

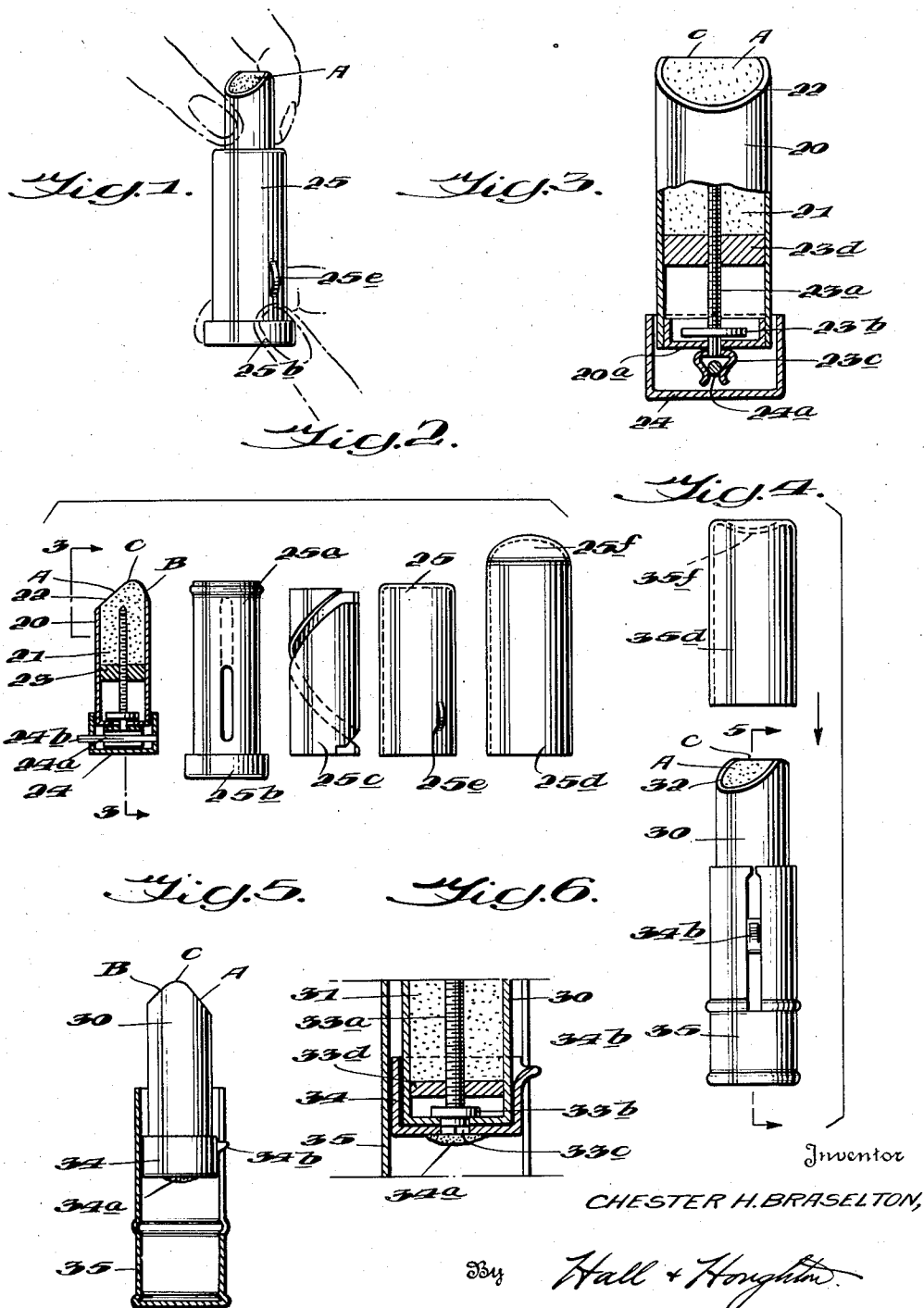
Aug. 21, 1951

C. H. BRASELTON
COSMETIC APPLICATOR

2,565,346

Filed Sept. 24, 1946

3 Sheets-Sheet 1



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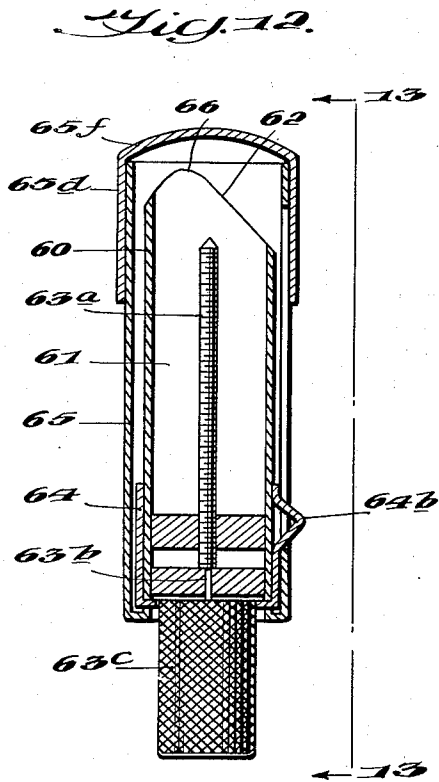
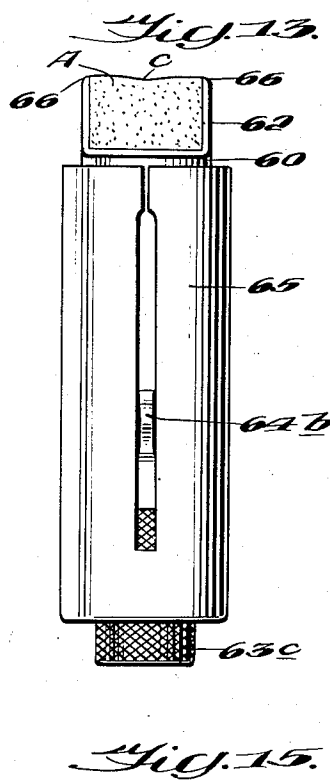
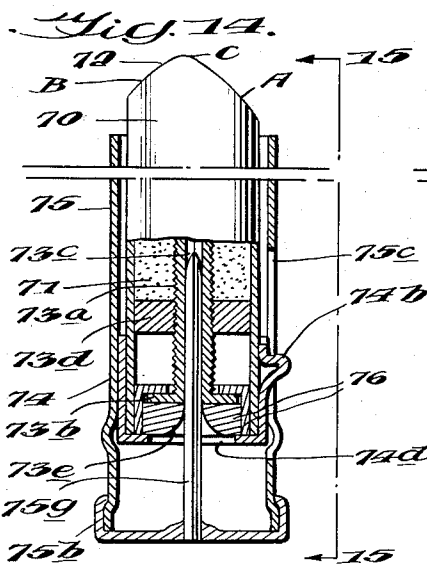
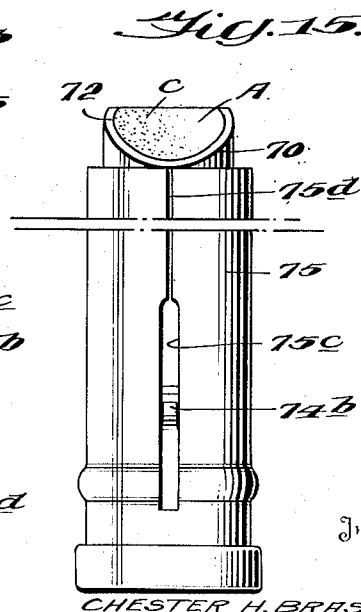
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3 Sheets-Sheet 3

