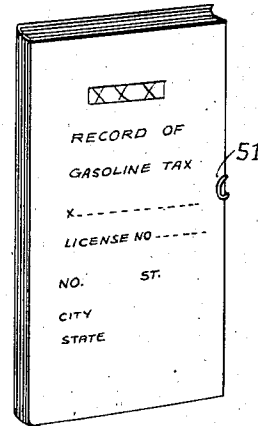


Fig 29

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RECORDING SYSTEM

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4 Sheets-Sheet 4

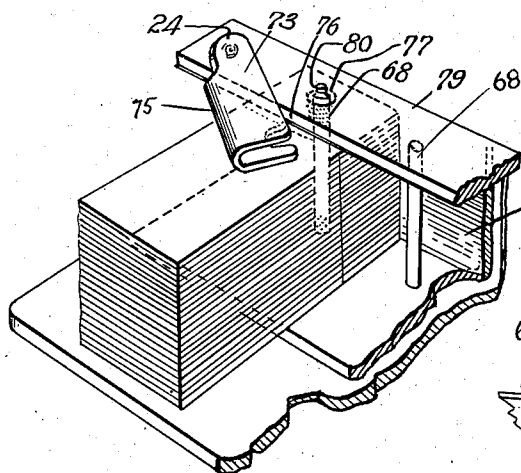


Fig. 32

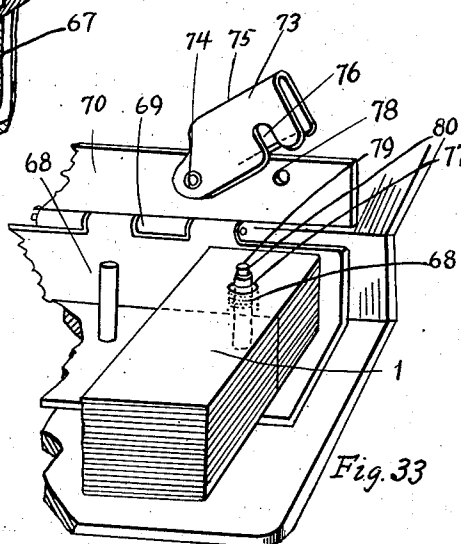


Fig. 33

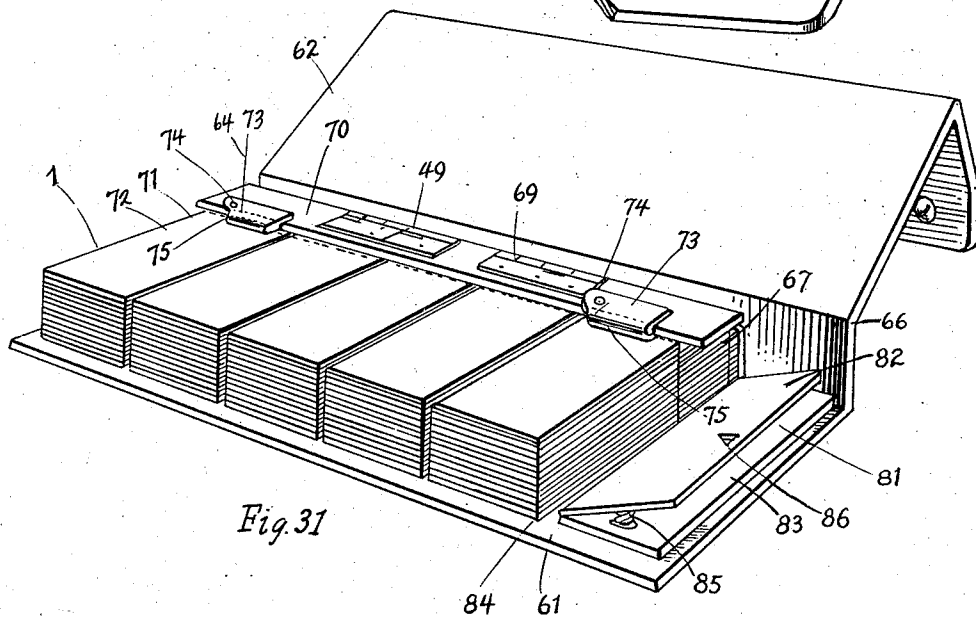


Fig. 31

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UNITED STATES PATENT OFFICE

2,220,927

RECORDING SYSTEM

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Application September 3, 1937, Serial No. 162,248

