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NEW AIR SERVICE - Automobile Association
introduces special weather broadcasts for airmen,
at Heston Airport.

-Middlesex-

Picture.:- If you wireless fans tune in to 833 metres, you
will--

--hear what the man seated at this hand microphone says.

He is broadcasting the A.A. weather forecast--

--for airmen and air travellers. This service is a valuable
contribution to air travel and safety,--

--information being supplied by the meteorological department
of the Air Ministry. Most--

--accidents are caused by incomplete knowledge--

--of weather conditions. Such accidents will now be
minimised. This information is broadcast--

--eight times every day, and can be received on--

--the journey. The pilot hears the call sign of the--

--station picked up by this aerial and listens--

--to the latest weather developments. He is told--

--of fog in his way, and is able to avoid it.

He is told cloud heights and is able to--

--rise above or fly below them. In fact he can--

--nearly tell his passengers whether they need take
mackintoshes and umbrellas--

--or silk frocks and sunshades, which I think ladies
will agree, would be almost enough to make air
travel popular.