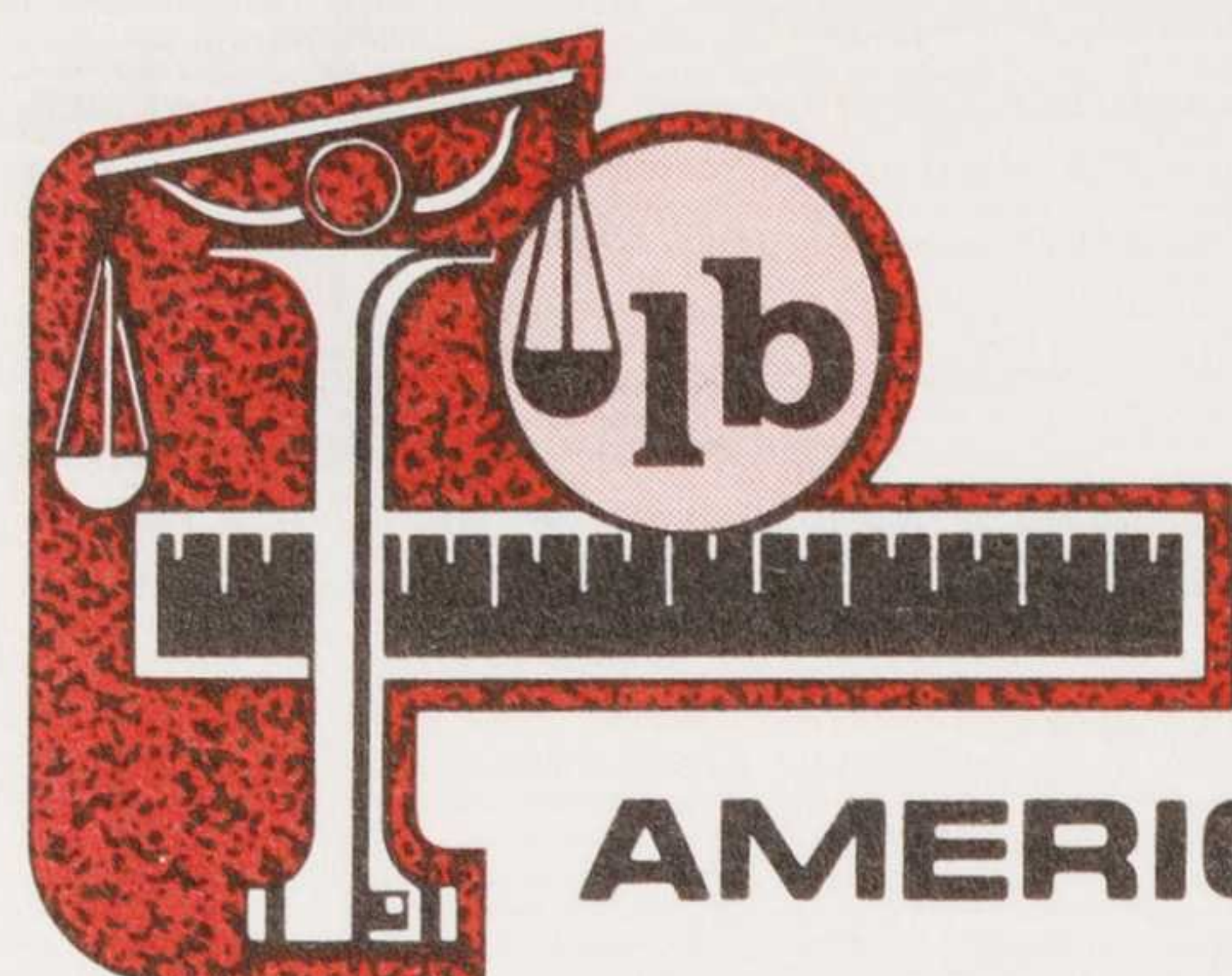




## AMERICAN INSTITUTE of WEIGHTS AND MEASURES

Dear Friend:

There is a very real danger that the United States will convert to the metric system in the near future. The first steps toward complete conversion have already been taken: children now learn metrics in school, alcoholic beverages are sold by the liter and milliliter, and attempts have been made by the federal government to have all highway speed limit signs read exclusively in metric. Sounds innocent enough, but supposing the metric system does more harm than good?

J.W. Batchelder, a Vermont engineer and one of the nation's leading opponents of the metric system, has written *METRIC MADNESS: Over 150 Reasons for NOT Converting to the Metric System* to alert people to the disastrous consequences of metric conversion. Abandoning our customary system of measurement for the illogical and imprecise system known as SI (Systeme Internationale) would, he says, inevitably produce chaos in both our industry and everyday activities, as has been shown in Australia, Canada and Great Britain.

Mr. Batchelder does not simply offer objections to metrics. He marshals fact after fact, argument after argument, to prove conclusively that the effort to convert to the metric system is a fraud that can seriously damage our well-being as a nation. Among the topics covered: the multi-billion dollar cost of conversion: the threat to national security: the failure of metrics in the British Commonwealth: the inconsistencies of the metric system: and the rip-off of consumers by metrics.

As revealed in *METRIC MADNESS*, conversion to the metric system is voluntary, **not mandatory**; Congress has seen to that. Nevertheless, the metric zealots persist in trying to force metrics upon us. But no matter what the public may have heard or read, there is no law that can make anyone begin measuring in meters, grams, and liters. There are, however, a number of things people can do to prevent metric conversion. To help people do just that, *METRIC MADNESS* offers many valuable suggestions and provides a list of "friendly organizations" set up to assist those who are opposed to the change.

We urge you to order *METRIC MADNESS* today!