

S. GESSLER.
CIGAR.

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973,497.

Patented Oct. 25, 1910.

Fig. 1

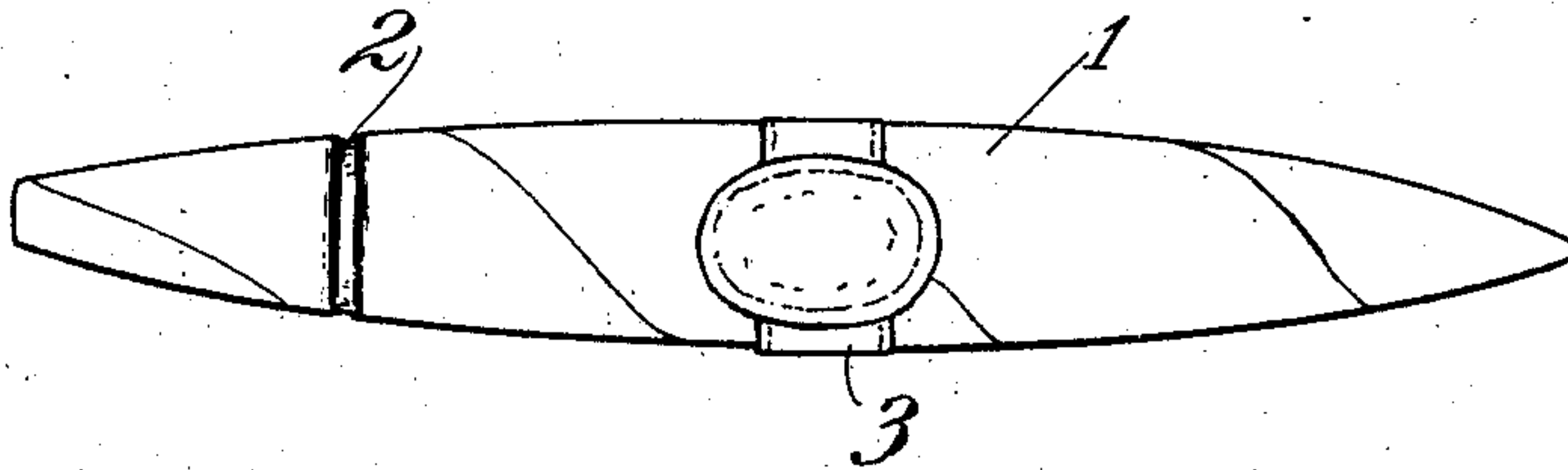
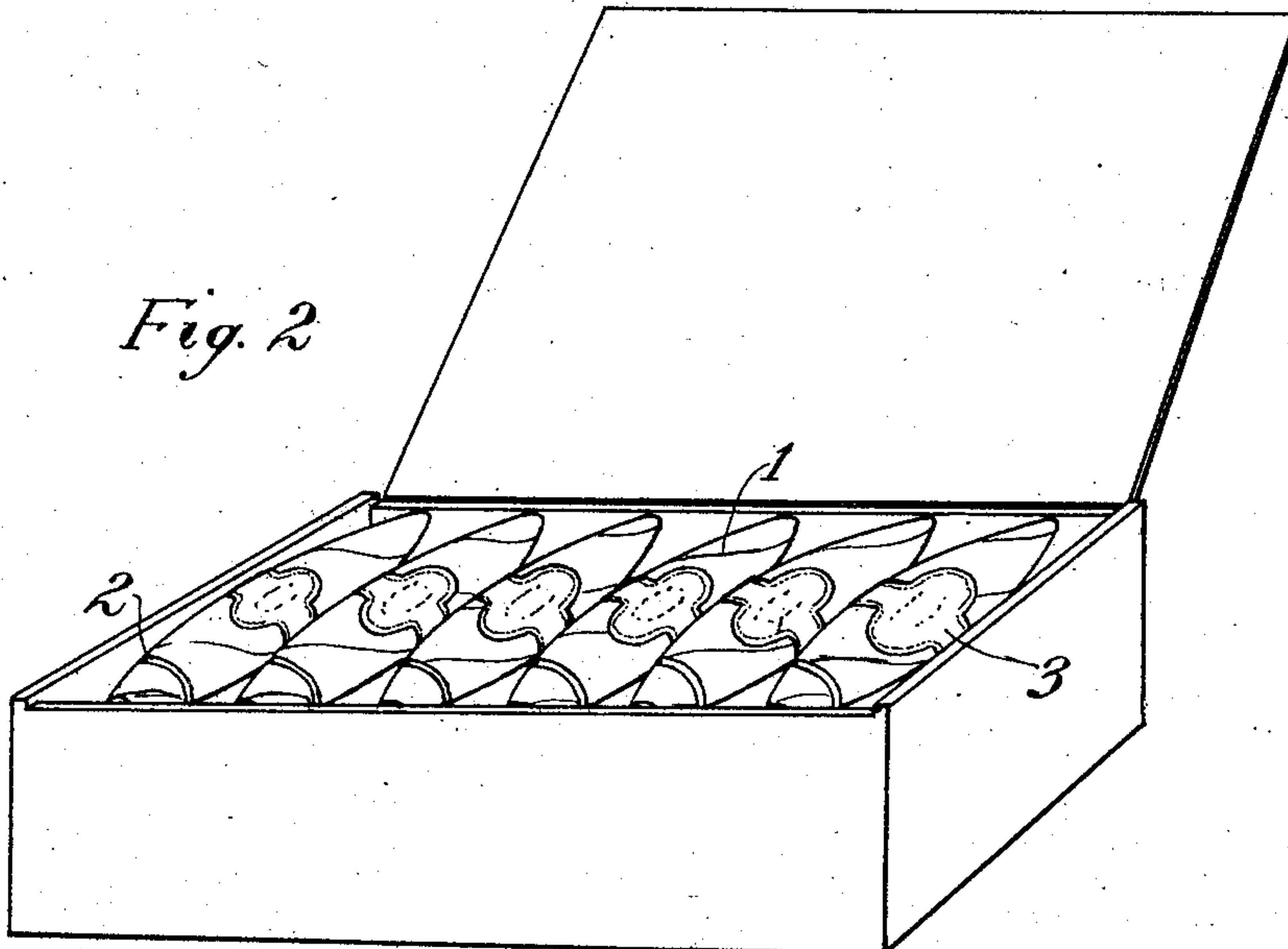


