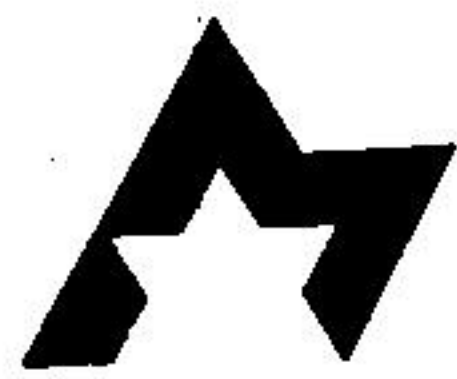


(Part Two)



Real Estate Marketplace Monitor

Articles Reproduced compliments of the Metric Monitor

All public weather reports to be given in metric units

On April 1, 1976 the Atmospheric Environment Service of Environment Canada began to use metric units for wind speed, atmospheric pressure and distance in weather information provided to the general public and the news media.

Wind speed is now given in km/h (kilometres per hour), atmospheric pressure in kPa (kilopascals) and distances in km (kilometres). This completes the part of the Meteorologic Sector Plan affecting the general public, which began with the change to °C for temperature in April, 1975 and snowfall and rainfall amounts to cm and mm respectively, in September, 1975.

The accompanying scale has been prepared by the Meteorology Sector Committee (1.7) to help the public get used to the new measurement system for wind speeds.

This scale is adapted from the Beaufort Scale, named after British Admiral Sir Francis Beaufort who in 1806 created a numerical system of estimating the strength of the wind from a calm (force 0) to a hurricane (force 12) "that which no canvas could withstand."

Atmospheric Pressure

The normal range of atmospheric pressure is from 98.0 to 103.0 kPa in Canada. However, the change in pressure—rising, falling, steady—is more significant as a weather indicator than is the specific pressure reading. For example, rising pressure over a period of time usually indicates the approach of a fair weather (high pressure) system, while falling pressure indicates its departure.

The SI derived unit of pressure Pa (pascal) is named after Blaise Pascal, a French mathematician, physicist, religious philosopher and writer who lived in the 17th century. Studies in geometry, hydrodynamics, and hydrostatic and atmospheric pressure led him to discover what became known as Pascal's law of pressure. (Not only atmospheric pressure, but pneumatic pressure, will be measured in kPa).

