Feb. 18, 1958 I. W. SCHWARTZ ET AL 2,823,796

LIPSTICK HOLDER

Filed March 13, 1956 2 Sheets-Sheet 1

FIG. 1

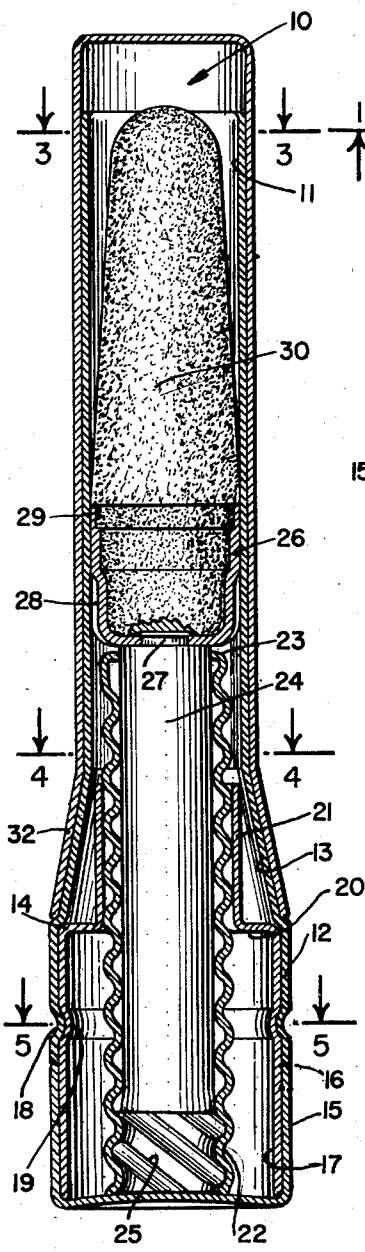


FIG. 3

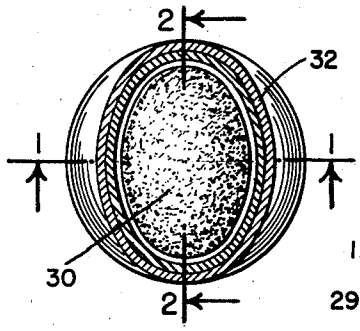


FIG. 4

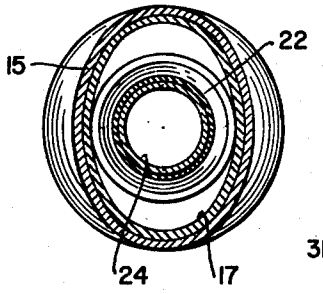


FIG. 5

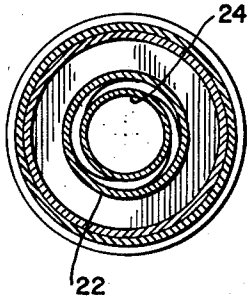
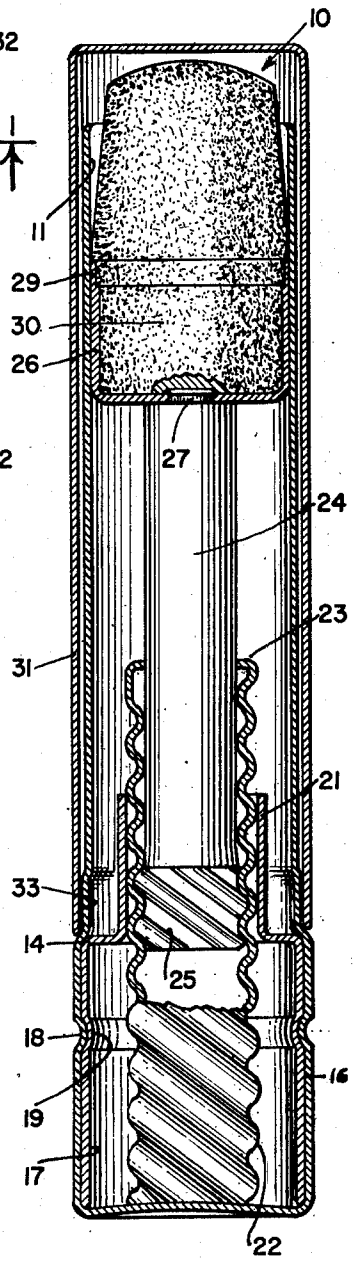


