

April 3, 1951

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2,547,252

PACKET FOR LIP MAKE-UP APPLICATORS

Filed Feb. 10, 1949

2 Sheets--Sheet 1

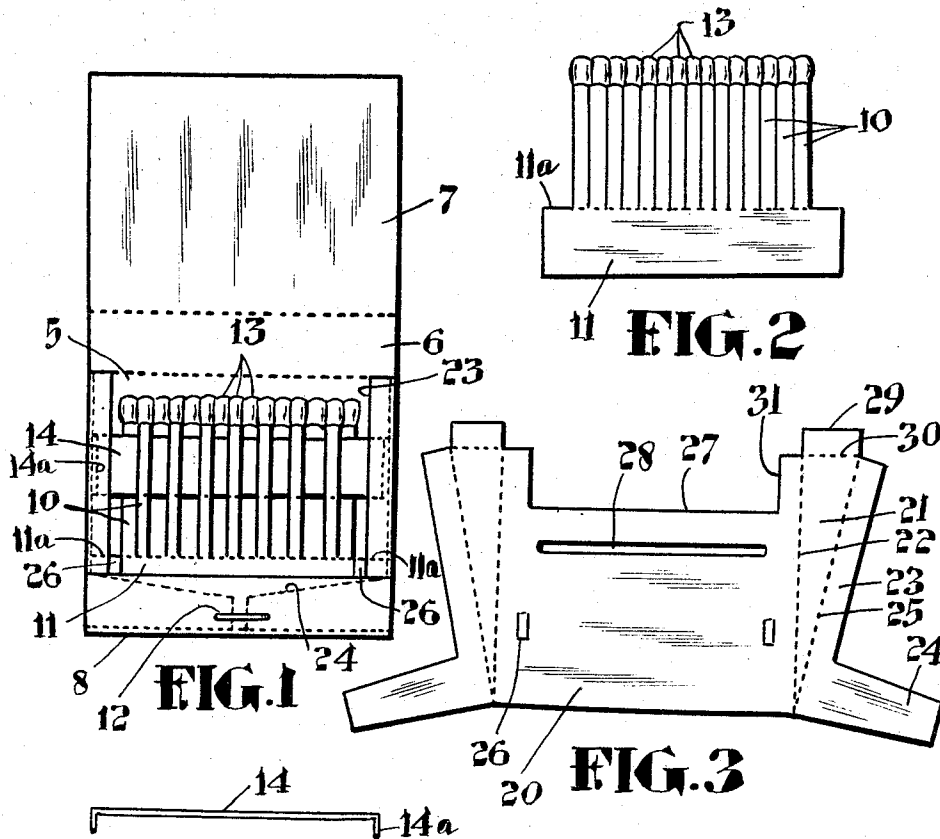
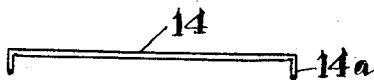
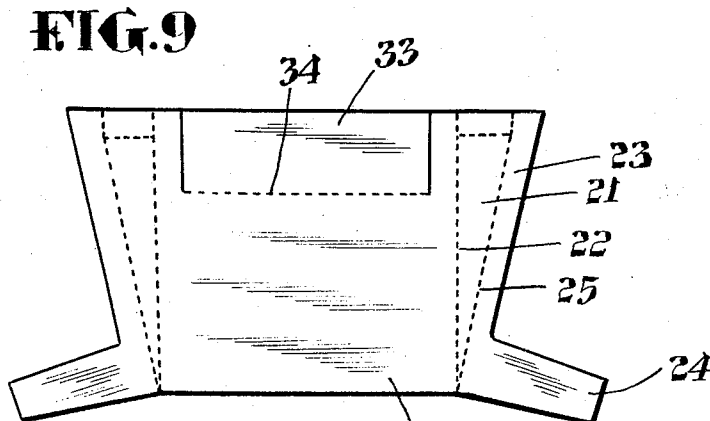


