

DEPARTMENT OF STATE

FOR THE PRESS

JUNE 24, 1965

JOSEPH A. GREENWALD APPOINTED
DEPUTY ASSISTANT SECRETARY OF STATE
FOR INTERNATIONAL TRADE POLICY AND ECONOMIC DEFENSE
BUREAU OF ECONOMIC AFFAIRS

Joseph A. Greenwald, Foreign Service Officer, has been appointed Deputy Assistant Secretary of State for International Trade Policy and Economic Defense in the Bureau of Economic Affairs.

Mr. Greenwald, whose appointment was effective June 22, has been Director of the Office of International Trade since August 1963. Previously he served five years as first secretary in the American Embassy in London.

Mr. Greenwald came to the Department of State in 1947 and served in Washington until 1952 when he was assigned to Geneva as an economic officer. Upon completion of that assignment in 1955, he served again in the Department as an international economist until assigned to London.

Born in Chicago, Illinois, September 18, 1918, Mr. Greenwald received his Bachelor of Arts degree from the University of Chicago in 1941 and his Bachelor of Laws degree from Georgetown University Law School in 1951. He is a member of the District of Columbia bar.

Mr. Greenwald served in the Navy and Merchant Marine from 1941 to 1943. He was an economist on the War Production Board.

Mr. Greenwald is married to the former Virginia Doyle of New York. They have three children: John, 19; Bruce, 18; and Jane, 16.

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JOSEPH ADOLPH GREENWALD

United States Representative to the
European Communities

Born September 18, 1918, in Chicago, Illinois, Ambassador Greenwald received his A.B. degree from the University of Chicago in 1941 and his LL.B from Georgetown University Law School in 1951. He has served with the U.S. Navy and U.S. Maritime Service. He is a member of the District of Columbia bar.

Ambassador Greenwald came to the Department of State as an economist in 1947. He had assignments in Geneva and London as well as the Department early in his career. From 1965 to 1969, he served as Deputy Assistant Secretary for International Trade Policy and Economic Defense. In 1969, he became Acting Assistant Secretary for Economic Affairs. Later that year he became U.S. Representative to the Organization for Economic Cooperation and Development (OECD) in Paris where he served until he took up his present duties in October 1972.

Ambassador Greenwald is married to the former Mary Virginia Doyle and is the father of two sons and a daughter.

Department of State

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Announcement of Intention To Nominate Joseph A. Greenwald To Be Assistant Secretary for Economic and Business Affairs. December 22, 1975

The President today announced his intention to nominate Joseph A. Greenwald, of Chicago, Ill., to be an Assistant Secretary of State for Economic and Business Affairs. He will succeed Thomas O. Enders, who became Ambassador to Canada on December 15, 1975.

Since 1972, Mr. Greenwald, a career Minister, has been United States Representative to the United States Mission to the European Communities with the rank of Ambassador. From 1969 to 1972, he was the United States Representative to the Organization for Economic Cooperation and Development with the personal rank of Ambassador in Paris, France. He served at the Department of State from 1963 to 1969, serving successively as Director of the Office of International Trade for the Bureau of Economic Affairs (1963-65), Deputy Assistant Secretary of State for International Trade Policy and Economic Defense (1965-1969), and Acting Assistant Secretary of State for Economic Affairs (1969). He was an Economic Officer in London, England, from 1958 to 1963.

In 1955, Mr. Greenwald became Chief of the Special Problems Branch with the Trade Agreements and Treaties Division for the Bureau of Economic Affairs and Chief of the Commercial Programs Branch, serving until 1958. From 1952 to 1955, he was an Economic Adviser with the United States Delegation to the Economic Commission for Europe in Geneva, Switzerland, after having served as an Economist with the Division of Commercial Policy from 1949 to 1952 at the Department. From 1947 to 1949, he was an Economist with International Resources Division at the State Department.

Mr. Greenwald was born on September 18, 1918, in Chicago, Ill., and received his B.A. from the University of Chicago in 1941. He attended Georgetown University and received his LL.B. in 1951. He served in the United States Navy during 1940-41 and became an Economist in the Office of Production Management in 1941. He served as a Warrant Officer, Purser-Pharmacist with the United States Maritime Service from 1944 to 1946. He became an Economist in the Office of Price Administration during 1946-47.

Mr. Greenwald is married to the former Virginia Doyle, and they have three children. They reside in Brussels, Belgium.

Metric Conversion Act of 1975

Statement by the President on Signing H.R. 8674 Into Law. December 23, 1975

I am today signing H.R. 8674, the Metric Conversion Act of 1975. This legislation establishes a national policy of coordinating and planning for the increased use of the metric measurement system in the United States.

To say that this legislation is historic is an understatement. The question of a common measurement language is, in fact, nearly as old as our country. President George Washington raised the issue in his first message to Congress on January 8, 1790. He called at that time for a uniform system of currency and weights and measures. He repeated his request several times thereafter.

President James Madison also urged Congressional action on a measurement system. Fifty years later—in July 1866—Congress did pass legislation making it legal to use the metric system in U.S. trade and commerce.

In 1875, the United States was one of the 17 countries which signed the Treaty of the Meter. In spite of that, the country retained its old measurement system. There have been expressions of legislative interest from time to time since 1875, but no further definitive statement of national policy has been forthcoming.

We should learn from this brief history that legislation cannot solve all our problems. Indeed, if the legislation is not founded on public acceptance, it will have less than no effect at all.

That is why I think this bill is so interesting—because the real impetus came from the private sector, from people in the business of buying and selling American products here and overseas. U.S. industry in this regard is miles ahead of official policy. American companies already are making great use of metric measurements. Many areas of our industry—such as pharmaceuticals, cameras, and space exploration—already are entirely or largely metric. In addition, many of the country's largest retailers are finding it is good business to deal metrically with their customers.

The truth is that our continued use of the English system of measurement was making us an island in a metric sea. In 1965, Great Britain renounced its old system of measurement in favor of metric. It was followed by the Commonwealth countries. Today, more than 90 percent of the world's people uses metric measurement in their everyday lives.

A few years ago, the Congress asked the Secretary of Commerce to determine what impact the increasing worldwide use of the metric system was having on the United States and whether it was desirable to increase the use of metric weights and measures here. The National Bureau of Standards, which conducted that study, urged wider use of the metric measurement language. NBS also proposed