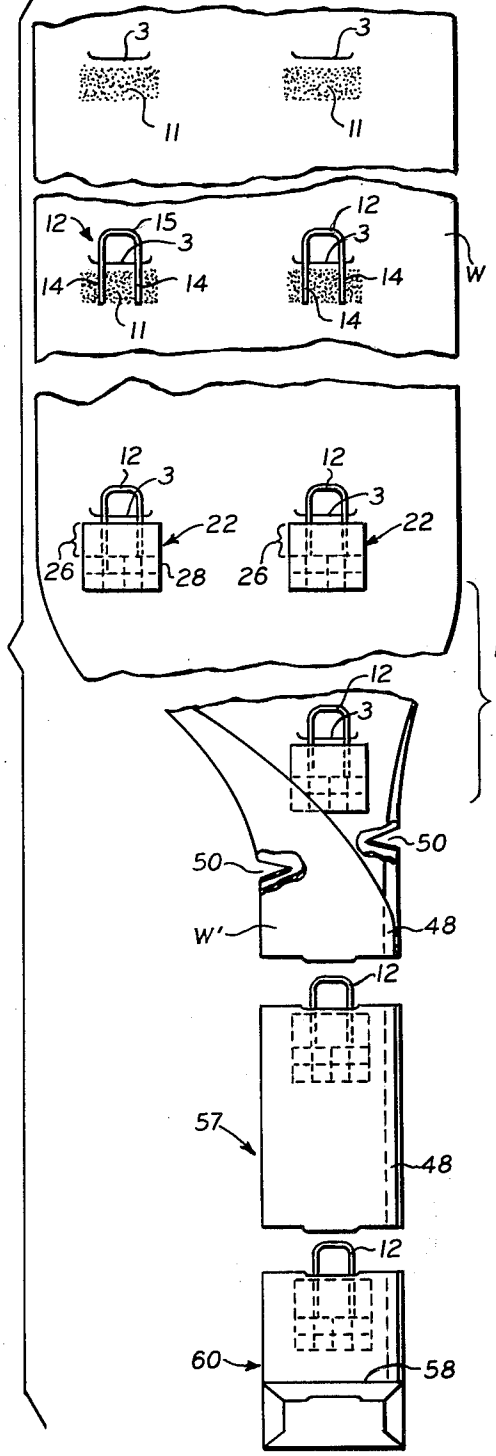
Nov. 30, 1965 M. N. RUBINSTEIN 3,220,634

SHOPPING BAG WITH ATTACHED COUPON

Filed Nov. 15, 1963

FIG. 1



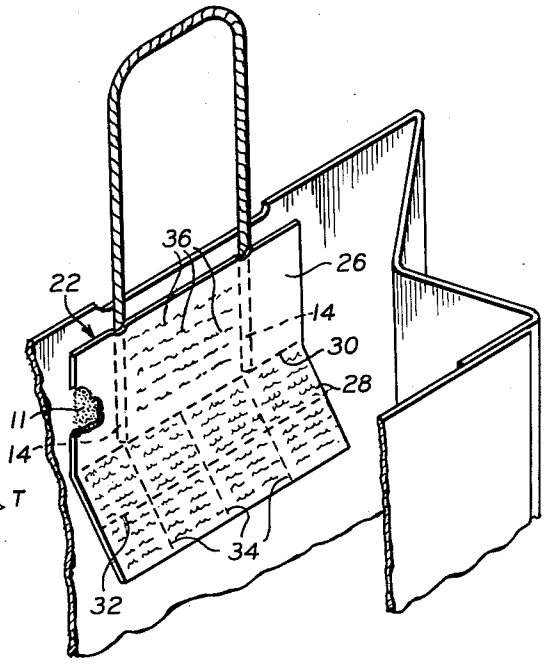


FIG. 2

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United States Patent Office 3,220,634 Patented Nov. 30, 1965

3,220,634

SHOPPING BAG WITH ATTACHED COUPON

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Filed Nov. 15, 1963, Ser. No. 324,057
7 Claims. (Cl. 229—54)

This invention relates to shopping bags of the type which are generally made of paper and which have cord handles attached to both sides of the bag by patches glued, or otherwise adhesively secured, to the inside surface of the bag.

It is an object of the invention to provide shopping bags of the character indicated with extensions of the patches detachable from the handle-holding portions of the patches. These detachable extensions of the patches are suitable as coupons, subscription blanks and contest entry blanks for promotional purposes in the sale of goods and/or services. For purposes of this description, the term "coupon" will be used in a broad sense to designate any such detachable portion of the patch with indicia thereon for the purposes indicated, or similar uses.

