Jan. 26, 1965 E. S. GOODMAN 3,167,181

PACKAGING AND STORING OF DEALER-AID ADVERTISING NEWSPAPER MATS

Filed June 10, 1963

FIG. 1

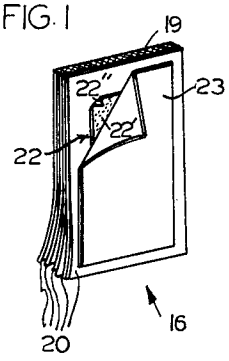
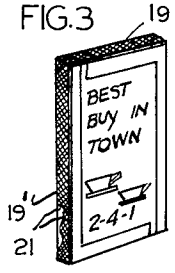


FIG. 3



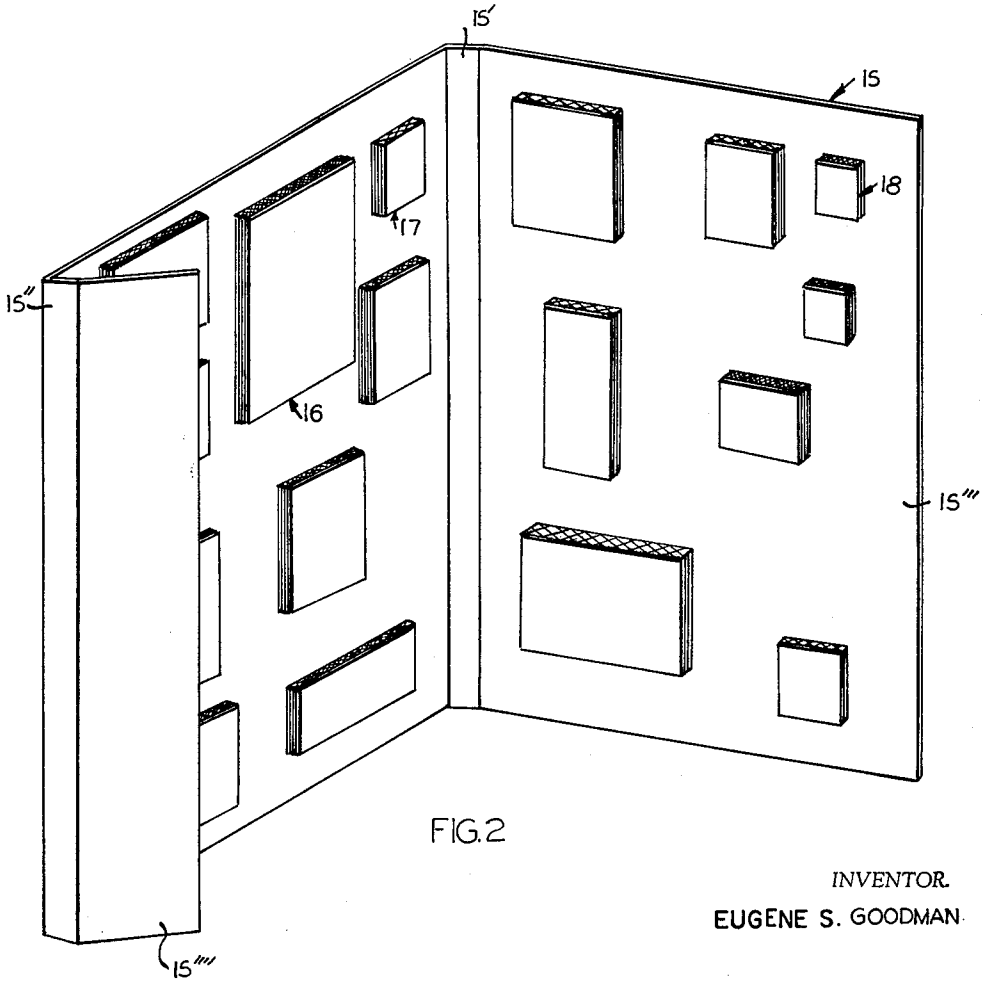


FIG. 2

INVENTOR.

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United States Patent Office 3,167,181 Patented Jan. 26, 1965

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3,167,181

PACKAGING AND STORING OF DEALER-AID ADVERTISING NEWSPAPER MATS

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Filed June 10, 1963, Ser. No. 286,654
2 Claims. (Cl. 206—56)

The present invention relates to the packaging and storing 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 compact 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 improved 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 surface 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 paid 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.

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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 indicated 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 surfaces 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 member.

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.

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FRANKLIN T. GARRETT, *Primary Examiner.*