Fig. 2



Witnesses:

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UNITED STATES PATENT OFFICE.

SAMUEL GESSLER, OF CHICAGO, ILLINOIS.

CIGAR.

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Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, SAMUEL GESSLER, a citizen of the United States of America, and a resident of Chicago, county of Cook, State of Illinois, have invented certain new and useful Improvements in Cigars, of which the following is a specification.

The main objects of this invention are to provide certain improvements in cigars particularly intended as an advertising feature and adapted to enable the dealer to guarantee the quality of the goods by allowing a customer to sample them to a predetermined extent and obtain a refund of his money if the goods are not satisfactory; and to provide means for positively identifying the particular cigars which are sold, and at the same time establishing a limit to which the cigar may be burned as a test of its quality without expense to the customer. These objects are accomplished by the device shown in the accompanying drawing, in which—

Figure 1 represents a cigar embodying this invention and Fig. 2 shows a box of cigars each similarly marked and identified.

In the form shown, the cigar 1 has impressed in its wrapper at a point a short distance inward from the end which is usually lighted a mark which may afterward be unmistakably identified, being preferably an annular line of demarcation, such as the groove 2. This line of demarcation is impressed in the wrapper of each cigar during the process of manufacturing it and while the wrapper of the cigar is still moist so that it will permanently appear on the finished cigar. Each of the cigars in each lot will also preferably have the line in substantially the same relative position.

In carrying out this invention, the cigars are made with this permanent line of demarcation, and the dealer, in offering them to the public, guarantees the quality of the goods by offering to refund the money paid by any customer for a cigar in case the customer is dissatisfied and returns the cigar to the dealer before it has been burned beyond the line of demarcation 2. In addi-

tion to the line of demarcation, the cigar also bears an identifying label 3 or similar device for indicating its source.

Although but one specific embodiment of this invention is illustrated in the accompanying drawing, it will be understood that some of the details may be modified, within the scope of the following claims, without departing from the spirit of this invention.

I claim:—

1. A cigar, substantially straight from end to end and having intermediate of its ends an annular depression for the purpose specified.

2. A cigar of usual form, being substantially straight from end to end and having intermediate of its ends a permanent line of demarcation subdividing the length of the cigar for the purpose specified.

3. A cigar, substantially straight from end to end and having permanently formed in its wrapper a transverse line of demarcation for the purpose specified located between the middle of the cigar and the end of the same which is intended to be lighted.

4. A plurality of cigars, each bearing like means for identification and each being substantially straight from end to end and having permanently indicated on its wrapper a visible mark distinct from said means for identification to indicate whether or not a certain predetermined fractional part thereof has been consumed.

5. A plurality of cigars, each bearing like means for identification and each being substantially straight from end to end and having indicated on its wrapper a visible mark distinct from said means for identification to indicate whether or not a certain predetermined fractional part thereof has been consumed.

Signed at Chicago this 4th day of January 1910.

SAMUEL GESSLER.

Witnesses:

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