2 Claims. (Cl. 229—74)

My invention relates to a system for making and keeping special records and types thereof in conjunction with a novel record or indicia card or coupon, and is best adapted for use by large business organizations having a great number of customers and dealing with many persons. My system may be adapted for use in such special cases as the giving of premium coupons, stamps or certificates; receipts for merchandise; receipts for taxes where the tax is separable from the entire selling price of an item of merchandise; and for many other uses which will become apparent upon inspection of the description hereinafter set forth.

Taking as an illustration one special type of use: The sale of gasoline has for many years been the subject of taxes both State and Federal. Such taxes vary from state to state but are almost always present. In practically every state, however, the tax is paid directly by the consumer and is a definite amount for each gallon of gasoline; likewise, the Federal tax is paid by the consumer and is also a definite amount per gallon. The vendor of the gasoline to the ultimate consumer is generally the primary agent for the collection of such tax and it is to such vendor that the consumer pays such tax in the first instance. At present, the consumer, unless he keeps a special record of his own, will, in the average case, rarely know for any specific period what his total expenditure for gasoline taxes may be. Such knowledge is, however, important to him, since when coupled with adequate proof of the payment of such gasoline taxes (such as a series of coupons of the type set forth in Figure 1), he may properly deduct such expenditures from certain other taxes which he may be required to pay and at the same time have a complete record of the proportion of his expenditures which must be allocated to taxes on gasoline.

Since such knowledge and records are so important to the consumer, a system which will aid him in recording and proving the payment of such taxes becomes even more important to the company selling gasoline since it aids the company in retaining the good-will of its customers.

Accordingly, objects of my invention are: to provide a system for giving and keeping premium coupons; to provide a novel record card or coupon; to provide a novel form of coupon, stamp or certificate in conjunction with a novel container in connection with a recording system; to provide a coupon system and means of retaining such coupons whereby individual consumers or

purchasers who pay a separable tax on the item purchased may at all times have a complete record of the amount of such taxes paid; to provide a system of the nature herein described which is simple to operate and requires little or no entry work on the part of the consumer or purchaser paying the tax and which will further require little or no entry work or manipulation on the part of the vendor or his employees at the time of the sale or transaction. A further object is to provide a system of the nature aforementioned which will be novel and which will appeal to the gasoline consumer by reason of its newness, convenience and effectiveness and which will have the further advantage of providing such consumer with a conveniently stored record of his expenditures for specified items over any desired period of time; and, in conjunction therewith, a further object is to provide a coupon showing the amount of gasoline purchased at any one time, the taxes paid thereon and the period during which the same was purchased to the end that the consumer may use such coupons as evidence of taxes paid thereon in any necessary instance.

Further objects of my invention will become apparent from the following detailed description and specification in which:

Figure 1 is a representative form of coupon for my system specifically drawn for use in recording gasoline tax payments.

Figure 2 is a sheet of coupons of the type of Figure 1 in which the coupons are separated by suitable weakening lines in the sheet.

Figure 3 is another representative form of coupon for my system specifically drawn for use as a premium coupon.

Figure 4 represents a special container or holder for the coupons of the type of Figs. 1, 2 and 3, the said container being in the form of an ordinary lubrication tag.

Figure 5 represents a development of the blank from which the container of Figure 4 is formed.

Figure 6 is a front perspective of the container of Fig. 4 with the coupons inserted therein.

Figure 7 represents the container of Fig. 4 with an alternative means for hanging or suspending the same.

