Jan. 19, 1960 F. S. REEVES 2,921,387

METHOD OF AND MEANS FOR PREVIEWING COIFFURES

Filed May 20, 1958 2 Sheets-Sheet 1

FIG. 1

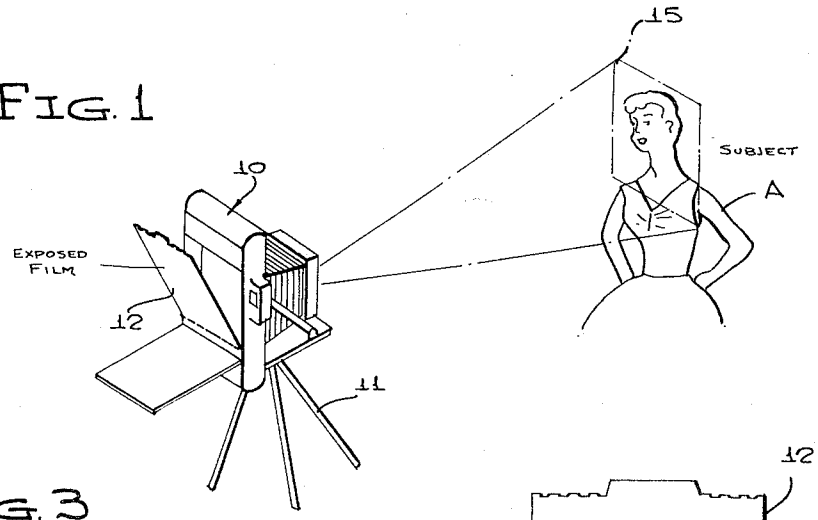


FIG. 3

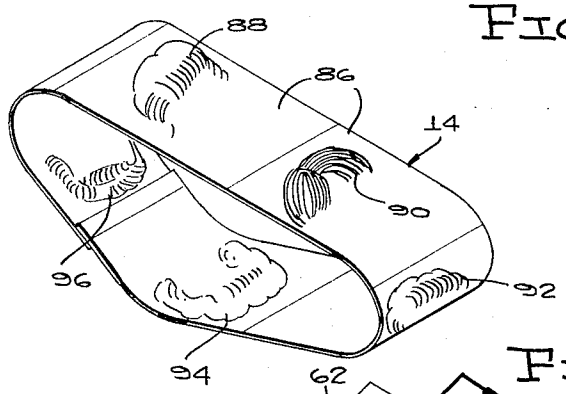


FIG. 2

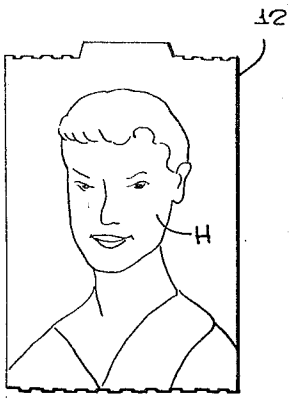


FIG. 5

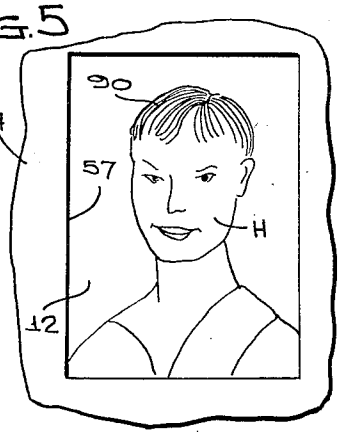
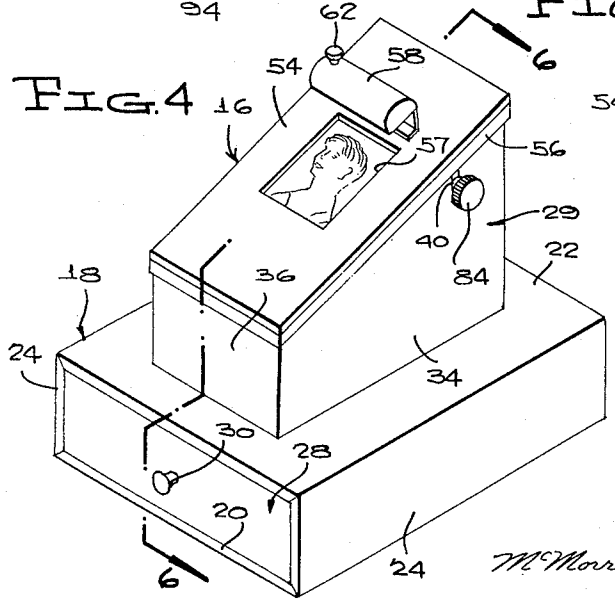


