No. 844,337. PATENTED FEB. 19, 1907.

F. S. EGLOFF.

IMITATION POCKET BOOK.

APPLICATION FILED AUG. 17, 1906.

Fig. 1.

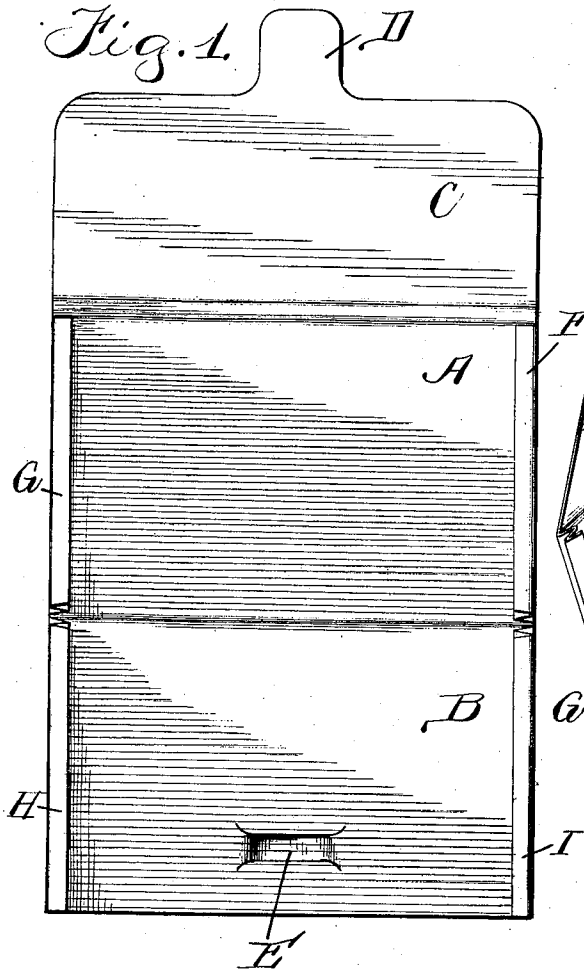


Fig. 2.

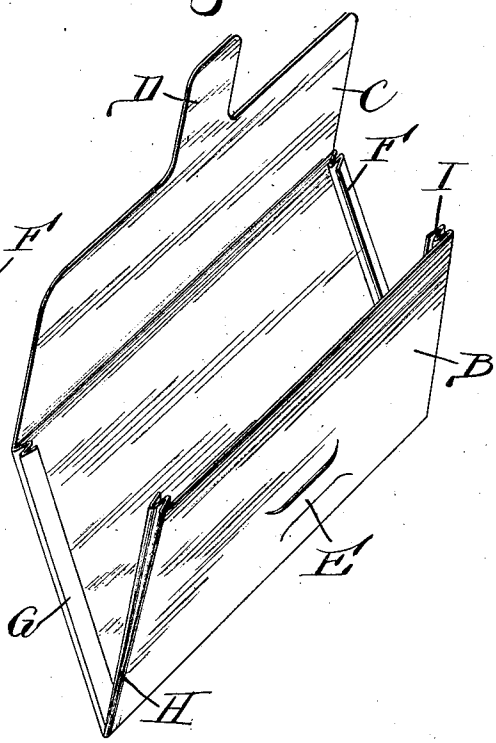
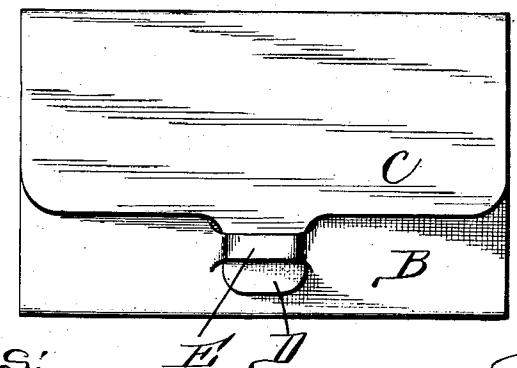


Fig. 3.



