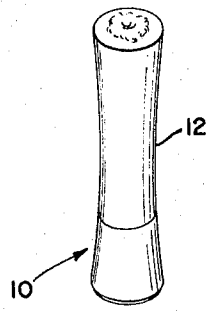
May 2, 1967 S. CHERBA 3,317,036

LIPSTICK HOLDER

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FIG.1



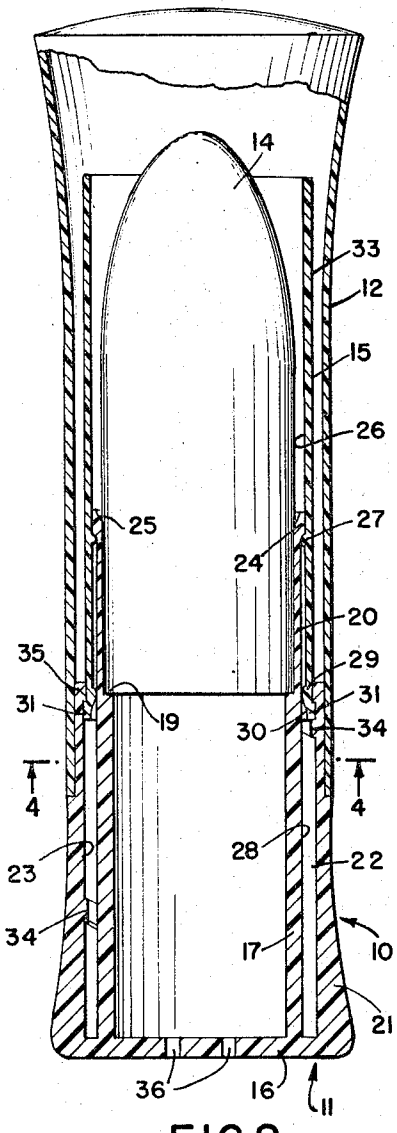


FIG.2

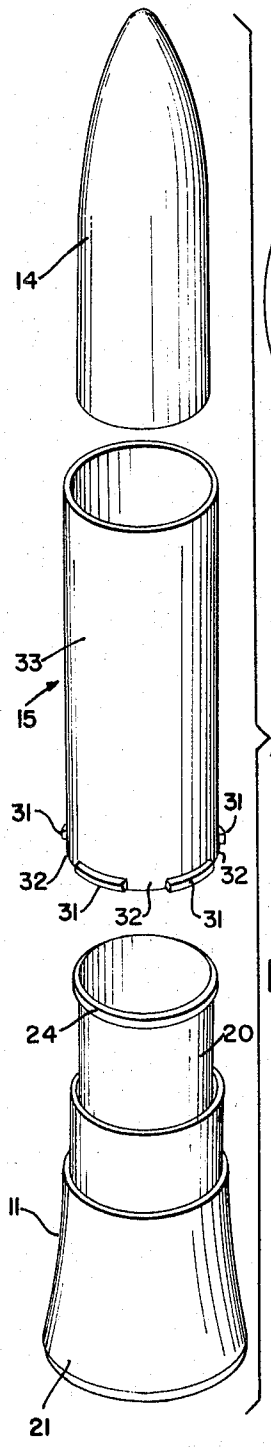


FIG.3

FIG.4

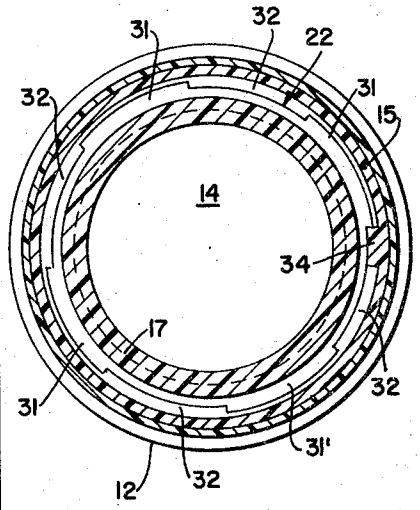


FIG.5

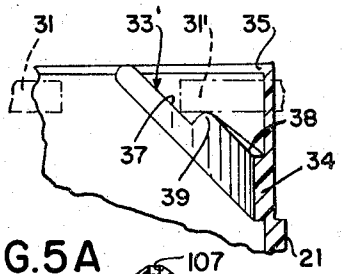
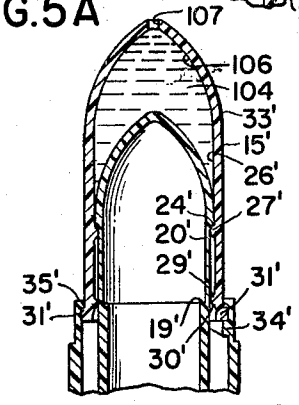