FIG. 4



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FIG. 6

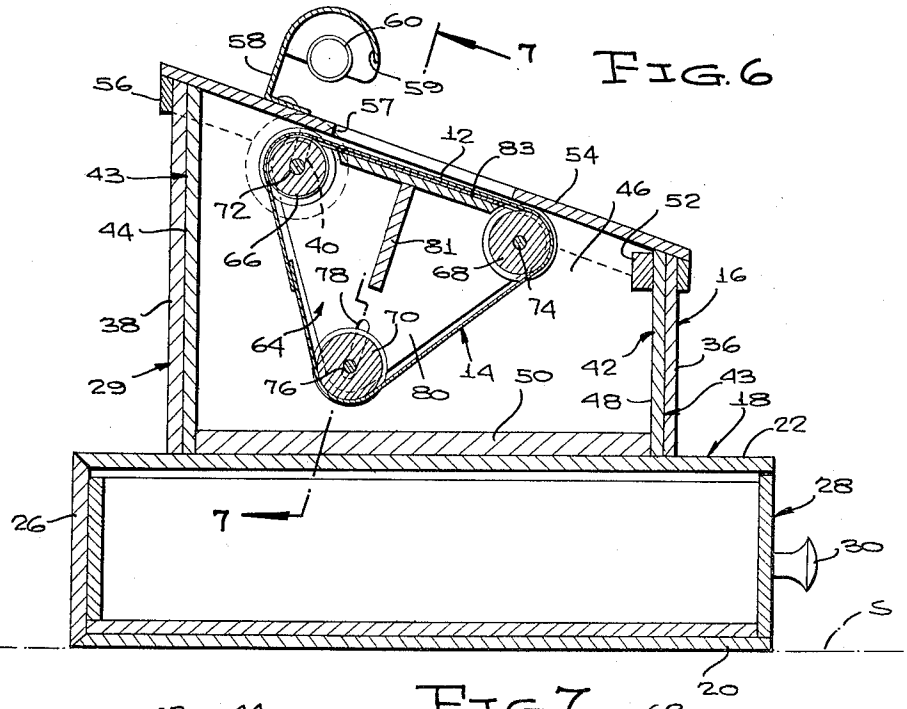


FIG. 7

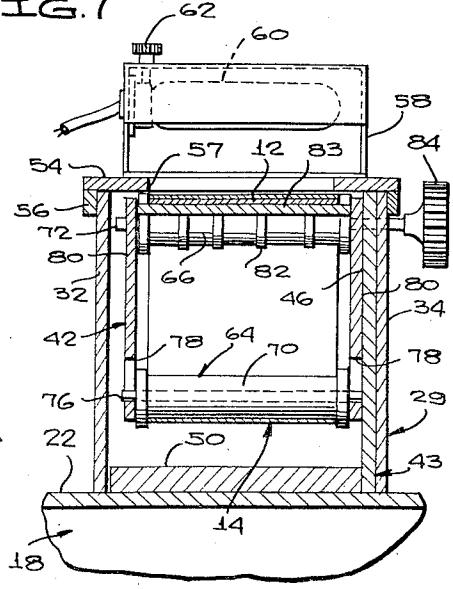
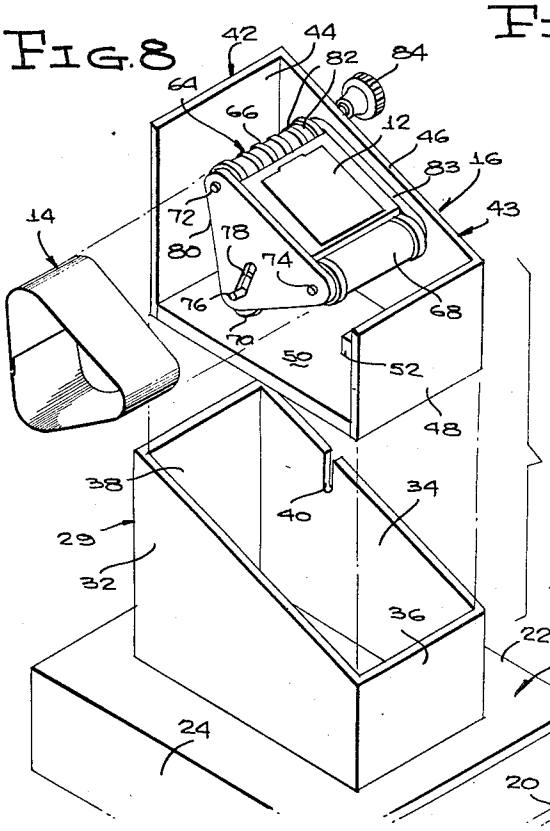


