

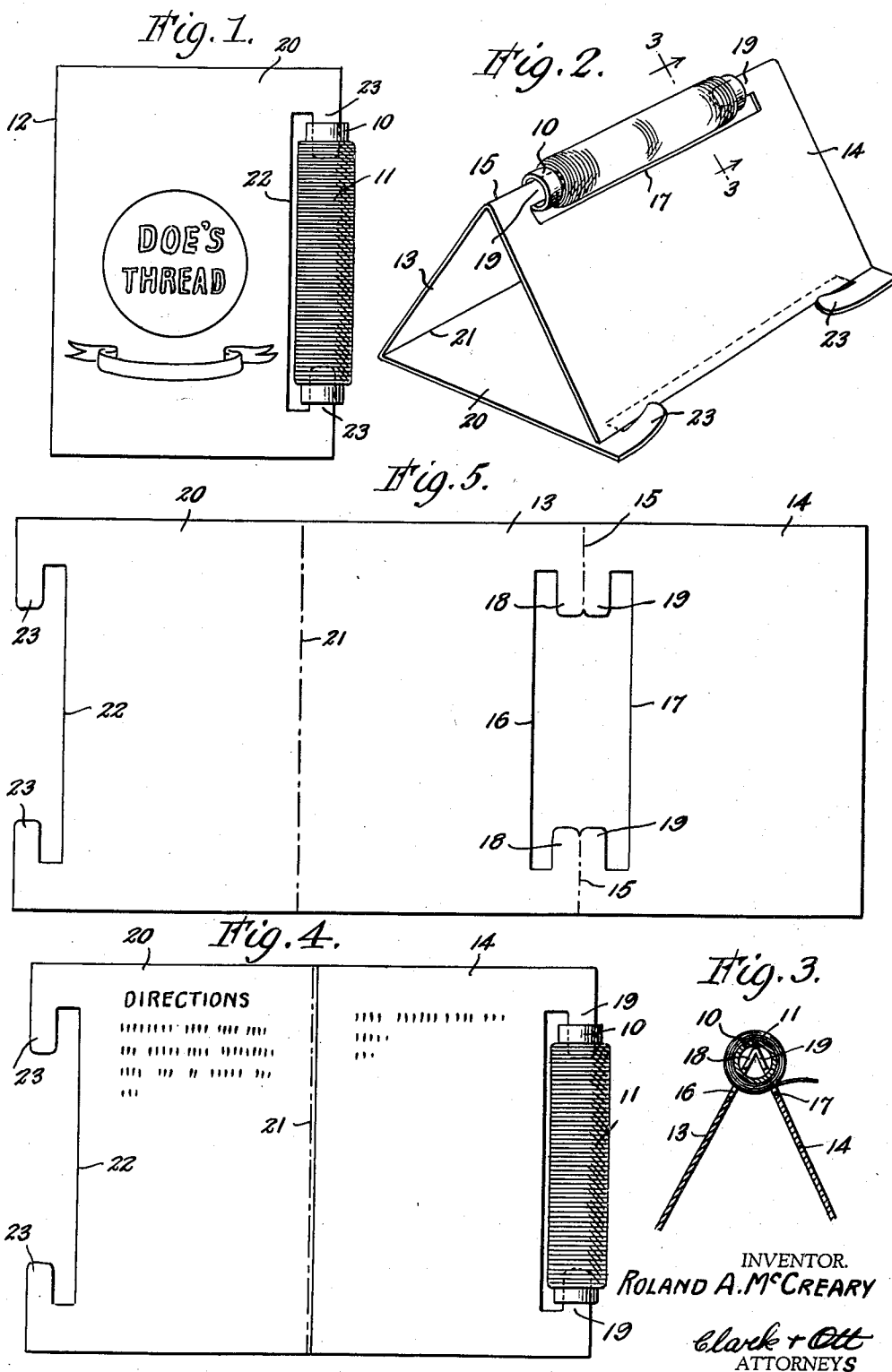
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R. A. McCREARY

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COMMODITY MERCHANDISING ASSEMBLAGE

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COMMODITY MERCHANDISING  
ASSEMBLAGE

Roland A. McCreary, New York, N. Y., assignor  
to Dritz-Traum Company, Inc., New York,  
N. Y., a corporation of New York

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3 Claims. (Cl. 206—79)

This invention relates to a commodity merchandising combination and refers more particularly to an assemblage consisting of a thread supporting core and a folder constituting a mounting therefor, and which folder is adapted to bear advertising matter and directions pertaining to said commodity.

The invention broadly comprehends an assemblage of the indicated character in which the thread supporting core is of tubular formation and the leaves of the folder are so constructed and arranged as to provide supporting trunnions engaging within opposite ends of the core to mount the same for rotation and in addition thereto serve as a means for retaining the leaves of the folder in closed relation.

The invention further resides in a merchandising assemblage in which the folder is adapted to serve as an easel for supporting and rotatably mounting the core so as to facilitate the unwinding of the thread therefrom onto a bobbin or for other analogous purposes.

With these and other objects in view, the invention is set forth in greater detail in the following specification and illustrated in the accompanying drawing, wherein:

Fig. 1 is a face view of the commodity merchandising assemblage constructed in accordance with the present invention and showing the folder leaves in closed relation.

