



**SPORTS** Page 5  
**Better late than never**  
A slow start in Saturday's game almost stole the bowl away until a late save brought 21 points home

**A&E** Page 4  
**All that glitters**  
A question and answer with "Shiny Objects" author Dr. James A. Roberts reveals the true story behind the book

**Inside NEWS**  
**Today's special**  
Check inside today's issue for the Lariat special section, which explores the definition of the Baylor student



## In Print

**>> Making history**  
Baylor soccer gained a big victory Saturday at Betty Lou Mays Field when the team won its first NCAA tournament game.

Page 5

**>> Film imitates life**  
Brooks Douglass will take his real-life story from the big screen to Chapel when he discusses his new film "Heaven's Rain."

Page 3

## On the Web



### Photo of the day

The Lady Bears dominated and brought Coach Kim Mulkey her 300th career win. The Lariat was there to capture the action, making the Lariat Photo of the Day, only on

[baylorlariat.com](http://baylorlariat.com)

## Viewpoints

*"It was sad to see that chance [to see Condoleezza Rice] slip away for so many students, especially for those who wanted to attend so badly that they lined up outside Waco Hall early to ensure their spot, and then were turned away because of the flawed seating arrangement."*

Page 2

## Bear Briefs

*The place to go to know the places to go*

### Food for the holidays

Campus Kitchen is still accepting donations for Turkeypalooza. Help feed families this Thanksgiving by bringing donations of money or canned goods to the SLO through Friday. A list of needed food items can be found at [baylor.edu/campuskitchen](http://baylor.edu/campuskitchen)

### Inspired by a true story

Baylor Theatre will present "The Ruby Sunrise" at 7:30 p.m. today through Saturday and 2 p.m. Saturday and Sunday in the Mabree Theatre in Hooper-Schaefer Fine Arts Center. Tickets can be purchased at the Baylor University Theatre Arts Online Ticket Office.



# School to benefit from \$3.6 million endowment

By JADE MARDIROSIAN  
STAFF WRITER

Baylor and the School of Social Work received a \$3.6 million endowment for the Global Mission Leadership program Thursday.

The program brings international students to Baylor to receive a Master's degree in social work.

Baylor parents Carl and Martha Linder donated the money for the establishment of the Carl and Martha Linder Global Mission Leadership Initiative Endowed Fund.

Jennifer Smyer, director of Global Mission Leadership, said the endowment will enable the program, which was first funded by a grant in 2008, to move forward.

"The endowment is a huge blessing," Smyer said. "It means that the infrastructure of the program can continue and now we can spend energy and focus on raising scholarships for students in the future. [The Linders] have an amazing heart

for the world."

Smyer said the funds will secure administrative support for the program and endow a faculty position for the program.

There are currently five students enrolled in the Global Mission Leadership program from different countries in southeast Asia.

Three students are working on dual social work and divinity degrees, in conjunction with George W. Truett Theological Seminary.

The other two students are working solely on master's of social work degrees.

Smyer said the students enrolled in the program are committed to returning to their home countries to implement what they have learned through the program.

"The vision of the program is to bring global leaders here who have been transformed by the love of God and want to work in service," Smyer said. "The program allows them to

SEE BENEFIT, page 6



MATT HELLMAN | LARIAT PHOTO EDITOR

## A weight on her shoulders

Murphy senior Colleen Bauer participates in the Strongbear Powerlifting meet Saturday in Russell Gymnasium. The non-ranking competition gave students an opportunity to assess their capabilities in a competitive atmosphere.

# The Bears reach their goals

## No. 1 Lady Bears bring Mulkey 300th career win

By KRISTA PIRTLE  
SPORTS WRITER

The Lady Bears basketball team had quite a weekend.

Head coach Kim Mulkey earned her 300th career win, and three new banners were hung in the Ferrell Center.

The No. 1 Baylor Lady Bears 2011-2012 basketball season is officially underway. Last season, the team won the Big 12 conference, the Big 12 conference tournament, made an appearance in the Elite Eight and went 34-3, the best record in school history.

But the 58-46 loss to defending national champions Texas A&M seems to be the fuel for this season.

Last weekend, Baylor began its play in the preseason Womens National Invitational Tournament in Waco.

After two games, the Lady Bears totaled a score of 173 to 59.

The first game of the tournament, Baylor demolished Howard 82-28, the fewest number of points allowed since 18 were allowed to Texas State on Jan. 2, 2010.

Despite the significant win, Mulkey said her team still needs work.

"We aren't polished yet," Mulkey said. "It all starts coming together around the middle of conference."

The Lady Bears favor the transition game to the set offense, allowing their quick hands to translate to quick feet and quick buckets in the long run.

The second game featured more intensity from Baylor, when the team defeated Chattanooga 91-31.

"We played better today than we did against Howard, for whatever reason," Mulkey

SEE MULKEY, page 6



MATT HELLMAN | LARIAT PHOTO EDITOR

No. 22 point guard A.J. Walton dribbles the ball down the court, Sunday in the Ferrell Center. The Bears celebrated a 92-59 victory against Jackson State.

## Miller scores big on the court, leads with 17 points

By TYLER ALLEY  
SPORTS EDITOR

No sophomore forward Perry Jones III? No big deal, says the No. 12 Baylor men's basketball team.

Freshman forward Quincy Miller debuted well as he led all scorers with 17 points in both of the Bears' victories Sunday.

"My teammates were just looking for me to score," Miller said. "They were just looking for me every time. I just tried to put the ball in the basket."

Baylor defeated Texas Southern 77-57 on Friday at the Ferrell Center in the team's regular season opener. After being re-

SEE VICTORY, page 6

# Festival brings Cold War films to campus

By DANIEL C. HOUSTON  
STAFF WRITER

The inaugural Cold War Film Festival began Monday with "One, Two, Three," a comedy set in the 1960s that pokes fun at tensions between two powerful nations during their struggle for global dominance.

The film festival is sponsored by the history department, the Baylor Institute for Oral History and the Armstrong Browning Library, and will continue through Thursday as the organizers showcase films from the perspectives of both the United States and the Soviet Union.

The event was organized with the intention of using popular culture to offer a window of insight into the mindsets of both sides of the ideological clash between two global superpowers, according to Dr. Julie deGraffenried, professor of history.

"Our hope was to be able to show to the students, in a way that is familiar and accessible to them — through film — the ways that the ideological conflict between the Soviet Union and the United States played out," deGraffenried said. "You have these two opposing worldviews and they affect pop culture in both countries, and so film is a great way to see that."

The film shown Monday night was a 1961 American comedy about a Coca-Cola employee in West Berlin whose job is at risk if he can't prevent his boss's daughter from marrying a communist.

One of the students in attendance Monday, Arlington senior Robert Lindsey, said the movie helped him tie together his Cold War studies with the cultural factors influencing the mutual distrust between citizens of the two states.

"It helps you visualize it, I think," Lindsey said. "It's definitely easier to tie in with what you learn in class when you can watch something that correlates to it on film."

DeGraffenried said this festival is important because Baylor students are separated from the experience of growing up in the Cold War, and encouraged students from all fields of study to attend.

"We're happy for anybody to come and watch the films at the film festival," deGraffenried said. "As the faculty gets older we're reminded that the students that we're teaching now were mostly born after the Cold War ended, which is kind of an amazing fact. ... For people who are, say, my age and older, we're happy to intro-

SEE FESTIVAL, page 6

# Accounting students make the grade, earn top national ranks

By ANNA FLAGG  
REPORTER

Baylor ranked nationally for overall pass rate of the 2010 Certified Public Accountant exam as shown by results released by the National Association of State Boards of Accountancy in October.

The exam is a professional licensing test used by all states in order to ensure individuals have the minimum accounting knowl-

edge needed to enter the accounting profession.

According to the results, 86.6 percent of Baylor graduate students passed the exam on their first try, leading the university to rank No. 6 in the nation for first-time candidates with an advanced degree.

Additionally, Baylor ranked nationally in three of the exam's four parts. The university ranked No. 5 on the auditing section, No. 3 on the financial accounting and

reporting section and No. 7 on the regulation section.

Graduate students also achieved the highest overall pass rate in Texas and the highest average score in Texas — 81.1 out of 99.

The accounting program at Baylor has always been strong and is continuing to improve, Dr. Charles Davis, accounting department chairman, said.

"We have great students who

work hard and prepare for the exam and a world-class faculty who provide them with an educational experience that gives them a good foundational knowledge of technical accounting," Davis said.