FIG. 8



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METHOD OF AND MEANS FOR PREVIEWING COIFFURES

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Application May 20, 1958, Serial No. 736,581

3 Claims. (Cl. 35—59)

This invention relates to the method of and means for ascertaining the appearance of a particular coiffure on an individual.

The customers of beauty shops often desire to have their particular coiffure changed, so as to maintain an attractive appearance in keeping with the latest fashions in hair styles or coiffures.

However, a difficulty which exists at the present time resides in the fact that one is unable to determine how a particular coiffure will appear, on herself, without actually having the coiffure done. In these circumstances, it often happens that after the customer has ordered and received a particular coiffure, she finds that it does not have an attractive appearance. In such a situation, one can only wait until the coiffure "grows out." This of course may take a long period of time, during which time one's hair will appear unattractive while it goes through the transitional stage of growing out sufficiently to permit the hair to be re-done in a different style.

This difficulty has long persisted, as is well known in beauty shops and similar establishments. Therefore, customers are exceedingly reluctant, in many instances, to have their hair styles changed. This is understandable, in view of the fact that the customer in effect is only guessing as to what the appearance of the new hair style will be. Hair styling that is attractive on one individual may quite possibly be unattractive upon another individual. Therefore, one cannot determine whether to have her own hair style changed, merely by observing it upon a different person.

Hereinafter, the present invention will be described with particular reference to women's hair styling. However, it will be obvious from the description to be provided that the method of and means for previewing or ascertaining the appearance of coiffures also has application to men's hair styling, toupee design, etc.

One important object of the present invention is to eliminate the difficulties which have heretofore persisted in connection with one's determining how a particular coiffure will look upon her own head, through the provision of an apparatus that will superpose various different coiffures upon one's photograph. In this way, it is proposed to permit one to ascertain immediately how a particular coiffure will look upon herself.

Another object is to provide an apparatus as stated which will be compact, will be designed to permit the coiffure previewing operation to be carried out swiftly and easily, and will be designed to product a finished representation of the individual with the new coiffure.

Another object is to form an apparatus of the character stated that will be so designed as to be usable with coin mechanisms, so that the apparatus can be coin-controlled if desired.

Another object is to provide an apparatus of the character stated that will permit the swift and easy interchange of various strips containing, in following order, different coiffures, that are to be superimposed upon one's photograph.

Another object is to provide a coiffure previewing method and means that will be characterized not only by the form and speed of action employed in carrying out the invention, but also by a remarkable clarity and faithfulness to detail. In this way, it is proposed that the invention be especially characterized by its adaptability for revealing the exact suitability of a particular coiffure, on the features of a particular individual.

Still another object is to provide a device as stated which will be so simple in construction and operation as to permit it to be operated by the customer herself, in many instances.

Another object is to incorporate in the invention quick-finish photographic means, such as the well known "Polaroid Land" camera, so that the complete operation, from beginning to end, will take no more than a very few minutes. In this way, it is proposed to not only cut down the amount of time on the part of the beauty operator and the customer, but also to make the device readily available for the next use thereof.

Another object is to provide a method and means as stated which will be characterized by its great economy of operation, in that the cost of the entire operation will be reduced not only by the pronounced reduction in the elapsed time hereinbefore referred to, but also in the low cost of materials. Said materials comprise only the film on which the customer's picture is printed plus the small cost of the transparencies of various coiffures, adapted to be superimposed in following order upon said print.

