

DAILY NOTEBOOK

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THE BUZZ Going ga-ga for Gaga



This woman had hundreds of people following her as she walked down Michigan Avenue in downtown Chicago. But it wasn't Lady Gaga — it was a Washington Community High School grad. Check out Danielle Hatch's blog to learn more and how you can help the imposter win Billboard's look-alike contest.



SCENE YOU Share your 'back to school' snapshots

Did you document that first day of school? If so, please share the photo. You can submit to "First Day of School" at pjstar.com

TO DO TODAY Hit the floor

The Itoo Society is having ballroom dancing at the Itoo Hall, 4909 W. Farmington Road. Chuck Cunningham is performing. Doors open at 6 p.m., with dancing from 7 to 10 p.m. The cost is \$6.

► Today in Central Illinois, Page B6 for complete details and more activities.

LOTTERY

Winning numbers drawn in Wednesday's Illinois State Lottery

Pick Three-Midday: 7-3-9

Pick Three-Evening: 0-7-9

Pick Four-Midday: 0-0-2-1

Pick Four-Evening: 9-4-8-8

Little Lotto: 4-30-31-32-39

Lotto: 19-22-33-37-46-51

Powerball: 16-17-29-31-36

Powerball 23 (Powerplay x3)

Lotto jackpot: \$3.5 million

Powerball jackpot: \$20 million

COMING TOMORROW



Vain about veins

"Lunch break" surgery to get rid of those unsightly varicose veins is now being done in Peoria. HEALTH

DEATH IN AFGHANISTAN

Teachers remember hard worker

Newton enlisted in Marines soon after '07 graduation

BY LESLIE WILLIAMS
OF THE JOURNAL STAR

EAST PEORIA — The American flag waved gently in the wind at half-staff Wednesday outside East Peoria Community High School in honor of the student turned hero who once walked its halls.

Lance Cpl. Robert "R.J." Newton, 21, of Creve Coeur — a 2007 graduate of the high school who enlisted in the U.S. Marine Corps



ROBERT J. NEWTON

operations against enemy forces in Helmand Province.

"He was a kid you enjoyed having in class and a hard worker;

shortly after receiving his diploma — died Monday while supporting combat operations in Afghanistan.

He was killed by enemy small-arms fire while conducting dismounted combat

operations against enemy forces in Helmand Province.

"He was a kid you enjoyed having in class and a hard worker;

prepare funeral arrangements. An infantryman, Newton was assigned to India Company, 3rd Battalion, 7th Marine Regiment, 1st Marine Division, I Marine Expeditionary Force, based at Marine Corps Air Ground Combat Center Twentynine Palms, Calif. Newton deployed to Afghanistan about five months after President Barack Obama authorized an increase in troops last year to take on the Taliban, which had used the province as a safe haven. The

"We're all heavy-hearted here. We feel for him and his family."

Newton's death was announced Tuesday by the U.S. Department of Defense. His family has asked for privacy while they grieve and

prepare funeral arrangements.

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Council throwing good money after bad

As a mischievous kid, you'd love your parents to be like the Peoria City Council.

You could do anything, say anything — and never, ever get in trouble.

You can imagine how the council would be as parents: "Gosh darn it, Junior, you don't behave right. Your teachers say you're failing all your subjects. The neighbors complain that you trample their garden. And you never clean your bedroom. I'm really disappointed. Now, here's your allowance, and don't be bad again."

Of course, you'd never change your ways. No need, if there's no risk of punishment.

That's what it's like when schemers come before the council nowadays: Renege on promises, but never get so much as a hand slap. The council no longer can deliver a needed spanking. It's like a freaked-out Teddy Roosevelt: Talk loudly and carry a limp wrist.

Tuesday, one after another, council members berated museum poo-bahs about the possible vanishing of the IMAX theater. For a while, the council looked as if it were evolving a backbone. But in the end, it proved to still be just an invertebrate: spineless and mindless. It voted 9-1 — thank you, Gary Sandberg — to OK the project.

It was as if the council felt it couldn't put the brakes on a runaway train: too much money and time invested already. That's baloney — what economists call a sunk-cost dilemma. You stay a course that turns bad, only because you've been going that way a long time.

Think about the last time you went to a movie that turned lousy. Maybe, mindful of the ticket price, you watched the whole thing — even though you realized its badness in the first scene. That's the sunk-cost dilemma. A better tack: You've already blown the money, so you'd be better off cutting your losses by leaving the theater and having fun otherwise.