Since the handle-holding patches used on shopping bags made by conventional machines are made from a roll of strip material which is cut to length on the bag-making machine, it is practical to print or otherwise reproduce indicia on the strip material, and to provide tear lines, before strip material is cut to form the patches, and the attaching of the extended patches need not involve any additional operation in the manufacture of the bag, nor does it involve any change in the machine for making the bag except the provision for feeding a somewhat longer length of strip before cutting the strip to make a patch.

The application of the indicia to the patch material, and the providing of incised tear lines for the coupons, may be performed by roll passes located between the patch strip material supply and the patch cut-off station; but it will be understood that previously-printed and/or incised rolls of patch material can be used.

The invention can be applied to the handle patches for both the handles of a bag, or it may be applied to the handle on one side only, depending upon the number of coupons that are desired by a particular user.

Other objects, features and advantages of the invention will appear or be pointed out as the description proceeds.

In the drawing, forming a part hereof, in which like reference characters indicate corresponding parts in all the views:

FIGURE 1 is a diagrammatic view, illustrating the different steps in the manufacture of a bag, in accordance with this invention, from the wide, flat web to the final folded bag; and

FIGURE 2 is a fragmentary, perspective view showing, on a greatly enlarged scale, the construction of the bag made in accordance with the diagrammatic illustration of FIGURE 1.

A web of bag stock W is fed from a supply roll through means for forming transversely-extending perforations 3 (FIGURE 1) through the web at locations spaced longitudinally by the length of a bag blank which is to be made from the web W. These incisions or perforations 3 extend transversely for the distance required to permit the application of cord handles which can extend across the perforations 3; and there are short, upwardly-curved end portions on each of the perforations 3 for meeting other lines of perforations along which the web is severed to form it into individual bag blanks.

The web W is tubed as it travels along a region T (FIGURE 1), and the tubed web W' passes between elements which sever the web across the portion of its

width which was not previously severed by the perforations 3.

In accordance with the present invention, the paper bag web W, after leaving its supply roll, goes to an adhesive-printing roll which apply adhesive to areas 11 on the side of the bag web W which ultimately becomes the inside of the paper bags produced.

Bag handles 12 are applied by conventional mechanism. These handles 12 are preferably cord handles 12 which are applied with end portions 14 of the cords extending across the height of the adhesive-coated areas 11, as shown near the top of FIGURE 1. Each cord handle extends across one of the perforations 3 and has its mid portion 15 on the side of the perforation 3 which is remote from the ends 14 of the handle.

A narrower web of sheet material for patches is supplied from a supply reel through an adhesive-applying station which applies adhesive to spaced areas of the narrow web across the full width of the web 16.

The narrow web 16 is fed to the wide web W and is cut into patches 22 by patch-applying equipment that constitutes part of the mechanism for applying the bag handles. FIGURE 1 shows a patch 22 which is cut from the narrow web and which is applied to the adhesive-coated area 11 of the web 12.

The patch 22 is preferably of the same transverse width as the adhesive-coated area 11 to which it is applied; but it is a feature of the present invention that the patch 22 is of substantially greater longitudinal length than the adhesive-coated area 11 so that a portion of the patch 22 extends beyond the adhesive-coated area 11 and is not secured to the surface of the web W.

The construction of the patch 22, and its connection to the web material, is shown on an enlarged scale in FIGURE 2. The patch 22 has an upper portion 26 which is of substantially the same size as the adhesive-coated area 11 and which is preferably coated with adhesive over its face which confronts the adhesive-coated area 11. This upper portion 26 covers the ends 14 of the cord and serves as the handle patch for attaching the cord securely to the side of the bag.

The patch 22 has a lower portion 28 which extends beyond the adhesive-coated area 11 and which has no adhesive on either of its faces. A tear line 30 at the juncture of the lower portion 28 with the upper portion 26 permits the lower portion 28 to be detached from the upper portion 26.

In the preferred construction, the patch 22 is incised along the tear line 30, which extends across the full transverse width of the patch 22. Thus, the lower portion 28 provides a detachable coupon which can be removed from the bag. In order to provide a number of detachable coupons, a second transverse tear line 32 is provided half-way down the longitudinal length of the lower portion 28; and a plurality of longitudinally-extending incised tear lines 34 are provided at transversely-spaced locations across the width of the lower portion 28, the tear lines 34 preferably extending from the transverse tear line 30 to the lower end of the coupon portion 28. The incised tear lines are preferably made by having intermittent slits, but these tear lines may also be formed by score lines or in any other suitable manner for localizing the tearing of a sheet.