FIG.5A



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FIG. 6

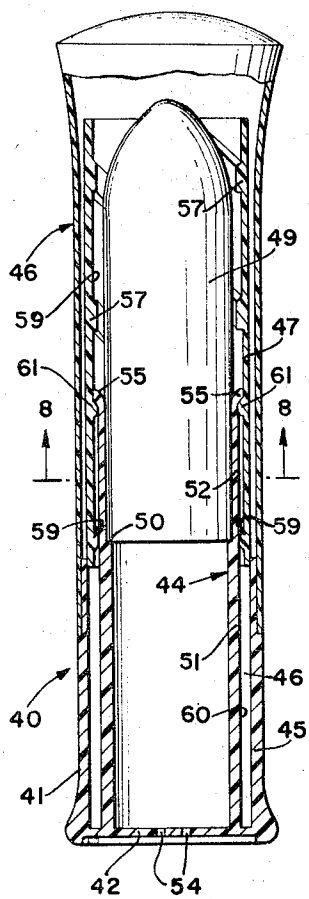


FIG. 7

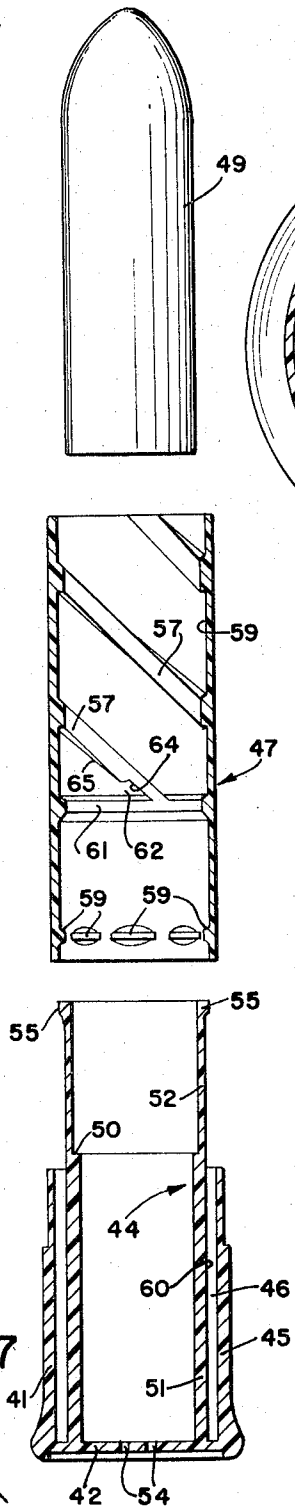


FIG. 8

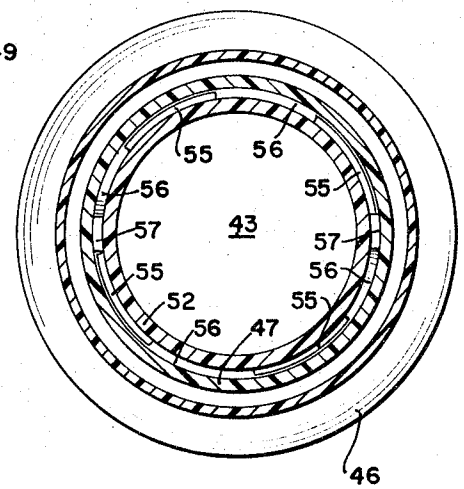
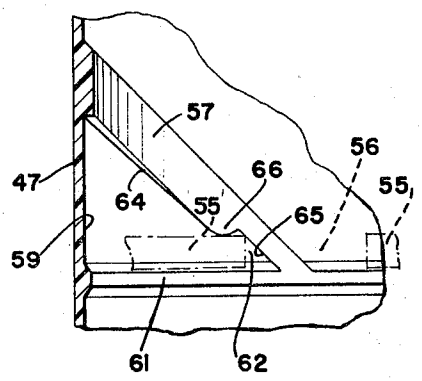


FIG. 9



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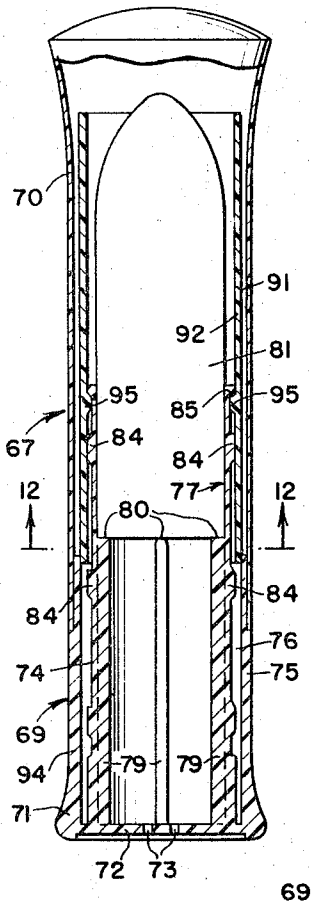
ATTORNEY

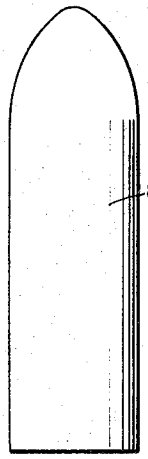
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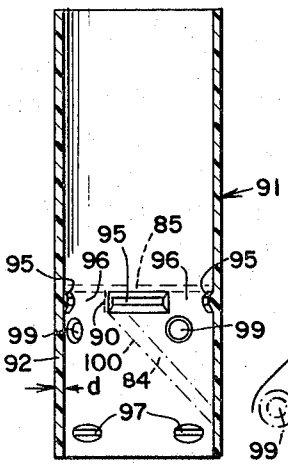
LIPSTICK HOLDER

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FIG. 10







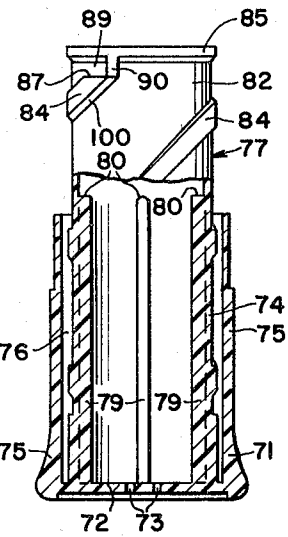


FIG. 11

FIG. 12

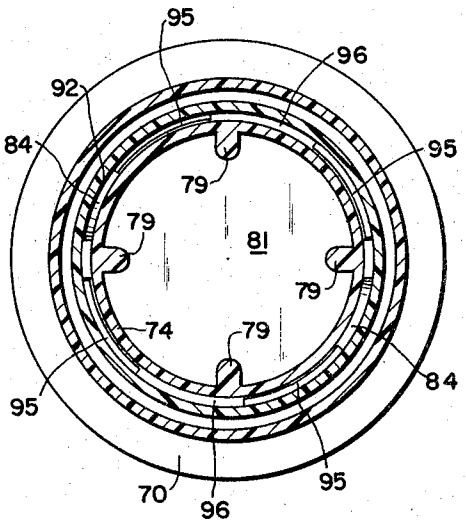
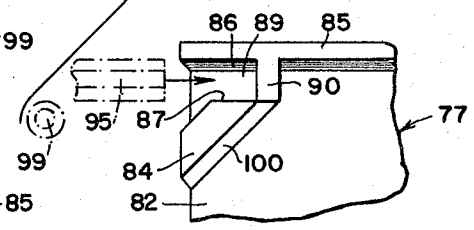


FIG. 13



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3,317,036

LIPSTICK HOLDER

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13 Claims. (Cl. 206—56)

This invention relates to a lipstick holder, and more particularly to a lipstick holder whereby the lipstick may be selectively exposed for use and sheathed for protection.