Figure 8 represents a modified form of the special container or holder of Fig. 4.

Figure 9 is a rear view of the container of Fig. 8.

Figure 10 represents a development of the blank from which the container of Fig. 8 is formed.

Figure 11 is a front perspective view of the container of Figure 8.

Figure 12 is an enlarged fragmentary cross-section of the blank of Fig. 10 on the line 12—12 looking in the direction of the arrows.

Figure 13 is a rear view of an alternative form of the container of Fig. 8, showing another form of pin for suspending or fastening the same which also binds the container together.

Figure 14 is an enlarged fragmentary cross-section of the container of Fig. 13 along the line 14—14 looking in the direction of the arrows.

Figure 15 represents an alternative form of special container or holder for coupons.

Figure 16 is a rear view of the container of Fig. 15.

Figure 17 is a front perspective view of the container of Fig. 15 showing the flap closed and the coupons in place.

Figure 18 represents a development of the blank from which the container of Fig. 15 is formed.

Figure 19 is a modified form of the container of Fig. 15.

Figure 20 is a front perspective view of the container of Fig. 19 with the flap closed and the coupons in place.

Figure 21 is a front view of a modified form of the container of Fig. 13.

Figure 22 is a rear view of the container of Fig. 21.

Figure 23 represents a development of the blank from which the container of Fig. 21 is formed.

Figure 24 is an enlarged fragmentary cross-section of the container as shown in Fig. 22 along the line 24—24 looking in the direction of the arrows.

Figure 25 is a front perspective view of the container of Fig. 21 in use with the coupons in place.

Figure 26 is a rear perspective view of the container of Fig. 21 showing the method of folding for shipment.

Figure 27 represents an alternative form of holding the coupon in a book wherein the coupons are adhesively attached to the pages thereof.

Figure 28 represents a rear view of the book of Fig. 27 when closed.

Figure 29 represents a front view of the book of Fig. 27 when closed.

Figure 30 is a partial perspective view of the interior of an automobile showing methods of mounting my special container therein.

Figure 31 is a perspective view of a binder or holder for my coupons.

Figure 32 is a perspective sectional detail view showing the locking device and post in the binder shown in Fig. 31.

Figure 33 is a further perspective sectional view of the binder of Fig. 31, illustrating the locking device and further details of the binder.

Before describing the physical embodiments of my system, it is desirable to describe the operation of the system in conjunction with a hypothetical situation in which such system may properly be used to advantage. Taking again as an illustration a situation in which a vendor of gasoline at retail desires to assist an automobile operator in keeping an accurate record of the expenditures by him for taxes on gasoline over a specific period: The coupon of the type illustrated in Figure 1 then becomes the essential element; and when it is given out with each purchase of gasoline, it will provide a record of the number of gallons of gasoline purchased, the taxes paid

thereon and other information which will enable the motorist to prove such tax payments when required and also keep a record for his own benefit. The motorist, when first bringing his automobile to a gasoline station operated by a vendor using the system, will receive a special container which may easily be fastened, stored or kept in his automobile. The container must be so formed that it may be attached or suspended in a manner to be available at all times for the insertion of coupons. Preferably, such container may be in the form of the commonly known lubrication tag providing, however, a containing means in conjunction therewith; such container, whether it is made in the form of a lubrication tag or not, may have inscribed thereon, preferably on a visible surface, certain information which may be important to the motorist, such as: a space for filling in the speedometer reading at the time the automobile was last greased, oil changed, battery refilled and the like. In all cases, the container must be so formed that it will be advantageous for the automobile operator to retain and use the same. Thereafter, each time the motorist purchases gasoline at such station, he will be given a coupon of the type described above. He will insert such coupon in the container which will be especially designed and dimensioned to conveniently retain such coupon. Adding the coupons together for any period will give the motorist the total amount of taxes paid during the period. For convenience in handling, coupons may be of different denominations, the denominations may be of different colors, they may bear thereon the year or the month and year or the date of issuance and the state in which issued; the coupons may be successively numbered and record kept of their numbers to further check the issuance of such coupons and to assist in providing a means whereby unauthorized or improper issuance of such coupons may be prevented. In this way, besides furnishing a convenient record of moneys expended for taxes, such coupons will have evidentiary value in enabling a motorist to deduct such moneys expended for taxes from other taxes which he may be required to pay.