He said the department works to stay current on accounting trends.

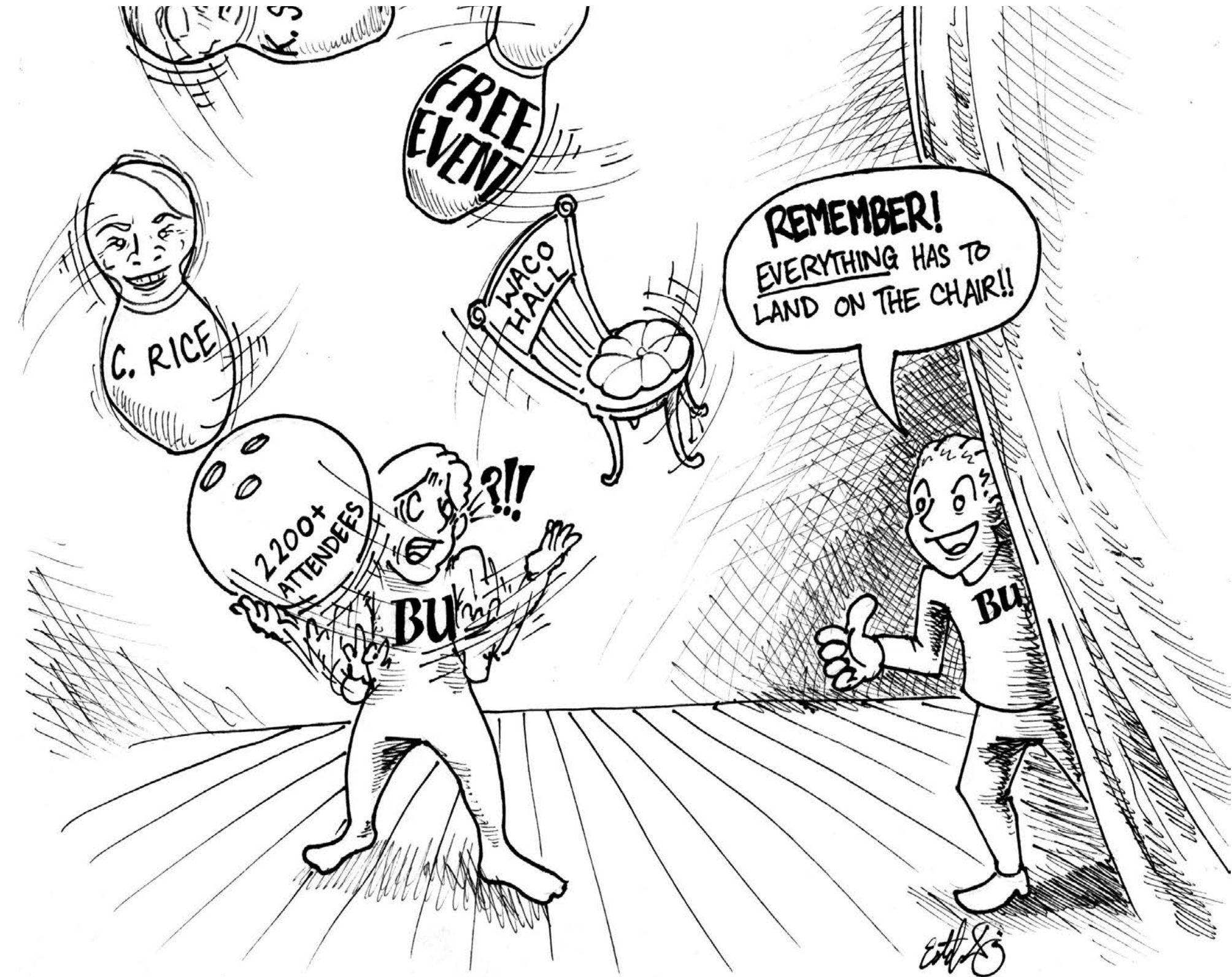
"We have an accounting advisory council that is made up of practicing accountants that meets twice a year to provide input on the programs and curriculum in

our department," Davis said. "We also maintain close relationships with close to 30 accounting firms that recruit our students and work with them to make sure we are giving students access to the knowledge they need to be successful."

He said the department teaches students to communicate well, and students develop a strong-work ethic during their under-

SEE RANKING, page 6





# Apologies can’t fix missed chance to see legend

## Editorial

Some students’ dreams came true Wednesday night. And some students’ dreams fell victim to the university’s lack of adequate planning. Anticipation of Dr. Condo-leezza Rice’s participation in On Topic with President Ken Starr rose quickly across campus as word spread that the former U.S. Secretary of State would be on campus for the non-ticketed event Nov. 9 in Waco Hall. Doors were set to open at 6:45 p.m. for the 7:30 p.m. event, and

crowds of Rice’s eager admirers gathered outside Waco Hall’s doors even earlier in hopes of ensuring their spots in the audience. But even some of the first to arrive, who should have had secure spots, were soon made to leave. They had claimed chairs in what appeared to be available seating, but was actually a reserved section. With the crowd pouring in fast, many of the now-displaced attendees couldn’t find alternate seating. Their diligence, early arrival and time spent waiting now meant nothing. The situation could have eas-

ily been avoided had tickets been offered to all prospective attendees. But they weren’t. Only university patrons were offered free tickets, giving them an advantage over many students who would have gladly even paid for a reserved spot. We recognize that the univer-sity has issued an apology for the way the event was handled and has pledged to look into exactly what went wrong so that such situations can be avoided in the future. Meetings to address the situa-tion have already been held, and we hope that the university will follow through to ensure future

events run more smoothly. For most of us, seeing Condo-leezza Rice in person was a once-in-a-lifetime opportunity. It was sad to see that chance slip away for so many students, especially for those who want-ed to attend so badly that they lined up outside Waco Hall early to ensure their spot, and then were turned away because of the flawed seating arrangement. With all of the large venues in Waco, it seems that a better arrangement could have easily been made. The Extraco Events Center or even Floyd Casey Stadium would have allowed for higher student attendance if the

Ferrell Center wasn’t available — and when the university asks students to come out and support an event, it should be ready to accommodate. There are few academic events that can elicit such antici-pation from students, and it is a sincere disappointment that so many students rose up in support of this event only to be told to go home. The experience was partially salvaged for some who couldn’t get seats when event organiz-ers finally managed to set up the sound system so that the discus-sion could be heard in the foyer of Waco Hall. Many students

intent on hearing Rice speak re-mained in the foyer. But it was too little, too late for the many students who had already been shoosed from the building. It is surprising that such a prominent speaker’s presence on campus wouldn’t have prompted greater forethought from the uni-versity. It is also disheartening that students who had made every effort to secure their spots were turned away because of a univer-sity error. Yes, hindsight is 20/20, but good planning can go a long way as well.

# Mistakes happen; people should let Perry go in peace

We leave the house without putting on deodorant, take a shower and forget to use sham-poo or, in my case, come danger-ously close to putting handsoap on the toothbrush instead of toothpaste. Call it what you will – absent-mindedness, forgetfulness, brain flatulence. But we all experience those times when we forget what we’re doing, and a simple thought in our head just seems to drop dead. As I discovered, search-ing “causes of forgetfulness” on Google will produce ominous results with titles like, “Is it Just Forgetfulness ... or More?” and “Forgetful or Dementia?” Neither of which are comforting at all.