The one or more coupons formed from the lower portion 28 of the patch 22 have indicia reproduced thereon, as shown in FIGURE 2, giving such information as is necessary for the use for which the coupons are intended. There may also be other indicia 36 reproduced on the upper portion 26 of the patch 22, giving information concerning the use of the detachable coupon portion. Thus, the entire patch 22 may serve as a direction sheet; and

the entire patch may be considered as an adhesive sheet patch though which an extending portion which is not secured by adhesive.

FIGURE 1 shows the web W tubed at the region T to form the tube W', and the opposite edges of the web overlapped to form a longitudinal seam **48**. At the same time, folds **50** are formed in opposite sides of the flattened tube W'. Two longitudinally-extending rows of handles **12** with their adhesive-coated areas and patches are formed on the web W; and the web is tubed so that the handle patches are on the inside of the tube and they are directly opposite one another in the flattened tube from which the bag blanks are made.

In the construction illustrated in FIGURE 1, the patches **22** have both rows of handles of similar construction; but since they are put on by different apparatus from separate narrow webs of patch material, it is not necessary that they be of identical construction, and bags can be made with coupons attached to the patches on one side of the bag and no corresponding coupons attached to the patches on the other side.

A bag blank, severed from the tube web W', is indicated by the reference character **57**; and a completed bag, with a bottom **58** formed and folded flat against the side of the bag, in accordance with conventional practice, is indicated by the reference character **60**. With the tubed web W' formed with inwardly-extending folds **50**, the bag-making machine produces a bag **60** which is a self-opening bag. Without the folds **50**, but with a square bottom **58** produced at a bottom-forming station, a satchel-type bag is formed. This invention finds its greatest utility in bags of the type which have a square bottom since such bags open wider and provide better access to the coupon portion **28** of this invention.

The preferred embodiment of this invention has been illustrated and described, but changes and modifications can be made and some features can be used in different combinations without departing from the invention as defined in the claims.

What is claimed is:

1. A shopping bag having side walls with handles secured to the inside surfaces of the side walls by adhesive patches, the patch on at least one of the side walls having a portion of the material thereof extending beyond the adhesively-attached area of the patch, indicia on the extending portion of the patch, and a tear line along which the material of the extending portion of the patch can be severed from the portion of the patch which is secured to the side wall of the bag by the adhesive.

2. The shopping bag described in claim **1** characterized by the tear line being an intermittently-incised tear line adjacent to the juncture of the extending portion of the patch and the adhesively-secured portion of the patch.

3. The shopping bag described in claim **1** characterized by the extending portion of the patch having a number of tear lines along which it is torn into a plurality of separate coupons.

4. A web which is to be tubed to make bag blanks for shopping bags, said web being continuous in the direction of its length and being in a flat condition, adhesive-coated areas on the inside surface of the web at locations in a row with the area spaced by a distance equal to the height of successive bag blanks that are to be manufactured from the web, a second row of similar areas spaced transversely from the first adhesive-coated areas and at corresponding locations lengthwise of the web, an incision through the web at the region of each adhesive-coated area, a cord handle having its ends extending across the height of each adhesive-coated area and across the incision, the mid portion of the handle being located beyond the incision on the side thereof which is remote from the cord ends that extend across the adhesive-coated area, a sheet patch covering the ends of each handle where the ends extend across the adhesive-coated area, the patch being secured to the web by the adhesive beyond both sides of each end of the handle, and a portion of each patch in one row extending beyond the adhesive-coated area to which that patch is secured, a tear line along which the extending portion of the patch is connected with the remainder of the patch, and indicia on the extending portion for use as a coupon.

5. The web described in claim **4** characterized by the extending portion of each patch being at the bottom of the patch remote from the incised line across which the handle extends.

6. In a shopping bag that has handles secured thereto on its inside surface near the upper end of the shopping bag, by patches which overlap the ends of the handles and which are adhesively secured to both the handles and the inside surface of the bag adjacent to the handles, the improvement which comprises a one-piece direction sheet with indicia thereon and having at least part of its area detachable from the rest of the sheet along a tear line, the part of the sheet other than the detachable part constituting one of the patches secured to the inside surface of the bag and to a handle by adhesive.

7. The combination described in claim **6** characterized by there being indicia on the part of the sheet that is secured to the bag having reference to the detachable part of the sheet, and other indicia on the detachable portion of the sheet constituting a coupon.

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