FIG. 2



Feb. 18, 1958 I. W. SCHWARTZ ET AL 2,823,796

LIPSTICK HOLDER

Filed March 13, 1956 2 Sheets-Sheet 2

FIG.6

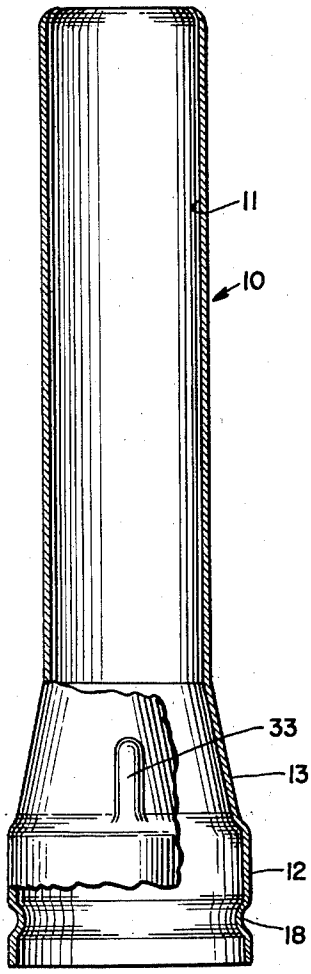


FIG.7

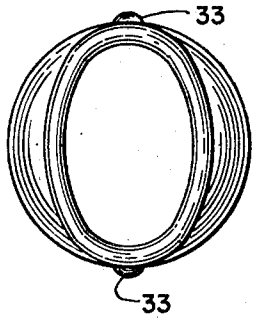


FIG.8

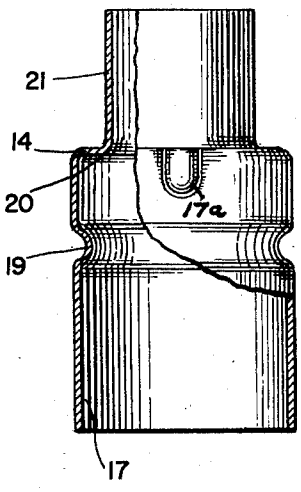


FIG.9

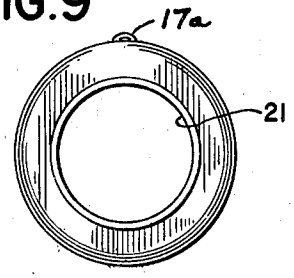


FIG.10

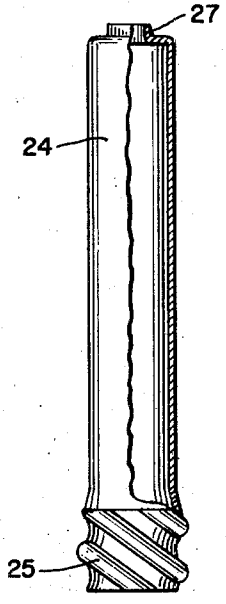
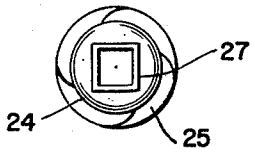


FIG.11



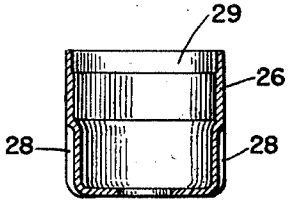


FIG.12

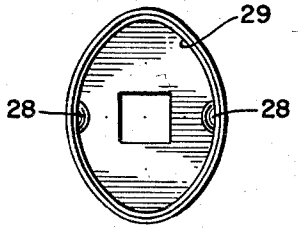


FIG.13

United States Patent Office 2,823,796 Patented Feb. 18, 1958

2,823,796

LIPSTICK HOLDER

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Application March 13, 1956, Serial No. 571,239

5 Claims. (Cl. 206—56)

This invention relates to lipstick holders and is particularly concerned with such holders adapted to retain and eject lipsticks of elliptical or other non-circular cross-section.

A primary purpose of the invention has been to provide a lipstick holder of the character mentioned having a simple and reliable mechanism for ejecting and retracting the lipstick so that it may be readily and quickly shifted to a position for efficient use or to a position in which it is concealed within the housing and protected against undesired contact with the user or the removable cover.

Lipstick holders as previously constructed, with mechanism for ejecting and retracting a lipstick, have been subject to a variety of objections. In most instances they have involved quite complicated and expensive constructions, requiring a relatively large number of parts, for achieving the desired results. Moreover, some have involved mechanisms which are slow in their action. These have required an excessive number of turns of an operating element in relation to the main casing of the unit to bring about the desired ejection and retracting of the lipstick.

