

# THE KANSAS CITY STAR.



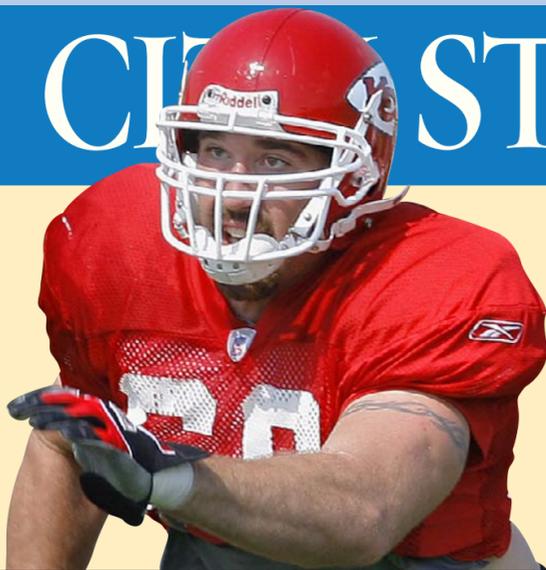
### BUSINESS

Diane Stafford: Here's to the Jon Stewarts and other jokers among us who make us laugh but put truth behind the jokes. | C1



### PREVIEW

Get to know seven artists who will be among the 230-odd featured at the annual Plaza Art Fair this weekend.



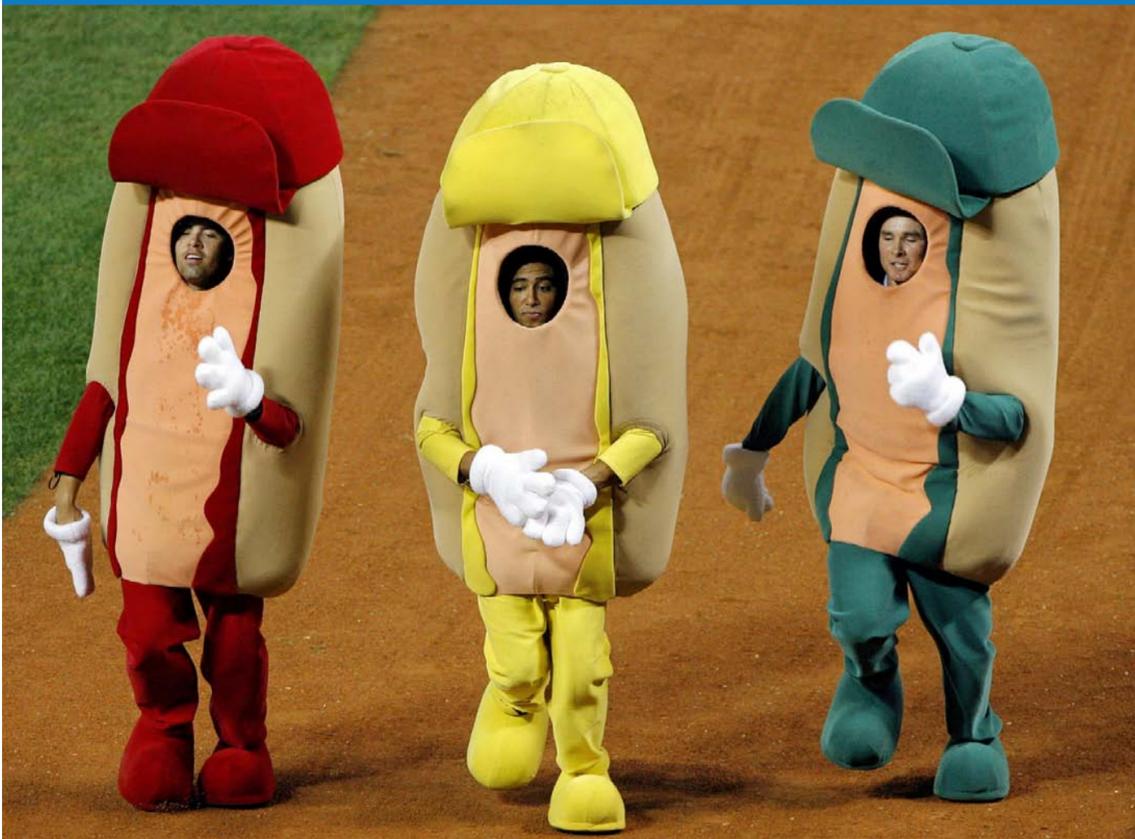
### SPORTS DAILY

With his two-game suspension served, the Chiefs' Jared Allen is itching to get back on the field and "provide that extra little bit" for his 0-2 team. | D1

TODAY'S WEATHER: HIGH 87, LOW 67, WARM, MAYBE A MORNING THUNDERSTORM. FORECAST | D10

50¢

## NEXT YEAR THEY'LL GO FROM WURST TO FIRST!



### WHO'S WHO?

Can you match the Royal with the condiment?



