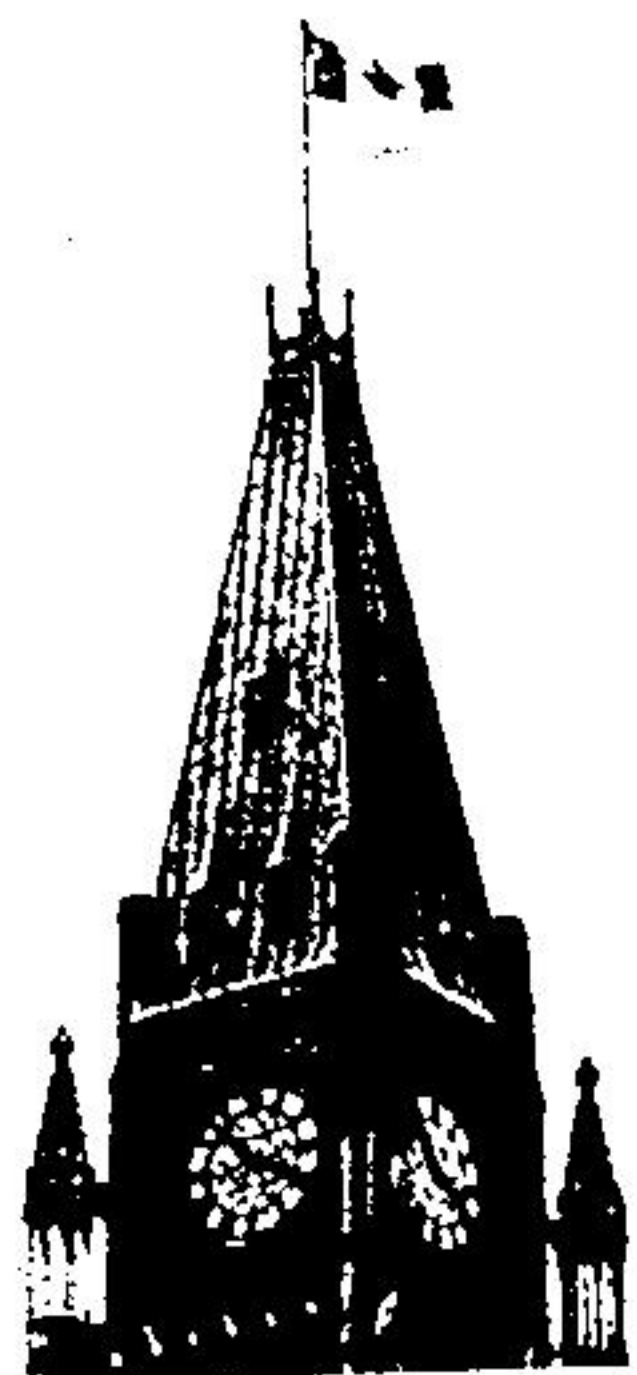


(Part Two)

ate Marketplace Metric update



Articles Reproduced compliments of the Metric Monitor

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K. Davies photo

Light winds of 6 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.

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 "woan" 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



