

SA856367

Art Deco Shop Display Aneroid Stormoguide Barometer by Short & Mason

Price

Sold**Item Reference: SA856367****Date of manufacture: 1930**

Dimensions

Height = 39 cm (15.4")

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 for the retailer and jewellers, Brittain's of Mansfield. This unusually large barometer has a 12" painted dial and a nickel plated brass and glass fronted bezel. The barometer is set upon a large mahogany frame with Art Deco styling and a nickel plated 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 in the same way as Negretti & Zambra were doing with their forecasting aneroid range of products. These were not necessarily new indices but Short & Mason sought ...

Seller Details

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