Fig. 7.

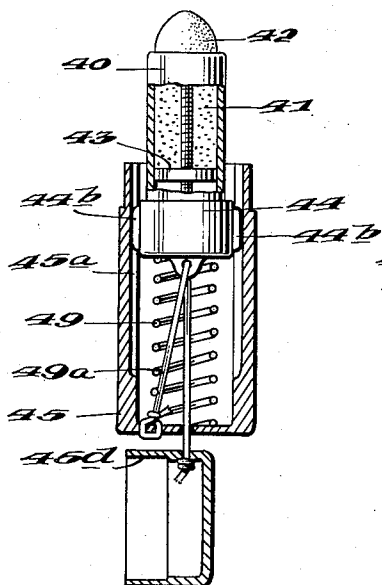


Fig. 8.

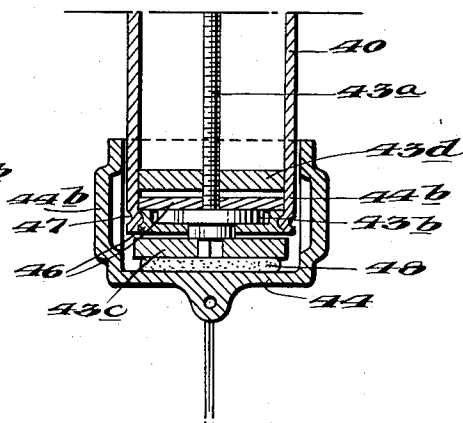


Fig. 10.

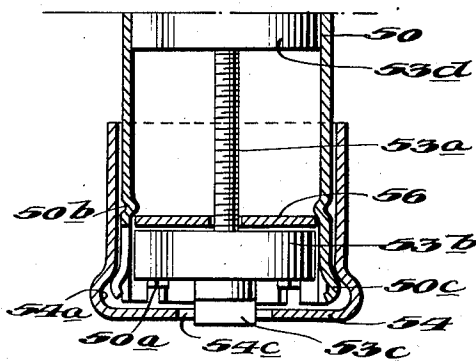


Fig. 9.

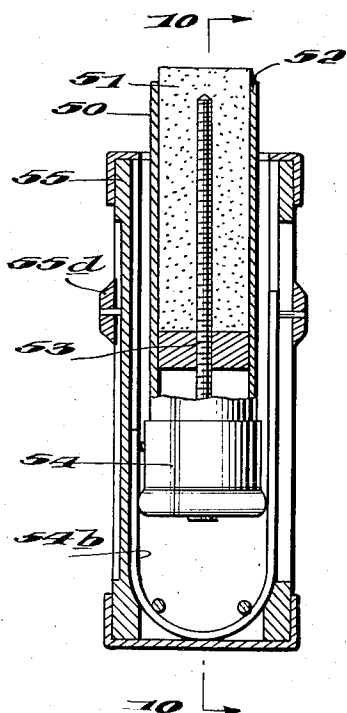
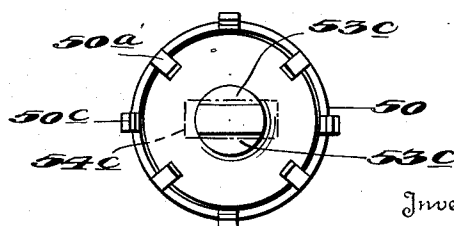


Fig. 11.



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UNITED STATES PATENT OFFICE

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COSMETIC APPLICATOR

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Application September 24, 1946, Serial No. 699,026

27 Claims. (Cl. 206—56)

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This invention relates to lipsticks and the like, and aims generally to improve the same.

In lipsticks of the retracting type, it has heretofore been conventional to provide an outer casing having an open end closed by a removable cap or cover, with a molded bar of lipstick material mounted in a cup slidable within the casing to project the bar of lipstick material from the open end of the casing in its advanced position, and draw it into the casing in its retracted position to enable the cap or cover to be placed in position on the casing.

This conventional arrangement has a number of disadvantages, and the present invention has for its objects the provision of features and arrangements which, severally and in combination, serve to overcome various ones of these disadvantages. For example:

(1) In the conventional retractable lipstick, the lipstick bar frequently becomes bent or broken. An object of the present invention is to provide a retractable lipstick not subject to such damage.