Special containers may be provided for the gasoline station attendant to assist him in carrying and issuing such coupons. The coupons may be kept and carried in batches or in perforated sheets.

In all cases, however, it will be obvious that the only work required to effect the aforementioned objects will be the giving of a coupon by the attendant at the time the gasoline is purchased and the inserting of such coupon in the container by the motorist.

Such a system will, in addition, provide the motorist with an exact record of all gasoline consumed, and, where the coupons are dated, the rate of consumption for any period; and each coupon may even provide a space for noting the speedometer reading at the time of purchase in order to show the consumption of gasoline per mile. Such coupons may also bear any other information deemed advisable to facilitate their use.

The above outline of the operation of my system is by way of illustration only. The system may similarly be used for the giving and keeping of coupons for premiums in which case a suggested form of such coupon will be that illustrated in Figure 3.

Such a system may be used in any situation where recurrent purchases or dealings in the

same general type of merchandise or in the same type of transaction will make the use of the system effective.

In Figure 1 I have shown a form of coupon 1 for use in my system when such system is applied to the recording of taxes on sales of gasoline as in the illustration given above. Such a coupon may be of various different forms. It may show the name of the company or vendor issuing it 2; it may have a check number 3; it may give the date of issuance, the number of gallons of gasoline sold, the taxes paid thereon and other suitable information. Such informative matter may be variously arranged on the coupon. Different types of coupons may have some or all of the information above mentioned.

In Figure 2 I have shown one means of retaining such coupons 1 in a sheet 4 having weakening lines 5 which permit the separation of the coupons from the sheet. Such coupons may, of course, be retained in batches or bundles wherein stubs attached to such coupons are bound together and wherein the coupons may be torn from the stubs and issued to the motorist, the stubs being retained as a check upon the coupons issued.

Where the coupons 1 are to be adhesively affixed to a holder instead of being inserted in a container, the reverse side of such coupons or of the sheet 4 may be made adhesive for that purpose.

In Figure 3 I have illustrated another type of coupon for my system when used in a premium issuing system. Various different forms of coupons may be created for the various different types of purposes hereinbefore described depending upon the subject matter to which my system is applied.

A distinct and obvious advantage of the use of such a system is that the purchaser will be induced to return to and continue to deal with a vendor who provides him with such a convenient means of recording and keeping records of tax payments or of purchases or of other matters.

In Figure 4 I have shown a container 6 in the form of the ordinary lubrication tag which is fastened upon the choke-rod 7 (Fig. 30) of an automobile by the hole or perforation 8 which may be slipped over said choke-rod by flexing the paper of which it is formed at the gap 9. Such a lubricating tag usually has lines 10, 11, 12 and 13 upon which certain important information is written as a necessary reminder for the motorist. Such a lubrication tag consists of a single blank or sheet.

My container consists of two sheets 14 and 15 (Fig. 5) folded along the line 16 which forms the bottom of the container, and fastened together in any suitable manner as by the staple 17. The front wall of the container 14 has a slot 18 incised therein into which the coupons 1 may be inserted and held.

In Figure 7 I have shown an alternative arrangement of the perforation 8, in which the said perforation is surrounded by gashes or cuts 19, 19 which will permit the sliding thereof over the end of the choke-rod 7.