Other objects will appear from the following description, the claims appended thereto, and from the annexed drawings, in which like reference characters designate like parts throughout the several views, and wherein:

Figure 1 is a perspective view illustrating a "Polaroid" camera being used during the initial step of the operation, to take a photograph of the customer;

Figure 2 is an enlarged view of the print of the customer's picture, taken with her present coiffure or hair style;

Figure 3 is a perspective view, on an enlarged scale, of a continuous strip showing a plurality of different coiffures, any of which the customer may select;

Figure 4 is an enlarged perspective view showing the apparatus of the invention in use;

Figure 5 is a fragmentary top plan view on an enlarged scale of the apparatus, showing one of the various new coiffures superimposed directly upon the customer's own features;

Figure 6 is a longitudinal sectional view, the scale being enlarged above that of Figure 4, through the apparatus taken on line 6—6 of Figure 4;

Figure 7 is a transverse sectional view, on the same scale as Figure 6, taken substantially on line 7—7 of Figure 6;

Figure 8 is an exploded perspective view on the same scale as Figure 4.

Referring to the drawings in detail, in Figure 1 there is shown at 10 a conventional quick-finish photographic device, this comprising the well known "Polaroid Land" camera.

Such a camera is characterized by the fact that after the subject's picture has been taken therewith, a print of the picture is obtainable within approximately 60 seconds, more or less, from the back of the camera. Thus, in Figure 1 the camera 10 is shown mounted on a tripod 11, and after the camera has taken the picture of the subject individual A, a print 12 of the picture is obtainable in approximately one minute, more or less.

In accordance with the invention, a head-and-shoulders picture, or a head only, will be taken. Further, in practicing the invention the camera would be mounted at a particular location and would be left at that location,

and the subject A would be required to stand at a second location at a predetermined distance from the camera, said second location being such that operation of the camera will cause a picture of a predetermined size to be taken. Reference is here made to the fact that in the print **12**, the customer's head H will appear at a particular size relative to the size of the print. This is of importance in view of the fact that a continuous or endless strip **14**, containing transparencies illustrating various coiffures, will have the coiffures printed thereon in a size that is proper for the size of the head H appearing on the print **12**.

Full control over this phase of the operation, of course, is afforded by reason of the fact that the camera is stationarily mounted, and by reason of the fact that the customer is required to stand at a predetermined location relative to the camera. The head and shoulders will be framed as at **15** in the view finder of the camera, to cause the size of head H in the finished print to be properly dimensioned for carrying out the remaining steps of the operation.

Generally designated at **16** is a viewing apparatus formed according to the present invention. Referring to Figure 6, this apparatus includes a base generally designated at **18** which is of rectangular configuration in the illustrated example, and which includes a flat top wall **22** of rectangular configuration disposed in a horizontal plane. Base **18** further includes a bottom wall **20** supportable in face-to-face contact with a supporting surface S, and side walls **24** fixedly connected between corresponding longitudinal edges of the bottom and top walls **20**, **22**. A back wall **26** is also provided, being also fixedly connected between the top and bottom walls at the back edge.

The front of the base is open, and a drawer **28**, operable through the provision of a drawer pull **30**, is movable into and out of a normally recessed position within the hollow base. Drawer **28** is adapted to contain a quantity or set of the endless transparency strips **14**.

Generally designated at **29** is an upwardly opening housing fixedly mounted upon and extending upwardly from the top wall **22**. Housing **29** includes a vertically disposed front wall **36**, correspondingly disposed back wall **38**, and side walls **32**, **34**. Back wall **38** is higher than front wall **36**, and the top edges of the side walls are inclined in a direction rearwardly upwardly from the front wall to the back wall. Thus, housing **29** increases progressively in depth in a direction from its front to its back end.

Formed in the top edge of the side wall **34** is an upwardly opening, deep slot **40**.

Generally designated **42** is a roller assembly within which the strip **14** is tensioned in use of the device. The roller assembly includes a casing generally designated at **43**. Casing **43** is wholly open at one side, as clearly shown in Figure 8, and includes a back wall **44**, side wall **46**, front wall **48**, and bottom wall **50**. Back wall **44** is higher than front wall **48**, and the side wall **46** progressively increases in height in a direction toward the back wall, correspondingly to the analogous components of the housing **29**.

