June 9, 1942. M. M. GORDON 2,285,709

COSMETIC MATCHING DEVICE

Filed Dec. 26, 1939

Fig. 1

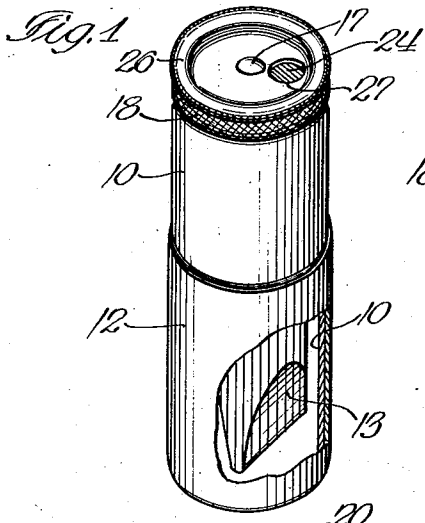


Fig. 4

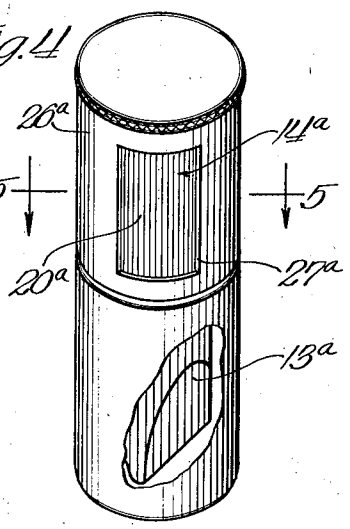


Fig. 6

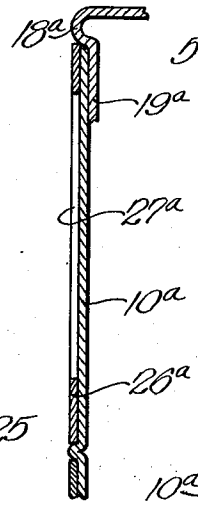


Fig. 2

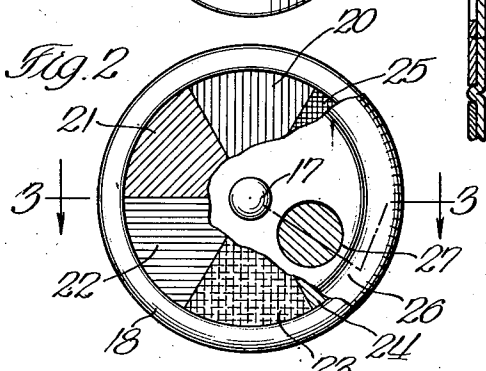


Fig. 5

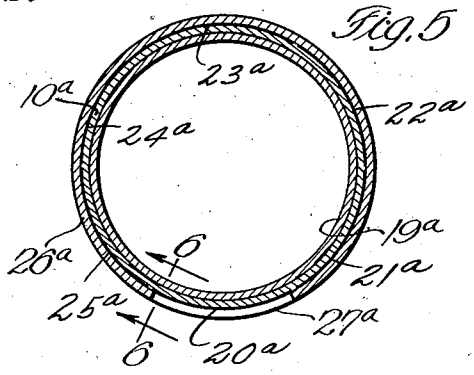
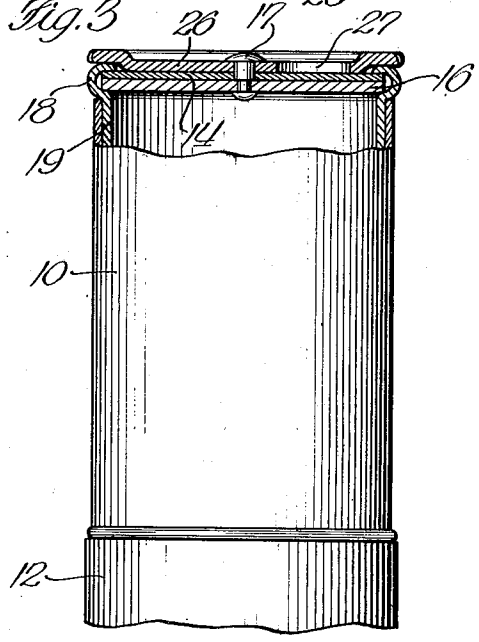


Fig. 3



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COSMETIC MATCHING DEVICE

M Martin Gordon, Chicago, Ill.

Application December 26, 1939, Serial No. 310,994

2 Claims. (Cl. 35—59)

This invention relates to a cosmetic matching device of simple and inexpensive construction adapted for application to a container of cosmetic such as lipstick and includes a color chart for the purpose of determining what shades of costume or other cosmetics may be used with a particular shade of cosmetic in the container.

One object is to provide a color chart which can be inexpensively applied to all types of cosmetic containers and which includes a plurality of colors, each of which is to harmonize with the particular color of cosmetic in the container.

A further object is to provide a cover element for the chart, which cover element is movable relative to the chart and has an opening through which the colors thereof may be seen, the opening being of such extent relative to the extent of each color that the colors may be isolated one from the others by rotating the cover element to the proper position with its opening registering with the desired color on the chart.

A further object is to provide such a color chart and cover element associated with a cosmetic container either by incorporating my device into the construction of the container or attaching it as a separate unit to the container, in each instance, however, associating the particular color chart used with the shade and/or color of the cosmetic in the container.

