

While almost every corner of life will be affected by metric conversion, there will still be some untranslatable expressions that have entered the language too deeply to be affected. Pound-cake, for example, will undoubtedly retain its name; those who are given the proverbial inch may continue to take a mile; however, the western "ten-gallon hat" is already being described as a 45 litre hat in cartoons.

#### **Information program of Metric Commission Canada**

The primary role of Metric Commission Canada is to prepare and coordinate an overall metric conversion program within the Canadian economy. Its information responsibilities are to furnish, publish and disseminate information on the plans for and progress of metric conversion.

During 1975-76 the commission's information program was expanded to make Canadians aware of the four-phase program of guideline dates for metric conversion; to generate a national climate of receptivity and acceptance of the metric system; to ensure that Canadians understand metric measurements; and to inform the appropriate audiences of coming events in the conversion plans that are established by the sector committees.

The inauguration of Celsius in weather reports in April 1975 occasioned a record number of public inquiries in the preceding month, and less than 1% of the letters received were critical. Inquiries handled by the Metric Commission for the year exceeded 120,000, 60% in English and 40% in French. When rainfall was expressed in millimetres (mm) and snowfall in centimetres (cm) after September 1, 1975 there was not any increase in inquiries.

A stylized M and maple leaf symbolizes metric conversion in Canada. Properly applied by organizations in all sectors of the economy, it identifies metric materials, supplies, publications and products. The growing use of this symbol will mark Canada's adoption of the simplest, most advanced and universal metric measurement system — the International System of Units (SI).