Robyn Sanders | Reporter  
Let’s be reasonable. Barring brain tumors and rare diseases, most of the time we for-

get things because we are preoc- cupied, stressed or in too big of a hurry. Trains of thought can also sometimes “derail,” if you will, in high-pressure situations, such as taking a test or giving a speech, a pattern to which Gov. Rick Perry fell victim Wednesday night dur- ing the Republican presidential debate. Perry couldn’t remember the third of the three departments of government he wants to eliminate if he is elected. For a painful min- ute, Perry struggled to recollect his thoughts before finally saying, “the third one, I can’t. Sorry,” and added “oops” as an afterthought. Naturally, the Internet and Saturday Night Live were com-

pletely merciless to Perry as a re- sult of his blunder. But he made an appearance the following day on Letterman to deliver his “Top Ten Rick Perry Excuses” for his mistake at the debate, which in- cluded, “I had a five-hour energy drink six hours before the de- bate,” and, “You try concentrating with Mitt Romney smiling at you. That is one handsome dude.” He proved, at least, that he can laugh at himself. We should remember that most people are pretty forgiving, unless our brain slip-ups rein- force stereotypes that apply to us: like if you’re old, blonde, Texan or a pretty-boy politician. Now would be the perfect time for Apple to take another

revolutionary step and invent an app that will tell you, “What was I about to say?” or, “Why did I just walk into this room?” Or even better, “Where did I park my car?” In the Police Log of Sarasota, Fla., there is, supposedly, the fol- lowing report: An elderly woman was walk- ing back to her car after doing her shopping. But upon approaching the vehicle, she saw four males inside, about to leave with it. She drew her handgun from her purse and shouted at them to get out of her car. The men didn’t hesitate for a second. They all abandoned car and fled. But after loading her shop- ping bags, getting into the driver’s

seat, and being unable to get her key into the ignition, the truth dawned on her. This was not her car! Her own car, she realized, was parked a few spots farther down. She reloaded her shopping bags into her own car and drove to the police station to report her dread- ful mistake. Once there, she found four shaken men reporting a carjack- ing by a white-haired, elderly lady with a handgun. No charges were filed against her. Forgetfulness is human na- ture, so when you forget your house keys, your glasses or what floor of the parking garage your car is on, you may as well laugh it off.

## theBaylor Lariat | STAFF LIST

<b>Editor in chief</b> <i>Chris Derrett</i>	<b>A&amp;E editor</b> <i>Joshua Madden</i>
<b>City editor</b> <i>Sara Tirrito</i>	<b>Sports editor</b> <i>Tyler Alley</i>
<b>News editor</b> <i>Ashley Ohriner</i>	<b>Photo editor</b> <i>Matt Hellman</i>
<b>Assistant city editor</b> <i>Molly Dunn</i>	<b>Web editor</b> <i>Jonathan Angel</i>
<b>Copy desk chief</b> <i>Amy Heard</i>	<b>Multimedia prod.</b> <i>Maverick Moore</i>

<b>Copy editor</b> <i>Caroline Brewton</i>
<b>Copy editor</b> <i>Emilly Martinez</i>
<b>Staff writer</b> <i>Rachel Ambelang</i>
<b>Staff writer</b> <i>Daniel Houston</i>
<b>Staff writer</b> <i>Jade Mardirosian</i>

Visit us at [www.BaylorLariat.com](http://www.BaylorLariat.com)

<b>Sports writer</b> <i>Krista Pirtle</i>
<b>Sports writer</b> <i>Daniel Wallace</i>
<b>Photographer</b> <i>Meagan Downing</i>
<b>Photographer</b> <i>Matthew McCarroll</i>
<b>Photographer</b> <i>Ambika Singh</i>

<b>Editorial Cartoonist</b> <i>Esteban Diaz</i>
<b>Ad Representative</b> <i>Victoria Carroll</i>
<b>Ad Representative</b> <i>Keyheira Keys</i>
<b>Ad Representative</b> <i>Simone Mascarenhas</i>
<b>Ad Representative</b> <i>Chase Parker</i>

**Opinion**  
The Baylor Lariat welcomes reader viewpoints through letters to the editor and guest columns. Opinions expressed in the Lariat are not necessarily those of the Baylor admin- istration, the Baylor Board of Regents or the Student Publica- tions Board.





# Film shows alumnus' struggles

"His film was a good Christian movie because it didn't just say 'you should believe in the Bible.' I mean, he showed the character; how he didn't want to forgive the guy, but instead it was a shocker when he did," Black said.

The court's ruling could be its most significant decision since George W. Bush's 2000 presidential election victory. But the justices left themselves an opening to defer the outcome if they choose by requesting arguments on one lower court's ruling that a decision must

The central provision in question is the requirement that individuals buy health insurance start-

Opponents of the law and the 11th U.S. Circuit Court of Appeals in Atlanta say that Congress overstepped its authority when law-

The administration counters that most of the law could still function, but says requirements that insurers cover anyone and not set higher rates for people with pre-existing conditions are inextricably linked with the mandate and shouldn't remain in place.

Ultimately, the high court chose the Atlanta court's ruling as the primary case to review. That decision means that a highly regarded former Bush administration solicitor general, Paul Clement, is likely to argue on behalf of the challengers. The current solicitor general, Donald Verrilli Jr., is expected to defend the law before the justices.

# Local diner Kim's is a forgotten favorite among Bears

Gene Stanley | Owner of Kim's Restaurant

Stanley has been in the restaurant business for decades, spending much of that time with her husband. Bill Stanley opened a chain of restaurants in West Texas with a friend from Abilene Christian University in the early 1950s. Gene

The restaurants began closing during the early 1970s as the areas around the restaurants changed, and the large Waco schools and businesses that supported them

The walls are blue and decorated with pictures from old Waco, paintings of the Texas country and a portrait of the 1981 Dallas Cowboys. The front door that used to feature the image of Kim, a young, blonde version of the Big Boy mas-



**GET THERE FROM HERE**

*"The part-time program at South Texas was one of the major attractions for us because we were both working full-time when we applied. Now we are operating a real estate practice that allows us to take daytime classes."*

**Where We're Headed: Real Estate Law**

**Byron Alfred '12**      **Johnny Alfred '12**

**SOUTH TEXAS COLLEGE OF LAW**  
in downtown Houston puts you in the center of everything you need for a bright future. We're near the Houston Pavilions, Discovery Green, Toyota Center and the offices of 6,000 practicing attorneys.

We offer the excellent legal education that will help you get where you want to go. You will find relevant skills training, the finest facilities, educational co-curricular activities, friendly and helpful administrative staff and flexible course options at one of the most affordable private law school tuition rates in the U.S.

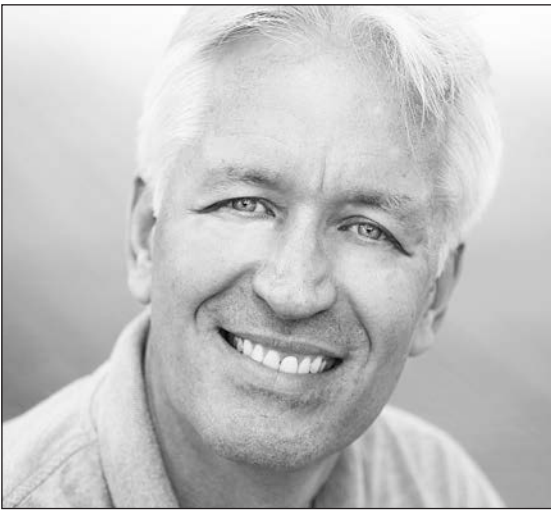
Contact our Admissions Office at **713-646-1810** or **[www.stcl.edu](http://www.stcl.edu)**  
Deadline for Fall 2012 admission is **February 15, 2012**  
Get on the path to your future now!

**SOUTH TEXAS COLLEGE OF LAW / HOUSTON**





# Marketing techniques revealed by professor



By JOSHUA MADDEN  
A&E EDITOR

**Dr. James A. Roberts, professor of marketing at Baylor, has studied consumerism in America and has revealed some of the secrets of marketers in his recent book “Shiny Objects: Why We Spend Money We Don’t Have In Search of Happiness We Can’t Buy.” Barnes & Noble on Waco Drive will be hosting a book signing for Roberts today from 7 to 9 p.m., but we decided to get an early start on the questions.**

**Question: What inspired you to write “Shiny Objects?”**

**Roberts:** When I take a second to look back, I see that “Shiny Objects” has really been a lifelong work-in-progress. I grew up in a family that recycled and where my brothers and I were expected to earn money for the things we wanted.

Outside of the basics of food, shelter, underwear and socks, we worked to pay for everything else. I worked cutting grass and trees and doing odd jobs for an older gentleman by the time I was 11 years old. I also worked 80-hour weeks at the end of each summer when the corn came in for processing.

It was at these and many other similar jobs that I learned the true value of money. Along the way I may have complained about not having what others had, but it was a lesson that has stayed with me to this day.

After college, I worked as a stock broker and found that a life spent solely in the pursuit of money was not for me. A later stint in the consumer loan division of Nor-west Banks opened my eyes to the devastating impact poor money management could have on individuals and their families.

For the past 15 years I have studied the psychology of consumer behavior, including the topics of materialism, compulsive buying and credit card abuse. I have always been fascinated with what many might call the dark side of consumer behavior.

