

Jan. 26, 1965

E. S. GOODMAN

3,167,181

PACKAGING AND STORING OF DEALER-AID ADVERTISING NEWSPAPER MATS

Filed June 10, 1963

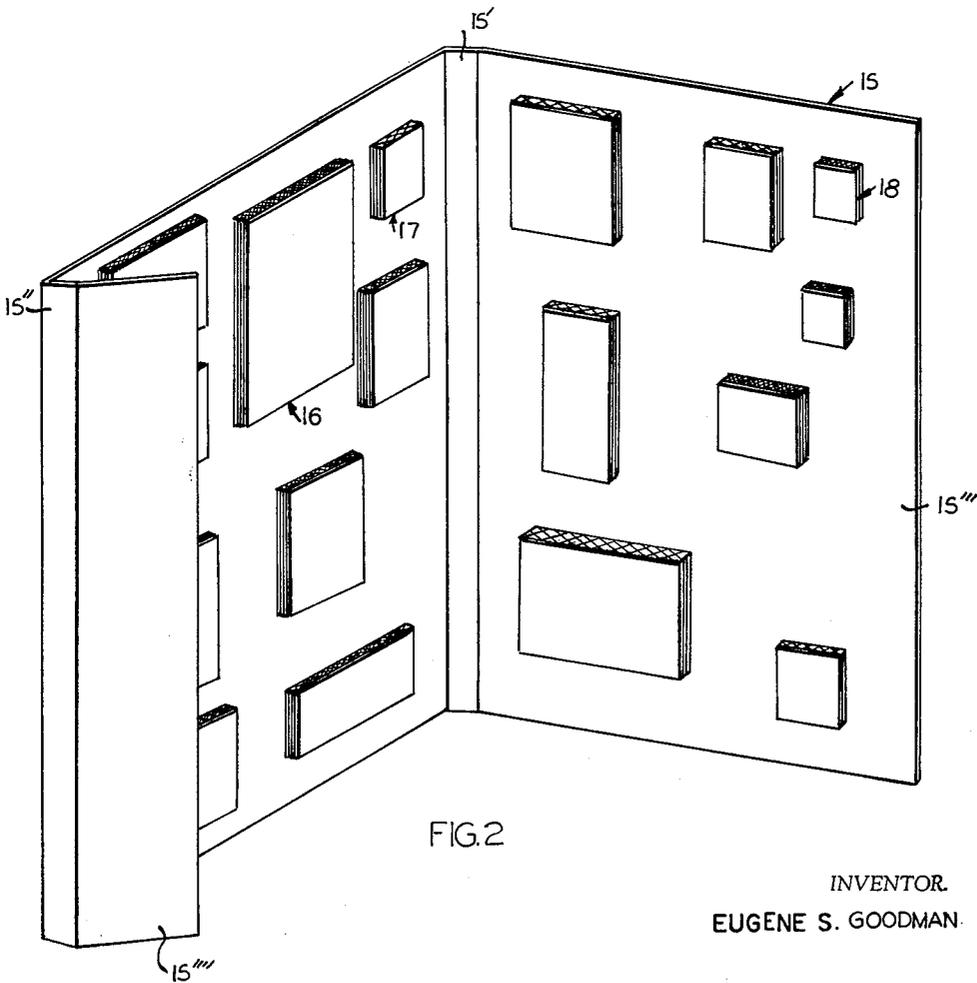
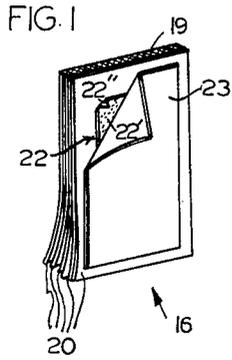


FIG. 2

INVENTOR.
EUGENE S. GOODMAN.

1

3,167,181

PACKAGING AND STORING OF DEALER-AID ADVERTISING NEWSPAPER MATS

Eugene S. Goodman, Tenafly, N.J., assignor to Mat-
makers, Inc., New York, N.Y., a corporation of
New York

Filed June 10, 1963, Ser. No. 286,654

2 Claims. (Cl. 206-56)

The present invention relates to the packaging and stor-
ing of dealer-aid advertising newspaper mats.