(2) In the conventional retractable lipstick, the sides of the extended lipstick bar at times are contacted by the fingers or clothing and the like, and soil the same. An object of the present invention is to provide a retractable lipstick in which this hazard is reduced.

(3) In the conventional retractable lipstick, particularly during retraction of the bar, lipstick material is apt to be scraped from the sides by the mouth edges of the casing, with consequent soiling or staining of the casing and cap and objects coming in contact therewith. One object of the present invention is to provide a retractable lipstick in which this difficulty is eliminated.

(4) In the conventional retractable lipstick, as the lipstick material is consumed the bar becomes shorter and shorter, and no longer presents the appearance of a new lipstick, and an object of the present invention is to provide a retractable lipstick in which this disadvantage is avoided.

(5) In the conventional retractable lipstick, in order for the casing to accommodate the entire bar when new and yet be able to project the remainder of the bar when most of it has been used up, the cup has had to be provided with a length of travel substantially equal to the length of the bar when new. One object of the present invention is to provide a retractable lipstick in which the length of travel of the cup or movable support may be materially reduced.

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(6) In the conventional retractable lipstick, the working tip of the lipstick bar, which is usually pointed or wedge shaped when new, soon becomes worn down and distorted. This not only detracts from the appearance of the lipstick, it also reduces its ability to produce, in the hands of most users, a sharp clean edge during outlining of the area to which the cosmetic is being applied. An object of preferred embodiments of the present invention is to provide an improved retractable lipstick constructed both to avoid side scraping as well as tip deformation to a maximum degree.

(7) With the conventional retractable lipstick, it is usually necessary to discard the entire casing, retracting mechanism and all, when the usable portions of the bar of lipstick material have been removed either by use or breakage, or by carving or wiping to re-shape a distorted tip. One of the objects of preferred embodiments of the present invention resides in the provision of a cartridge type retractable lipstick having replaceable cartridges so that the outer casing and its retracting mechanism may be re-used after the initial filling of lipstick material has been consumed.

(8) With conventional retractable lipsticks, the used generally requires two or more lipsticks of different shades for daytime and evening use, for example, and is required to purchase a plurality of complete retractable lipsticks to obtain them. An object of preferred embodiments of the present invention resides in the provision of a cartridge type lipstick in which the cartridges are removable and replaceable at any time so that different cartridges may be inserted in a single casing, as for daytime and evening use, for example.

Other objects and advantages of the present invention, as will be apparent from the following detailed description of preferred embodiments thereof, reside in the provision of improved features and combinations of parts, useful in themselves, and contributing to the aforesaid objects.

One of the sub-combinations employed in preferred embodiments of the present invention, namely, a lipstick cartridge constructed to enable the lipstick to automatically maintain throughout its life a predetermined ridge or wedge-shaped tip configuration, is useful apart from the combination thereof in a retractable lipstick, and accordingly, while the more comprehensive combination of which such sub-combination forms a part is claimed herein, such

sub-combination, per se, is claimed in a co-pending application filed concurrently herewith.

In the accompanying drawings of preferred embodiments of the several features of the present invention:

Figs. 1 to 3 illustrate one preferred form of the invention, Fig. 1 being an elevation, Fig. 2 a disassembled elevation, partly in section, and Fig. 3 an enlarged elevation partly in section taken on the line 3—3 of Fig. 2, in the direction indicated by the arrows.

Figs. 4 to 6 illustrate a modified form of the invention, Fig. 4 being an elevation, Fig. 5 a section taken on the line 5—5 of Fig. 4 in the direction of the arrows, and Fig. 6 an enlarged fragmentary detail of Fig. 5.

Figs. 7 and 8 illustrate a third form of the invention, Fig. 7 being a longitudinal section, and Fig. 8 an enlarged detail thereof.

Figs. 9 to 11 illustrate a fourth embodiment, Fig. 9 being a longitudinal section, Fig. 10 an enlarged sectional detail thereof, and Fig. 11 being a bottom view of the inner cartridge of Fig. 10.

Figs. 12 and 13 show a fifth embodiment, Fig. 12 being a longitudinal section and Fig. 13 a front elevation looking from the line 13—13 of Fig. 12 in the direction of the arrows.

Figs. 14 and 15 show still another embodiment, Fig. 14 being a longitudinal section and Fig. 15 a front elevation looking from the line 15—15 of Fig. 14 in the direction of the arrows.

In the form of the invention shown in Figs. 1 to 3 herein, and especially well shown in the disassembled view, Fig. 2, the retractable lipstick comprises an inner sleeve-like cartridge 20 adapted to surround a body of lipstick material 21. The cartridge 20 has its working end 22 shaped to flat-frame, define, and maintain a working surface ABC of the lipstick paste comprising two upwardly and outwardly converging working areas A and B having between them a ridge C, preferably of rounded form. This cartridge 20 is provided with means 23 (Fig. 2) for advancing the lipstick material to the working surface ABC, which means, as shown in detail in Fig. 3, comprises a follower screw 23a rotatably secured in the bottom 23a of the cartridge 20, as by the flange 23b and head member 23c, rotation of which feeds the follower 23d longitudinally of the cartridge sleeve 20 to advance the lipstick material toward the working end 22 of the cartridge.

As is shown in Figs. 2 and 3, the cartridge 20 is secured to a base or carrier 24 which may be the cup of a conventional or modified form of lipstick casing. In this embodiment, the cup 24 is provided with a transverse pin 24a having a projecting tip 24b and spaced above the bottom of the carrier 24, and the head member 23c of the cartridge is formed as an inwardly and outwardly flaring spring clip, so that the securement of the cartridge to the carrier may be detachably effected by inter-engagement of the spring clip 23c with the transverse pin 24a. As the outwardly flaring portion of the spring clip 23c may descend over the pin 24a in only that rotative position of the parts proper for snapping engagement of the clip and pin, this descent informs the operator that the parts are in proper position for assembly, and he may then effect the assembly by gently pushing the cartridge 20 toward the carrier 24 until the definite "snap" informs him it has been detachably secured in place.