In Figure 8 is illustrated a form of lubricating tag and container similar to the container 6 of Fig. 4, but in which the suspending or hanging means is a pin 20 which may be inserted in the upholstery of the automobile at any convenient and/or inconspicuous place such as at 22 and 23 of Fig. 30, and thus obviate the necessity for hanging the tag-container from the choke-rod 7. This container also has a front wall 14 and a

rear wall 15 bent about the line 16 forming the base of the container and fastened together by any suitable means such as the staple 17. It also has a slot 18 in the front wall 14 into which the coupons 1 may be inserted, and is otherwise similar to the container of Fig. 4 except for the hanging or suspending means. Such means is provided by the pin 20 fastened to the rear wall 15 in any suitable manner such as by a ring 21 within which the end of the pin 24 is bent. The pin may thus, if desired, be rotated about its fastening means 21 in a plane parallel to that of the rear wall 15 to any desired position. The point of the pin 25 is suitably designed to enter the upholstery of an automobile without injuring such upholstery.

The advantage of such a pin-suspending device over the perforation intended to slip over a projecting member is obvious: since it enables the motorist to place such container in any portion of his automobile which he may deem most advantageous or least conspicuous.

In Figure 13 I have illustrated a special form of the container of Fig. 8, showing a rear view thereof illustrating how a special form of pin is used having two prongs 27 and 28. The prongs 27 and 28 are inserted through both walls 14 and 15 of the container at 29 and 30, and the U-shaped portion 31 of the pin 26 is then wrapped or folded around the top of the container and against the wall through which the prongs 27 and 28 emerge to effect a fastening together of the walls without the use of any other fastening means as well as to provide a means for hanging, suspending or fastening the container in a suitable place by the prongs 27 and 28.

This is best illustrated in the enlarged fragmentary sectional view, Figure 14, wherein it is seen that the prong 27 is inserted at 30 through the front wall 14 to emerge from the rear wall 15 and the U shaped portion of the pin 31 is then folded over and against the rear wall 15.

In Figure 15 I illustrate an alternative form of container for use with my system, such container being in the form of an envelope 32 with a flap 33. This container consists of a rear wall 34 bearing the flap 33, which may be folded down upon the line 35, a front wall 36 which provides a pocket 37 for the coupons 1. The front wall 36 also carries the slot 38 incised therein into which the end of the flap 33 may be inserted when it is folded down to cover the coupons.

In Figure 18 I have shown a form of the development of a blank from which the container of Fig. 15 may be formed in which the front wall 36 may be turned about the line 39 against the rear wall 34 and fastened thereto by the flaps 40 and 41 in any suitable manner.

In Figures 19 and 20 I have illustrated an alternative form of the container of Fig. 15 in which the slot 38 is omitted so that the flap 33 is to be inserted in the pocket 37 and thus cover the coupons 1.

Containers of the type of Figs. 15 and 19 may be suspended in any suitable manner as by the pin 20 attached through the ring 21 to the rear wall 34.

The front wall 34 and the portion of the flap 33 particularly the portion intended to lie in front when the flap is closed may carry thereon any suitable or desired information as before described.

In all of these instances, it should be understood that the essential concept is not the container per se, but the provision of a suitable hold-

er for the coupons 1 in accordance with the system herein set forth.

In Figure 21 I have shown a further modification of the container of Fig. 13 so that a flap 5 may be provided to cover the coupons and so that the same flap may protect a person handling the containers during shipment against the sharp points of the prongs.

