

SA608855

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

Price

Sold**Item Reference: SA608855****Date of manufacture: 1930**

Dimensions

Height = 38 cm (15.0")

Width = 46 cm (18.1")

Depth = 9 cm (3.5")

Description

For sale, an Art Deco period shop display "Stormoguide" aneroid barometer by Short & Mason of London for the retailer and optician DR Grey of Gorleston on Sea, Norfolk. This unusually large barometer has a 12" painted dial and brass and glass fronted bezel. The barometer is set upon a large beech frame with Art Deco styling. Upon the plinth there remains a brass 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 forecasts 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 purely 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 a...

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