**Question: Your book includes an analysis of everything from Richard Nixon and the “Kitchen Debates” to Joel Osteen and the rise of mega-churches. How did you balance the various factors that went into a modern look at American consumerism?**

**Roberts:** It wasn’t an easy task. Many factors have fed into the bloated levels of materialism we see in the U.S. today. It’s easy to point your fingers at marketers — we did spend \$131 billion on advertising in 2010 — but that would be shortsighted and not entirely true. O.K., businesses (not just marketers) are responsible for two strategies that keep consumers coming back for more: planned obsolescence and perceived obsolescence. Many products are “designed for the dump” and last year’s models are passé for many American consumers.

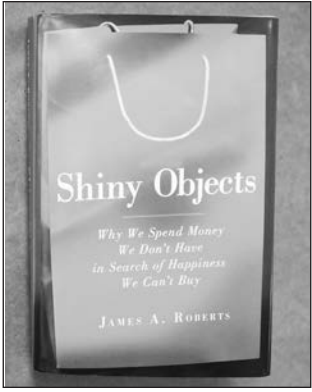
A good argument can be made, that as humans, we have been programmed to consume. I discuss this topic in detail in chapter nine of the book. Chapter ten of the book, “Heaven Help Us: The Prosperity Gospel,” takes a close look at the role churches may play in promoting materialistic lifestyles. Has the consumer culture crept in to our church teachings? You’ll just have to read Chapter ten to find out.

**Question: To follow that question, I found in reading “Shiny Objects” that it is distinctly an American book, despite the references to consumerism in other nations. Would you agree with this analysis? Why is it Americans seem to have a special relationship with consumerism?**

**Roberts:** No doubt America is at the vanguard of consumerism. Our free enterprise economy

encourages such behavior. But the current consumer ethos is not the American dream of our forefathers. Hard work, patience and sacrifice have been replaced with the desire for quick and easy riches.

The original subtitle for Shiny Objects was: “How America Lost Its Way on the Road to the American Dream and What it Can Do to Find Its Way Back.” I like the new subtitle better, but I think the former also does a nice job of summing up what’s happened in the U.S. over the past 40 to 50 years.



**Question: Several of your examples in “Shiny Objects” are in a “Consumers Gone Wild” segment where you document specific instances of overspending. How did this segment develop?**

**Roberts:** I wanted to be sure “Shiny Objects” was a fun read. So initially every chapter had two stories of Consumers Gone Wild (CGW). The CGWs show just how far some of us are willing to go in pursuit of our own special version of the American Dream. Americans will spend an estimated \$58 billion on their pets in 2011, throw away 140 million cell phones, toss out 112,000 computers every day and yet 70 percent of us live paycheck to paycheck.

**Question: A major aspect of the book — perhaps more than I expected — focuses on psychology and its impact on marketing and consumerism. Do you think there are psychological remedies to help combat consumerism beyond what you mention in the book? Do you think that certain remedies you suggest in the book might be particularly effective?**

**Roberts:** The flow of “Shiny Objects” was designed very intentionally. As a marketer, I know that attitudes generally precede behavior. So the first two-thirds of the book offer the latest research that shows how and why money and possessions can’t buy happiness. In fact, Americans are more stressed out, anxious and depressed today than they were 40 years ago, despite an ever-increasing pile of possessions. The last third of the book offers practical advice on how to bolster the reader’s self-control and break the chains of materialism.

**Question: I enjoyed how the book took a holistic approach to the subject and brought in references to such varied fields, including genetics and history. How did you get involved with these fields as a marketing professor? Was it through your research or through other independent work?**

**Roberts:** I have always been keenly interested in the role genetics play in our behavior. The study of identical twins separated at birth that turned out to have eerily similar lives when reunited years later have always intrigued me. We are a product of both our genetics and environment, and both need closer attention when it comes to our behavior as consumers.

Recent research suggests that our nature impacts our environment. A fussy child engenders a much different response from its parents than a smiley, happy baby.

The “history” chapters (two and three) were written at the suggestion of my editor. It was very telling to chronicle how our behavior and attitudes about work, money, possessions and happiness have evolved since Americans first

populated the shores of North America.

**Question: Although there is very much an academic element to the book — you cite a high amount of research in the field — there are also a lot of personal anecdotes. How did these develop? How do you balance the more scholarly elements of the book with the humorous elements?**

**Roberts:** I wanted the book to be accessible to a larger audience. I have written many scholarly articles on the topics of materialism, money and credit cards that were shared largely within the academic community. “Shiny Objects” was my attempt to offer an easy to read, sometimes humorous take on our struggles to find the proper balance of money, possessions, and happiness in our lives.

My hope is that people come away from reading “Shiny Objects” exclaiming, “I knew it all along — more stuff isn’t going to make me any happier. Now what can I do to start living a life of real meaning?” I have a business card for the book that I think says it best. It says, “Read my book. Change the world — beginning with you.”

**Question: The subtitle of your book is “Why we spend money we don’t have in search of happiness we can’t buy” and the idea behind this is a motif that echoes throughout the book. How did this develop? Was this a thesis you went out to prove or was it something that was proven through your research? Perhaps a combination of the two?**

**Roberts:** The research in the areas of materialism and happiness is pretty clear. People who are more materialistic are less happy than their less-materialistic counterparts. I really wanted to bring this field of study to the attention of the American people so they can make up their own minds about the role money and possessions will play in their lives.

**Question: Towards the conclusion of the book, you discuss “The Heinz Dilemma,” a moral thought experiment designed to measure the reactions of participants. How would you say morality relates to consumerism in America? Why was this the note you choose to conclude on?**

**Roberts:** Good question. Everything in life has its opportunity costs. When we spend the majority of our waking hours pursuing and consuming material objects we don’t spend it on activities that will make us happy. Reaching our full potential as humans, establishing loving relationships and getting involved in church and other social activities and causes are the real “stuff” of happiness. Money and possessions, if we let them, can get in the way of us achieving our full potential as human beings.

**Question: Do you have any other projects at hand? Do you have any intention of working on other books?**

**Roberts:** I am always working on several projects at any given time. Currently, I am looking at the role self-esteem plays in our behavior as consumers. When how we feel about ourselves is contingent upon the approval of others, as is often the case with materialism, our self-esteem is fragile and open to damage.

A healthy self-esteem is a key ingredient to living a happy life. In the end we all want to have lived lives of meaning and feel that our short time here on earth mattered. Removing the stumbling block of material possessions from our path can help us achieve such worthy pursuits.

For more information on “Shiny Objects,” readers can visit **Dr. Roberts’ blog site for the book at [http://blogs.baylor.edu/jim\\_roberts/](http://blogs.baylor.edu/jim_roberts/).**

# Book takes on spending

By JOSHUA MADDEN  
A&E EDITOR

Mostly everyone can agree that money doesn’t buy happiness, but few people would decide that they need to write a book to actually prove that claim.

However, that is exactly what James A. Roberts, a marketing professor at Baylor, did with his new book “Shiny Objects.” Roberts explores the history of the American Dream and asks a pretty reasonable question: Where did it all go wrong?

Originally based on the idea that we could all work hard and provide a decent life for ourselves and our families, the American Dream has become warped. Everyone wants to get rich quick with minimal work and maximum gain. Gone is the sense of reason that

## BOOK REVIEW

once made the American Dream tenable for the public, and so Roberts explores how we can attempt to get that original dream back.

Few disagree with Roberts’ premise that money actually doesn’t buy happiness — as I mentioned earlier, it’s something we all know deep down to be true — but Roberts points out that we don’t act like it’s true, even if we believe it. American spending habits deserve a large part of the blame for our current economic mess, yet no one seems to make any real effort to stop it from continuing. If anything, Americans want to get back to a living situation where they can go out and spend money again.

Roberts covers a wide variety of subjects in “Shiny Objects.” Among others, he discusses history, political science, economics, psychology and genetics, but none of these topics feel out of place. Part of the reason for this is that the book seeks to be a complete exploration of consumerism, and in this respect, I feel like it succeeded.

