Oct. 21, 1952 L. S. KNEIFEL ET AL 2,614,350

CARD HOLDER

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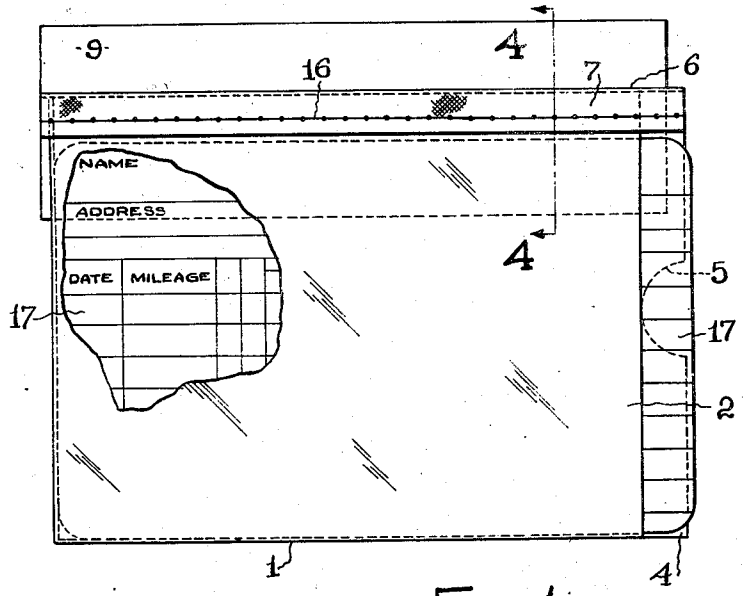


FIG. 1

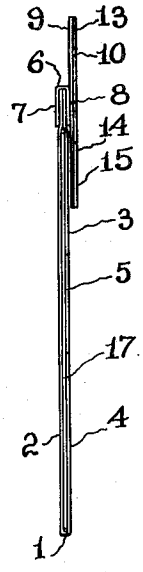


FIG. 2

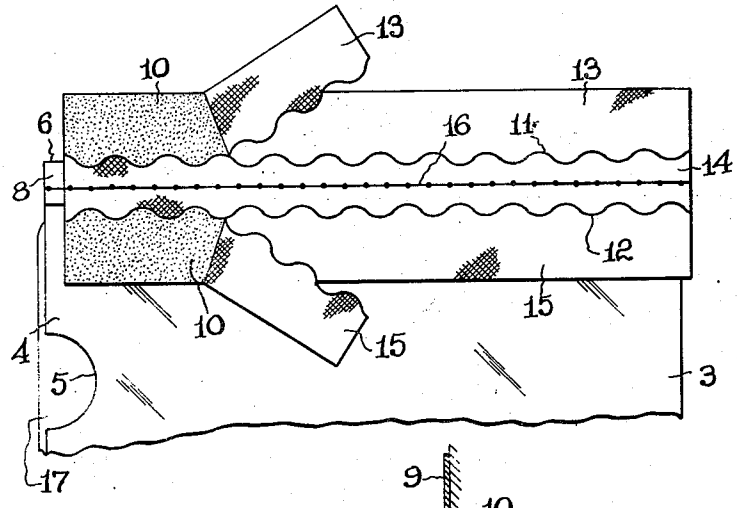


FIG. 3

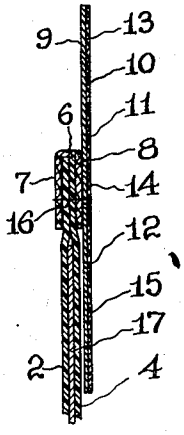


FIG. 4

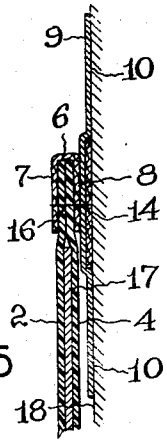


FIG. 5

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CARD HOLDER

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1 Claim. (Cl. 40—10)

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This invention relates, as indicated, to a holder for cards and the like.