Canadian Government Travel Bureau photo

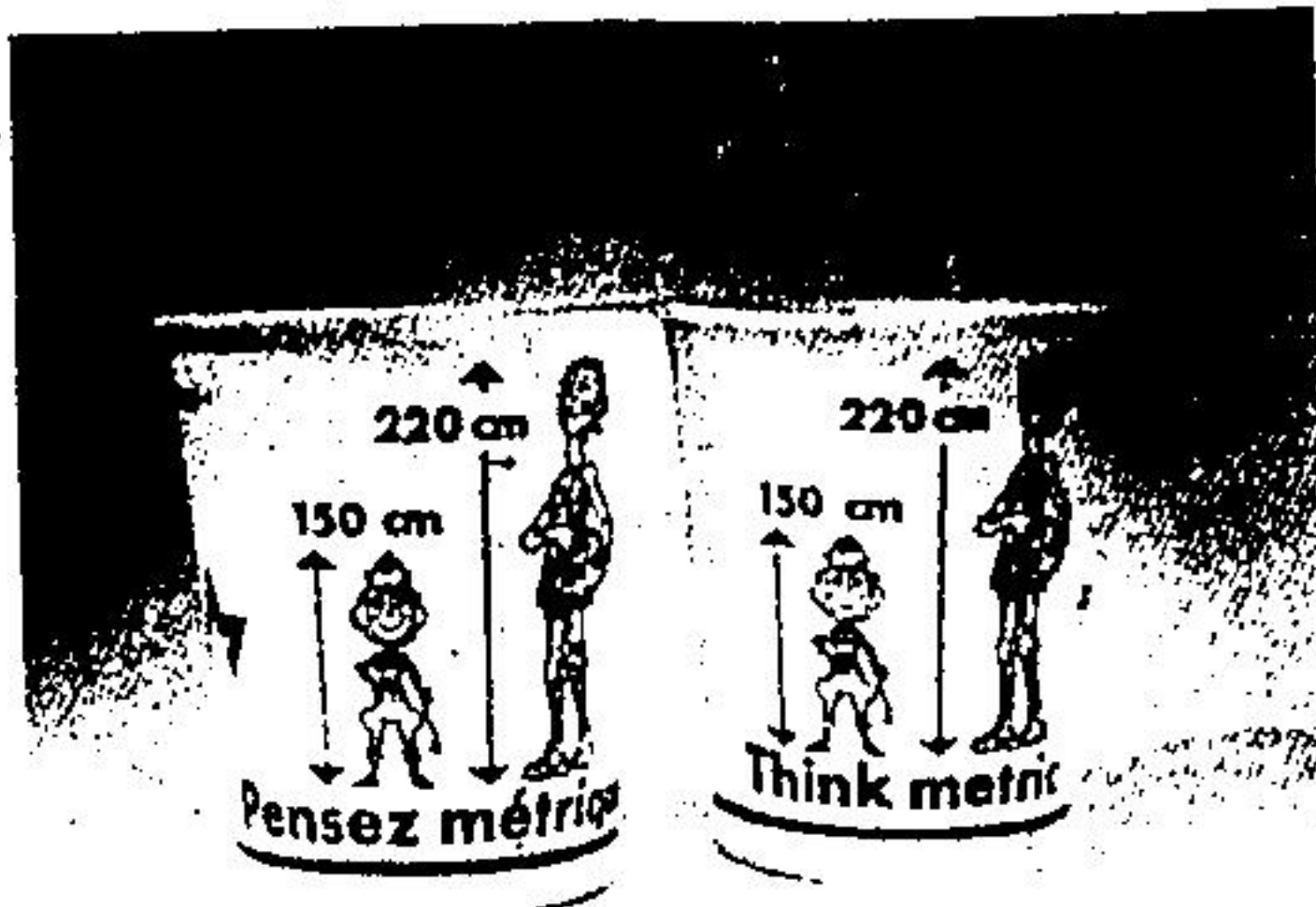
The Canadian Olympic Training Regatta, an annual event, provides experience for crews. The yachting events of the 1976 Summer Olympics will be held at Kingston, at the eastern end of Lake Ontario.

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 Bank, 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.



What's the volume?

Can you estimate the volume of this paper cup? (It is 80 mm high and measures 66 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.

At the Montreal Olympics

Metric is the name of the game

If you plan to watch, listen to, or read about the 1976 Summer Olympics, scheduled for July 17 to August 1 in Montreal, you should prepare yourself now by learning to "think metric".

The actual sports events will be measured in SI units and radio, television and press coverage will also be in these units.

For distance events such as track, field and swimming, sports reporters and broadcasters will be using m (metre) and km (kilometre). For mass, the kg (kilogram) will be used. Like all SI units, these are simple to understand.

Some examples

Entrants in weightlifting competition must meet the following requirements. For flyweight, the lightest class, competitors must weigh under 52 kg; middleweights — up to 75 kg; and heavyweights up to 110 kg. Flyweights must lift a minimum of 212.5 kg (in the combined snatch, clean and jerk lifts), middleweights a minimum of 302.5 kg, and heavyweight class competitors must lift at least 352.5 kg.