Substantially centrally formed in a cover plate **54** is a rectangular viewing opening **57**, and arranged to illuminate the area of said opening is a light means including a bracket **58** secured to the cover plate, said bracket being integral or otherwise rigid with a light shade **59**. A light socket carrying a light bulb **60** is mounted on the bracket, and the light bulb is turned on and off through the provision of a switch **62**.

Generally designated at **64** is a carrier, comprising a part of the roller assembly **42**. This is mounted within the roller assembly casing **43**, and includes a frame carrying a series of rollers about which strip **14** is tensioned.

Carrier **64** includes triangularly spaced rollers **66**, **68**, **70**, the axes of which are parallel and extend transversely

of the casing, said rollers being mounted upon shafts **72**, **74**, **76** respectively. Rollers **66**, **68** are rear and front upper rollers, respectively, being disposed in close proximity to the back and front edges of the viewing opening **57** immediately below cover plate **54**. Roller **70** is a lower roller, and the shaft **76** thereof at its ends is movable upwardly and downwardly within bearing slots **78** formed in triangular roller support plates **80** fixedly connected in spaced relation by a centrally disposed brace plate **81** (Figure 6).

In a preferred embodiment, the rear upper roller **66** is provided at locations spaced longitudinally thereof with circumferential ribs **82**, with roller **68** being smooth-surfaced. All the rollers, in a preferred embodiment, are provided with collars or flanges at their ends, to hold the strip **14** against lateral slippage from its assigned position. Strip **14** is provided with transverse line markings at uniformly spaced locations thereon, dividing the same into a series of separate frames **86**.

The roller **70** is weighted to such an extent that when the strip **14** is tensioned about the several rollers, roller **70**, tending to gravitate within slots **78**, will tension the band or strip about the several rollers so that there will be no slippage when the rollers are turning, and so that the band will be taut over its full area.

Designated at **83** is a backing plate, also fixedly connected between the plates **80**, in overlying relation to the brace plate **81** (Figure 6). The band **14** is tensioned over the surface of the backing plate, and as shown in Figure 6, in use of the device the print **12**, having the customer's picture, is interposed between the top portion of the tensioned strip, and the backing plate.

In use of the apparatus, after the customer's picture has been taken and a print made, the print is placed upon the backing plate **83** in the manner shown in Figures 6–8. Then, any of a plurality of strips **14** is selected from the drawer **28**. Cover plate **54** was removed, previously, to permit the print **12** to be placed upon the backing plate **83**.

The roller assembly **42** is removed from the housing **29**, and the selected strip **14** is placed upon the carrier, in the position shown in Figure 6. Strip **14** is completely transparent, except for the representations **88**, **90**, **92**, **94**, and **96** provided on the several frames **86** and indicating various different coiffures. In this connection, said representations are imprinted upon the strip in any suitable manner, as by lithographing or by any of various other means known in the art of printing upon transparent strips. The area of the strip on which the coiffure representation is printed is opaquely backed, so that the customer's own hair will not appear through the coiffure representation of the strip **14**.

In any event, by rotation of a knob **84** secured to the shaft **72**, the strip is caused to be moved, the several rollers turning. Each coiffure representation may be superimposed in turn upon the print of the customer's face, and thus the customer can ascertain exactly how a particular coiffure will look upon her own features. Obviously, various strips can be provided, and if all the coiffures on a particular strip are not found satisfactory, another strip is placed upon the machine and the selection operation continues until the customer finds a coiffure that particularly suits her.

The device can of course be coin-controlled, so that it can be caused to operate only following deposit of a particular coin or coins.

It will be apparent that the machine is so designed that a customer can observe exactly how a particular hair style will appear on herself, and this eliminates the great doubt now present when a customer is choosing a new hair style.

It will be understood, of course, that the carrier is mounted within the casing in the manner shown in Figure 8, that is, one of the side plates **80** of the carrier can be fixedly secured to the side wall **46**.

