Oct. 7, 1941. E. TRUNZER 2,258,560

ADVERTISING PILLAR

Filed Aug. 8, 1939

Fig. 1

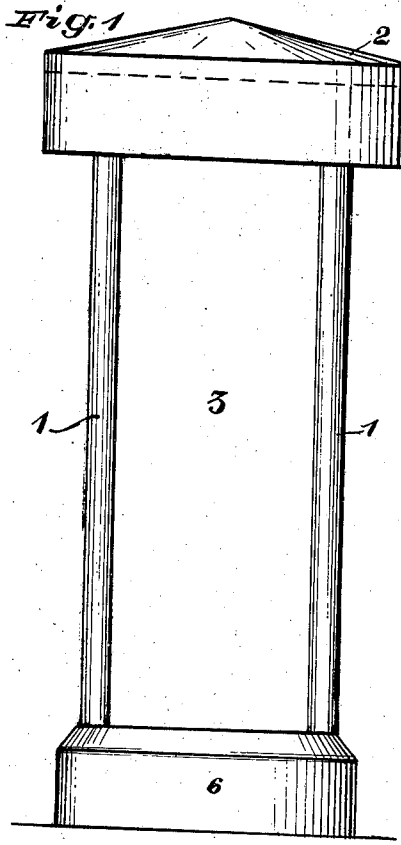


Fig. 2

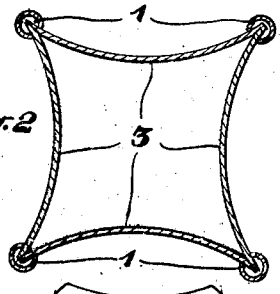


Fig. 3

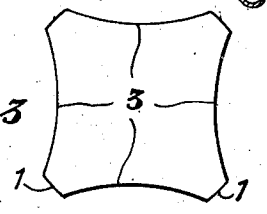


Fig. 4

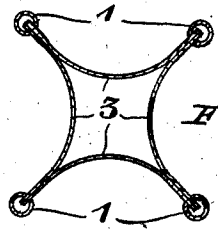


Fig. 5

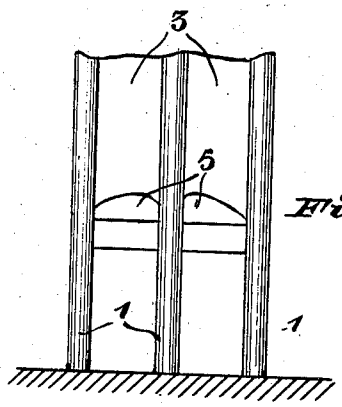


Fig. 6

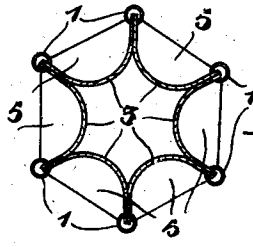
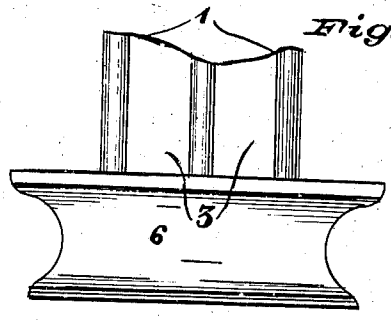


Fig. 7



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Patented Oct. 7, 1941 2,258,560

UNITED STATES PATENT OFFICE

2,258,560

ADVERTISING PILLAR

Erich Trunzer, Munich, Germany

Application August 8, 1939, Serial No. 289,066
In Germany November 23, 1937

1 Claim. (Cl. 40—125)

The present invention concerns a poster advertisement pillar with concave advertisement surfaces in the foundation of the pillar stand. Such advertisement pillars are known. The advertisement walls consist of sidely squared radially joined plates, which are held together between a pyramidically formed foot and a flat head. These surfaces can be indirectly lit up from foot and roof. These pillars have the disadvantage that the onlooker proceeding towards the pillar can never overlook a total surface and that the radial surface running in an inner direction produces the picture in a distorted manner. The onlooker must therefore constantly change his place. He is obliged to proceed to the pillar sidewardly in order to see the surface properly. Also the radiation of this pillar has special difficulties because the electric bulbs themselves had to be adjusted perpendicularly to the surfaces in order to lighten this up evenly, which however is not possible as soon as the surfaces run on upon another radially, that is, in an angle. These drawbacks are, on the strength of invention, hereby removed, that the surface is applied curved inwardly between two posts each, so that the surface constantly spreads and the total surface between two posts presents itself to the eye of the onlooker undistortedly. By these concave surfaces however it is also possible to arrange the beaming of the lighting source that it, so to speak, lies in the focus of the surface and lights the latter up evenly and uniformly. The arrangement of centrally provided light sources which are placed in posts is known for itself, but not in connection with a poster or advertisement pillar, according to the present application. The same applies to the development of concave surfaces as a rest or writing-desk.

The object of the present application may, as an example, be clearly seen from the attached sketch, as follows:

Fig. 1 the upper portion of such a pillar,

Figs. 2, 3 and 4 various cross-sections of this pillar,

Fig. 5 the construction of such a pillar as a writing-desk,

Fig. 6 a cross-section of Fig. 5,

Fig. 7 the arrangement of such a pillar with rests.

The pillar consists of a scaffold of several posts or standards 1 which are covered by a roof 2. Between the pillars there are arranged concave surfaces 3 which may be crescently, parabolically formed, so that the onlooker who is in front of the pillar is always in the centre-point of the surface and can thus overlook the whole advertisement. In the pillars 1 or in the roof 2 light-sources not shown may be provided which serve for the lighting up of the advertisements placed on the surfaces 3. Plates 5 may be inserted in the concave shaped trough 3 whereby a writing-desk is produced, which is subdivided in individual shelves. The pillar may also be arranged on a base 6 which is large enough to be used as a rest, flower-stand, luggage rest, etc.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:

An advertisement pillar comprising a base, a plurality of cylindrical posts, the inner walls of each post having a longitudinally extending slot formed therein, the lower ends of said posts being mounted upon said base and extending vertically therefrom, a crescently shaped plate arranged between each pair of posts, the opposed marginal edges of said plates extending within the slots formed within said posts for connecting the plates thereto, a top connected to said posts and extending over said plates and partitions arranged between said posts and plates.

ERICH TRUNZER.