In this embodiment, the outer casing 25 (Fig.

1), from and into which the mounted cartridge 20 is advanceable and retractable, as is best shown in Fig. 2, is of a conventional spiral-feed type, and comprises an inner longitudinally slotted tube 25a having a knob-like bottom end 25b, and in which the cup or carrier 24 is mounted with its prong 24b extending through the slot. A second sleeve 25c having a spiral groove, is assembled over the sleeve 25a so that the prong 24b is engaged in its spiral groove. The outer retaining sleeve 25 is then assembled over the spiral sleeve 25c in such a manner that the sleeves 25—25c rotate as a unit on the knobbed sleeve 25a—25b, and are not longitudinally detachable therefrom.

In this embodiment, as indicated in Fig. 1, by manual rotation of the sleeve 25 relative to the knob 25b the carrier 24 is caused to move longitudinally in the casing 25 to advance or retract the cartridge 20 relative thereto, while manual rotation of the cartridge sleeve 20 relative to the knob 25b (or relative to the casing 25) in the advanced position of the cartridge, causes operation of the paste advancing means 23 to feed the lipstick material 21 and restore the working surface ABC to a position substantially flush with the working end 22 of sleeve 20 when this surface ABC has become dished-in by use.

In a conventional retractable lipstick, provision must be made for traversing the lipstick-carrying cup substantially to the mouth of the casing 25. It is therefore customary for the sleeve 25a to be longitudinally slotted throughout substantially its entire length, as indicated in dot-dash-lines in Fig. 2. While this element of casing 25 may be employed without change from its conventional form, it is possible with the present invention to provide a lesser travel of the carrier 24, and to this end the slot of the slotted tube 25a may be shortened to an extent (indicated in solid lines in Fig. 2) which will project the cartridge 20 from the casing 25 only a distance convenient for the turning thereof to advance the lipstick paste therein.

The casing 25 is further provided with a suitable closure, as the more or less conventional cap 25d (Fig. 2) which may be placed over the casing 25 when the cartridge is retracted, and be suitably retained thereon as by one or more frictioning strike-out elements 25e.

In this preferred embodiment, the parts may be constructed of any suitable material and decorated in any desired way. The cartridge sleeve 20 is housed in the casing 25 except during actual use, and thus accidental extrusion of lipstick paste cannot occur. The sleeve 20 supports and completely surrounds the lipstick paste, which is exposed only at the end surface ABC, so that bending and breaking of the working tip of the lipstick is avoided, scraping of lipstick from the lipstick body during retraction thereof is obviated, and soiling of the sides of the lipstick body and of articles contacting the same is eliminated. The cartridge-sleeve 20 retains its full, new length throughout its life, and the appearance of the used lipstick is thus considerably enhanced. The ridge-maintaining tip 22 (claimed per se in my copending application) also contributes to the effectiveness and appearance of the used retractable lipstick herein, as it renders unnecessary any side wall exposure of the lipstick body, thus completely avoiding side scraping thereof during retraction, while it maintains at all times the new-appearing and effective shape of the lipstick working surface ABC.

To provide the cartridge 20 with the ridge

maintaining tip exemplified at 22 and described more fully in my copending application, is also advantageous in preventing abutment of the lipstick paste against the inner end of cap 25d in many forms of the invention. Such tip, as shown in Figs. 1 and 3 for example, has its working end wall 22 disposed in part at an elevation at least as high as the highest level of lipstick paste exposed in the working surface made up of the two laterally and outwardly converging areas A and B and the ridge C. By imparting to the cap end 25f an appropriate shape, as the dome-shape shown, for example, in Fig. 2, contact may occur only between the highest part of the working end 22 and the interior of the cap if the cartridge should be advanced with the cap in place. Thus soiling of the cap, and deforming of the ridge of paste, are both prevented.

As the casing proper is protected from soiling and staining by the present invention, a wider range of materials may be employed for its construction than are practicable in conventional lipsticks, and as the cartridge 20 is replaceable, the casing elements 25, 25b, and 25d may be made of precious metal and the like, impractical for employment when the entire device must be discarded after its contents have been used. Likewise, since in this form of the invention the advancing and retracting mechanism is preserved intact and not discarded with the cartridge, it becomes economically practical to construct it of better materials, and to better tolerances, than in the case of conventional casings, all to the great improvement of the device and the customer's satisfaction therewith.

Moreover, as the lipstick material in this embodiment is laterally encased by the cartridge wall 20, which may be handled during any stage of consumption of its contents without soiling the fingers, and as the cartridge 20 is detachable at will, a retractable lipstick-set may be provided comprising one or more casings and a plurality of substitutable cartridges containing different shades of lipstick, and each adapted for snap action insertion and removal. Further, a customer need not be excessively concerned in selecting the color of her lipstick, as correction of a wrong choice of color will require only the purchase of a new refill cartridge, and not the purchase of an entire casing.

As is apparent from the foregoing, the invention in its broader aspects is not limited as regards the type of casing and retracting means employed, or as to the mode of securing of the cartridge. Thus in Figs. 4 to 6 there is illustrated an arrangement of the invention to employ an advancing and retracting casing of the push-up type. Here the cartridge 30 is generally similar to that in Fig. 3, but as best shown in Fig. 6, the feed-screw 33a has its non-circular bottom end 33c soldered into a corresponding hole 34a formed in the bottom of a conventional push-up cup 34, which thus becomes the operating head for the paste advancing means 33 (Fig. 6). The cup or carrier 34 in this instance is received in a slotted sleeve 35 of the conventional push-up design, with its prong 34b projecting through the slot of the casing, and constituting means for advancing and retracting the cartridge 30 relative to the casing 35. The casing 35 is provided with the usual cap 35d (Fig. 4), which may be short and dome-shaped (compare Fig. 12), or which may be concave-topped, as shown at 35f (Fig. 4) provided it has an internal length greater than the vertical dis-

tance between the ridge C and the prong 34b (Fig. 5). In the form shown, edge contact of cap 35d with prong 34b prevents the depressed center of the cap from coming in contact with ridge C.