ANSWERS: DeJesus is ketchup, Teahen is mustard and Peña is relish.

## Wait — the Royals don't have any dogs, do they?

Following Tuesday's game between the Royals and White Sox at Kauffman Stadium, three Royals players (see if you can pick them out) participated in filming their own version of the stadium hot dog race to promote next season's home games. We're not sure if this was a great idea, but we are sure of this — the three had to be good sports just to don those costumes.

JOHN SLEEZER | THE KANSAS CITY STAR

## WARTIME DEPLOYMENTS | Troops' time at home at issue

# DEMOCRATS FALL SHORT IN BID TO ALTER WAR

The Senate doesn't muster enough votes to proceed with the proposal.

By RENEE SCHOOF  
McClatchy Newspapers

WASHINGTON | Democrats' efforts to challenge President Bush's Iraq policies were dealt a blow Wednesday in the Senate when they failed to get enough support for guaranteeing troops more time at home.

With other Iraq-related military initiatives seemingly headed for the same fate, Senate Democrats, who only two weeks ago proclaimed September to be the month for shifting course in Iraq, conceded that they had little chance of success.

They said their strategy would now focus on portraying Republicans as opposing any change and on trying to chip away support from the White House as the war continued.

The proposal that failed Wednesday fell four votes short of the 60 needed to prevent a filibuster and would

### Highlights

Defeated legislation:

**I Active-duty military service members would have to spend at least as much time in the U.S. as they have spent in Iraq or Afghanistan before they could be sent back to the war zones.**

**I National Guard and Reserves members could have been deployed only after they had been at home for three years. (Special operations forces exempted.)**

How they voted:

**I Missouri Republican: Bond, no.**

**I Missouri Democrat: McCaskill, yes.**

**I Kansas Republicans: Brownback, no; Roberts, no.**

have required that U.S. troops be given as much time at home as they spent overseas before being redeployed.

SEE WAR | A10

## Firms find a new place to park their ads

Commercial messages are now embedded in parking-lot stripes.

By JENNIFER MANN  
The Kansas City Star

You know the proliferation of advertising messages — by some estimates we get thousands a day — has reached a new low when you step on them in a parking lot.

Advertising executive Greg Gorman was in a meeting one day, needing people to come up with new places to put ads in an increasingly cluttered landscape.

"I pointed out the window and said, 'Like, why not on those parking stripes?'" Gorman said. "Then I said, 'Oh my God, why not on those parking stripes? Meeting over!'"

And that's how it came to pass that in parking lots across America, including the Kansas City area, ads are being plastered on those once-plain yellow stripes.

The bedecked parking stripes outside Macy's at Oak Park Mall in Overland Park join a plethora of surfaces that marketers have co-opted for

SEE ADS | A6

### INSIDE THE STAR

## Where O.J. goes, frenzy follows

The furor surrounding O.J. Simpson's recent legal troubles feels familiar, but this time his part becomes secondary in colorful, confusing tapestry. | A2



## District pledges amity

The Kansas City School District says it will help foster a smooth transition if voters choose to hand over seven schools to Independence. | B1

## Fallen anchor fires back at CBS

Dan Rather sues for \$70 million after furor over story about Bush.

Star news services

NEW YORK | Longtime CBS anchor Dan Rather filed a \$70 million lawsuit Wednesday against his former employer.

He alleges that executives at the broadcast network broke the terms of his contract by marginalizing him in his final days at CBS News and forcing him to retire early.

The lawsuit, filed Wednesday in New York State Supreme Court, comes as a startling postscript to the saga that dominated the news division three years ago, when a political furor erupted over a piece

SEE RATHER | A10



### 'THE JENA SIX'



FRANK FRANKLIN II | THE ASSOCIATED PRESS

## A tiny town takes center stage amid cries of racial injustice

The streets around Jena, La., began filling with protesters Wednesday, including Charles Steele Jr., president of the Southern Christian Leadership Conference. Demonstrators will march today in support of six black teenagers jailed in the beating of a white classmate. | Story, A4