A primary object of the invention is to provide a holder which is particularly adapted for holding printed cards on which periodical records or notations are to be made, such for example, as record cards used by gasoline service stations for keeping records of oil changes, chassis lubrication and differential checks, and other pertinent data, but which is readily adapted for the support of record cards of any character, as well as ordinary display or advertising cards, pictures, etc.

Another object of the invention is to provide a holder of the character described, into which the card can be quickly and easily slipped, and from which it can be just as quickly and easily removed.

A further object of the invention is to provide a holder of the character described, which is characterized by the use of a transparent envelope for the record cards, or the like, whereby the data on the card may be read or inspected without removing the card from the holder.

A still further object of the invention is to provide a holder of the character described, which may be adhesively secured to and supported by a supporting surface, such as a wall of an automobile, without the use of extraneous or supplemental securing means.

A still further object of the invention is to provide a holder of the character described, which is hingedly secured to the adhesive supporting means, whereby the holder can be lifted to a substantially horizontal position, without removal from the supporting surface, whereby reading of the card, as well as removal from and insertion of the card into the holder is greatly facilitated.

A still further object of the invention is to provide a holder of the character described, which may be adhesively secured to a supporting surface by merely pressing portions thereof against such surface, but which can be removed from such surface, if necessary, without loss of the adhesive and without marring the supporting surface.

Other objects and advantages of the invention will be apparent during the course of the following description.

In the accompanying drawings, forming a part of this specification, and in which like numerals are employed to designate like parts throughout the same,

Figure 1 is a front elevational view of a holder

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embodying the invention, and showing an automobile record card supported therein;

Figure 2 is an end elevational view of the holder and card, as viewed from the right of Figure 1;

Figure 3 is a fragmentary rear elevational view of the holder and card, with end portions of the protective cloth strips lifted to indicate the manner in which these are removed from the holder supporting member;

Figure 4 is a fragmentary cross-sectional view, on an enlarged scale, taken on the line 4—4 of Figure 1, and

Figure 5 is a view similar to Figure 4, but showing the protective strips removed from the holder supporting member, and the latter adhesively secured to a supporting surface.

Referring more particularly to the drawings, the holder will be seen to comprise a body portion or member in the form of a strip of transparent material folded as at 1 to form a front wall or window 2 and a rear wall or window 3. The material employed may be cellulose acetate or any other transparent plastic, although other transparent materials such as cellophane or isinglass may be used.

The left edges of the walls 2 and 3, as viewed in Figure 1, are preferably electronically welded or otherwise secured to each other to close the strip at this edge and to form, in effect, a closed-end envelope, but if desired, these edges may be left unsecured to each other, that is to say, the left end of the holder may be left open. The wall 3, as viewed in Figure 1, is preferably extended beyond the right end of the wall 2, to provide a projection 4, having a substantially semi-circular recess 5, which serves a purpose to be presently described.

Disposed in embracing relation to the upper ends of the walls 2 and 3, is a binding tape 6 formed of any desired thin fabric, such, for example, as oiled cloth, and having a front portion 7 disposed in contiguous relation to the front face of the wall 2 of the holder and a rear portion 8 disposed in contiguous relation to the rear face of the wall 3 of the holder. This binding which may be of any desired color, serves not only as a finish trim for the upper edge of the transparent envelope or holder, but also serves to protect the hands of a person from coming into contact with the raw or sharp upper edges of the walls 2 and 3. It further serves as a means for the attachment to the holder of a holder supporting strip to be now described.