Witnesses:
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UNITED STATES PATENT OFFICE.

FRANK S. EGLOFF, OF CHICAGO, ILLINOIS.

IMITATION POCKET-BOOK.

No. 844,337. Specification of Letters Patent. Patented Feb. 19, 1907.

Application filed August 17, 1906. Serial No. 331,036.

To all whom it may concern:

Be it known that I, FRANK S. EGLOFF, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented a certain new and useful Improvement in Imitation Pocket-Books, of which the following is a specification.

Many thousands of advertising-circulars are printed and sent out by business houses desiring to advertise their business. If these are sent in the form of sealed letters, the expense for postage is very large, and if they are sent unsealed they very frequently, in the absence of some especially attractive feature, are consigned to the waste-basket without being examined by the recipient.

The object of my invention is to provide a device on which printed advertising can be placed which can be sent in an unsealed envelop and which will present a sufficiently attractive appearance to the recipient so that he will examine it sufficiently to see the advertising matter contained therein.

My invention consists in an imitation pocket-book which on being taken out of the envelop gives the recipient the impression that he has been presented with a pocket-book, but which on being opened readily discloses the advertising matter contained therein.

My invention further consists in details which will be hereafter described and claimed.

Referring to the drawings, Figure 1 is a plan view of the device of my invention when fully opened and spread out flat. Fig. 2 is a perspective view of the device partially opened, while Fig. 3 is a plan view of the pocket-book when closed, in which condition it is delivered to the sendee.

In constructing the device of my invention I prefer to use as the material a good quality of paper made in imitation of leather, preferably alligator-skin, of which there are several makes already on the market.

I make the device with a back portion A, a lower or inside flap B, and an outer or upper flap C, adapted to fold together, as shown in Fig. 3, to resemble a pocket-book. In this position the tongue D is inserted through loop E in the manner as in the case of a genuine pocket-book. In order to make the device still more nearly resemble a pocket-book, I form upon the ends of the portions A and B, either by making them integral with said portions or otherwise securing them thereto, plaits F, G, H, and I, exactly resembling the plaits between the front and rear walls of an ordinary pocket-book, so that when the device is closed, as shown in Fig. 3, a person looking at the end of the device cannot tell that the end plaits G and H are not continuous between walls A and B and that the end plaits F and I are not continuous or one piece with walls A and B. In other words, when the device is closed in the position of Fig. 3 it is impossible to tell by casual inspection thereof that it is not a perfect pocket-book.

In the use of my device while it is in the position of Fig. 1 I print or otherwise place upon the interior faces A, B, and C, or any one of them, such printed matter as I desire to bring to the attention of the person to whom the device is to be sent. I then fold up the pocket-book to the position of Fig. 3 and inclose it in such mailing-envelop as may be convenient. The recipient on opening the outer inclosing envelop (not shown) sees what he believes to be a pocket-book which has been presented to him. On loosening the flap D from the loop E the device comes apart to the position of Fig. 1, in which position the reading matter on the inside is readily visible.

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent, is—

1. As an article of manufacture an imitation pocket-book, comprising a rear portion, an inner and outer flap, means imitating a pocket-book for detachably securing said flaps together and plaits upon the inside ends of the rear wall and inside flap so that when the device is folded together as described it resembles a pocket-book.

2. As an article of manufacture an imitation pocket-book comprising a rear portion, an inner and outer flap, means imitating a pocket-book for detachably securing said flaps together, and plaits inside the ends of the pocket-book resembling those of a genuine pocket-book while permitting opening of the book as described, the inner faces of the rear portion and inner and outer flaps being adapted to have printed matter placed thereon for the purposes set forth.

In witness whereof I have hereunto subscribed my name in the presence of two witnesses.

FRANK S. EGLOFF.

Witnesses:
DWIGHT B. CHEEVER,
HOWARD M. COX.