This container has a front wall (Fig. 21) and a slot 18 provided therein in order to receive the coupons 1 (Fig. 25). The prongs 27 and 28 of the pin 26 project from the rear wall 15 (Fig. 22) through a small opening therein 42. In Figure 23 I have shown a development of the blank from which this container may be formed in which the front wall 14 and the rear wall 15 may be turned about the line 16 to form the container. The rear wall carries a flap 43 which may be turned in either direction on the line 44. The prongs 27 and 28 are inserted at 30 through the front face of the front wall 14 to emerge on the inner side thereof and the U-shaped portion 31 of the pin 26 is bent over the top of the front wall and folded down against the inner face thereof. When the container is assembled, the prongs 27 and 28 emerging from the inner face of the front wall 14 enter the opening 42 in the rear wall 15 and bind the container together by pressing against the outer surface of said rear wall. This is best illustrated in the sectional fragmentary view Figure 24 in which it is clear that the rear wall 15 is held against the front wall 14 by the prongs 27 and 28 of the pin 26 which merely press against it to hold the container in assembled position. When the container is assembled, the flap 43 may be turned down on the line 44 and caused to enter the slot 18 thus covering the coupons 1 which are inserted therein. When a large number of such containers are to be shipped, the flap 43 may be turned down on the line 44 in the opposite direction to enter the slot 45 in the rear wall 15 and thus cover the exposed points of the prongs 27 and 28 to prevent injury to any person handling a large number of such containers. It will be obvious that the prongs 27 and 28, in addition to constituting the combining means for the container also are the means for hanging, suspending or fastening the container in any desired place.

In Figure 27 I have illustrated a means of retaining the coupons in a book the pages of which 46 may be formed to have an adhesive surface to receive the coupons, or the coupons may be adhesive, to be placed in the book. The book may have a fastening means 47 which will also keep the book closed, consisting of a pin 48 fastened to the back of the book 49 by a ring 50 about which the pin may be stiffly rotated. The pin has a double loop tending to keep the book closed. When it is desired to open the book, the pin 48 need merely be rotated to the point indicated by the dotted lines (Fig. 28). The pin may likewise be used to fasten or suspend the book in any suitable place. The covers of the book may have any suitable or desirable information inscribed thereon as may the walls of the containers.

Instead of binding the pages 46 into a book, they may simply constitute a card with a suitable pin fastening device attached thereto for purposes already understood.

Likewise, in any of my containers, an expanding means may be provided to permit the insertion of a large number of coupons, as for instance 75 in the container illustrated in Figs. 15-20, the

fold lines 39 and 52 (Fig. 18) may be pleated to permit expansion.

Also, instead of the container herein described, a container may be built into or supplied for attachment to the automobile in the dashboard 5 compartment or for attachment at any other suitable place as a container for coupons; or another container may be provided in which the first mentioned container may be supported or held in the automobile. Or, a strap of metal or other material may be provided in the dashboard compartment or elsewhere to hold the container for the coupons.

In Figure 30, I have shown at various places, 22 and 23 where a container having a pin-faster 15 may be fastened in the automobile. Many other places where upholstery exists will suggest themselves or be apparent. At 7 I have shown the manner in which a container of the type described may be suspended from a suitable projecting member such as the choke-rod in the automobile.

It will be obvious from the above described containers and coupons that one of the primary factors of my invention is its economical and simple operation—that the materials used therein, the coupons and the containers, may be as simple and as inexpensive as is desired by the particular user.

In addition to the various means herein described the manufacturer or vendor using my system may also supply the customer with a permanent portfolio or filing device in which he may retain all the coupons for a particular month or a particular year or for any other specific period of time as may be deemed advisable. Such a portfolio should be of relatively durable material, although any of the conventional portfolios may be used for the purpose.

Where my system is used to record taxes, particularly on gasoline, the back of the container above described or any other suitable surface thereof may bear thereon a convenient schedule for use by the motorist in totalling the coupons and/or taxes paid. Such a schedule is illustrated at 60 on Fig. 5. It will be obvious that such a schedule may, of course, be endorsed upon the permanent portfolio, may be supplied as a separate card or may be retained in any other suitable or convenient place.

To further facilitate the operation of my invention, I provide a suitable holder or binder to retain the coupons before the issuance thereof. Since various different denominations of coupons may be needed for any particular purpose, as for instance in the case of taxes on gasoline, it may be advisable to have coupons showing taxes paid for one gallon, three, five, seven, ten or twenty gallons. It becomes exceedingly advantageous therefore to provide a binder which will hold such coupons permanently and yet make them readily accessible and detachable.