It is believed apparent that the invention is not necessarily confined to the specific use or uses thereof described above, since it may be utilized for any purpose to which it may be suited. Nor is the invention to be necessarily limited to the specific construction illustrated and described, since such construction is only intended to be illustrative of the principles of operation and the means presently devised to carry out said principles, it being considered that the invention comprehends any minor change in construction that may be permitted within the scope of the appended claims.

What is claimed is:

1. Apparatus for previewing the appearance of a coiffure upon a particular individual's features by exhibiting said coiffure upon a photographic print of the individual's face, comprising: an upwardly opening housing; an upwardly opening casing seated in the housing and proportioned for insertion and removal through the open top of the housing, said casing being wholly open at one side with said one side being closed by an adjacent side of the housing in the inserted position of the casing; a carrier mounted in said casing and including a support frame and a plurality of rollers carried by the frame, said frame including a backing plate adapted for supporting said print and disposed approximately at the top of the casing; an endless film strip removably tensioned about said rollers in overlying relation to the backing plate and including a series of pictorial representations of various coiffures adapted to be superimposed in successively following order on said print in corresponding, successively following positions to which the film strip may be advanced about the rollers, said strip being removable from the carrier in a lateral direction through the open side of the casing on exposure of said open side in response to removal of the casing from the housing; and a cover plate removably supported on the housing in overlying relation to both the housing and casing, said cover plate having a viewing opening above the backing plate, for viewing of the print and the coiffure representations superimposed thereon through said viewing opening.

2. Apparatus for previewing the appearance of a coiffure upon a particular individual's features by exhibiting said coiffure upon a photographic print of the individual's face, comprising: a housing having an open upper end and including a front wall, back wall, and a pair of side walls one of which has an upwardly opening slot; a casing having an open upper end and removably seated in the housing, said casing being insertable and removable through said open upper end of the housing and including a front wall, back wall, and one side wall engageable against corresponding walls of the housing in the inserted position of the casing, the casing being wholly open at its other side; a carrier mounted in said casing and including a support frame and a plurality of rollers carried by the frame, one of said rollers including a shaft removably engaged in the slot and projecting laterally outwardly from the housing for rotation by a user, said frame being secured at one side to said one side wall of the casing and including a backing plate adapted for supporting said print and disposed approximately at said open upper end of the casing; an endless film strip removably tensioned about said rollers in overlying relation to the backing plate and including a series of pictorial representations of various coiffures adapted to be superimposed in successively following order on said print in corresponding, successively following positions to which the film strip may be advanced about the rollers, said strip being removable from the carrier in a lateral direction through the open side of the casing on exposure of the open side in response to removal of the casing from the housing; and a cover plate removably supported in the housing in overlying relation to both the housing and casing, said cover plate having a viewing opening above the backing plate, for viewing of the print and coiffure representations superimposed thereon through said viewing opening.

3. Apparatus for previewing the appearance of a coiffure upon a particular individual's features by exhibiting said coiffure upon a photographic print of the individual's face comprising: a housing having an open upper end and including a front wall, back wall, and a pair of side walls one of which has an upwardly opening slot; a casing having an open upper end and removably seated in the housing, said casing being insertable and removable through said open upper end of the housing and including a front wall, a back wall, and one side wall engageable against corresponding walls of the housing in the inserted position of the casing, the casing being wholly open at its other side; a carrier mounted in said casing and including a support frame and a plurality of rollers carried by said frame, one of said rollers including a shaft removably engaged in the slot and projecting laterally outwardly of the housing for rotation by a user, said frame including a pair of transversely spaced roller support plates between which the rollers extend, one of the roller support plates being fixedly secured to said one side wall of the casing, the frame further including a backing plate connected between the roller support plates and disposed approximately at said open upper end of the casing; an endless film strip removably tensioned about said rollers in overlying relation to the backing plate and including a series of pictorial representations of various coiffures adapted to be superimposed in successively following order on said print in corresponding, successively following positions to which the film strip may be advanced about the rollers, said strip being removable from the carrier in a lateral direction through the open side of the casing on exposure of said open side in response to removal of the casing from the housing; and a cover plate removably supported on the housing in overlying relation to both the housing and the casing, said cover plate having a viewing opening above the backing plate, for viewing of the print and coiffure representations superimposed thereon through said viewing opening.

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