The invention has among its objects the provision of a novel, simplified lipstick holder.

A further object of the invention lies in the provision of a lipstick holder of which the main, operative portion may desirably be made in two parts.

Another object of the invention lies in the provision of a lipstick holder of the type indicated above wherein one or both of said parts may be made of elastic plastic material.

Still another object of the invention is the provision of a novel lipstick holder which readily lends itself to being assembled by automatic machinery.

Still further objects of the invention reside in the provision of a lipstick holder which is particularly characterized by its simplicity, the economy of its manufacture and assembly, and its ease of operation.

The above and further objects and novel features of the invention will more fully appear from the following description when the same is read in connection with the accompanying drawings. It is to be understood, however, that the drawings are for the purpose of illustration only, and are not intended as a definition of the limits of the invention.

In the drawings, wherein like reference characters refer to like parts throughout the several views:

FIG. 1 is a view on a reduced scale of a preferred embodiment of lipstick holder in accordance with a first disclosed embodiment of the invention, the lipstick holder being shown in perspective with a protective, decorative cap applied thereto;

FIG. 2 is a view in vertical axial section through the lipstick holder and cap therefor of FIG. 1 with the lipstick sheathing sleeve thereof in extended position;

FIG. 3 is an exploded view in perspective of the lipstick holder of FIGS. 1 and 2;

FIG. 4 is a view in transverse section through the lipstick holder and cap of FIGS. 1 and 2, the section being taken along the line 4—4 of FIG. 2;

FIG. 5 is a fragmentary view in vertical section through the upper edge of the outer sleeve member of the body of the lipstick holder of FIGS. 1–4, inclusive, the inner sleeve member of such body being omitted for clarity of illustration, a portion of the lower end of the retractable sleeve of the lipstick holder cooperating therewith being shown in phantom lines;

FIG. 5A is a fragmentary view in vertical section through the upper end portion of a device constructed in a manner generally similar to that of FIGS. 1–5, inclusive, but for the dispensing of a material in liquid, semi-liquid, or cream form;

FIG. 6 is a view in vertical axial section through a second embodiment of lipstick holder and cap therefor in accordance with the invention, the protective sleeve of such lipstick holder being shown in its outer, extended position;

FIG. 7 is an exploded view partially in vertical axial section and partially in elevation of the lipstick holder of FIG. 6;

FIG. 8 is a view in transverse section through the lipstick holder and cap of FIG. 6, the section being taken along the line 8—8 of FIG. 6;

FIG. 9 is a fragmentary view in vertical section through an intermediate portion of the retractable lipstick sheathing sleeve of the lipstick holder of FIGS. 6, 7, and 8, a portion of the upper edge of the inner sleeve of the body of the lipstick holder cooperating therewith being shown in phantom lines;

FIG. 10 is a view in vertical axial section through a third embodiment of lipstick holder and cap therefor in accordance with the invention, the protective sleeve of such lipstick holder being shown in its outer, extended position;

FIG. 11 is an exploded view partially in vertical axial section and partially in elevation of the lipstick holder of FIG. 10;

FIG. 12 is a view in transverse section through the lipstick holder and cap of FIG. 10, the section being taken along the line 12—12 of FIG. 10; and

FIG. 13 is a fragmentary view in elevation on an enlarged scale of the portion of the inner sleeve member of the body of the lipstick holder of FIGS. 10–12, inclusive, shown at the upper left hand end thereof shown in FIG. 11, a portion of the thread-following projection on the retractable sleeve cooperating therewith being shown in phantom lines.

As will be apparent from the above, a first embodiment of lipstick holder in accordance with the invention is shown in FIGS. 1–5, inclusive; a second embodiment thereof is shown in FIGS. 6–9, inclusive; and a third embodiment thereof is shown in FIGS. 10–13, inclusive. The lipstick holders of all the embodiments are provided with a protective and decorative cap which may be used therewith, if desired. In all of the illustrative embodiments the lipstick holder proper has two parts which are reciprocable with respect to each other so as selectively to expose for use the lipstick carrier by the holder, and to sheath the lipstick when it is not in use.

Turning now to FIGS. 1–5, inclusive, there is there shown a first embodiment of lipstick holder, which is generally designated by the reference character **10**. Holder **10** has an outer body portion **11** and an inner protective sleeve portion **15**. In FIGS. 1 and 2 there is shown a removable protective and decorative cap **12**, which may be used with the lipstick holder **10**, if desired. Cap **12** is generally in the form of an elongated inverted cup, the lower end of which telescopes over a portion of body **11** when the cap **12** is mounted upon the holder **10** in the manner shown in FIGS. 1 and 2.

A lipstick **14** is mounted with its lower inner end held within a seat provided by the upper end of an inner sleeve portion, to be described, which is integral with the body **11**. The retractable protective sleeve **15** is telescopically mounted upon body **11** so that it may be advanced relative thereto into the lipstick sheathing position of FIG. 2, or may be partially retracted in a downward direction in FIG. 2 so as to expose the outer end of the lipstick **14** for use.

As shown most clearly in FIG. 2, the body **11** of the lipstick holder has a generally flat disc-like base **16** from which there rises a generally circular cylindrical inner sleeve **17** coaxial of the base. In the embodiment shown, sleeve **17** is integral with base **16**, preferably being formed, for example, from resilient flexible plastic material by a molding operation. Somewhat above its vertical center, the inner sleeve **17** is provided with an interiorly facing annular shoulder **19** which forms a part of the seat for the lower end of the lipstick **14**. Above shoulder **19** the inner sleeve **17** has a thinner-walled portion **20**, the inner surface of which snugly engages the lower end of the lipstick **14**.