In the operation of this form, after removal of the cap, the cartridge is moved to advanced and retracted positions by pushing upwardly and downwardly the projecting prong 34b. The cartridge sleeve 30 has advantages corresponding to those of sleeve 20 in Fig. 1. Feeding of lipstick paste to the working surface ABC is effected by relatively rotating the sleeve 30 and casing 35 as before. Accidental feeding during non-use is avoided, as is breakage and bending of the working tip and scraping or soiling of the sides of the lipstick body, as in the first embodiment. The push-up carrier or cup 34, being an easily detached and inexpensive element, may in this instance form a part of the detachable cartridge, which may be inserted and removed by slight springing apart of the edges of the casing 35 which define the top end of the prong receiving slot.

In Figs. 7 and 8 a further embodiment is shown, in which the invention is adapted to a spring-advanced and cord-retracted casing. In this form the cartridge 40 (as shown in Fig. 8) may have its feed screw 43a provided with a head 43b having a circular or non-circular extremity secured in a disc or knob 43c. The head 43b may be flanged as shown, and the flange may be enclosed in a two-plate retainer 46, integralized by adhesive, solder, or the like, depending on the material use, and secured in the bottom of the cartridge sleeve 40, as by dimples or prick-punching 47.

As shown in Fig. 8, in this embodiment the feed driving element 43c is formed for non-rotative securement to the carrier or cup 44 by a gob of adhesive 48, which may be of a character to form a temporary or permanent attachment of the respective materials, depending on whether the cartridge is to be replaceable or constitutes a part of a relatively cheap retractable lipstick to be discharged in its entirety when a single cartridge is consumed.

The cup 44 is shown as of molded plastic though any suitable material may be used in any of the embodiments, and is non-rotatively mounted for longitudinal movement in the casing 45 (Fig. 7), herein by means of ear members 44b slidably engaging slots 45a molded or otherwise formed in casing 45. The compression spring 49 and cord 49a, the latter running through an eye formed on cup 44, are employed to advance and retract the cup and cartridge relative to the casing, and the cap 45d is connected to cord 49a so it may be put in place only when the cartridge has been fully retracted in the casing.

The cartridge 40 in this form is provided with a squared off working end 42, and the lipstick paste thereat is formed into a cone-shaped tip (Fig. 7). However, a ridge-maintaining working end of the type disclosed in Figs. 1 to 3 may be employed, and is preferred.

The form of Figs. 9 to 11 shows the invention adapted for the well known tape-push-up type of casing 55, in which a U-bent spring steel tape 54b has one of its ends secured to the cup or carrier 54, and its other end secured to a pin projecting through a side slot and connected to a pivoted cap 55d, which cap is slidable on the casing and tiltable over its open end. As shown

in Fig. 10, feed-screw 53a has a flanged head 53b secured between a plate 56 and tangs 50a struck out of the cartridge sleeve 50, the plate 56 being positioned in sleeve 50 by impressed dimples 50b, the securement being loose enough to allow rotation of the feed elements 53a—53b. In this form the cup or carrier 54 is provided in its bottom with a non-circular, preferably rectangular, aperture 54c which receives the correspondingly formed extremity 53c of the flanged head 53b, when the cartridge is inserted. In this form also the cup 54 adjacent its bottom is formed with a channel 54a into which snap, on insertion of the cartridge 50, spring fingers 50c, struck out of the sleeve 50. Thus, when the cartridge is inserted and turned to engage the squared end 53c with the hole 54c and then pushed downwardly, the spring fingers 50c snapping into place definitely inform the user that the cartridge has been fully inserted, and retain it until disengaged by the exertion of a considerable pull on the cartridge. In this embodiment of the invention, the working end 52 of sleeve 50 may have any desired form, though I prefer to employ the ridge-maintaining form, exemplified in Figs. 1 to 3, and more fully described, per se, in my co-pending application. If a flat end 52 is used, as illustrated in Fig. 9, the paste 51 may be kept flush therewith or extruded somewhat above it, as shown.

In the embodiment of Figs. 12 to 13, a cartridge sleeve 60 of non-circular, for example square, cross-section is employed, the end 62 thereof being of ridge-maintaining form. This square cartridge is inserted with a cemented or tight frictional fit in a square cup or carrier 64 of a square push-up type of casing 65. The bottom of sleeve 60 is closed by a bottom wall through which projects the reduced end 63b of the shouldered and threaded rod or feed-screws 63a, the shoulder preventing outward movement of the rod. The projecting end of rod 63a has secured thereon an elongated knob 63c shown as suitably knurled. This knob projects through aligned apertures formed in the bottom of the cup 64 and casing 65 when the cartridge is retracted. A retracting prong 64b may be provided, if desired, to engage in the slotted wall of the outer casing 65 and facilitate retraction of the cartridge into the casing, and the device may include a conventional cap 65d. With this embodiment the prong 64b, assisted by the knob 63c, constitutes means for advancing and retracting the cartridge relative to the casing. The non-circular cross-section, or the prong 64b in the case of a circular cartridge, holds the cartridge body 60 against rotation relative to the casing 65. Thus turning of the elongated knob 63c, with the cartridge retracted or partially advanced from the casing, effects a feeding of the lipstick paste in the cartridge 60. The ridge-retaining shape of the working end 62 of cartridge 60 provides up-standing ears or tips 66 at each end of the ridge C of paste. In the event the cartridge is advanced without removal of the cap, the ears 66, in this embodiment, as in others including them, contact the inside of cap 65d, which is preferably dome-shaped as shown, and prevent contact of ridge C therewith.