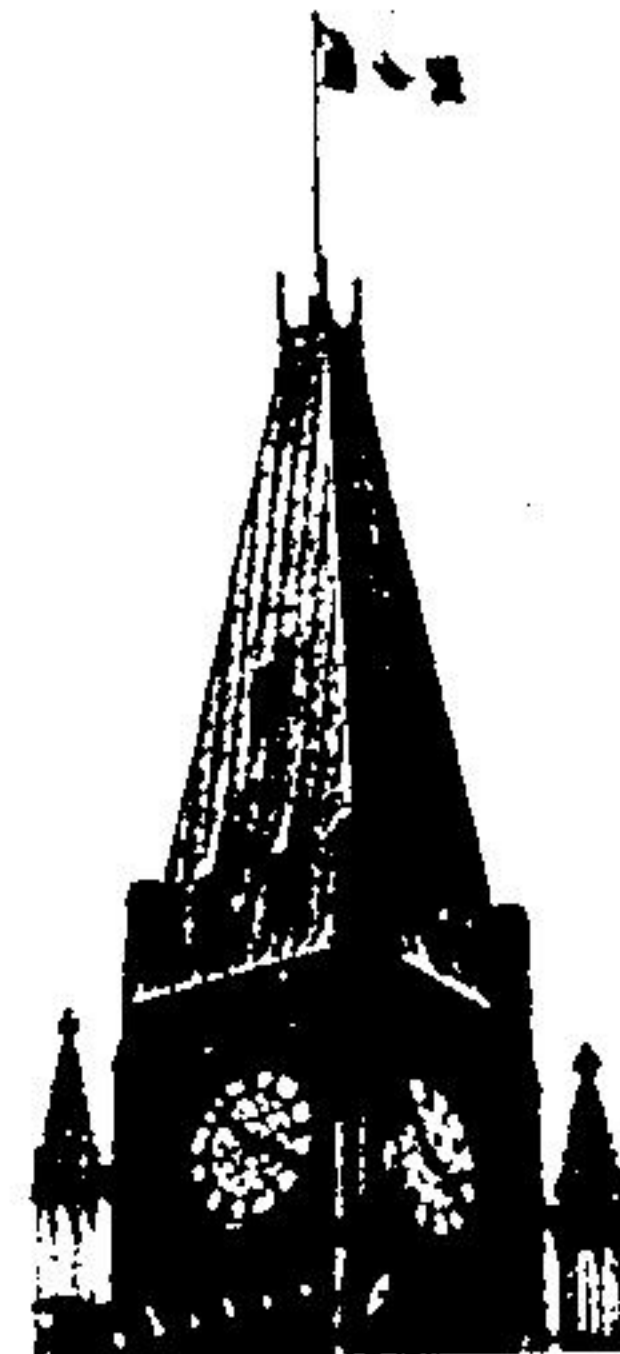
Distance

Distances, although referred to infrequently in weather information, may be used to locate weather systems on a geographic basis in the synopsis accompanying a forecast. For instance, a forecaster may say that rain is predicted for Toronto tonight with the arrival of a warm front currently located 200 km to the west of the city.

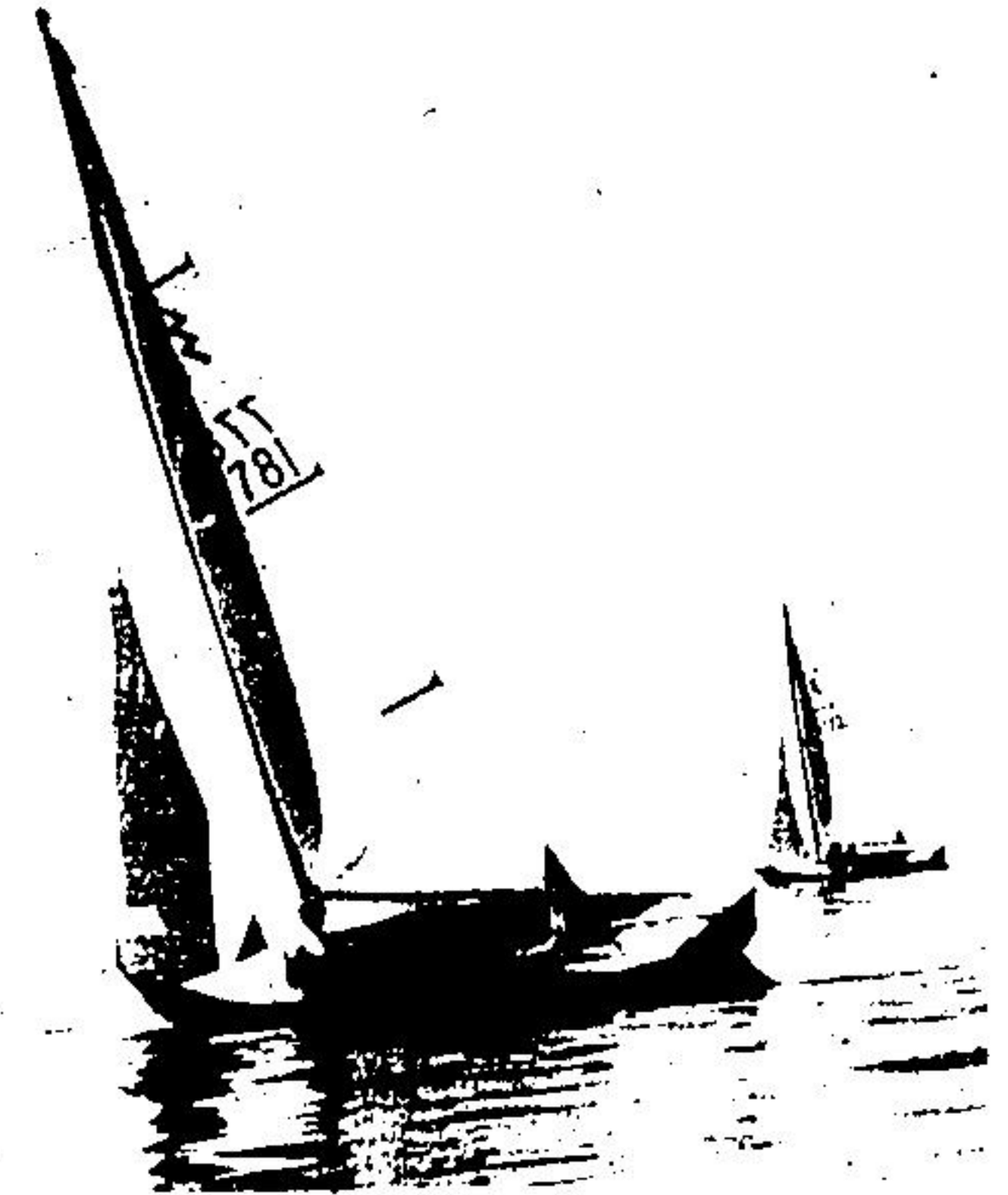
April 1 conversion day for windspeed, pressure, distance