FIG. 5

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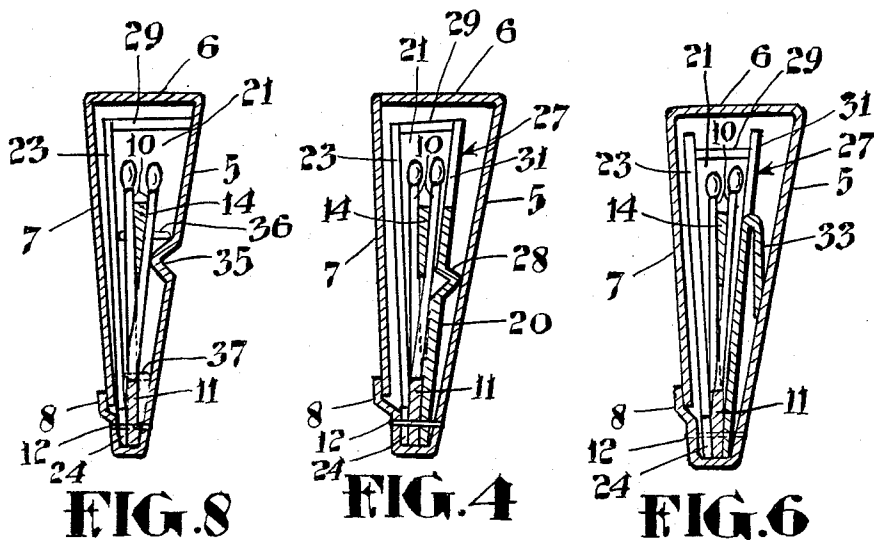
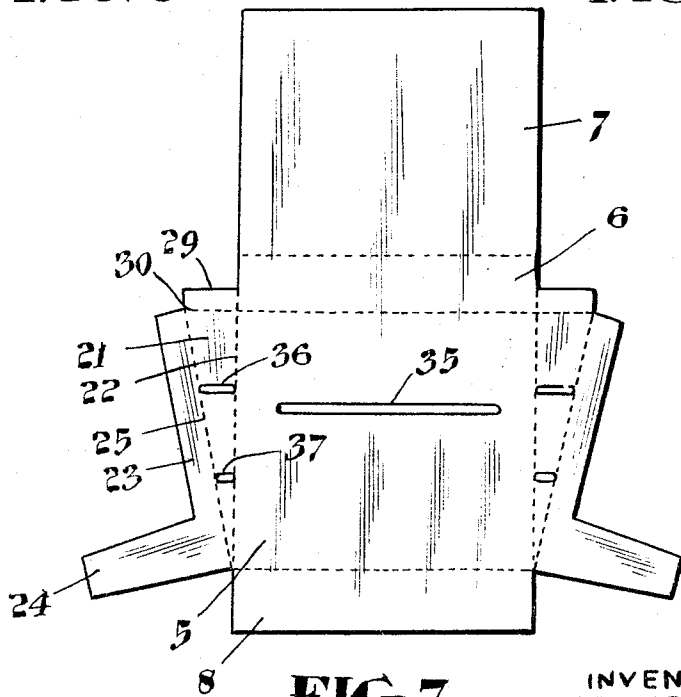


FIG. 7

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2,547,252

PACKET FOR LIP MAKE-UP APPLICATORS

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Application February 10, 1949, Serial No. 75,522

7 Claims. (Cl. 206—46)

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This invention relates to packets or folders of the book-match type for holding individual lip make-up applicators.

A particular object of this invention is to provide a packet or folder with a plurality of rows of individual lip make-up applicators, each applicator having suitable make-up composition on its free end, said free ends being suitably spaced from the folder as well as from each other by novel spacing means.

Another object is to provide an inexpensive lip make-up applicator in a sanitary container which may be readily extracted from the container for use.