Body **11** has an outer sleeve **21** which is formed integrally with base **16** and is disposed coaxially of the

inner sleeve 17 so as to form a vertically elongated annular space 22 therebetween. The main extent 23 of the inner sidewall of the outer sleeve 21 is of smooth circular cylindrical shape. The outer surface 28 of the inner sleeve 17 is of smooth circular cylindrical shape with the exception of its upper or outer end which is provided with a shallow outwardly extending annular shoulder or flange 24 which forms a part of a motion-limiting stop for the protective sleeve 15, as will be seen hereinafter. The upper inner edge of portion 20 of the inner sleeve 17 is bevelled so as to form an upwardly diverging frusto-conical surface 25.

The retractable protective sleeve 15 of the lipstick holder is provided with a smooth circular cylindrical outer surface 33 and with a smooth circular cylindrical inner surface 26 which is interrupted by an upper, inwardly extending bead 27 and a lower, inwardly extending bead 29 axially spaced from the upper bead. Beads 27 and 29 are generally of V cross section; bead 27 is located somewhat above the lower end of sleeve 15, whereas bead 29 is located close to the lower end of such sleeve. Below the lower bead 29, the sleeve 15 is provided with a short circular cylindrical inner wall portion, the upper end of which merges with the lower end of an upwardly converging frusto-conical annular zone 30 which extends upwardly to the peak of the lower bead 29.

In the embodiment shown, both body 11 and sleeve 15 are made of relatively stiff, but flexible and resilient, plastic material such as polyethylene. The relative dimensions of the parts are such that the sleeve 15 may be assembled upon body 11 by first placing the sleeve with the lower end thereof in alignment with the inner sleeve 17 of the body 11, and then thrusting such two parts together by a purely axial motion. When this is done, the flange 24 on the inner sleeve 17 enters the frusto-conical zone 30 of sleeve 15, the two parts being progressively distorted as the parts are moved inwardly toward each other. The resiliency and flexibility of the parts permits the flange 24 to snap first past the lower bead 29 on sleeve 15 and, upon continued relative axial motion of the parts, past the upper bead 27 on the sleeve. Bead 27 and the flange 24 form a first stop means which prevents the axial withdrawal of the sleeve 15 outwardly of body 11 past the position thereof shown in FIG. 2.

The inner diameters of the beads 27 and 29 are such that they fairly accurately engage the smooth outer surface 28 of sleeve 17 of the body, while permitting relative axial movement between such parts. The beads 27 and 29 thus function with surface 28 accurately to maintain the sleeve 15 in axial alignment with body 11. If desired, instead of two axially spaced beads 27 and 29 on sleeve 15, there may be employed a single thick-walled portion at the bottom end of sleeve 15 which would, in effect, span the distance between the beads 27 and 29 shown, and would have the same effective inner diameter as such beads.

In the embodiment of lipstick holder shown, reciprocation of the sleeve 15 relative to body 11 is effected by interengaging thread-forming means on the respective parts. One of such thread-forming means in the embodiment shown is composed of an outwardly extending flange at the inner or lower end of sleeve 15, such flange having a plurality (four shown) of similar interrupted flange portions 31 which are separated by similar, equally angularly spaced notches or recesses 32 having generally radially directed side edges. The other thread-forming means is in the form of a helical radially inwardly extending rib 34 on the inner surface 23 of the outer sleeve 21 of body 11. Helical rib 34 extends, as shown, in substantially one turn from the lower end of the outer sleeve 21 to the upper end of such sleeve. The radial height of the helical rib is such that the radially inner surface of the rib lies close to the smooth outer surface 33 of the sleeve 15. The angular extent of the recesses between portions 31 of the interrupted flange on sleeve 15 is such that the helical rib 34 extends freely between the confronting edges of two consecutive flange portions, when the parts are assembled as shown in FIGS. 2 and 4, such two flange portions 31 acting as a rudimentary thread follower which restrains the sleeve 15 from appreciable axial movement with respect to body 11 unaccompanied by relative turning of the parts. The relationship between the said flange portions 31 and the helical rib 34 is particularly shown in FIGS. 4 and 5.

The disclosed helical rib 34 and interrupted flange portions 31 permits the two parts 11 and 15 to be assembled by the described purely axial relative motion. No angular orientation of the parts relative to each other is necessary before such assembly. Flange portions 31 are sufficiently yieldable in a direction axially of sleeve 15 to allow them to snap downwardly past the helical rib, regardless of where they encounter it. Following the axial advance of the sleeve 15 relative to body 11, the outer end of the sleeve may be frictionally engaged as by an automatically operated gripper which turns the sleeve 15 sufficiently to cause the rib 34 to snap into one of the recesses 32 between two portions 31 of the interrupted flange.

Further to prevent the accidental removal of sleeve 15 from the body 11, there may be provided a second stop means; thus the upper edge of the outer sleeve 21 of the body is provided with a radially inwardly extending annular shoulder 35 which causes the effective diameter of the outer end of the annular space 22 to be somewhat less than the effective outer diameter of the flange made up of flange portions 31. In the embodiment shown, shoulder 35 is located adjacent the upper, entering end of the helical rib 34. When the sleeve 15 lies in the position shown in FIGS. 2 and 5, the upper edge of flange portions 31 substantially engage the lower edge of stop shoulder 35.

The lipstick holder of the first embodiment is shown provided with a means which substantially locks the protective sleeve 15 in the outer, extended position of FIG. 2. Such means is especially desirable to maintain the sleeve 15 in extended position until the initial use of the lipstick; thus after assembly of the parts of the holder and of the lipstick therein, the protective sleeve is turned to extend it fully. The locking means insures the maintenance of the sleeve in such position, despite vibrations to which the lipstick holder may be subjected, as during its shipment in upright position.