WIND SPEED BENCHMARKS

Descriptive Term	Speed Range in km/h	Effects
light winds	20 and under	Wind felt on face; wind extends light flag; leaves rustle and move
moderate winds	21 to 40	Raises dust and loose paper; crested wavelets form on inland waters; fine loose snow begins to drift.
strong winds	41 to 60	Large branches in motion; whistling heard in telegraph wires; umbrellas used with difficulty; extensive drifting snow; inconvenience felt in walking against wind.
gale winds	61 to 90	Breaks twigs off trees; walking made difficult; slight structural damage occurs, e.g. to roofing shingles, TV antennae, etc.; blowing snow reduces visibility.
storm force winds	91 to 115	Trees uprooted; serious structural damage occurs; driving made difficult.
hurricane force winds	over 115	Accompanied by widespread damage (occurs infrequently in Canada).



K. Davies photo
Light winds of 8 km/h extend the Canadian flag on the Peace Tower at the Parliament Buildings, Ottawa. Weather on the day this picture was taken was affected by a ridge of high pressure 160 km southwest of Lake Michigan—temperature at 15.53 h was -14°C.



Canadian Government Travel Bureau photo
The Canadian Olympic Training Regatta, an annual event, provides experience for crews. The yachting events of the 1976 Summer Olympics will be held at Kingston, at the eastern end of Lake Ontario.

Great chance for business

The Olympic Games offers a great opportunity for quick thinking Canadian business leaders to spearhead promotions that will do two good jobs at once: highlight the summer games and inform on the metric system.

For some time now Canadian businesses have not only been planning their own metric conversion but, by initiating metric information programs, helping their customers and consumers to adjust also.

McDonald's Tobacco, Eaton's, the Toronto Dominion and Royal Banks, Metropolitan Life, Bowater Canadian, the Bank of Montreal, Kellogg's, Colgate-Palmolive, Libby's, Nestlé's, Kimberly-Clark and General Motors are just a few of the companies to launch metric information programs so far.

U.S. plans metric weather

The United States National Weather Service (NWS) is awaiting the "go-ahead" from the Secretary of Commerce before embarking on a metric conversion program.

While awaiting approval, however, NWS has devised a tentative timetable for metric implementation—including long-range plans for temperature readouts in °C, wind speeds in km/h, rainfall in mm and snowfall in cm measurements.

The NWS is also preparing a public awareness plan to prepare Americans for the changes. They are studying such issues as how much publicity will be needed to satisfy the public, how soon should a federal agency "wean" the public away from the conventional system of measurement, and which public awareness program has proven most useful in countries currently converting to the metric system.