The holder supporting member comprises a body layer or strip 9 of thin flexible material,

such as a suitable paper stock, having a pyroxylin-coated or glazed front surface, of any desired color, but preferably of the same color as the binding tape 6, and having its rear surface 10 completely coated with a backing layer or thin coating of a permanently-tacky, pressure-sensitive adhesive, such as a rubber compound, as indicated by the stippling in Fig. 3, this adhesive being intimately bonded with the body layer. The coating of pressure-sensitive adhesive on the surface 10 is normally protected by means of a strip of glazed masking or protective material, such as "Holland Cloth," which facilitates handling of the holder supporting member and which is adhesively secured to the strip 9—10 by means of the aforesaid adhesive, but can be readily removed from such strip without detachment of the adhesive from the strip 9—10. This protective or masking strip is substantially coextensive in area with the surface 10, and, for convenience in removing portions thereof, is longitudinally scored, along the spaced wave-like lines 11 and 12 into an upper section 13, a central or intermediate section 14, and a lower section 15. Strip material of this character is readily obtainable, and for a further detailed description thereof, reference may be had to United States Patents Nos. 2,094,428 and 2,246,984.

The aforesaid holder supporting member is preferably secured to the holder as by means of a line of stitching 16 which extends through the elements 7, 2, 3, 8, 9 and 14, as clearly shown in Figures 4 and 5. If desired, other means of securing the holder supporting member to the holder may be employed, such as rivets, stapling, etc.

The holder, as thus described, is particularly adapted for holding printed cards on which periodical records or notations are to be made, as for example, records cards used by gasoline service stations for keeping records of oil changes, chassis lubrication, transmission and differential checks, and other pertinent data. Such a card, denoted by reference numeral 17, is readily insertible into the holder through the open end of the transparent envelope, as shown in Figure 1, and can just as readily be removed from the envelope. While in the holder, the entire card is visible through the wall 1 of the envelope, and does not therefore have to be removed from the holder if no notations have to be made thereon. The recess 5 facilitates grasping of the end of the card between the thumb and index finger, and thus facilitates insertion and removal of the card.

The holder is adapted to be adhesively secured to a vertical support surface, such as indicated at 18 in Figure 5, which surface may be the fire wall of an automobile or other surface. For this purpose, the sections 13 and 15 of the protective strip are removed as by bending the strip along the scored lines 11 and 12, then lifting the ends of the sections 13 and 15, as indicated in Figure 3, and pulling these sections from the holder supporting member. The exposed portions of the adhesive coating on the surface 10 are then pressed against the supporting surface 18, as shown in Figure 5. In this manner, the holder

is at all times firmly supported on such surface, but can be removed from such surface, if necessary, without loss of the adhesive from the surface 10, and without marring the surface 18.

The line of stitching 16 forms a pivot or hinge, enabling the holder to be lifted to a substantially horizontal position, without removal from the supporting surface 18. This facilitates reading of the card, as well as removal from and insertion of the card into the holder.

Although the invention has been described particularly with reference to the support of a card, such as an automobile record or protection card, it will be understood that the holder is readily adapted for holding record cards of any character, as well as ordinary display or advertising cards, pictures, etc.

It may also be noted that the line of stitching is along the center of the adhesive strip or supporting member 9. By securing the transparent envelope to the strip along such line, it is much more difficult to remove the adhesive strip from a supporting surface by a direct pull on the strip than if the line of stitching were adjacent the upper or lower edge of the strip 9. This is a particularly important feature of the invention.

It is to be understood that the form of our invention, herewith shown and described, is to be taken as a preferred example of the same, and that various changes in the shape, size and arrangement of parts may be resorted to, without departing from the spirit of our invention, or the scope of the subjoined claim.

Having thus described our invention, we claim:

In combination, a transparent envelope closed at all of its edges with the exception of one of its side edges, a binding tape secured to the upper edge of said envelope, a strip of flexible material having a pressure-sensitive adhesive on its rear surface, a strip of protective or masking material covering said adhesive, said protective strip being divided into upper, intermediate and lower sections by wave-like lines of scoring, the upper and lower sections being removable from the adhesive, and means securing said binding tape to said flexible strip along the center of said flexible strip, whereby said envelope is pivotally connected to said flexible strip and may be swung to a substantially horizontal position when said flexible strip is adhesively connected to a vertical supporting surface.

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