Tuesday, the city could've kept the land — develop it otherwise or sell it off. But no.

Perhaps the council fears crossing Caterpillar Inc., whose visitors center is part of the project. Mind you, one of the odder quotes Tuesday came from Jim Baumgartner, Cat's public-relations guru: "We think it's a vital step in making Peoria an attractive place."

Hmm. I didn't realize Peoria was an *unattractive* place. Sure, it's got its faults — what city doesn't? — but I didn't see us as drop-dead ugly. And somehow, like one of those band nerds-becomes-prom-queen movies, the museum suddenly will transform Peoria into Angelina Jolie-like hotness. Um, sure.

Or, maybe he meant the museum will shine so brightly as to lure more visitors and make more money than anyone envisioned. Maybe Peoria can close its mammoth budget deficit. Maybe the city can hire legions of new cops to make the city reasonably safe south of War Memorial Drive. Maybe excess revenue can be shuttled over to District 150 to hire top-notch teachers and otherwise revamp the beleaguered school system. And maybe the city can line sidewalks with fountains that spout chocolate milk.

But I doubt it. Still, the council couldn't say no. As Mayor Ardis said, "We ... in many cases bit our tongue, swallowed a little bit of pride."

But now the public has to swallow something else — something that grows mushrooms and attracts flies. And it tastes awful.

PHIL LUCIANO is a columnist with the Journal Star. He can be reached at pluciano@pjstar.com, 686-3155 or (800) 225-5757, Ext. 3155. Luciano co-hosts "The Markley & Luciano Show" from 5:30 to 9 a.m. weekdays on 102.3 Max-FM.

THE FRESH MARKET OPENS AT WESTLAKE



PURCHASE THIS PHOTO AT PJSTAR.COM

DAVID ZALAZNIK/JOURNAL STAR

Beryl Hein of Peoria takes a slice of a pluot, a cross between a plum and an apricot, offered by The Fresh Market employee Adnan Imtairah during the store's opening Wednesday. The new 25,000-square-foot store at Westlake Shopping Center intends to offer customers a unique shopping experience.

FRESHNESS REIGNS

New market focuses on 'customer engagement' from music to produce

BY PAUL GORDON
OF THE JOURNAL STAR

PEORIA — It isn't every grocery store you walk into that serenades its shoppers with classical music and soft light.

Still, that is only part of what makes The Fresh Market, which opened a new 25,000-square-foot store at Westlake Shopping Center on Wednesday, a unique shopping experience.

Every employee you pass in an aisle will greet you, the goods on display will always be stacked in precise order and you will find some foods not readily available elsewhere in central Illinois. In parts of the store, particularly the produce aisles, you can find locally grown goods, clearly marked.

On opening day or six months from now it will be that way. That, The Fresh Market said, is a company promise.



Add to that the tiled floors that resemble worn wood planks and the homespun decorations and one may be reminded of a small country store where the proprietor knows everyone and neighbors chat with each other

while measuring out how much of the fresh candy or fruits or other products they need.

"We run very well-merchandized stores and from the time our company was founded, we've been very big on custom-

er engagement," said Brian Wittman, regional vice president for the Greensboro, N.C.-based, privately owned chain that now has 99 stores in 19 states.

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The Fresh Market trainer Katy Sturtz fills a display tray with smoked eggplant empanadas Wednesday while preparing for the store's first day of business in Westlake Shopping Center.

DAVID ZALAZNIK
JOURNAL STAR

Manual in line to get \$6M in federal funds

BY DAVE HANEY
OF THE JOURNAL STAR

PEORIA — Manual High School has struggled with a growing number of students living in poverty, chronic truancy and higher-than-average dropout rates.

The South Peoria high school has been on some sort of watch list for failing to meet academic

standards most of the past dozen years. All the while, enrollment has declined.

Only within the past two years has the school appeared to improve some of those numbers. But that time also has been

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Riverfront museum construction to start Sept. 7

BY JOHN SHARP
OF THE JOURNAL STAR

PEORIA — Ground-breaking for the city's riverfront museum and Caterpillar Experience is scheduled for the afternoon of Sept. 7, even as concerns about the \$140 million project remain.

Issues about how the county represented itself in a state

First in Print

grant application and whether IMAX will be included in the finished museum complex were discussed Tuesday and into Wednesday.

At-large City Councilman Gary Sandberg and County Board member Brad Harding on Tuesday alleged the

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