

SA464584

Art Deco Period Shop Display Aneroid 'Stormoguide' Barometer by Short & Mason London

Price

Sold**Item Reference: SA464584****Date of manufacture: 1930**

Dimensions

Height = 38 cm (15.0")

Width = 46 cm (18.1")

Depth = 9 cm (3.5")

Description

A huge Art Deco period shop display "Stormoguide" aneroid barometer by Short & Mason of London. This unusually large barometer has a 12" painted dial and chrome and glass fronted bezel. The barometer is set upon a large oak frame with Art Deco styling. Upon the plinth there remains a chromed plaque with instructions on how to read the "Stormoguide's" measurements. It reads: "To read the Stormoguide - Observe the red signal. When appearing in the rising aperture the outer circle of the forecast should be observed. When appearing in the falling aperture. The inner circle should be observed. Forecasts sixteen to eighteen hours in advance." The stormoguide was a clever means of popularising the barometer by Short & Mason in the early Twentieth Century. Rather than trying to interpret the barometric pressure in inches or using the old Admiral Fitzroy method of forecast, the company sought to provide visual description and meaning to the movement of the dial. These were not necessarily new indices but Short & Mason sought to remove the complication of reading a barometer and to make it an immediate and useful piece of household equipment. This example of the "Stormoguide" w...

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