In achieving the purposes of the present invention the lipstick and its carrier have been made of non-circular, preferably elliptical, cross-section and advantage has been taken of this to eliminate the provision of extra means for preventing the rotation of the lipstick and its carrier in relation to the main housing or casing of the unit. Moreover a very simple and reliable mechanism has been provided for projecting and retracting the lipstick. This involves few parts which may be made economically and which serve to provide full movement of the lipstick carrying cup, from its lowermost to its uppermost position, on two to three revolutions of the base of the holder in relation to its main outer casing. Actually, on each use of the lipstick it is projected and retracted sufficiently with less than a single revolution of the base of the holder. The arrangement is such that a single revolution will shift the lipstick about half an inch. This is more than adequate to carry it from a concealed and protected position to a proper working position. It will be understood that the zone of movement of the lipstick and its carrier will be shifted progressively upward as the lipstick is consumed.

The construction of the improved lipstick holder is such, furthermore, that it eliminates binding of the parts in projecting and retracting the lipstick. Prior constructions, particularly those provided with fast acting mechanism for shifting the lipstick, have had a serious tendency to bind.

A special feature of the present invention is the provision of a lipstick shifting mechanism which involves the cooperation of two threaded tubular elements telescopically arranged and adapted to shift the lipstick to its full extent upon only two turns of the tubular elements in relation to each other. Moreover the threads

are of more than single or double lead, preferably four-lead, so that the forces exerted between the cooperating threads are distributed evenly, both around and along the tubular elements, with the result that the action is smooth and the binding tendency is eliminated.

Other objects, features and advantages of the invention will appear from the detailed description of a preferred embodiment of the same which will now be given in conjunction with the accompanying drawings, in which:

Fig. 1 is an enlarged longitudinal sectional view through the preferred form of a lipstick holder embodying the invention, taken along the line 1—1 of Fig. 3;

Fig. 2 is an enlarged longitudinal sectional view through the lipstick holder, taken along the line 2—2 of Fig. 3, and illustrates the lipstick in partially consumed condition with the lipstick projecting and feeding means in a different position from that illustrated in Fig. 1;

Figs. 3, 4 and 5 are transverse sectional views through the lipstick holder taken along the lines 3—3, 4—4, and 5—5, respectively, of Fig. 1;

Fig. 6 is a view, largely in longitudinal section but partly in elevation, of the main casing of the holder;

Fig. 7 is a top plan view of the casing;

Fig. 8 is a view, partly in longitudinal section and partly in elevation, of a member carried by the base or bottom closure of the holder;

Fig. 9 is a top plan view of the member shown in Fig. 8;

Fig. 10 is a view, partly in elevation and partly in longitudinal section, showing a tubular male member forming part of the lipstick shifting means;

Fig. 11 is a plan view of the member shown in Fig. 10;

Fig. 12 is a vertical sectional view through a lipstick retaining cup embodied in the holder; and

Fig. 13 is a plan view of the lipstick retaining cup.

Referring now to the drawings, there is shown a lipstick holder adapted to receive a lipstick of elliptical cross-section. The holder is provided with a main casing **10**, the upper portion **11** of which is of elliptical cross-section and the lower portion **12** of which is of circular cross-section. An intermediate portion **13** of the casing has parts of its wall inclined or tapered inwardly from the top of the cylindrical portion **12** to the bottom of the elliptical portion **11**. Cylindrical portion **12** is of a diameter slightly greater than the major axis of the elliptical cross-section of the upper portion **11**. This is to provide a shoulder **14** for cooperation with the bottom of a removable cap member to be hereinafter described. Portion **13** of the casing merges smoothly into the contour of the upper elliptical portion **11** and the lower cylindrical portion **12**.

A base or bottom closure for the holder comprises a cup **15** of cylindrical cross-section, having a diameter substantially equal to that of the portion **12** of the casing so that, in effect, it constitutes a continuation of the casing and has is upper edge abutting the lower edge of the casing along a line **16**. Within the cup **15**, and secured to the latter, is a tubular insert member **17**. This may be secured in any suitable way to the cup **15**, as by a press fit. One or more tabs **17***a*, formed by horseshoe shaped slits, may be provided on the member **17** to project slightly from the outer surface thereof and cooperate with the inner wall of the portion **12** of the casing to provide a limited frictional resistance to the relative turning of these parts. Portion **12** of the outer casing is provided with an inwardly extending bead formed by an annular indentation **18** extending around the same. If desired the bead may be replaced by two small indentations at diametrically spaced points. The bead or indentations will cooperate with an annular indentation **19** provided in the member **17**. The arrangement is such that member **17**, and hence the cup **15**, may be rotated in relation to the casing but is held against

axial movement in relation to the casing. At an intermediate point the member **17** is provided with an inwardly extending shoulder **20** from which extends upwardly a reduced neck portion **21**. A threaded sleeve **22** extends upwardly from the bottom of the cup **15**, through the reduced neck **21**, to a suitable distance above the latter. This sleeve is arranged to rotate with the cup and the member **17**. Any suitable means may be provided for insuring joint rotation of these parts. For example, there may be a sufficiently tight frictional fit between the sleeve and the reduced neck **21** for this purpose. Or the sleeve **22** may be welded or otherwise firmly secured to either the cup **15** or member **17**, or to both.