In Figure 31 I have illustrated a suggested form of binder, showing a perspective front view thereof, with the coupons in place. This binder consists of a base 61, a cover 62, and a closure flap 63, with suitable closing means therefor such as snap fasteners. The material of which such binder is made may be flexible or any fibrous material with a suitable bend line at 66 to permit closure thereof, or it may be made of any other suitable rigid material with a hinge provided at 66.

In the sectional perspective view of Figure 32, I have shown the means by which the coupons 75

are held in place in the binder. An angular metal member 67 is permanently affixed to the base 61 of the binder to form a rigid base for the posts 68 upon which the coupons may be laid after a suitable perforation has been made in such coupons. Attached by hinges 69 to the angular member 67 is another member 70 which may be turned up upon such hinges 69 to make such coupons accessible and to make it possible to lay such coupons in bundles or batches upon such posts 68. Preferably, the coupons will each consist of the coupon itself 1 and a stub 71, separated from the coupon by the weakening line 72 so that the coupons may be inserted in the binder and laid on the post 68. Then, by reason of the perforation which anchors the coupon to the post 68, the coupons may readily be detached from the binder by tearing along the weakening line 72, thus leaving the stub in the binder as a convenient check on the coupons issued. For convenient operation, the weakening line 72 should just clear the metal member 70 so that the edge of such member will facilitate the tearing along such line.

To further lock the coupons in place upon their respective posts, I have provided the hinged member 70 with a convenient fastening device 73 consisting of a U-shaped channel hingedly attached by the hinge 74 to the member 70. This fastening device may be turned so that the bend of the U 75 will lie flush with the exposed edge of the member 70 and so that the flanges of said U-shaped member will lie adjacent and parallel to both surfaces of said member 70.

On the under flange of said locking device 73, I have provided a slot 76 which is intended to slide into and engage the notch 77 upon the particular post which lies under such slot when the member 70 is closed down upon the posts. This obviously provides an effective and yet readily releasable locking device which facilitates the operation of placing the stacks or bundles of coupons into the binder, and locks them in place.

To further enable the member 70 to register properly with the end post so that the engaging means or slot 76 on the locking device 73 will properly engage the notch 77, I have provided a perforation 78 at each end of the member 70 so arranged that it will slide over and lie upon the small cutaway portion 79 of the post 68 and so that the metal immediately abutting said perforation 78 will rest upon the shoulder 80 created by the cutting-away.

In the event that it should be desirable to provide the coupons with a series of areas which may be punched or otherwise perforated in order to indicate, for instance the particular month of issuance, I provide in said binder and attached thereto, a convenient punch 81 consisting of two members 82 and 83, hingedly bound together at 84 and separated from each other by the spring 85 and having a suitable punch or perforating device of the conventional type located between them, as for instance at 96, so that the coupon may be inserted between the members 82 and 83 with the desired area to be punched located under the punching device 86 and the required perforation made.

Many variations of my particular coupon and container system and of the binding and holding means of such coupons are obvious and will now be clear to those skilled in the art. It should be understood, however, that the specific illustrations herein set forth are merely given as preferred embodiments of my invention and that many other arrangements or embodiments thereof can be made. It is also clear that many other objects and uses for my system and the physical embodiments thereof are apparent.

Having described my invention, I claim:

1. A container for coupons or the like, said container comprising a front wall, a rear wall, means provided at the front of the said container for the insertion and holding of the coupons; the front and rear walls of the container being bound together by a wire means, said wire also projecting from the rear wall of the said container and forming a pin adapted to fasten said container to any suitable surface.

2. A container for coupons or the like, said container comprising a front wall, a rear wall, means provided at the front wall of the said container for insertion and holding of the coupons, the front and rear walls of the container being bound together by a wire means, said wire means also projecting from the rear wall of the said container and forming a pin adapted to fasten said container to any suitable surface, said container having a flap integral with the rear wall thereof and adapted to be folded down to cover the said coupons, the said flap being also adapted to be folded back upon the rear wall to cover the sharp end of the pin during shipment of the container.

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