With these and other objects in view, my invention consists in the construction, arrangement and combination of the various parts of my device whereby the objects contemplated are attained, as hereinafter more fully set forth, pointed out in my claims and illustrated in the accompanying drawing, in which:

Figure 1 is a perspective view of a cosmetic container, in this instance a lipstick container, showing it in inverted position with my cosmetic matching device applied to the lower end thereof, a portion of the container being broken away to show the cosmetic therein.

Figure 2 is a bottom plan view of the cosmetic container and my matching device thereon, shown on an enlarged scale with a portion of a cover disc broken away to show the color chart therebeneath.

Figure 3 is a sectional view on the line 3—3 of Figure 2, showing one type of construction which may be used in fabricating my invention.

Figure 4 is a view similar to Figure 1, showing a modified construction wherein cylindrical or sleeve elements are used instead of disc elements as in Figures 1, 2 and 3.

Figure 5 is an enlarged sectional view on the line 5—5 of Figure 4;

Figure 6 is a sectional view on the line 6—6 of Figure 5.

In connection with the use of cosmetic it is often desirable for either a clerk or a buyer to have a chart of suitable colors of costume or other cosmetic which harmonize with the color and/or shade of the particular cosmetic being purchased.

A special color chart of course can be used listing the various shades of lipstick or other cosmetic and with each one the various costume colors or colors of other cosmetics that harmonize with each of the cosmetics listed in the chart. Such an expedient, however, is awkward and time-consuming to use.

In order to provide a suitable color chart arrangement which can be quickly deciphered and readily associated with any shade and/or color of cosmetic being sold, I propose to provide the following described device for this purpose.

In Figures 1, 2 and 3 a cosmetic container 10 is illustrated having the usual removable cover 12. In this particular instance a lipstick container is shown, the lipstick therein being indicated at 13 and shaded for the color red.

So that there will be no confusion in deciphering a color chart I associate such a chart with each cosmetic container. By way of example, a disc 14 may be fixed against the bottom plate 16 of the container 10, as perhaps best shown in Figure 3, by means of a rivet 17 and also a bead 18 enclosing the edges of the discs 14 and 16. The bead 18 is formed on the usual rotatable sleeve 19 of the container 10 which upon rotation through suitable mechanism propels the lipstick 13 outwardly to a position for use after the cover 12 has been removed.

The color disc 14 may have any desirable number of different colors thereon as indicated at 20, 21, 22, 23, 24 and 25. These colors may be, by way of example, various shades of red, brown, blue, yellow, green and black, respectively, which harmonize with the particular color and shade of lipstick 13 in the container 10. Where the color chart is associated with a container having lipstick of another color and shade then the various colors of the chart 14 would be different so as to harmonize with that shade.

On the rivet 17 a cover disc 26 is rotatably mounted. The disc 26 has an opening 27 of any desired shape adapted to register with any one of the colors 20, 21, 22, 23, 24 or 25. The purpose of the cover disc is to show but one color so that

such color is isolated from the others and thereby the others do not detract from or modify the shade of the color under observation. It is thus easier to determine the exact color and shade due to such isolation and the cosmetic container itself may thus be used by placing it alongside a costume to match the desired color section of the chart with the costume.

It is obvious that in this manner the color chart may be used in connection with selecting colors of other cosmetics as well as costumes that would be harmonious with the shade and color of cosmetic in the container.

In Figure 4 I show a modified construction wherein certain parts bear the same reference numerals with the addition of *a*. The color chart in this instance may be painted in the form of enamel or the like directly on the container **10***a*. The various colors thereof are thus provided in cylindrical arrangement on the wall of the casing adjacent the lower end thereof (Figure 4 showing the lipstick container inverted for using the color chart).

In this arrangement instead of providing a cover disc **26**, I provide a cover sleeve **26***a* having an opening **27***a* therein for observing the different colors on the other surface of the container **10**. Here again the size and shape of the opening **27***a* is preferably such as will expose only one color at a time.

In each instance where my invention is used, it is necessary for the manufacturer to provide the proper color chart on the container that has colors each of which is harmonious with the color and shade of cosmetic in the container. Such association of colors makes it a comparatively simple matter to select a cosmetic harmonious with certain colors of costumes or the like or to select the proper costume or complementary cosmetic for the particular cosmetic of the container.

I have described specific embodiments of my invention together with the operation thereof. I desire it to be understood, however, that these forms are selected merely for the purpose of facilitating disclosure of the invention rather than for the purpose of limiting the number of forms which it may assume. It is to be further understood that various modifications, adaptations and alterations may be applied to the specific forms disclosed to meet the requirements of practice provided they come within the spirit and scope of the present invention as set forth in the claims appended hereto.

I claim as my invention and desire to secure by Letters Patent of the United States:

1. In a cosmetic and apparel matching device, a container for colored cosmetic or the like, a cylindrical color chart surrounding said container, said color chart including a plurality of individual colors, each in harmony with the color for the cosmetic to be received in said container, a cylindrical cover element surrounding said color chart, said cover element being rotatable relative to said color chart and having a single opening therein which may be registered with any single one of the colors of said color chart, so that such color may be isolated for individual view with respect to the other colors of said color chart.

2. In a cosmetic matching device, a cylindrical container for colored cosmetic or the like, a cylindrical color chart on said container, said chart including a plurality of individual colors, each in harmony with the color of the cosmetic for reception in said container, a cylindrical sleeve-like cover element for said color chart, said cover element being rotatable relative to said color chart and having a single opening therein which may be registered with any one of said colors of said color chart so that such color may be isolated from the others.

M MARTIN GORDON.