Fig. 2 is a perspective view of the assemblage showing the folder in set up condition for use as an easel with the thread supporting tube rotatably mounted thereon.

Fig. 3 is a fragmentary transverse sectional view taken approximately on the line 3—3 of Fig. 2.

Fig. 4 is a view similar to Fig. 1 illustrating the cover leaf of the folder in opened relation.

Fig. 5 is a plan view of the folder blank in fully opened up condition.

Referring to the drawing by characters of reference, the commodity merchandising assemblage consists of a tubular core 10 which has wound thereupon a supply of thread 11 and a folder designated generally by the reference character 12 which is fashioned from cardboard and which consists of a body portion comprising a pair of leaves 13 and 14 which are hingedly connected together along the aligned fold lines 15.

The leaves 13 and 14 of the body are provided with mating substantially T-shaped cutout portions 16 and 17 at the juncture of the said leaves, the said cutout portions defining oppositely disposed inwardly directed mating pairs of trun-

nion sections 18 and 19 which are adapted to engage within the opposite ends of the tubular thread supporting core 10 to associate said core and thread with the body of the folder and to mount the core for rotation on the trunnions.

The folder further includes a cover leaf 20 which is hingedly connected along the fold line 21 with the free edge of the leaf 13 of the body. The cover leaf 20 is also provided with a mating T-shaped cutout portion 22 which defines oppositely disposed inwardly directed trunnions 23.

In use, the leaf 14 of the body is arranged in overlying relation to the leaf 13 in a plane parallel thereto disposing the mating trunnion sections 18 and 19 in aligned overlying relation engaging within the opposite ends of the tubular thread supporting core 10. The cover leaf 20 is releasably retained in covering relation to the leaf 14 of the body in a plane parallel thereto by engaging the trunnions 23 in the opposite ends of the core. In this condition, as shown in Fig. 1, the commodity assemblage is merchandised or sold. The various leaves and surfaces thereof may bear advertising matter and directions printed or otherwise inscribed on the opposite surfaces thereof and displayed by swinging the leaves to opened relation.

In order to employ the folder as an easel, as illustrated in Fig. 2 of the drawing, the leaves are opened up to the triangular relation shown with the cover leaf 20 resting upon a supporting surface as a base and with the leaves 13 and 14 disposed at an angle to each other and to the leaf 20 with the free edge of the leaf 14 arranged adjacent the trunnions 23 of the cover leaf 20 which trunnions are bent slightly upward to serve as a means for preventing collapsing of the folder. This mounts the thread supporting core for rotation on the mating trunnion sections 18 and 19 to permit of unwinding of the thread from the core. It is obvious that the trunnions 23 may be flexed to facilitate the engagement of the same within the opposite ends of the tubular core or to disengage the same therefrom.

What is claimed is:

1. A commodity merchandising assemblage including a thread supporting core and a folder comprising a body having a pair of hingedly connected leaves formed with cut-out portions at the juncture thereof defining oppositely disposed inwardly directed mating trunnions adapted to be flexed to permit of the engagement of the same within the opposite ends of the core, and a cover leaf hingedly connected to one of said

leaves along the edge thereof opposite to the hinged connection of said pair of leaves, said cover leaf being of substantially the same length as the leaves of said pair in a direction perpendicular to the hinged connection therewith and having a cut-out portion at the edge thereof opposite to its hinged connection with the leaf of said pair of leaves providing oppositely disposed inwardly directed trunnions adapted to be flexed to permit of the engagement of the same within the opposite ends of the core for releasably retaining the cover leaf in closed relation to the body.

2. A commodity merchandising assemblage including a thread supporting core and a folder comprising a body having a pair of hingedly connected leaves formed with T-shaped cut-out portions at the juncture thereof defining oppositely disposed inwardly directed mating trunnions adapted to be flexed to permit of the engagement of the same within the opposite ends of the core and a cover leaf of the same size as the leaves of said pair and hingedly connected to one of said leaves along the edge thereof opposite to the hinged connection of said pair of leaves and having a T-shaped cut-out portion at the edge thereof opposite to its hinged connection with the leaf of said pair of leaves providing oppositely disposed inwardly directed trunnions adapted to be flexed to permit of the engagement of the same within the opposite ends of the core for releasably

retaining the cover leaf in closed relation to the body.

3. A commodity merchandising assemblage including a thread supporting core and a folder comprising a body having a pair of hingedly connected leaves formed with cut-out portions at the juncture thereof defining oppositely disposed inwardly directed mating trunnions adapted to be flexed to permit of the engagement of the same within the opposite ends of the core and a cover leaf hingedly connected to one of said leaves along the edge thereof opposite to the hinged connection of said pair of leaves, said cover leaf being of substantially the same length as the leaves of said pair in a direction perpendicular to the hinged connection therewith and having a cut-out portion at the edge thereof opposite to its hinged connection with the leaf of said pair of leaves providing oppositely disposed inwardly directed trunnions adapted to be flexed to permit of the engagement of the same within the opposite ends of the core for releasably retaining the cover leaf in closed relation to the body, said body and cover leaves being adapted to be disposed in opened cooperative relationship to provide a triangular supporting easel, the cover leaf trunnions being adapted to be bent to an offset relation for engagement of the same with the free edge of the leaf opposite the hinged connection of said pair of leaves for retaining the folder in easel formation.

ROLAND A. McCREARY.