Sleeve **22** is provided with an internally active, four-lead thread of relatively steep pitch. This thread may suitably be formed by a rolling operation so that it projects both inwardly and outwardly. But in the embodiment disclosed the sleeve is active as an internally threaded element. It has been found desirable to provide the thread with a pitch of about .125" so that the overall lead of the four-leads of the thread is one-half inch. Thus there are actually four separate threads around the sleeve **22**, these being spaced successively at the indicated pitch and each having an actual pitch of .5". In any given cross-section the four leads of the thread are 90° apart, as shown in Fig. 5. At its upper end the sleeve **22** is provided with an inturned shoulder or flange **23** providing a central circular opening.

Slidable within the opening defined by the shoulder **23** and guided thereby is a tubular member **24** having a slightly enlarged lower end portion **25** provided with a four-lead screw thread adapted to cooperate with the screw thread formation in the sleeve **22**. It will be understood that the thread provided in the portion **25** of member **24** is of the same pitch and overall lead as that provided in the sleeve **22**. At its upper end the member **24** has a reduced portion **27** which is preferably square in cross-section and which extends through an opening of corresponding form and dimension in the bottom of a lipstick retaining cup **26**. The top of the extension **27** may be peened over to firmly secure the cup to the top of member **24**. Thus a unit is formed comprising the cup and a downwardly extending hollow stem with a male, threaded element at its lower end. Cup **26** is of elliptical cross-section and is arranged to slide freely but rather snugly within the upper portion **11** of the casing. Due to the elliptical contour of the cup and of the casing, relative rotation between these parts is substantially prevented. Adjacent its bottom the cup **26** is provided with inwardly extending nibs **28** adapted to grip the bottom of an inserted lipstick **30**. Preferably the top portion of the cup **26** is of slightly enlarged inside diameter, as indicated at **29** (Fig. 1), to facilitate introduction of the lipstick into the cup.

It will be apparent from the foregoing that since the cup **26** and the tubular stem **24** are held against rotation in relation to the casing while a sleeve **22** is held against rotation in relation to the bottom closure **15**, **17** relative rotation between the bottom closure and the casing will bring about relative rotation between the sleeve **22** and member **25**. This will cause the member **24** to be lifted or lowered, depending upon the direction of relative rotation. Moreover, by virtue of the screw thread formation in the parts **22** and **24**, the relative axial movement between these parts will be quite rapid, i. e. approximately one-half inch for each revolution in the preferred construction specified. The arrangement is such that the bottom closure and casing may be turned in relation to each other to the extent of between two and three revolutions so that the lipstick and its retaining cup may be elevated and lowered through a distance of between 1 and 1½". Further upward movement is prevented by the cooperation of the enlarged portion **25** of member **24** with the shoulder provided by inturned flange **23** of sleeve **22**. Relative downward movement of the parts is limited by the engagement of the bottom of the stem **24** with the bottom of the cup **15**.

A removable cover **31** is provided to close the open top of the casing **11** when the holder is not in use. This cover has its main portion of elliptical contour conforming with that of the upper portion of the casing **11** and of a size to provide a free sliding clearance, say .005", in relation to the latter. At its lower end the cover has outwardly inclined or flaring wall portions **32** conforming with the slope of the corresponding walls of portion **13** of the casing. The bottom edge of the cover is arranged to abut the shoulder **14** on the casing when the cover is fully applied. To retain the cover reasonably firmly in place a pair of nibs **33** is preferably provided in the portion **13** of the casing for frictional engagement with the inner surface of the cover. As shown in Figs. 2 and 6 the nibs are preferably located in alignment with the ends of the major axis of the elliptical cross-section of portion **11** of the casing.

