

Des Moines' morning essentials from the publisher
of CITYVIEW and the Iowa Living magazines

thedailyumbrella

Tuesday, June 6, 2023

Good Tuesday morning to you!

How tall are you? How much do you weigh? What is the temperature outside?

I am confidently guessing that most of you know the answers to these questions, and I am also confidently guessing that none of you answered in meters, kilograms or Celsius degrees.

That is because the vast majority of the readers of this newsletter are Americans who use words like feet and pounds and Fahrenheit degrees when offering measurements. It is the imperial system that we inherited from Great Britain, and, for the most part, we like it.



Some of you may recall the push to convert to the metric system in the 1970s. Internationalists wanted us to be on the same system as most of the rest of the world. As such, in 1975, the United States passed the Metric Conversion Act, which was legislation meant to transition units of measurement from feet and pounds to meters and kilograms. Blame it on President Gerald Ford, if you want. The law was voluntary, but the school teachers I had convinced us we were going to need to learn the metric system or be left behind. Forty-eight years later, the metric system is still an afterthought for most of us. A few laws require consumer goods to list in both metric and U.S. customary measures, but that's about it. Why?

Many theories exist regarding our resistance to the metric system, but much of it comes down to our general unwillingness to change and our purposeful unwillingness to be like those in other countries. Call it American arrogance if you like, but it's just part of Americana. And, for most of us, the imperial systems just makes sense.

The metric system is mostly logical. I will give you that. It is numerically simple, based on the powers of 10. Meanwhile, a meter is .0000002 the distance from the equator to the North Pole. Of course.

Imperial units are not based on logical math but rather simple measurements most people can easily relate to. A foot is equal, give or take, to the distance of, well, a human foot. An inch is about the width of a human thumb. You get the idea, and you don't need to know anything about the equator or the North Pole.

Converting to the metric system as a 7-year-old boy wasn't easy. I can't imagine how adults responded to it. As with most things, change is slow. In this case, very slow. Meanwhile, as our economy becomes more and more global, and as our population becomes more and more blended with those from other countries, we are using the metric system more and more, whether we realize it or not. Who knows? In another 50 years, Americans may not even know what feet, pounds and Fahrenheit degrees even mean.

What do you think? Shoot me a note and let me know.

Have a terrific Tuesday, and thanks for reading.

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CITYVIEW's Best Of Des Moines

CITYVIEW announced its 2023 Best Of Des Moines readers' choices Jan. 31. You can find all the results from the poll in the February issue of [CITYVIEW](#) magazine!

Best Local Computer Repair Shop

1. Little Dog Tech
2. Dymin Systems
3. Mobile Spot



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DES MOINES 7 DAY FORECAST

TUE	WED	THU	FRI	SAT	SUN	MON
87	81	80	83	83	80	80
65	59	55	60	62	57	

clear
MORTGAGE

Your Clear Mortgage forecast from Jason Parkin

We'll see better chances for late-day and evening storms today and again on Wednesday. A cool front crosses the state Wednesday, bringing us a dry end to the week. Rain chances return Saturday.

For help with preapprovals or refinancing, get in touch with Carrie at carrie.mortgage.

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GOOGLE REVIEWS

A family of four (mother, father, and two children) smiling in front of pink and white balloons.

Dr. Stork

Featured Home For Sale

Attention Realtors, post your listings here for \$50. Contact jolene@iowalivingmagazines.com for details.

\$399,000
10943 Hickory Drive
Clive, IA 50325

Completely updated modern home in the heart of Clive. Clean lines throughout this home with kitchen remodel including maple cabinets, appliances (less than 1 year), granite and tile back-splash. Sleek split level 3 beds, 3 baths has tiled entryway, kitchen and hardwood floors in living and dining room.

[See more about this listing.](#)

[SEE MORE HOMES FOR SALE](#)



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STIR

10

DRINKS

25

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— From the — FOOD DUDE —

One of Des Moines’ great free events, the Zenith Chamber Music Series, begins tonight at Sheslow Auditorium on the Drake campus and plays every night through Saturday at four venues, indoors and outdoors. <https://zenith.wp.drake.edu>

Today is National Olive Day, and Pearls Olives is kicking off its Greek Vacation sweepstakes. Today through July 31, consumers who visit www.olives.com can enter for a chance to win a nine-day vacation to Greece that includes sunny beaches, touring of cultural sights and a chance to experience authentic Mediterranean flavors including olives.

Beaverdale’s most convenient Farmers Market opens its season tonight at 4 p.m. at 4801 Franklin Ave. Note that Franklin is closed to through-traffic west of the market.

— Jim Duncan

Headlines

FROM KCCI: Jodi Huisentruit disappearance: Private investigator believes mystery can be solved

MASON CITY, Iowa — New information has surfaced in one of Iowa’s most puzzling cold cases.

Mason City news anchor Jodi Huisentruit disappeared nearly 28 years ago. She was supposed to anchor the morning news on June 27, 1995. ..[READ MORE FROM KCCI](#)

FROM WHO-TV: Iowa teen tried to hire hitman to kill 7-year-old, police say

STORM LAKE, Iowa (KCAU) — A 17-year-old is facing a felony charge after officials say she allegedly attempted to order a hit on a 7-year-old. According to a release from the Storm Lake Police Department, officials were contacted on Friday for a report at midnight of someone visiting a parody website called “rentahitman.com” with the intention to hire someone to kill a young child. ..[READ MORE FROM WHO-TV](#)

FROM WOI-DT Local 5: Man dies after falling off Rock Creek State Park dock, Jasper County Sheriff’s Office says

JASPER COUNTY, Iowa — A man is dead after falling off a dock at Rock Creek State Park overnight, according to the Jasper County Sheriff’s Office. Dispatch received a call about a man yelling for help near the west side boat ramp of Rock Creek State Park shortly after midnight Sunday. ...[READ MORE FROM WOI-DT Local 5](#)

On June 5 in history ...

1944. D-Day: Allies storm Normandy’s coast. On June 6, 1944, Supreme Allied Commander General Dwight D. Eisenhower gives the go-ahead for the largest amphibious military operation in history: Operation Overlord, the Allied invasion of northern France, commonly known as D-Day.

1998: “Sex and the City” premieres on HBO. On June 6, 1998, the cable network HBO airs the pilot episode of Sex and the City, a new comedy series chronicling the lives and loves of four women living in New York City.

1933: First drive-in movie theater opens. On June 6, 1933, eager motorists park their automobiles on the grounds of Camden Drive-In, the first-ever drive-in movie theater, located on Admiral Wilson Boulevard in Pennsauken, New Jersey.

[Read more at History.com.](#)

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Birthdays and Notables!

These celebrities were born on this date: Gary “U.S.” Bonds, Robert Englund, Sen. Marsha Blackburn, Harvey Fierstein, Sandra Bernhard, Bjorn Borg, Colin Quinn, Jimmy Jam, Steve Vai, Tom Araya and Jason Isaacs.
SUBMIT: Send your birthday greetings and congratulatory notes to: tammy@iowalivingmagazines.com

Morning Chuckle

The answer to yesterday’s riddle:
How did the chimpanzee get down the stairs so quickly?
HE SLID DOWN THE BANANA-STER!

Today’s Riddle
Where do llamas go to escape the hustle and bustle of the modern world?
Have a guess? Email tammy@iowalivingmagazines.com



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