There are self-help elements to the book, but I don’t think it’s fair to call “Shiny Objects” exclusively a self-help book. The book could

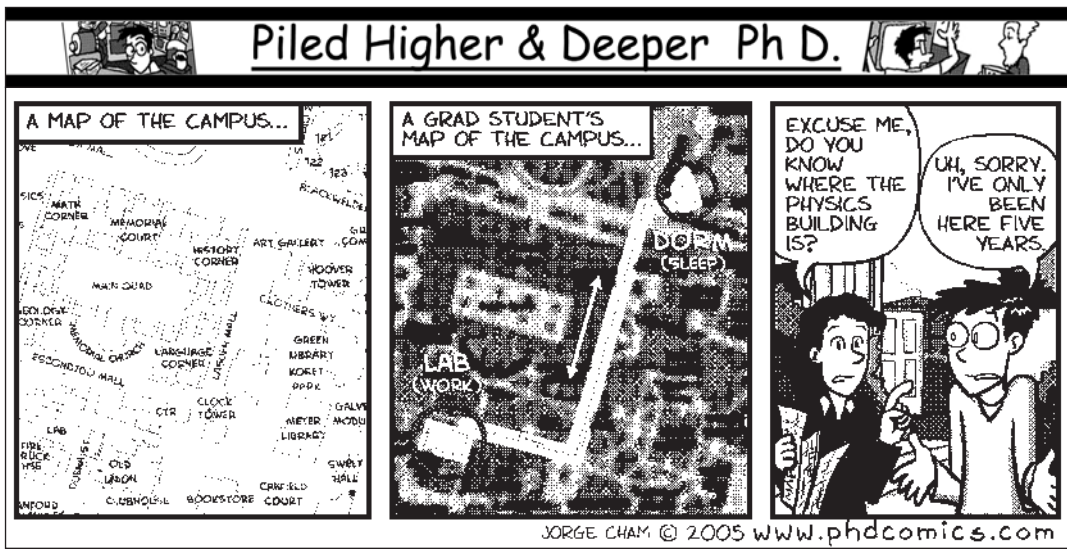
have easily gotten repetitive, but the wide variety of topics Roberts pulls together effectively prevents that from happening, but the book still maintains a clear focus.

I don’t think I’ve ever read a book that devoted time to talking about former Vice President Nixon and the “Kitchen Debates” only to turn around and talk about the rise of mega-churches in America. Consumerism, unlike the purchases it fuels, cannot be easily placed into a one-size-fits-all box.

Whether you’re interested in the history of the American Dream, curious about modern marketing techniques or simply wanting to balance your household finances, “Shiny Objects” is a worthwhile read. Just about everyone can find something of value here.

“Shiny Objects” is a successful foray into figuring out why Americans spend so much money. We do it, to paraphrase “The Matrix,” only because it is what society means for us to do, not because we actually need to buy a third home and a houseboat.

**Reviews in the Lariat represent only the viewpoint of the reviewer and not necessarily those of the rest of the staff. Please send comments to [lariat@baylor.edu](mailto:lariat@baylor.edu).**



## FUN TIMES

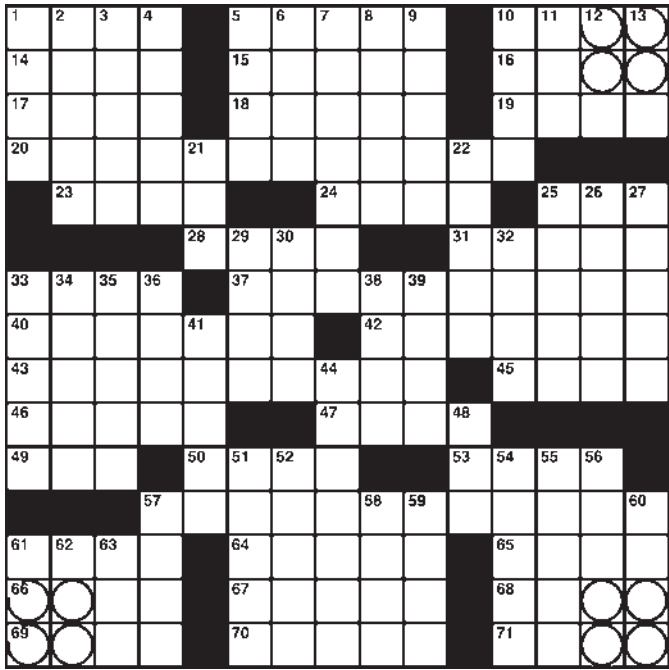
Answers at [www.baylorlariat.com](http://www.baylorlariat.com) — McClatchy-Tribune

### Across

- 1 Onetime VHS rival
- 5 Like honed knives
- 10 Relaxed
- 14 The Earth turns on it
- 15 Swiss calculus pioneer
- 16 Hebrides hillside
- 17 Rules, in brief
- 18 Grassy Southwestern tract
- 19 “Mike and Mike in the Morning” radio station
- 20 On-the-go morning snack
- 23 Flight that may be round
- 24 Craft stabilizer
- 25 “No \_\_\_!”: Mexican’s “Enough!”
- 28 Story spanning decades
- 31 St. Teresa’s home
- 33 Matador’s cloak
- 37 Cash for a sandwich
- 40 Tenth of a sawbuck
- 42 Tailgaters’ beverage carriers
- 43 Waiter’s handout
- 45 Dorothy’s dog
- 46 Run the show
- 47 Vidal’s Breckinridge
- 49 Actress Sandra
- 50 Moan and groan
- 53 Browning work
- 57 Familiarly, nutritious trio found twice in this puzzle
- 61 Dubai big shot
- 64 Medium’s card
- 65 Part of a float
- 66 Take it easy
- 67 Bacteria in rare meat
- 68 Footnote word
- 69 Biblical heirs, with “the”
- 70 Barber’s chair attachment
- 71 Corporate \_\_\_

### Down

- 1 Farm fence feature
- 2 Put into action, as effort
- 3 LSU mascot
- 4 Very, musically
- 5 \_\_\_-centered: egotistical



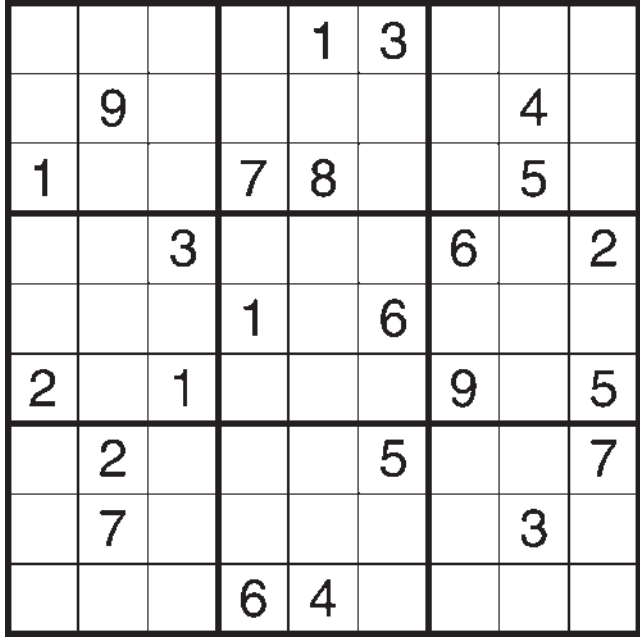
- 6 Luau entertainment
- 7 Sarah Palin, notably
- 8 Yvonne’s income
- 9 Legislative investigation
- 10 “Good buddy”
- 11 Horace’s “\_\_\_ Poetica”
- 12 Comfy spot for some cats
- 13 Guys
- 21 GI mess crews
- 22 Memorable Texas landmark
- 25 “Giant” actor Sal
- 26 Ready for whatever
- 27 Final authority
- 29 Old apple spray
- 30 Frances \_\_\_: Judy Garland’s birth name
- 32 Battery unit
- 33 Encrypted
- 34 Japanese cartoon style
- 35 Pound divisions
- 36 Adolescent woe

- 38 Manhattan campus, for short
- 39 Rush \_\_\_
- 41 Bloodsucker
- 44 Invisible-clothes wearer in an Andersen tale
- 48 “The Simpsons” store-keeper
- 51 José’s humanities
- 52 Show one’s feelings, say
- 54 Kalahari refuge
- 55 Wear away
- 56 Jason jilted her
- 57 Taxing trip
- 58 Go it alone
- 59 You may stick it in your ear
- 60 Dan’s cousin?
- 61 Street shader
- 62 Ginnie
- 63 Special ending?

# SUDOKU

**THE SAMURAI OF PUZZLES** By The Mephem Group  
Object: Each row, column and 3-by-3 box (in bold borders) contains every digit, 1 to 9.

Level: **1 2 3 4**



(254) 666-2473  
[www.bkford.com](http://www.bkford.com)

## Your ride get SMASHED?

Don’t let your insurance company settle for anything but the absolute best.