In Fig. 1 the lipstick is shown full length, as when first inserted in the holder. The retaining cup **26** and the stem **24** are in their fully retracted position so that the top of the lipstick is substantially flush with the outer end of the casing **10**. In Fig. 2 the lipstick is shown as having been partially consumed and projects only slightly beyond the upper end of the casing **10** with the lipstick retaining cup and the stem **24** in partially elevated position. It is not necessary to retract the stem and the cup further than this, so long as some clearance is provided between the top of the lipstick and the inner surface of the cover **31**. The arrangement is such that when it is desired to use the lipstick, the cover **31** is removed and less than a full revolution of the bottom closure **15**, **17** in relation to the casing **10** is sufficient to project the lipstick for effective use. Correspondingly a small turn of the bottom closure of the holder in relation to the casing **10** is sufficient to retract the lipstick to a position in which the top cover may be applied without engaging the upper end of the lipstick. Of course the lipstick may be retracted to a further extent, if desired, so that it is completely within the casing **10**; a greater extent of relative turning of the bottom closure and the casing is then required to project it again. However, as explained, between two and three turns of the bottom closure in relation to the casing will shift the lipstick retaining cup from its lowermost to its uppermost position.

While a preferred embodiment of the invention has been described in considerable detail, it will be understood that various changes may be made in the construction and arrangement of the several parts without departing from the principles and scope of the invention as defined by the appended claims.

What is claimed is:

1. A lipstick holder having a casing the upper portion of which is elliptical in cross-section for the reception of an elliptical lipstick, the lower portion of said casing being cylindrical and having a diameter substantially equal to the major transverse axis of the upper portion, an intermediate portion of said casing having a wall which is partially inclined inwardly from the top of said lower portion to merge smoothly with the bottom of said upper portion, a bottom closure for said casing comprising a cup abutting the bottom edge of the lower portion of the casing and forming an extension thereof, a tubular member within said cup and secured thereto, said member fitting within the lower portion of said casing and being connected therewith for rotation in relation thereto and having a reduced neck portion at its upper end extending into said intermediate portion of the casing, a threaded sleeve extending upwardly through said neck in close fitting relation thereto and into the upper portion of said casing, said sleeve being arranged to rotate with said member and said cup and having a four lead thread of relatively steep pitch, a lipstick retaining cup of elliptical cross-section having a

sliding fit in the upper portion of said casing and held against rotation by the later, and a tubular stem secured to and extending downwardly from said retaining cup within said sleeve, said stem having its lower end of larger diameter than the main portion thereof, said lower end of the stem being provided with a four lead thread cooperating with the thread in said sleeve, said threads being arranged to shift said stem about half an inch axially within said sleeve upon one revolution of said bottom closure in relation to said casing.

2. A lipstick holder having a casing the upper portion of which is non-circular in cross-section, a lipstick retaining cup within said portion of the casing having a cross-section corresponding with that of said portion of the casing and having a sliding fit in relation thereto, said casing having a lower portion of cylindrical form with a diameter at least equal to the greatest transverse dimension of said upper portion, a tubular member secured to said cup and extending downwardly therefrom into said lower portion of the casing, said member having a diameter less than the minimum transverse dimension of said upper portion of the casing and the lower end thereof having a multiple lead thread of at least three leads, each lead of said thread having a pitch of not less than about half an inch, a bottom closure for said casing mounted for rotation thereon but held against axial movement in relation thereto, and a sleeve surrounding said tubular member and secured to said bottom closure for rotation therewith and extending upwardly within said casing and into the non-circular upper portion thereof in coaxial relation thereto, said sleeve having a maximum external diameter less than the minimum transverse dimension of said upper portion of the casing and having a multiple lead thread extending throughout the length thereof cooperating directly with the multiple lead thread of said tubular member to shift said member and cup upon relative rotation of said closure and said casing.

3. A lipstick holder of the character set forth in claim 2 in which said tubular member has an enlarged portion at its lower end provided with the specified multiple lead

thread, said enlarged portion having a diameter less than the minimum transverse dimension of said upper portion of the casing.

4. A lipstick holder of the character set forth in claim 2 in which the upper portion of said casing is elliptical in cross-section, said casing having an intermediate tapering portion providing a gradual change from the elliptical cross-section of the upper portion to the circular cross-section of the lower portion, and a removable cover adapted to be applied over the upper end of said holder and having its main portion of the same contour as the upper portion of said casing and arranged to slide freely thereover, the lower end of said cover being shaped to conform with said intermediate portion of said casing and frictionally engage the same upon application of said cover.

5. A lipstick holder of the character set forth in claim 4 in which said lower portion of said casing has a diameter substantially equal to the major transverse axis of the upper portion of said casing, a tubular member of circular cross-section secured to said bottom closure and extending upwardly therefrom, said member fitting within the cylindrical lower portion of said casing and being connected therewith for rotation in relation thereto, said member having a reduced neck portion at its upper end extending into said intermediate portion of said casing, said threaded sleeve secured to said bottom closure for rotation therewith extending upwardly through said tubular member to a point above the neck thereof, and having a close fitting relation to the inner wall of said neck.

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