The locking means is shown in FIG. 5. As there shown, the upper end of helical rib 34 has a part of its upper edge portion removed at the upper end of the rib to provide a seat 33'. Seat 33' has a helical upper edge 37 which lies parallel to but below the helical upper edge 38 of rib 34, the two surfaces being joined by a rounded shoulder 39. As the protective sleeve 15 is turned counterclockwise (FIG. 4) to extend it, the lower forward corner of the trailing flange portion 31' which bounds the rear end of the notch 32 receiving the helical rib 34 climbs upwardly along the upper surface 38 of such rib. When such corner of flange portion 31' reaches the shoulder 39, the sleeve 15 ceases its axial travel, the flange portion 31' then moving transversely to the left (FIG. 5) until it engages surface 37 of seat 33'. The friction between the parts is such that the sleeve 15 is now stably held in extended position. The sleeve may be readily retracted, when desired, by turning the sleeve clockwise to withdraw the forward lower corner of flange portion 31' from seat 33', following which such flange portion and the other flange portion confronting the lower surface of helical rib 34 cooperate with the portion of such rib below seat 33' in the normal manner.

After assembly of the parts 11 and 15, and their relative turning to insure reception of helical rib 34 in a recess 32 between two flange portions 31, the lipstick 14 may then be mounted in the seat in the outer end of the

inner sleeve 17. The base 16 of the body 11 is preferably provided with one or more air venting holes 36 therethrough so that the lipstick may be readily mounted in the sleeve. As can be seen in FIG. 2, the lower inner end of sleeve 15 will be engaged and be stopped by the upper surface of base 16 between the inner and outer sleeves thereon when the sleeve is fully retracted.

The second illustrative embodiment of lipstick holder in accordance with the invention is shown in FIGS. 6–9, inclusive, where it is generally designated by the reference character 40. Such lipstick holder, which is likewise of two-part construction, has a main part 41 which is generally in the form of an elongated double-walled cup, or thimble, having an end wall 42, an inner sleeve 44, and a shorter outer sleeve 45 spaced radially of sleeve 44 to provide an annular space 46 therebetween. The second part of the lipstick holder is a retractable protective sleeve 47 which in its outer, lipstick sheathing position lies as shown in FIG. 6. The lipstick holder is shown provided with a cap 46 which telescopes over its upper or outer end. A lipstick 49 is disposed with its lower or inner end in a seat provided by a transverse annular shoulder 50 at the upper end of the thicker wall 51 of the inner sleeve 44 of part 41 and an upper thinner-walled portion 52 at the upper end of sleeve 44. The end wall 42 of the lipstick holder part 41 is provided with one or more air-venting passages 54 (two shown) therethrough. At its upper end the portion 52 of body 41 is provided with a divided flange, having flange portions 55, separated by recesses or notches 56. The flange made up of portions 55 functions in a manner, to be described, both to stop the travel of the sleeve 47 outwardly past the position thereof shown in FIG. 6 and also as a thread follower which cooperates with two opposed helical ribs on the inner surface of sleeve 47 so that the sleeve 47 may be advanced or retracted by rotating it relative to part 41.

The sleeve 47 has the general extent of its inner surface 59 in the form of a smooth circular cylinder. The lower end portion of sleeve 47 has a plurality of discontinuous, annularly disposed inwardly extending thicker portions 59 thereon, such portions being of truncated V shape in axial section. Portions 59 engage the outer smooth surface 60 of sleeve 51 when the parts are engaged as in FIG. 6, thereby to guide members 41 and 47 axially with respect to each other. Somewhat above such guiding portions 59 and at the lower ends of the helical ribs 57, the sleeve 47 is provided with a radially inwardly extending annular bead 61 of truncated V shape in vertical section and having an inner diameter substantially equal to the effective inner diameter of the lower guide portions 59. Bead 61 likewise slidingly cooperates with the outer surface 60 of sleeve 44 to maintain parts 41 and 47 coaxial of each other. As shown in FIG. 6, the bead 61 cooperates with the divided flange parts 55 on sleeve portion 52 to stop the sleeve 47 in its outermost extended position.

The embodiment of lipstick holder shown in FIGS. 6–9, inclusive, is provided with a means with substantially locks the sleeve 47 in its extended position. Thus the lower end of each of the helical ribs 57 is provided with a seat 62 cut into its lower helical surface 64 (one such seat being shown in FIGS. 7 and 9), the seat having a helical surface 65 lying above and parallel to surface 64 and joined thereto by downwardly convex shoulder 66. As in the first described embodiment, the protective sleeve is extended by turning it counterclockwise relative to the holder body, and is retracted by turning the sleeve clockwise with respect to such body. As the sleeve approaches its fully extended position, the upper corner of flange portion 55′ rides around shoulder 66, permitting the parts to assume the substantially locked position of FIG. 9. As before, the protective sleeve is unlocked in the initial clockwise turning of it, following which the flange portions 55, 55′ cooperate with the helical ribs 57 to retract the sleeve upon its continued turning in the same direction.

Projecting inwardly from the surface 59 of sleeve 47 are the above-mentioned helical ribs 57 which project inwardly into opposed ones of the recesses or notches 56 between the parts 55 of the divided flange when the parts of the lipstick holder have been fully assembled and appropriately turned relative to each other. The sleeve 47 is retracted axially downwardly to expose lipstick 49, as required, by turning the sleeve relative to the part 41. Sleeve 47 is made of sufficient length so that when fully advanced it substantially completely sheaths the lipstick; it is to be understood that no other protective cap need be employed with any of the disclosed lipstick holders if the retractable protective sleeve is made sufficiently long. In its fully retracted position, sleeve 47 exposes the greater part of the length of the lipstick 49 lying outwardly of the seat in body 41. Sleeve 47 is prevented from further downward travel by engagement between the lower end of the sleeve 47 and the transverse end 42 of body 41.