In the embodiment of Figs. 14 and 15, the feed screw 73a of the cartridge 70 is provided with a bore 73e of square or other non-circular cross-section adapted to telescopically receive a pin 75g of complementary cross-section which is carried by the feeding cap 75b rotatively mounted on the

bottom end of the outer casing 75. The working end 72 of sleeve 70 is of the ridge maintaining form providing two outwardly converging, generally planar, oblique, flat-framed working surfaces A and B terminating in the ridge C which is supported by the sleeve walls at its gable ends, and the lipstick paste 71 is fed thereto for consumption thereat, by the feed plug 73d which is fed forwardly by rotation of the feed screw 73a. The feed screw 73a is flanged at its head end 73b, this head flange being embraced between opposed walls of the sleeve bottom member 76 which may be made of two sections suitably secured together, and to the sleeve wall 70, as shown. In this form the outer portion of the sleeve bottom 76 is preferably the thicker of the two portions thereof, and is centrally flared or counter-sunk as at 73e, and thus provides a relatively wide lead-in throat to receive the end of the pin 75g and guide it into the bore 73c.

The cartridge 70 in this form has cemented or otherwise secured to its bottom end a carrier or cup member 74 having an opening 74d in its bottom through which the pin 75g may pass into the throat 73e, and shown as comprising a prong 74b extending through the slot 75c of the casing 75 to adapt the carrier for "push-up" advance and retraction in said casing. The slot 75c is extended in this form by a split 75d running to the end of the casing 70, through which the cartridge-carrier assembly may be inserted. This slot 75d may be of quite limited extent, say $\frac{3}{4}$ inch length in the case of a cartridge of $\frac{3}{8}$ inch diameter, as with the present invention it is not necessary to provide for run of the carrier 74 throughout the length of the casing 70. The square-faced screw 73a may be easily formed by flanging and threading a section of relatively thick-walled square tubing, and the square pin 75 may easily be formed of a section of stiff square wire, similar to piano wire, and may be secured in the cap 75b by welding, soldering, or otherwise as desired. In this arrangement the cartridge feed mechanism can only be operated by a non-circular pin adapted to enter the bore 73c, can be operated by the cap 75b in any position of advance or retraction of the cartridge 70, and yet is of the relatively inexpensive push-up type.

From the foregoing description of preferred embodiments of the invention, it will be apparent that within its broader aspects the particular forms of elements employed in one illustrative embodiment may be used in any of the others, and that the fundamental features of the invention may be embodied in forms other than those disclosed to illustrate the same. In general, corresponding elements of the several forms shown are designated by similar reference numerals modified in their initial digits for ease of differentiation.

Certain features of the present invention are particularly useful in connection with lipstick devices, while other novel features thereof are useful not only in lipsticks, but also in like toilet devices for applying paste material to the body, as for cosmetic, perfuming, deodorizing and like purposes. Accordingly, the term "cosmetic paste" employed in certain of the following claims, is intended to be interpreted broadly to include pastes suitable for application to the body for any such toilet-making purpose.

I claim:

1. A cosmetic set comprising a selectable inner sleeve-like cartridge having a working end, a body of cosmetic material carried in said cartridge and

having a working surface at the working end thereof, an outer casing, resilient separable-fastening means for detachably securing said selected cartridge in said outer casing with its working end projecting substantially beyond said outer casing, and means for advancing said cosmetic material in said cartridge, said separable-fastening means comprising cooperating elements engageable and disengageable by push-pull action, respectively; carried by said outer casing and by the selectable cartridge.

2. A cosmetic applicator comprising, in combination, a sleeve-like cartridge open at one end, a body of cosmetic paste within said cartridge and engaging the walls thereof adjacent said open end, a casing provided with a cartridge mounting member, said cartridge being detachably secured to said member, said casing being formed to expose a substantial part of said cartridge adjacent the open end thereof to be grasped by the fingers for detachment thereof from said member, and means for advancing said cosmetic paste through the open end of said cartridge comprising relatively rotatable portions of said cartridge, one of which is detachably secured in non-rotative relation to said member, and the other of which is projected from the casing in use of the device in position to be grasped by the fingers.

3. A cosmetic applicator comprising, in combination, a sleeve-like cartridge open at one end, a body of cosmetic paste within said cartridge and engaging the walls thereof adjacent said open end, a casing provided with a cartridge mounting member, said cartridge being detachably secured to said member by resilient separable-fastener means, said casing being formed to expose a substantial portion of said cartridge adjacent the open end thereof, to be grasped by the fingers for detachment thereof from said member, and means for advancing said cosmetic paste through the open end of said cartridge comprising relatively rotatable portions of said cartridge one of which is detachably secured in non-rotative relation to said member.

4. A lipstick comprising a sleeve-like cartridge having a working end, said working end being shaped to flat frame a working surface comprising two converging working areas defining a ridge therebetween, said cartridge thus being adapted to receive a body of lipstick material extending therein to the so defined working surface and to embrace the sides thereof throughout the entire height of the body, said lipstick further comprising a casing, said cartridge being advanceable and retractable relative to said casing, said casing comprising a cap having a dome-shaped end for enclosing the cartridge in its retracted position, said dome-shaped end contacting only the highest parts of the working end of the sleeve-like cartridge if placed thereover with the cartridge not fully retracted, whereby contact of the cap with lipstick material substantially flush with the working end of the cartridge is avoided.

5. A lipstick comprising a sleeve-like cartridge having a working end, said working end being shaped to flat frame a working surface of generally ridge shaped form, a body of lipstick material in said cartridge having a working area substantially flush with the so-defined working surface, a casing in which said cartridge is advanceable and retractable, said casing having a cap, said cap when assembled on said casing overlying the working end of said cartridge, and said cap having its closed end upwardly dishd toward its center so that it abuts only the highest

part of the working end of the cartridge if the cartridge is advanced when the cap is put in place, whereby contact of the cap with the lipstick material exposed at said working surface is avoided.