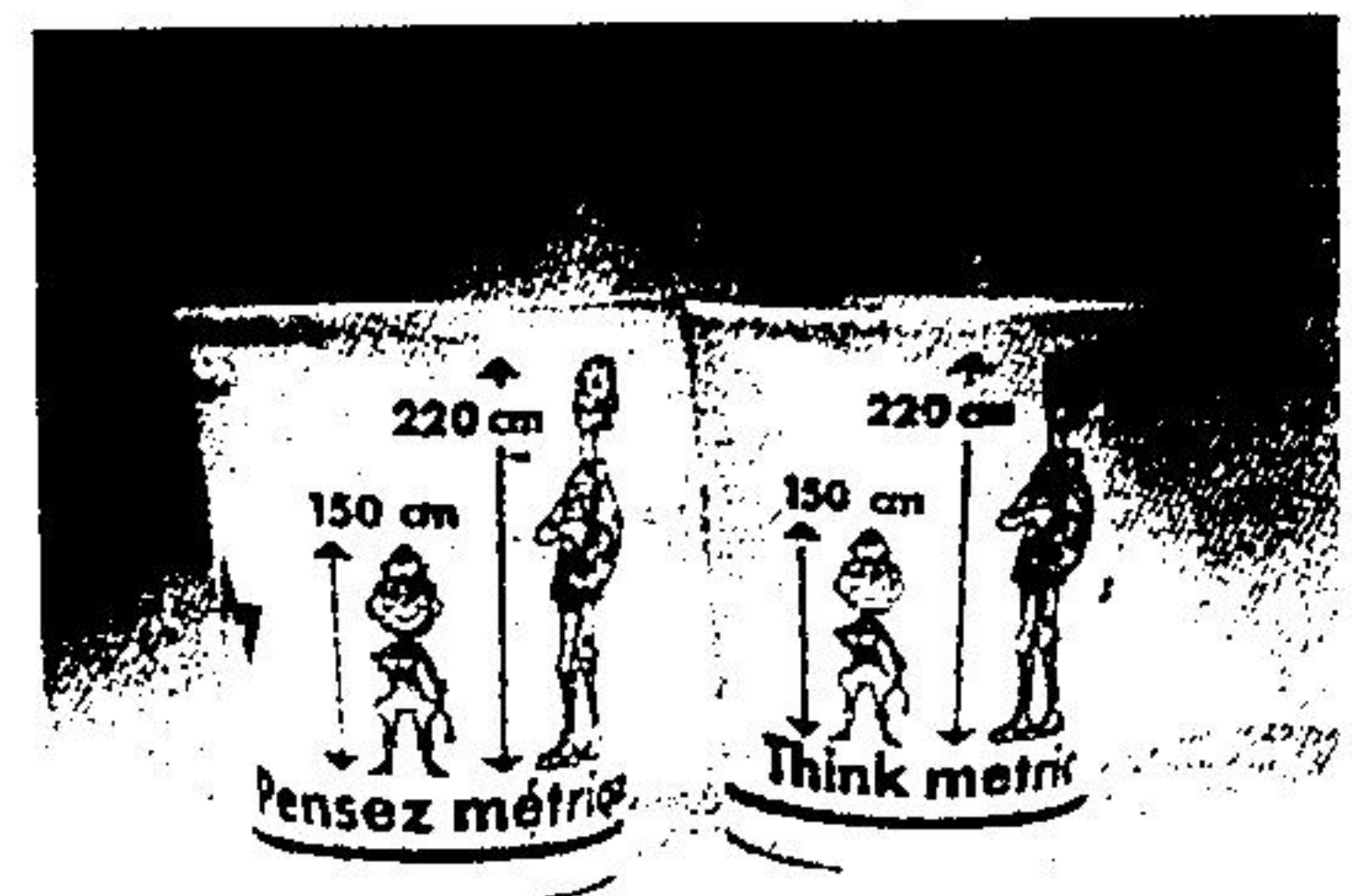
ANMC Reporter



First Canadian kPa barometer

The barometer pictured here is the first Canadian manufactured barometer to be calibrated in kPa, the SI derived unit for measuring atmospheric pressure. It was produced by Airflow Developments (Canada) Ltd., Richmond Hill, Ontario, manufacturers of meteorological instruments. All equipment carried by Airflow Developments is available in metric units.

K. Davies photo



What's the volume?

Can you estimate the volume of this paper cup? (It is 80 mm high and measures 88 mm across the top.) It is one of a series of six metric design cups produced by the Toronto firm of Lily Cups Ltd., one of the suppliers for the 1976 Montreal Olympics. This is another example of a Canadian company using their marketing opportunities to help us to learn to think metric.

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