A third illustrative embodiment of lipstick holder in accordance with the invention is shown in FIGS. 10–13, inclusive, wherein the lipstick holder is generally designated 67. The lipstick holder proper is designated 69, the cap shown employed therewith being designated 70. The body of the holder 69 is designated 71; body 71 has a transverse base 72 provided with vent holes 73 as in the first two described embodiments. Rising from base 72 are coaxial radially spaced generally circular cylindrical sleeves, the lower end portion of the inner sleeve being designated generally by the reference character 74 and the outer sleeve being generally designated 75. The annular space between the inner and outer sleeves at the lower ends thereof is generally designated by the reference character 76.

The upper end portion 77 of the inner sleeve extends from the upper, shoulder-forming ends 80 of a plurality of angularly spaced, longitudinally disposed ribs 79 which extend upwardly from base 72 and protrude radially inwardly from the inner wall of sleeve portion 74. Shoulders 80 form a support for a lipstick 81 which is snugly telescoped within the upper portion 77 of the inner sleeve.

The outer surface 82 of the inner sleeve 74, 77 is generally of smooth circular cylindrical shape, there being two similar helical ribs 84 disposed 180° apart which protrude outwardly from such surface 82. Ribs 84, which have side surfaces which are somewhat inclined to converge in a radially outward direction, have their outer broad surfaces spaced somewhat radially inwardly of the inner circular cylindrical surface of the outer sleeve 75. At the upper end of the inner sleeve portion 77 there is an outwardly protruding bead or flange 85, which forms one of the elements of the stop means for the retractable lipstick protecting sleeve 91, to be described. Bead 85 has an upper circular cylindrical part which is joined to surface 82 by a downwardly converging frusto-conical portion 86.

The helical ribs 84, which form one element of a thread-forming means, each terminates at its upper end in a flat transverse shoulder 87 which is axially spaced downwardly from surface 86 of bead 85 to present a space or seat 89 therebetween. At the leading end of each helical rib 84 there is a longitudinally disposed rib 90 functioning to close such end of the seat 89. As will be seen hereinafter, the seat 89 is a part of the means provided for selectively locking the retractable sleeve 91 in extended, lipstick sheathing position.

The retractable sleeve 91, as shown in FIG. 11, is generally in the form of a thin walled circular cylindrical tube having the thickness d of its wall 92 at least slightly less than the distance 94 between the outer surfaces of the helical ribs or threads 84 and the inner sidewall of the outer sleeve 75.

The inner diameter of the protective sleeve **91** substantially equals the other diameter of the annular bead **85** at the upper end of the portion **77** of the inner sleeve, and also substantially equals the outer diameter of the helical ribs or threads **84**. Thus the sleeve **91** may be assembled as shown in FIG. 10, the sleeve being telescoped about the inner sleeve **77**, **79** of the lipstick holder. Disposed on the inner wall of the sleeve **91** intermediate its length is a radially inwardly extending divided flange, the flange in the embodiment shown having four similar parts **95** which are angularly spaced through similar distances or spaces **96**. Flange part **95**, as in the two previously described embodiments, forms parts of thread-forming means including the two helical ribs **84**. Below the flange part **95** and adjacent the lower end of the sleeve **91** there are provided a plurality of equally angularly spaced inwardly protruding spots or buttons **97** which bear upon the outer surface of the inner sleeve **79** between the helical ribs **84** thereon in order to guide the sleeve **91** in an axial direction. Also protruding from the inner surface of the sleeve **91** are four guide buttons or projections **99** which are disposed relative to the flange parts **95** in the manner shown in FIG. 11.

The main portion **71** and the retractable sleeve **91** of the lipstick holder **67** may be assembled by thrusting the sleeve **91** axially downwardly from its position in FIG. 11 whereby it telescopes over an upper portion **77** of the inner sleeve of part **71**. One or both of parts **71** and **91** is made of resiliently yieldable plastic material such as polyethylene, as are the similar parts in the two previously described embodiments of lipstick holder. Thus the inwardly protruding guide members **97** and the flange parts **95** on the sleeve **91** and/or the flange **85** on the inner sleeve portion **77** will yield sufficiently, during such axial advance of the sleeve **91**, for the parts to assume an assembled position axially of each other similar to that shown in FIG. 10. If necessary, turning of parts **71** and **91** relative to each other will cause the flange parts **95** to snap into threaded engagement with the helical ribs **84**.

The above described seat **89** at the upper end of each of the helical ribs **84** provides a means whereby the sleeve **91** may be selectively locked in the outer, lipstick sheathing position shown in FIG. 10. Thus as the sleeve **91** is screwed upwardly, it eventually reaches a position wherein two of the flange parts **95** enter the respective seats **89** until their leading ends abut the axially extending stops **90**. In such position the sleeve **91** is stably held extended, and can not be retracted until it is first turned in the opposite direction to retract the flange parts **95** from the seats **89**. Continued turning of the sleeve **91** in body **71** in the same direction then causes the flange parts **95**, acting as portions of threads, to follow downwardly along the helical ribs **84**, thus to retract the sleeve **91**. During such retraction of the sleeve **91**, edges of the respective flange parts **95** engage and follow downwardly the lower helical surface **100** of each helical rib **84**. The guide projections along buttons **99** are provided to cause the edges of the flange parts **95** smoothly to engage the upper ends of the helical surfaces **100** of the ribs **84**. Thus such buttons **99** are positioned, as shown in FIG. 11. As is there apparent, the left-hand button **99** substantially contacts the lower surface **100** of the helical rib **84** when the flange portion **95** shown at the center of the member **91** in such figure is moved to the right sufficiently to retract it completely from its seat **89**. Thus the buttons **99** engage the surfaces **100** slightly before the leading ends of the flange portions **95** engage such surfaces, thereby causing the smooth entry of the flange portions into threaded engagement with the helical ribs **84**.