An object of this invention is to enable a salesman at
the time he takes an order for merchandise, to quickly
assemble and then and there furnish the customer-dealer
with a supply of selected mats arranged in a handy com-
pact package from which individual mats can be easily
taken. Besides the convenience thus offered the dealer,
this affords a point-of-sale delivery of the mats which
avoids delays and mistakes, saves postage charges, clerical
tracking and time-consuming record keeping.

A further object thereof is to provide a novel and im-
proved packaging and storing of such newspaper mats in
a handy kit form, in which replacements and additions
are easily effected.

Another object of this invention is to provide a novel
and improved assemblage of such mats, which is simple
in structure, economical to produce, convenient for use
and efficient in carrying out the purposes which are to
be attained.

Other objects and advantages will become apparent as
this disclosure proceeds.

For the practice of this invention, the salesman has a
supply of pads of each kind of mat. The back of each
pad carries thereon a strip, both of whose surfaces have
thereon a pressure-sensitive adhesive. The rearward sur-
face of each strip is covered by a releasable protective
slip. After the dealer chooses an assortment of such pads,
the salesman removes the protective slips and then sets
the pads in spaced relation on for instance the inner faces
of a suitable folder and gives such "kit" to the customer-
dealer. Individual mats can of course be torn off for
use. Replacement and different pads of mats can be
mounted on the folder.

I will now give a detailed description of a preferred
practice of this invention, for which I will refer to the
accompanying drawing which is part of this specification.
In this drawing, similar characters of reference indicate
corresponding parts in all the views.

FIG. 1 is a perspective view of a pad of mats as seen
from the back thereof. The releasable protective slip is
here shown partly removed, preparatory to mounting the
pad onto a folder or other suitable carrier therefor.

FIG. 2 is a perspective view of a folder carrying a
multiplicity of pads. This is one form the "kit" may
assume.

FIG. 3 is a perspective view of a pad of slightly modified
construction.

2

In the drawing, the numeral 15 designates a folder
whose inner surface carries a multiplicity of pads denoted
generally by the numerals 16, 17 and 18 which are indi-
cated as examples thereof. Each of said pads comprises
a plurality of identical mats respectively, as the pages
thereof. The numeral 19 indicates the edging glued on
to form the mats 20 into a pad. This edging may be along
two successive edges of the pad structure as shown at
19, 19' in FIG. 3, where the mats are denoted by the
numeral 21.

A strip 22, of suitable dimensions, both of whose sur-
faces carry a pressure-sensitive adhesive as 22', 22'', is
on the back of each pad respectively, and is covered by
a releasable protective slip 23 to be torn off so that the
pad can be adhered onto the folder surface. The folder
15 includes the sections 15', 15'' so that it can close flat
and its meeting sections 15''' and 15'''' are long enough
to overlap, preferably. Instead of being mounted on a
folder, the pads may be on a stiff sheet to be kept in a file
or suitable envelope. These forms of mounting are given
as examples.

The adhesive strips 22 may be a double-faced "scotch"
tape, the protective slips 23 may be of paper and the
folder 15 or similar mounting member may be of any stiff
paper or cardboard material.

If the dealer wants only one or two pads, they may be
kept unmounted, uncovered or in an envelope.

This invention is capable of numerous forms without
departing from the essential features herein disclosed.
It is therefore intended that the matter shown herein
shall be deemed merely illustrative and not restrictive
and that the patent shall cover all patentable novelty herein
set forth; reference being had to the following claims
rather than the specific description herein, to indicate
the scope of this invention.

I claim:

1. In an article of the character described, independent
pluralities of dealer-aid advertising newspaper mats; each
such plurality of mats being assembled as a pad from
which said mats can be torn off separately respectively;
the back of each pad carrying a pressure-sensitive adhesive
and a releasable protective slip covering said adhesive
respectively and a stiff sheet member; said pads being
adheringly mounted in spaced relation on said sheet mem-
ber.

2. An article as defined in claim 1, wherein said sheet
member is formed into a folder; said pads being on the
inner surface of such folder.

References Cited by the Examiner

UNITED STATES PATENTS

2,213,666	9/40	Burke.	
2,248,317	7/41	Van Cleef.	
2,780,352	2/57	Schroeder	206-57

FRANKLIN T. GARRETT, *Primary Examiner.*