Track and Field

A good runner can cover 1 km in 2.5 min (minutes). The women's world record for the 100 m sprint, held by Renate Stecher of East Germany, is 10.8 s. Bill Crothers holds the best Canadian time for the 800 m middle distance race at 1 min 45.6 s. The 100 m women's hurdle record holder is Annelie Ehrhardt of East Germany, (12.3 s). The fastest Canadian time for the 20 km walk (1 h 33 min 40 s) is held by Marcel Jobin of Québec.

Let's hope that this summer other Canadians can emulate the feat of Kathy Kreiner, winner of a coveted gold medal for the giant slalom at the Innsbruck Winter Olympics. Kathy mastered the 1 225 m course and its 49 gates in 1 29 13.

U.S. news

Some news items from the U.S. supplied by the National Bureau of Standard Metric information office:

Hearings on a proposal by the Distilled Spirits Council of the U.S. that the Treasury Department approve the adoption of six metric sized bottles were held on September 10. No opposition was voiced at that time. The approved sizes are 50 ml, 250 ml, 500 ml, 750 ml, 1 l, and 1.75 l.

The Seven-Up Bottling Company of Indiana has announced that Indiana will be the first state in the U.S. to have statewide distribution on their new metric soft drink bottles.



Photo by Health & Welfare Canada

Doug Mallin seems to be putting all his efforts into winning this event, the butterfly swim, in the photo above. Athletes will be competing in the 100 m and 200 m butterfly at the Montreal Olympics — 100 m is two lengths of an Olympic sized pool.

Metric notes

All Boy Scouts of Canada handbooks and support material were converted to metric sizes during 1975, advises Syd Young, executive director of communications services.

The Canadian Scout Handbook, Cub Book, About Camping, Scout Leaders' Handbook and Rover Handbook are a few of the major publications produced by Scout national headquarters now in metric.

"Last year we published two feature articles on metric conversion in our monthly 'Canadian Leader' magazine," writes Mr. Young, "and our 1976 national calendar (distribution 400 000) carries conversion scales on the inside front cover."

From January 1, 1976 Australian manufacturers of coated abrasives must show all packaged units either in dual markings or solely metric units. However, the coated abrasive manufacturers have decided to use only metric units to eliminate additional expenditure. (Metric Information Service 12/75)

W. M. Blumental says adoption of the metric system can lead the United States to greater export opportunities. Blumental, former U.S. Ambassador and chairman of the U.S. Delegation to the Kennedy Round of Trade Negotiations, sees the metric system leading to international standards that lower the barricades to trade, and

increasing the bonds between nations. (Middletown, New Jersey Ad-Visor)

Mr. Marsh J. Dollansky, Chairman of Sector Committee 5.6, Road Design and Operations, who was formerly Chief Planning Engineer, Department of Highways and Transportation for Alberta, has been promoted to the position of Assistant Deputy Minister, Operational Planning and Services.

Nabob Foods Limited introduced a new 1 kg package of Nabob Coffee onto the market at the beginning of October, 1975. This size brand is now widely distributed throughout western Canada.

"School currency" metric teaching aid

Mathematicians, scientists and others who have given their names to the units used in SI are featured on a set of educational currency produced by a team of Canadian student teachers.

There are eight denominations of Nova Scotia Teachers College "school currency." Series 1976, featuring likenesses of Ampere, Celsius, Faraday, Kelvin, Newton, Pascal, Volta and Watt.

Production of the "currency" was a student project in connection with Mathematics Education course work at the College and is intended for use in simulation games, school carnivals, classroom stores and similar projects, according to H. D. Allen, faculty member supervising the student project.

Portraits on the notes were drawn by Ken Boyd, scenes were by Boyd and Mary Lou

Sweet. Other students participating in the design and production of the "currency" were Dale Banks, Jayne Greens, Louise Himmelman, Pat MacEwan, and Karen Rector. The overall aim of the project was to produce an attractive, useful classroom currency with a full range of denominations and without the "Mickey Mouse" look of much commercial "play money" — which would also be useful as a metric teaching aid.