FIG. 5A illustrates an adaptation of the construction of FIGS. 1–5, inclusive, for use in the dispensing of material in liquid, semi-liquid, or cream form. In FIG. 5A there is shown the upper part of a dispenser, without a cap, which is constructed in substantially the same manner as the device of FIGS. 1–5, inclusive. Parts in FIG. 5A which are the same as in FIGS. 1–5, inclusive, are designated by the same reference characters with an added prime.

In the dispenser of FIG. 5A, the liquid, semi-liquid, or cream material **104** to be dispensed is contained between an end partition **105** on the inner sleeve **20'** and an end partition **106** on the outer sleeve **15'**. In the embodiment shown, the partitions **105** and **106** are of similar upwardly convex shape, so that partition **105** mates within partition **106** when the outer sleeve is fully retracted. Material **104** is expressed or extruded through a passage **107** in partition **106** when such material is compressed between the partitions **105** and **106** as sleeve **15'** is retracted by being turned with respect to sleeve **20'**. It will be apparent that the mechanism for reciprocating the inner and outer sleeves of the dispenser may, if desired, be similar to that of the lipstick holder of FIGS. 6–9, inclusive, or of FIGS. 10–13, inclusive, rather than similar to that of FIGS. 1–5, inclusive, as shown.

Although a limited number of embodiments of the invention have been illustrated in the accompanying drawings and described in the foregoing specification, it is to be especially understood that various changes, such as in the relative dimensions of the parts, materials used, and the like, as well as the suggested manner of use of the apparatus of the invention, may be made therein without departing from the spirit and scope of the invention, as will now be apparent to those skilled in the art. Thus although in certain of the disclosed embodiments the device is described and claimed as a lipstick holder, it is to be understood that the article held by the device may be, for example, a deodorant or an emolient. The term "lipstick" is thus used in the specification and claims in an illustrative and not a limiting manner.

What is claimed is:

1. A lipstick holder composed of only two parts, said holder consisting of a first part with an elongated portion having a seat adjacent the forward end thereof to receive and fixedly hold the inner end of a lipstick therein with the outer end of the lipstick projecting beyond the outer end of the seat in the first part, and a second part in the form of a protective sleeve for the lipstick, said first and second parts being of substantially the same length, the two parts being telescopically connected for relative reciprocation between a first terminal position in which the sleeve is extended substantially to sheath the lipstick and a second terminal position in which the sleeve is retracted toward the rear of the first part to expose the lipstick outwardly of the seat in the first part, and cooperating means integral with the respective parts of the holder to stop the relative reciprocation of the parts in said two terminal positions.

2. A lipstick holder having a first part with an elongated portion having a seat adjacent the forward end thereof to receive and fixedly hold the inner end of a lipstick therein with the outer end of the lipstick projecting beyond the outer end of the seat in the first part, and a second part in the form of a protective sleeve for the lipstick, the two parts being telescopically connected for relative reciprocation between a first terminal position in which the sleeve is extended substantially to sheath the lipstick and a second terminal position in which the sleeve is retracted toward the rear of the first part to expose the lipstick outwardly of the seat in the first part, means to stop the relative reciprocation of the parts in said two terminal positions, and cooperating screw thread-forming means on the respective parts of the holder for reciprocating the parts upon turning them relative to each other, the screw thread-forming means on one part being in the form of a helical rib, and the

screw thread-forming means on the other part being in the form of a flange on such other part projecting toward the helical rib, said flange having a notch in its outer edge receiving the helical rib, the notch having opposite edges overlying and having thrusting relationship with the opposite sides of the helical rib.

3. A lipstick holder as claimed in claim 2, comprising means releasably to lock the protective sleeve in its extended, lipstick sheathing terminal position, said locking means comprising a seat in the portion of the helical rib cooperating with the leading edge of the part of the flange having the notch receiving the helical rib, said seat stably receiving said leading edge of the flange part upon turning the two parts of the holder in a protective sleeve advancing direction.

4. A two-part lipstick holder having a first part formed with an inner tubular portion, an outer tubular portion coaxial of and overlying the inner tubular portion, and means connecting the inner and outer tubular portions adjacent their rear ends, a seat in the forward end of the inner tubular portion to receive and fixedly hold the rear end of a lipstick therein with the outer end of the lipstick projecting beyond the outer end of the inner and outer tubular portions, and a second part in the form of a protective sleeve for the lipstick, the second part having its rear end telescoped between the inner and outer tubular portions of the first part of the holder and reciprocable with respect thereto between a first terminal position in which the sleeve is extended substantially to sheath the lipstick and a second terminal position in which the sleeve is retracted to expose the lipstick outwardly of the seat in the inner tubular portion of the first part, means to stop the relative reciprocation of the parts in each of said two terminal positions, and cooperating screw thread-forming means on the respective parts of the holder for reciprocating the parts with respect to each other upon turning them relative to each other, the screw thread-forming means on the first part being in the form of a radially inwardly projecting helical rib on the inner surface of the outer tubular portion, and the screw thread-forming means on the second part being in the form of a flange on the outer surface of such part adjacent the rear end thereof, and projecting radially outwardly toward the helical rib, said flange having a notch in its outer edge receiving the helical rib, the notch having opposite generally radial edges overlying and having thrusting relationship with the opposite sides of the helical rib.

5. A two-part lipstick holder having a first part formed with an inner tubular portion, an outer tubular portion coaxial of and overlying the inner tubular portion, and means connecting the inner and outer tubular portions adjacent their rear ends, a seat in the forward end of the inner tubular portion to receive and fixedly hold the rear end of a lipstick therein with the outer end of the lipstick projecting beyond the outer end of the inner and outer tubular portions, and a second part in the form of a protective sleeve for the lipstick, the second part having its rear end telescoped between the inner and outer tubular portions of the first part of the holder and reciprocable with respect thereto between a first terminal position in which the sleeve is extended substantially to sheath the lipstick and a second terminal position in which the sleeve is retracted to expose the lipstick outwardly of the seat in the inner tubular portion of the first part, means to stop the relative reciprocation of the parts in each of said two terminal positions, and cooperating screw thread-forming means on the respective parts of the holder for reciprocating the parts with respect to each other upon turning them relative to each other, the screw thread-forming means on the first part being in the form of a radially outwardly projecting helical rib on the outer surface of the inner tubular portion, and the screw thread-forming means on the second part being in the form of a flange on the inner surface of such part and projecting radially inwardly toward the helical rib, said flange having a notch in its inner edge receiving the helical rib, the notch having opposite generally radial edges overlying and having thrusting relationship with the opposite sides of the helical rib.