Proceeding now to a more detailed description, reference will be had to the accompanying drawings, in which—

Fig. 1 is a plan view of the packet showing the cover open.

Fig. 2 is a view showing the splints employed.

Fig. 3 is a plan view of the preferred type of spacer employed in our invention.

Fig. 4 is a sectional view (enlarged) showing the spacer of Fig. 3 assembled in the packet.

Fig. 5 is a modification of the spacer shown in Fig. 3.

Fig. 6 is a view similar to Fig. 4 but with the modified form of spacer shown in Fig. 5.

Fig. 7 is a further modified form of spacer.

Fig. 8 is a sectional view showing the spacer employed in Fig. 7 in assembled relation.

Fig. 9 is an end view of a splint divider strip

Referring more particularly to the drawings, the packet is formed from a single strip of cardboard or other material folded to provide a back panel 5, a narrow upper panel 6 extending forwardly from the upper edge of the back panel and a front closure panel 7 extending downwardly from the forward edge of panel 6. The lower marginal portion of the back panel is folded over upon itself to provide an upwardly directed bottom front panel 8. The lower edge of closure panel 7 is inserted behind the bottom front panel 8 to close the packet.

Contained within the packet are a plurality of splints 10 having their lower ends secured to a common base 11 which is disposed between the bottom panel 8 and back panel 5 and suitably secured in place by a staple 12. Lateral projections 11a of the base serve to centre the splints within the packet in spaced relation to the ends of the packet. Splints 10 are alternately inclined rearwardly and forwardly from the base so that the heads, containing a lip make-up composition, indicated at 13, will be

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out of contact with each other. A flat divider strip 14 of cardboard or other suitable material is wedged between the rearwardly and forwardly inclined splints to ensure that the heads of the splints will be held in spaced relation to one another.

The heads of the splints are also held in spaced relation from the packet and from outside contact at the ends of the packet by suitable spacer means. In Figs. 3 and 4 we have shown a preferred form of spacer formed from a blank to provide a back wall 20, interposed between splints 10 and back panel 5, triangular end walls 21 bent forwardly from the side edges of back wall 20 along score lines 22. Upper and lower marginal extensions 23 and 24 of the forward edges of end walls 20 are bent inwardly along score lines 25. Upper extensions 23 prevent contact between the splints 10 and front closure panel 7. Lower extensions 24 are wrapped around the lateral projections 11a of the splint base 11 and are secured adjacent their free ends between bottom front panel 8 and the splint base 11 by staple 12. The splints are arranged with their rearwardly inclined members flatly engaging the back wall of the spacer and are held in this position by tabs 26 which lap over the upper edges of projections 11a of the splint base. The upper section of back wall 20 is recessed or cut away, as indicated at 27, to allow clearance for the heads of the rearwardly inclined splints. Back wall 20 is provided with a laterally extending outwardly projecting rib 28 which serves to incline back panel 5 away from back wall 20 to prevent contact with the exposed rearwardly inclined heads of the splints. Flaps 29 of end walls 21 are bent inwardly from the upper edges of the end walls along score lines 30 to provide spacers between the rear extensions 31 defining the side edges of recess 27 and the forwardly intumed extensions 23.

Figs. 5 and 6 show a modified form of spacer in which the upper section of back wall 20 is provided with an elongated flap 33 which is adapted to be folded downwardly along score line 34 to provide the necessary recess 27 for the splint heads. Flap 33 is disposed between the back panel 5 and back wall 20 of the spacer to incline the back panel 5 away from the splint heads.

Figs. 7 and 8 show a further modified form of spacer. In this instance, the triangular end walls 21 are joined along the score lines 22 to the side edges of the back wall panel 5 and the flaps 29, when bent inwardly, will serve as spacers between panel 5 and forwardly intumed extensions

23. Back wall panel 5 is embossed to provide an inwardly projecting laterally extending rib 35 which serves to abut against the splints to keep the splint heads from contacting the back wall panel. The upper section of end walls 21 is strengthened by suitable embossing ribs 35. The embossings 37 in the lower section of the end walls engage the upper ends of the lateral extensions 11a of the splint base to properly retain the splints between the folds of the packet.