Proudly serving Baylor since before your parents were born. All Makes, All Models.



# Going bowling: Bears become bowl eligible again

By TYLER ALLEY  
SPORTS EDITOR

Depending on your point of view, this was either a great Baylor football game to not have on television, or a game many fans wished they could have watched all the way through.

No. 22 Baylor (6-3, 3-3) went into the fourth quarter Saturday against Kansas (2-8, 0-7) down 24-3. The situation made Baylor's hopes for becoming bowl-eligible look bleak. Head coach Art Briles said he does not know what caused the slow start.

"If I knew, it wouldn't happen again," Briles said. "A lot of times it gets worse before it gets good and that is the way it happened the other day. What you can't do is fold up your helmet, put it in your back pocket and leave. If they put 60 minutes on the clock, we are going to play 60 minutes and we are going to believe we are going to win every one of them."

And believe they did. Baylor scored 21 unanswered points in the fourth quarter to tie the game and send it into overtime. Junior quarterback Robert Griffin III accounted for all three of Baylor's fourth-quarter touchdowns, with a 49-yard rushing touchdown fol-

lowed by two passing scores, one to junior receiver Terrance Williams and the other to sophomore receiver Tevin Reese.

After the Bears took the first possession in overtime and scored a touchdown with an extra point, Kansas had their turn in overtime. The Jayhawks scored a touchdown on the first play then attempted a 2-point conversion to win the game.

Kansas quarterback Jordan Webb dropped back and lobbed a pass to tight end Tim Biere in the end zone. Sophomore cornerback Joe Williams knocked it down to clinch the game for the Bears.

"We were expecting the statue of liberty play that they ran against Iowa State," junior nickelback Ahmad Dixon said. "And then they come out with a passing play that they hadn't ran the whole game. Joe does a phenomenal job of judging the ball, jumping up there, tipping the ball. It was just a dream come true when we saw the ball falling down, hitting the ground."

The celebration broke loose at that point, with players piling on the field, cheering 'bowl game!' and going crazy in the locker room. Dixon, Williams and senior linebacker Elliot Coffey all said the emotions ran high after the win.

"That's probably one of the top moments of my life," Coffey said. "There was so much excitement, because you know how much work we put into the game, and then it was just going wrong, going wrong, going wrong. And then when the tide turned, it finally started going in our favor. When [Joe] made that play, it was set in stone, we're going bowling again."

Coffey was named Big 12 Defensive Player of the Week for his performance against Kansas on Saturday. Coffey had 10 tackles and two interceptions, one that stopped a potential game-winning drive for the Jayhawks.

"I am very proud of Elliot for a variety of reasons, being a great leader, a great teammate, being a great spokesperson for our football program and our university," Briles said. "The apple didn't fall far from the tree. He has got a great Mom and Dad who have certainly raised him in a positive way to where he is more concerned with others than himself. He really made some good plays in the game and almost had just a huge one, but he had a great afternoon and it couldn't happen to a greater guy."

At 7 p.m. Saturday, Baylor returns to Floyd Casey Stadium to face No. 5 Oklahoma.



No. 10 junior quarterback Robert Griffin III strides into the end zone on a 49-yard rushing play in the fourth quarter, Baylor's first touchdown in the game. The Bears defeated the Kansas Jayhawks 31-30 in overtime.

# Baylor soccer earns first NCAA tournament victory over Bobcats

By DANIEL WALLACE  
SPORTS WRITER

Betty Lou Mays Field was the site of history in the making on Saturday evening as the Baylor soccer team won its first NCAA tournament game in program history.

The Bears (15-3-3) dominated the Texas State Bobcats (14-6-1) in a 3-0 victory to advance to the second round of the tournament. In front of 951 fans, the second-largest crowd this season, the Bears also tied the 1998 Big 12 Champion team for the second-most victories in a season.

Head Coach Marci Jobson said the team played with a certain control that it had been missing in recent games, such as the Big 12 tournament tie against Missouri that it eventually lost on penalty kicks. She also credited the fast start the Bears were able to get off to as a reason for the win.

"I think they came out so

strong," she said. "They played like professionals. They came out all over these girls. They played with an edge. They played on fire. I thought they did great."

The top three goal-scorers for the Bears each added to their season total with a score on Saturday evening.

Junior midfielder Lisa Sliwinski notched her ninth goal of the season to get the scoring started for the Bears in the 24th minute. After an assist from sophomore forward Vic Hoffman, the goal came on a one-on-one with a Bobcat defender, and she kicked the ball into the back of the net toward the far post. The goal that gave the Bears the 1-0 advantage was her fourth goal in the last three games.

The Bears took a 7-0 shot advantage and 1-0 lead into halftime.

Junior forward Dana Larsen said the Bobcats played just as she expected them to — hard-nosed, tough, very direct and similar to

the play of the Bears. She credited the calmness of the team for the victory, even though the nerves were heightened before the game because of the magnitude of it.

"I personally think there is always some jitters; I think you play better when you have a little bit of jitters," she said. "We were calm; we were confident; we were relaxed by the time we all stepped on the field together and that's what is important."

The Bobcats played a very tough, physical game, Sliwinski said, and did not let up or given in at any point in the game.

"We did our best to not draw anything up this week," she said. "Texas State is a team that has so much heart and so much fight that if you don't take them seriously they will be all over you. They came out to fight. That was a rough game in the box. I don't know how many times I got hit"

In the 58th minute, junior mid-

fielder Hanna Gilmore made a sliding score from six yards for the 2-0 lead. Larsen later put the game away with under three minutes remaining to seal the 3-0 victory for the Bears. With that goal, she tied Molly Cameron for the fifth-most goals in a season; Cameron had 11 in 2000.

In total, the Bears took 15 shots with nine on goal, as compared to the Bobcats' two shots, neither of which was on goal.

Baylor will play the No. 19 ranked North Carolina Tar Heels at 3:30 p.m. Friday in Gainesville, Fla., in the second round of the championship tournament.

The team brings in a new sense of confidence into the game against the Tar Heels and will look to prove itself as a legitimate power in women's college soccer.

"It's time," Sliwinski said. "We're ready. We're confident in ourselves now. We've gotten to the point where we know we're good."



No. 3 junior forward Dana Larsen keeps the ball from the goalie against Texas State on Saturday at Betty Lou Mays Field. The Bears won 3-0.

# BU volleyball upsets 25th-ranked Oklahoma Sooners in Norman

By KRISTA PIRTLE  
SPORTS WRITER

Baylor volleyball stunned the No. 25 Oklahoma Sooners, bringing home a 3-1 victory (26-28, 27-25, 25-22, 25-22.)

This match featured 50 ties and 23 lead changes and is the first conference road win for the Bears.

This was Baylor's first win over a ranked opponent since Dec. 5, 2009, at No. 9 UCLA.

"This win is important for our team's confidence to go on the road and beat a top 25 team," head coach Jim Barnes said. "It sets us up for reaching our first goal, and that's getting to the NCAA Tournament."

Both the front and back lines for Baylor played resiliently.

Senior middle blocker Briana Tolbert led the action at the front with a career-high 19 kills at a .436 hitting percentage.

Two other Bears finished with over 10 kills: sophomore outside hitter Zoe Adom and freshman utility Adri Nora with 15 and 12, respectively.

"Bri (Tolbert) was just unstoppable tonight, she just had that refuse-to-lose type attitude, and it inspired her teammates," Barnes said. "King did a real solid job anchoring our serve-serve and our back-row play. Offensively, we got a huge tonight from Nora, and Zoe

really stepped up to give us some big kills when we needed them."

Junior setter Kate Harris recorded yet another double-double and her fifth match over 50 assists with 51 and had 17 digs.

Four players in the back row followed her lead with double-digit figures.

Senior libero Allison King had her 27th consecutive match in double figures with 20 digs followed by senior outside hitter Qian Zhang with 19, senior defensive specialist Jordan Rice with a season-high 17 and freshman defensive specialist Hope Ogden with 11.

Junior middle blocker Torri Campbell led the defensive efforts

at the net with five blocks.

In the first set, Baylor went on a 5-0 run to break a tied game at 10 featuring a service ace by Zhang and two kills by Tolbert.

The Bears then led 21-16, but an Oklahoma 8-2 run changed things around as the Sooners led 24-23.

Baylor didn't give up easily, holding off set point twice, but Oklahoma found a way and captured the first set 28-26.