6. A lipstick holder composed of only two parts, said holder consisting of a first part with an elongated portion having a seat adjacent the forward end thereof to receive and fixedly hold the inner end of a lipstick therein with the outer end of the lipstick projecting beyond the outer end of the seat in the first part, and a second part in the form of a protective sleeve for the lipstick, the two parts being telescopically connected for relative reciprocation between a first terminal position in which the sleeve is extended substantially to sheath the lipstick and a second terminal position in which the sleeve is retracted toward the rear of the first part to expose the lipstick outwardly of the seat in the first part, cooperating means integral with the respective parts of the holder to stop the relative reciprocation of the parts in said two terminal positions, and cooperating means integral with the respective parts of the holder releasably to lock the protective sleeve in a first, extended, lipstick sheathing terminal position.

7. A lipstick holder composed of only two parts, said holder consisting of a first part with an elongated portion having a seat adjacent the forward end thereof to receive and fixedly hold the inner end of a lipstick therein with the outer end of the lipstick projecting beyond the outer end of the seat in the first part, and a second part in the form of a protective sleeve for the lipstick, the two parts being telescopically connected for relative reciprocation between a first terminal position in which the sleeve is extended substantially to sheath the lipstick and a second terminal position in which the sleeve is retracted toward the rear of the first part to expose the lipstick outwardly of the seat in the first part, cooperating means integral with the respective parts of the holder to stop the relative reciprocation of the parts in said two terminal positions, at least one of said two parts of the holder being made of self-sustaining elastic plastic material, the means to stop the relative reciprocation of the parts in their first, extended terminal position comprising confronting formations on the two parts which may be snapped past each other to assemble the parts by straight-line movement toward each other.

8. A lipstick holder as claimed in claim 7, wherein the means to stop the relative reciprocation of the parts in their second, retracted terminal position comprises a radially outwardly extending flange on the radially inner one of the two parts, said flange being disposed in the path of reciprocation of the outer of the two parts, and a radially inwardly extending flange on the radially outer one of the two parts, said two flanges being in engagment when the parts are in their second terminal position relative to each other.

9. A lipstick holder composed of only two parts, said holder consisting of a first part with an elongated portion having a seat adjacent the forward end thereof to receive and fixedly hold the inner end of a lipstick therein with the outer end of the lipstick projecting beyond the outer end of the seat in the first part, and a second part in the form of a protective sleeve for the lipstick, the two parts being telescopically connected for relative reciprocation between a first terminal position in which the sleeve is extended substantially to sheath the lipstick and a second terminal position in which the sleeve is retracted toward the rear of the first part to expose the lipstick outwardly of the seat in the first part, cooperating means integral with the respective parts of the holder to stop the relative reciprocation of the parts in said two terminal positions, and cooperating screw thread-forming means on the respective parts of the holder for reciprocating the parts upon turning them relative to each other.

10. A lipstick holder as claimed in claim 9, comprising cooperating means integral with the respective parts of the holder releasably to lock the protective sleeve in its first, extended lipstick sheathing terminal position, said cooperating means comprising at least portions of the respective cooperating screw thread-forming means.

11. A lipstick holder as claimed in claim 9, wherein the screw thread-forming means on one part of the holder is in the form of a helical rib, and the screw thread-forming means on the other part of the holder is in the form of an element on such other part projecting toward the helical rib, said element having a notch therein receiving the helical rib, the notch having opposite edges overlying and having thrusting relationship with the opposite sides of the helical rib.

12. A lipstick holder as claimed in claim 11, comprising means releasably to lock the protective sleeve in its first, extended lipstick sheathing terminal position, said cooperating means comprising a recessed seat in that surface of the helical rib which thrusts the notched element and thus the protective sleeve toward its extended position, said recessed seat receiving at least a portion of the edge of the notch in the element when the protective sleeve is fully extended, whereby stably but releasably to retain the protective sleeve in its extended position.

13. A two-part lipstick holder, said holder consisting of a first part formed with an inner tubular portion, an outer tubular portion coaxial of and overlying the inner tubular portion, and means connecting the inner and outer tubular portions adjacent their rear ends, a seat in the forward end of the inner tubular portion to receive and fixedly hold the rear end of a lipstick therein with the outer end of the lipstick projecting beyond the outer end of the inner and outer tubular portions, and a second part in the form of a protective sleeve for the lipstick, the second part having its rear end telescoped between the inner and outer tubular portions of the first part of the holder and reciprocable with respect thereto between a first terminal position in which the sleeve is extended substantially to sheath the lipstick and a second terminal position in which the sleeve is retracted to expose the lipstick outwardly of the seat in the inner tubular portion of the first part, cooperating means integral with the respective parts of the holder to stop the relative reciprocation of the parts in each of said two terminal positions, at least one of said parts being made of self-sustaining elastic plastic material, the means to stop the relative reciprocation of the parts in their first terminal position comprising confronting formations on the two parts which may be snapped past each other to assemble the parts by straight-line movement toward each other, cooperating screw thread-forming means on the respective parts of the holder for reciprocating the parts with respect to each other upon turning them relative to each other, the screw thread-forming means on one of the parts being in the form of a radially projecting helical rib on one of the confronting elongated surfaces of the first and second parts of the holder, and the screw thread-forming means on the other of the parts being in the form of a flange on the confronting surface of the other part and projecting radially toward the helical rib, the flange having a notch in its edge receiving the helical rib, the notch having opposite edges overlying and having thrusting relationship with the opposite sides of the helical rib.

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