The dividers 14 may be provided with marginal end portions 14a which are bent forwardly to be butted against the inner surface of the forward extensions 23. End portions 14a prevent forward inclination of the splints 10, thereby keeping the splint heads from contacting the front closure panel 7.

We claim:

1. A make-up packet of the character described comprising a cover formed of a single strip of cardboard or the like folded to provide a back wall panel, a bottom front panel extending upwardly from the lower edge of said back wall panel, and a front closure panel extending forwardly from the upper edge of said back wall panel, the lower free edge of which is adapted to be inserted between said back wall panel and said lower front panel when the packet is closed, a plurality of splints carrying a cosmetic composition on their upper tips and having their lower ends integrally connected to a common base for individual separation therefrom, said base extending across the packet and secured thereto between the back wall panel and the bottom front wall panel, said splints having their tips arranged in spaced relation to each other and spacer means adapted to hold the front and back wall panels in spaced relation to provide space for said tips, said spacer means including triangular end wall panels interposed between the front and rear wall panels, the front and rear edges of said end wall panels diverging toward the upper part of the packet, inwardly extending front marginal flaps on the front edges of said end wall panels, and marginal flaps at the upper ends of said end wall panels bent inwardly along a bend line to protect the splint tips against excessive inward bending of the end wall panels and to serve as additional spacing means between said front and rear wall panels.

2. A make-up packet, as set forth in claim 1, in which the tips of said splints are arranged in spaced apart relation by alternately inclining the splints rearwardly and forwardly from their base, and a divider strip of cardboard or other suitable material extending across the packet and wedged between the rearwardly and forwardly inclined splints to retain the tips of said splints in spaced apart relation to one another, the extreme end portions of said divider strip being in abutting relation with said end wall panels to assist in retaining said end wall panels against excessive inward movement.

3. A make-up packet as set forth in claim 2, the extreme end portions of said divider strip being bent forwardly so as to engage the front

marginal flaps of said end wall panels, whereby the splints are spaced from said front wall panel and said end wall panels are additionally braced against excessive inward movement.

4. A make-up packet as set forth in claim 1, in which the rear edges of said end wall panels are integrally connected to the back wall panel along the end edges thereof.

5. A make-up packet as set forth in claim 1, the marginal flaps at the upper ends of said end wall panels having substantially parallel front and rear edges extending substantially at right angles to their bend line, whereby the spacing of the front and rear wall panels is assisted and excessive inward movement of said end wall panels is resisted.

6. A make-up packet as set forth in claim 1, the end portions of said splint base extending a substantial distance beyond the end splints, whereby said end splints are spaced inwardly from said wall panels.

7. A make-up packet of the character described comprising a cover formed of a single strip of cardboard or the like folded to provide a back wall panel, a bottom front panel extending upwardly from the lower edge of said back wall panel, and a front closure panel extending forwardly from the upper edge of said back wall panel, the lower free edge of which is adapted to be inserted between said back wall panel and said lower front panel when the packet is closed, a plurality of splints carrying a cosmetic composition on their upper tips and having their lower ends integrally connected to a common base for individual separation therefrom, said base extending across the packet and secured thereto between the back wall panel and the bottom front wall panel, said splints having their tips arranged in spaced relation to each other, and spacer means adapted to hold the front and back wall panels in spaced relation to provide space for said tips, said spacer means including triangular end wall panels interposed between the front and rear wall panels, the front and rear edges of said end wall panels diverging toward the upper part of the packet, and inwardly extending front marginal flaps on the front edges of said end wall panels, whereby the upper portions of said front and rear wall panels are maintained spaced apart a greater distance than the lower portions thereof.

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