The second set seemed almost like déjà vu as Baylor broke a game tied at 10 with a 4-1 run with a pair of Tolbert kills.

As Baylor led 21-17, Oklahoma recaptured the lead off a 5-0 run to

make it 22-21.

The Bears scored three of the next four as the Sooners held off set point two times, but Baylor went on to win due to a Campbell kill followed by a block assist to make it 27-25.

"I thought we did a great job of bouncing back after the first set, and it started with us being confident and executing those moments," Barnes said. "We talked about shrinking each moment into just one point, and I thought we did a great job of that over the last three sets."

After the break, Baylor erased a 5-2 deficit by a 4-0 run on Campbell and Adom.

Eventually, the Bears led 21-19.

Due to a Nora kill and two Oklahoma attack errors, Baylor held off the Sooners and closed the door with back-to-back kills from Adom to end it 25-22.

The final set featured 17 lead changes alone. After a kill and block assist by Nora broke the tie at 20, a block assist and back-to-back errors by Oklahoma put the Bears in position.

A block by Tolbert and Harris sealed the victory for Baylor.

The Bears will be back in action 6:30 p.m. on Wednesday in Austin against the No. 8 Texas Longhorns and will be televised on the Longhorn Network.

**Pregnant? Considering Abortion?**

• Pregnancy Testing

**CARENET**  
Pregnancy Center of Central Texas

• Ultrasound Verification

**Medical Services**  
1818 Columbus Ave.  
Waco, Texas 76701  
**254-772-6175**

**Pregnancy Care**  
4700 West Waco Dr.  
Waco, Texas 76710  
**254-772-8270**

[www.pregnancycare.org](http://www.pregnancycare.org) 24 HOUR / TOLL FREE: 1-800-395-HELP (4357)

**B.U. students & faculty always receive 10% OFF with valid I.D.\***

All general repairs (foreign or domestic) • FREE local shuttle! • All major tire brands  
Computerized diagnostics • Blue Seal ASE-certified shop with Certified Service Writers  
and Master Technicians • State-of-the-art equipment in the cleanest shop in town!

**Freddie Kisk's**  
**Complete**  
CAR CARE CENTER

"Your Troubles Are Our Business"  
[www.CompleteCarCareCenter.com](http://www.CompleteCarCareCenter.com) \*Up to \$50.00

**5300 Franklin Ave. in Waco • (254) 772-9331**

**What are you waiting for?**

**University Rentals**  
754-1436 \* 1111 Speight \* 752-5691  
**ALL BILLS PAID! FURNISHED!**  
**1 BR FROM \$460 \* 2 BR FROM \$720**  
**MON-FRI 9-6, SAT 10-4, SUN 2-4**

**Baylor Arms \* Casa Linda \* Casa Royale \* University Plaza**  
**Tree House \* University Terrace \* Houses \* Duplex Apts**

**Making Bright Smiles Brighter!**

**Randall D. Meyer, DDS**  
GENERAL DENTISTRY

Now accepting new patients  
Most insurance accepted

**254-300-4415**

4573 Lake Shore Drive (Woods Office Park) • 254-300-4415  
Monday-Thursday 8:30-5:00 • [www.drRANDALLMEYER.com](http://www.drRANDALLMEYER.com)

**COLD WAR**  
**FILM FESTIVAL**

SPONSORED BY THE DEPARTMENT OF HISTORY  
THE INSTITUTE FOR ORAL HISTORY  
AND ARMSTRONG BROWNING LIBRARY

\*Complimentary themed snacks included

**One, Two, Three** (1961)  
Starring James Cagney  
Armstrong Browning Library Cox Lecture Hall  
November 14 - 6:30 PM

**Dr. Strangelove** (1964)  
Stanley Kubrick's  
Armstrong Browning Library Cox Lecture Hall  
November 15 - 6:30 PM

**Soy Cuba** (1964)  
Armstrong Browning Library Cox Lecture Hall  
November 16 - 6:30 PM

**Red Dawn** (1984)  
Armstrong Browning Library Cox Lecture Hall  
November 17 - 6:30 PM

**LIGHTS! CAMERA! PROPAGANDA!**



BENEFIT from Page 1

take all of their course concepts and think about what it would look like in their home countries.” Smyer said students in the program have the necessary skills needed to face challenging issues in their home countries.

“They have a combination of a clear calling to service to their people along with a strategic thinking capacity to see change,” Smyer said.

Joshua Tan, a Baptist minister from Kuala Lumpur, Malaysia, began studying through the Global Mission Leadership program this semester.

“I think the program is wonderful and superb,” Tan said. “It has involved me in areas I need most, like working with impoverished populations, and

MULKEY from Page 1

said. “I thought our kids let me piece some things together out there with some combinations and we didn’t miss a beat. I thought that Odyssey [Sims] set the tone. I thought Brittney [Griner] set the tone. I thought all those guys who went out there at the beginning of the game had a different mindset than against Howard. It was just a lot more intense and more energy, and it just spread to the whole team. It was fun to coach them today.”

One thing Baylor is focusing on this season is rebounding. The team improved from 52 to 59.

“We have a goal board in our locker room,” Mulkey said. “If you have 10 rebounds a game, you get your name on the board. Rebounding is a big big part of what we’re trying to emphasize to our team.”

Fundamentals are a big part of winning, but so is the chemistry within the team.

With only one additional player to the Lady Bears, the chemistry is strong early in the season.

it exposes me to social welfare programs that give me a model that I can apply back home.”

Tan said he has learned how to organize educational and social programs, which he hopes to apply to his community in Malaysia when he returns.

“My focus is sustainable community development in terms of economic and social issues, and I am interested in dealing with poverty issues in Asia,” Tan said.

Smyer said the students enrolled in the Global Mission Leadership program are completely engaged within the school.

“They teach us just as much as we are teaching them,” Smyer said. “They have had a tremendous impact on our school.”

“We’re having a lot of fun,” sophomore point guard Odyssey Sims said. “We’re bonding extremely well. We’re getting to know each other. There are a lot of different personalities. Everybody knowing how to talk to people and how to communicate, that’s something we need. As long as we have chemistry, we’ll be fine.”

As the Lady Bears run up and down the court, rarely do you see expressions change on their faces.

No matter how bad things get, motivation is the only thing seen in their eyes.

“When you miss, you don’t change your facial expression,” Mulkey said. “You just keep playing.”

With big wins thus far this season, there really hasn’t been much opportunity for disappointment.

This is key, however, to building upon the tough loss to end the 2010-2011 season.

Instead of pouting and demanding for pity, Baylor is going to work.

RANKING from Page 1

graduate and graduate years.

Boerne senior Natalie Buckingham said old CPA exam questions are included on her class exams, preparing her for questions she might see when she takes the CPA exam in the future. But her professors are helpful beyond just coursework, she said.

“I find myself not only going into my professors’ offices for class help, but for advice about my accounting future,” Buckingham said. “They never hesitate to provide insight, and I feel that they genuinely care.”

December 2010 alumnus Grant Tidmore said the faculty takes

*“They never hesitate to provide insight, and I feel that they genuinely care.”*

Natalie Buckingham |  
Boerne senior

a lot of pride in the students and prepares them well to become accountants.

“We have a very well-informed faculty that teaches us the technicalities of accounting,” Tidmore said. “They go even farther to teach us things like how to network, lead and how to write thank-you cards. Every student walks out of the program with an incredible work ethic that ultimately leads to an above-average passing rate, and eventually a very lucrative career.”

Tidmore said as students are getting ready to graduate, they receive a final push from professors encouraging them to finish strong with the CPA and to work hard in order to score well on the exam.

“It is well worth it to see the fruits of your hard work at Baylor result in a good score on the CPA,” Tidmore said. “It is very rewarding.”

VICTORY from Page 1

shirted a whole year, sophomore forward Cory Jefferson recorded his first career double-double with 10 points and 10 rebounds.

“Feels great. My first official game back off the redshirt,” Jefferson said. “Lot of hard work paid. It was tough sitting out, especially with the rough year it was. It was hard watching. But family and friends, they always stuck by me and the team. They were a big part of helping me get through that year.”

With Jones out for five games, head coach Scott Drew had a chance to see how his players could perform without the star from last year. Miller stepped up big for Baylor, as did senior forward Anthony Jones, who recorded his third career double-double with 11 points and 12 rebounds against Texas Southern.

“Losing Perry is huge,” Anthony Jones, senior forward, said. “Me being a senior, I had to step up and fill in that void for him.”