6. A lipstick or the like comprising, in combination, a casing having a base for receiving a cartridge, a cartridge attachable to said base and formed to project a substantial distance therefrom, said cartridge comprising a tubular sleeve member embracing a body of cosmetic paste and having a follower movable longitudinally therein, rotatable means exposed at the base of the cartridge operable to advance said follower, a driving connection between said rotatable means and said casing base, and a resilient separable-fastening device engageable and disengageable by push-pull action associating said driving connection with said casing base and securing said cartridge thereto.

7. An applicator comprising a base, a cartridge open at its upper end, means for securing said cartridge in fixed longitudinal relation to said base, said cartridge projecting a substantial distance from said base, a body of cosmetic paste within said cartridge and engaging its walls at the open end thereof, a follower in said cartridge in underlying relation to said paste, means in said cartridge operable by simple relative rotation of said base and cartridge for advancing said follower relative to said base to advance the paste body through the open end of said cartridge, and a removable cover engageable with said base, said cover in its engaged position preventing advance of said follower by said follower advancing means.

8. An applicator comprising a base member, a cartridge member open at its upper end, means for detachably securing said cartridge to said base, said means comprising a spring clip device carried by one of said members and a keeper carried by the other, said clip device and keeper being interengageable by forcing of the cartridge longitudinally into the base, and being disengageable by pulling the cartridge longitudinally from the base, a body of cosmetic paste within said cartridge and engaging its walls at the open end thereof, a follower in said cartridge in underlying relation to said paste, means for advancing said follower to advance the paste body through the open end of said casing, and a removable cover engageable with said base, said cover in its engaged position preventing advance of said follower by said follower advancing means.

9. A filler cartridge for a cosmetic casing comprising a tubular sleeve having a longitudinally fixed bottom-end closure, a follower in said sleeve, a body of lipstick material in and substantially filling said sleeve ahead of said follower, means for advancing said follower through said sleeve, an element of a separable-fastener extending from and longitudinally fixed relative to the bottom of the cartridge and formed for push-pull engagement and disengagement with a cooperating casing-carried element, said follower advancing means extending through the longitudinally fixed bottom of the cartridge centrally of said separable fastener element.

10. A filler cartridge for a lipstick casing comprising a tubular sleeve having a longitudinally fixed bottom-end closure, a follower in said sleeve, a body of lipstick material in and substantially filling said sleeve ahead of said follower, means for advancing said follower through said sleeve, a transversely extending rotatable

element of a separable-fastener extending from and longitudinally fixed relative to the bottom of the cartridge and formed for push-pull engagement and disengagement with a cooperating casing-carried element, said follower advancing means extending through the longitudinally-fixed bottom of the cartridge centrally of said separable fastener element and being secured thereto.

11. A refillable cosmetic applicator, comprising in combination, a casing having a base for receiving a cartridge, a cartridge attachable to said base and formed to project a substantial distance therefrom, said cartridge comprising a tubular sleeve member for embracing a body of cosmetic paste and having a follower longitudinally movable therein, rotatable means exposed at the base of the cartridge operable to advance said follower, and means, engageable and disengageable by push-pull action, establishing a driving connection between said rotatable means and said cartridge-receiving base and separably securing said cartridge to said cartridge-receiving base.

12. A refillable cosmetic applicator, comprising in combination, a casing having a base for receiving a cartridge, a cartridge attachable to said base and formed to project a substantial distance therefrom, said cartridge comprising a tubular sleeve member for embracing a body of cosmetic paste and having a follower longitudinally movable therein, rotatable means exposed at the base of the cartridge operable to advance said follower, means, engageable and disengageable by push-pull action, establishing a driving connection between said rotatable means and said cartridge-receiving base and separably securing said cartridge to said cartridge-receiving base, said casing comprising a cover-supporting portion in surrounding relation to said cartridge-receiving base, and a cartridge-housing cover engageable with said cover-supporting portion and preventing advance of said follower when said cover is in place.

13. A filler cartridge for a refillable cosmetic applicator comprising a tubular paste-receiving sleeve, a paste follower in said sleeve, means for advancing said follower in said sleeve, an element of a separable fastener carried by the bottom portion of said cartridge and formed for push-pull engagement and disengagement with a cooperating applicator-carried element, said follower advancing means extending through the bottom of the cartridge centrally of said separable fastener element.

14. A refillable cosmetic applicator comprising a cartridge-receiving base, a replaceable cosmetic paste cartridge detachably securable to said base, said cartridge projecting a substantial distance from said base, said cartridge comprising a paste housing sleeve member, a paste follower in said sleeve member, and a follower advancing member movable relative to said sleeve member for advancing the paste follower therein, means engageable and disengageable by push-pull action for detachably securing said cartridge to said base, said cartridge securing means in its engaged position effecting a driving connection between one of said members and said cartridge-receiving base.

15. In a lipstick, a cartridge adapted to contain lipstick material and having a working end, means within the cartridge whereby lipstick material may be forced toward the working end thereof, a casing adapted to receive the non-

working end of the cartridge with its working end projecting therefrom and having a driving rod mounted crosswise in the bottom end of the casing, means incorporated with the feeding means whereby same may be placed in driving relation with the driving rod, and means carried by said casing and by the non-working end of said cartridge for detachably retaining the feeding means and cartridge in driving relation to the rod.

16. In a lipstick, a cartridge adapted to contain lipstick material and having a working end for applying lipstick material, feeding mechanism within the cartridge and supported by a closure for the other end of the cartridge, said closure carrying driving means whereby the feeding mechanism may be operated, a casing adapted to surround and contain the closure end of the cartridge with its working end projecting therefrom and having a driving means therein adapted to cooperate with the driving means of the closure, and means carried by the closure end of said cartridge and by said casing for yieldingly and detachably holding the closure for the cartridge and feeding mechanism in assembled relation to the driving means in the casing so that rotation of the cartridge with respect to the casing operates to feed lipstick material toward the working end of the cartridge.

17. A cosmetic applicator comprising a cartridge, means in said cartridge drivable for feeding cosmetic paste longitudinally thereof, a casing base for receiving one end of said cartridge with a substantial portion of the cartridge projecting therebeyond in position to be grasped by the fingers, and means engageable and disengageable by push-pull action for securing said cartridge in said casing, and for establishing a driving connection between said base and said paste-feeding means so that feeding of said cosmetic paste may be effected by grasping the casing and the projecting portion of the cartridge and relatively rotating the same.

18. A cosmetic applicator comprising an inner cartridge including a paste sleeve having a working end, a body of cosmetic material carried in said sleeve and having a working surface at the working end thereof, an outer casing member, resilient snap-fastening means rotatably securing said cartridge in said outer casing member with a substantial portion of the cartridge projecting therebeyond in position to be grasped by the fingers and holding it against longitudinal movement relative thereto, means for advancing said cosmetic material in said cartridge on relative rotation of said cartridge sleeve and said outer casing member, said snap-fastening means comprising elements carried by said outer casing member and by said cartridge which interengage as aforesaid when said sleeve and casing member are pushed longitudinally together.

19. A cosmetic applicator comprising a cartridge including a paste sleeve having a working end, a body of cosmetic material carried in said sleeve and having a working surface at the working end thereof, a base member adapted to support the cartridge with a substantial portion of the cartridge projecting therebeyond in position to be grasped by the fingers, resilient snap-fastening means rotatably securing said cartridge to said base and holding it against longitudinal movement relative thereto, means for advancing said cosmetic material in said cartridge on relative rotation of said cartridge sleeve and said base member, said snap-fastening means

comprising provisions carried by said base member and by said cartridge which interengage as aforesaid when said sleeve and base member are pushed longitudinally together.

20. The combination, with a cosmetic applicator of the type which comprises a longitudinally slotted casing and a carrier within the casing which has a projection engaging in the casing slot by which it is longitudinally slidable in the casing, of a cosmetic cartridge comprising a paste-body embraced within a paste-confining sleeve extending throughout at least the greater portion of its length, a paste follower longitudinally movable within said sleeve for feeding the paste therein, and means carried by said cartridge and said carrier for securing the cartridge to the carrier and for advancing the follower in said cartridge on relative rotation of said sleeve and said casing.

21. The combination, with a cosmetic applicator of the type which comprises a longitudinally slotted casing and a carrier within the casing which has a projection engaging in the casing slot by which it is longitudinally slidable in the casing, of a cosmetic cartridge comprising a paste-body embraced within a paste-confining sleeve extending throughout at least the greater portion of its length, a paste follower longitudinally movable within said sleeve for feeding the paste therein, and means carried by said cartridge and said carrier for securing the cartridge to the carrier and for advancing the follower in said cartridge on relative rotation of said sleeve and said casing, said cartridge securing means being engageable and disengageable by push-pull action so that the cartridge is quickly securable to and removable from the casing without relative rotation of the parts, said paste-confining sleeve protecting the paste-body, and also preventing soiling of the fingers during attachment and detachment of the cartridge.

22. The combination, with a cosmetic applicator of the type which comprises a longitudinally slotted casing and a carrier within the casing which has a projection engaging in the casing slot by which it is longitudinally slidable in the casing, of a cosmetic cartridge comprising a paste-body embraced within a paste-confining sleeve extending throughout at least the greater portion of its length, a paste follower longitudinally movable within said sleeve for feeding the paste therein, and means carried by said cartridge and said carrier for securing the cartridge to the carrier and for advancing the follower in said cartridge on relative rotation of said sleeve and said casing, and a cap engaging with the casing and when in place enclosing the cartridge sleeve and preventing relative rotation of the sleeve and casing.

23. A cosmetic applicator comprising a casing, a cartridge enterable into said casing, said cartridge having a paste-feeding means therein including a portion rotatably fixed in the bottom of the cartridge and a non-circular driving element extending therefrom, said casing having a complementary non-circular driving portion in its base receiving said driving element when said cartridge is inserted into said casing, and said cartridge having a laterally resilient retaining element engaging a wall of said casing to retain said cartridge in feed-driving relation to said casing.

24. A cosmetic applicator comprising a casing,

a cartridge enterable into the casing, said cartridge having a paste-feeding means therein including a portion rotatably fixed in the bottom of the cartridge, non-circular driving means for said paste-feeding means projecting from said rotatable portion, a non-circular driving element in said casing interengaged by said non-circular driving means when said cartridge is assembled in said casing, and resilient means for retaining said driving means in engagement with said driving element.

25. A cosmetic applicator comprising a cartridge, means in said cartridge drivable for feeding cosmetic paste longitudinally thereof, a casing base for receiving one end of said cartridge with a substantial portion of the cartridge projecting therebeyond in position to be grasped by the fingers, non-circular interengaging means carried by said casing base and cartridge and engaging as the cartridge is pushed into the casing for establishing a driving connection between said base and said paste-feeding means so that feeding of said cosmetic paste may be effected by grasping the casing and the projecting portion of the cartridge and relatively rotating the same, and resilient retaining means engaged when said cartridge is pushed into said casing base for securing said cartridge in the aforesaid driving relation to said casing base.

26. A cosmetic applicator according to claim 25 in which said non-circular interengaging means comprise a non-circular socket in said casing base and a non-circular plug extending from said cartridge in position to enter said socket and be retained therein by said resilient retaining means.

27. A cartridge for a cosmetic applicator, said cartridge comprising a sleeve-like body open at its upper end and having a paste-feeding means therein including a portion rotatably fixed in its bottom, and said cartridge having a non-circular drive-connecting element extending from said rotatable portion, and said cartridge having a laterally resilient retaining element extending therefrom for frictionally retaining said cartridge in a casing.

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