Jones scored 11 points and had

five rebounds against Jackson State on Sunday.

With a 3-point percentage of 20, Jones said he needed to work on other ways to score.

“Coming in, I know a lot of teams are going to expect me to shoot the 3,” Jones said. “That’s what I’ve been doing in the past. Over the summer, I’ve been working on my handles, trying to get to the rim more, finishing strong.”

Baylor defeated Jackson State 92-59 on Sunday at the Ferrell Center. Jackson State head coach Tevester Anderson had high praise for Baylor, comparing the team to a seventh-ranked Florida team he and his players had to contend with on Friday.

“I thought Florida was pretty good, but this team compares or is better,” Anderson said. “I’m one of those voters on the coaches’ poll, and I’ve got to vote (Baylor) a little higher than 12. I think they’re going to be very, very good in this conference and go a long way in the NCAA tournament, too.”

FESTIVAL from Page 1

duce these films to students who were born after the Cold War.”

Lindsey said he believed the foreign films would offer a particularly insightful look into how citizens in the Soviet Union viewed the United States and American society in comparison with their own.

“I’m looking to see something that correlates with what we’ve been talking in class,” Lindsey said. “Specifically, during the Cold War, the Soviets were trying to portray their quality of life as equal to [that of] the United States. Movies that came out of east-bloc countries tried to show a very high standard of living for all people living inside the Soviet Union.”

Tonight’s viewing will feature

another, darker comedy: “Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb.” Like the rest of the films in this series, tonight’s film will take place at 6:30 p.m. in the Armstrong Browning Library Cox Lecture Hall.

The festival will continue Wednesday with the viewing of “Soy Cuba,” a 1964 joint project of the Soviet Union and Cuba that portrayed the United States in a negative light.

The festival will conclude Thursday with “Red Dawn,” which deGraffenried said takes a hard-line neoconservative stand against the threat of Soviet communism and served as equally powerful propaganda in the mid-1980s.

Schedule of showings

- Dr. Strangelove (1964)  
Armstrong Browning Library  
Cox Lecture Hall  
6:30 p.m.  
Today
- Soy Cuba (1964)  
Armstrong Browning Library  
Cox Lecture Hall  
6:30 p.m.  
Wednesday
- Red Dawn (1984)  
Armstrong Browning Library  
Cox Lecture Hall  
6:30 p.m.  
Thursday

CLASSIFIEDS

Call Today! •254-710-3407•

HOUSING

Huge! 1 Bedroom and 2 Bedroom \$425 and \$500 per month! Ready for Move In, Free Wifi, minutes from campus and Quiet! (254)759-8002

AVAILABLE JANUARY 2012! ONE BR UNITS! Close to campus, affordable. Rent starting at \$350. Knotty Pine, Driftwood, and Cypress Point Apartments. Call 754-4834.

4BR/2BA large brick duplex apartments. 4-6 tenants. Days: 315-3827.

SBO 2 lots: 1305 & 1309 Daughtrey. Call Don Crockett 254-315-3827.

For rent: Two bedroom duplex, single or double; 11 minutes from Baylor; for mature girls or married couples only, Christian standards; quiet area; \$590 - single, \$690 double, inc. utilities; 254-315-8830-DJ

Woodway area room for rent. Utilities paid. \$800 month. 744-4533

For rent: Garage studio; 11 minutes from Baylor; for mature girls or married couples only, Christian standards; quiet area; \$490, inc. utilities; 254-315-8830 -DJ

Home for rent! BARGAIN SUB LEASE for spring semester! Perfect Location! Short walk to campus! (east side) Charming 2-1 home with big yard at 412 University. Refrigerator, Washer and Dryer. Central heat and air. Only \$695 for the spring semester, longer term leases available. Pets ok with deposit. Call Rick at 214-207-5002

Did You Know?

Students are not our only readers!

Baylor is the 2nd largest employer in McLennan County.

EMPLOYMENT

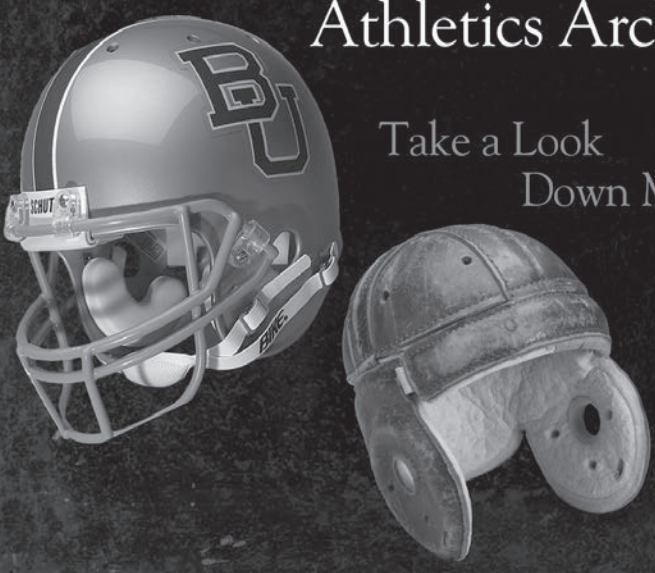
Goodwill Industries is seeking a PT Learning Center Specialist. 25-34 hours per week and will vary to include evenings. 40 hours per week for 6 weeks will be required while an employee is on maternity leave. Potential applicants must have excellent computer skills, specifically an intermediate level of experience with Microsoft Excel, Word, and Powerpoint. Responsibilities include: resume development, job search/ placement assistance, interview skills/self-presentation training, one-on-one computer training, career counseling, and computer skills instructor. This position will teach numerous levels of computer classes so candidates must be comfortable speaking in front of groups of people. Must be a fast learner and “service” oriented. Benefits include: paid vacation/sick/holiday time, employer matched retirement package, and dental and supplemental insurance available. Bachelor’s degree preferred in a Social Service field. Experience providing career counseling preferred. Only qualified applicants should apply!!! Computer skills test will be administered to potential candidates before employment is offered. Please email cover letter and resume to apps@hotgoodwill.org, Subject Line: Learning Center Specialist.

A Living Legacy


The Baylor University Libraries  
Athletics Archive

Take a Look  
Down Memory Lane

Available  
Online



www.baylor.edu/lib/athleticsarchive



BOOK MARK  
US!

www.BaylorLariat.com





DEFENDING YOUR  
RIGHTS.  
PROTECTING YOUR  
FUTURE.

Rob Swanton & Phil Frederick

254-757-2082  
wacotxlawyer.com

Premiere Cinema  
Waco Square

410 N. Valley Mills Dr. • Waco, TX

All Digital Sound!!

\$2.00 General Admission

Best Hot Dogs in town, plus free chili/cheese

Showtimes valid Nov. 4th thru Nov. 10th

Showtimes in () valid Friday - Sunday only

2D SMURFS (PG)  
(11:00) 1:30 4:00 6:45 9:30

CONTAGION (PG13)  
(11:00) 1:15 3:45 6:30 9:00

DREAM HOUSE (PG13)  
(12:15) 2:30 5:00 7:30 9:45

THE THING (2011) (R)  
(11:45) 2:00 4:30 7:00 9:15

WARRIOR (PG13)  
(12:00) 3:00 6:00 9:00

ZOOKEEPER (PG)  
(11:45) 2:15 4:45 7:15 9:45

All showtimes subject to change.

Info Hotline: (254) 772-2225  
www.bccmovies.com




WAKE UP  
Baylor Departments!

The Baylor Lariat is the easiest  
and most widespread advertising source on campus.

Place your Ad Today!  
710-3407


Turn this ad upside down to see the effect you can have on people's lives.



The SMU Master of Science in Counseling

Pursue a career that’s about helping others. The Master of Science in Counseling from SMU prepares individuals to become Licensed Marriage and Family Therapists, Licensed Professional Counselors and School Counselors. Students develop basic therapy skills in the classroom, then apply them with hands-on experience in our state-of-the-art, on-site family counseling clinic. New terms begin every 10 weeks and offer the flexibility of day, evening or weekend classes.

Held at SMU's Plano Campus. Call 214-768-9009  
or visit smu.edu/mastercounseling.

 ANNETTE CALDWELL SIMMONS  
SCHOOL OF EDUCATION  
& HUMAN DEVELOPMENT

Southern Methodist University will not discriminate in any employment practice, education program or educational activity on the basis of race, color, religion, national origin, sex, age, disability or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation.