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Susan G. Komen Race for the Cure draws about 8,500



PHOTOS BY SAM GRENAIER/The Daily Toreador

PARTICIPANTS CHEER AS those running in the Race for the Cure 5k cross the finish line Sunday outside of the City of Lubbock Civic Center.



SUPPORTERS WALK DOWN the steps at the City of Lubbock Civic Center Sunday during the Race for the Cure.

Students participate in annual fundraiser for cancer research

By CAROLINE COURTNEY
STAFF WRITER

Saturday, downtown Lubbock was overtaken by pink shirts, pink balloons and pink dogs.

More than 8,500 people participated in the annual 5k and one-mile run hosted by the Susan G. Komen for the Cure organization to support breast cancer research, survivors and patients.

"It is unreal to see this come together," said event coordinator Stephanie Winters. "I just lost it in tears. We do this for the survivors. It is to completely honor them and to cure the disease they've gone through

that we don't want other people to have to battle."

Winters said some type of grant from the Susan G. Komen organization has funded every single piece of research done on breast cancer, and events like this continue that tradition.

"Seventy-five percent of what we raise today will stay right here on the South Plains," Winters said. "Twenty-five percent will go to nationals for national grants and research. When final numbers come in, I think we will have raised half a million dollars. That's pretty incredible."

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Gameday | Week Five

ISU deals Tech second straight loss

Cyclones-record 52 points scored against Red Raiders



PHOTO BY GENE PAVELKO/Iowa State Daily

IOWA STATE QUARTERBACK Austen Arnaud looks down field to throw during the Cyclones' win against Texas Tech on Saturday in Ames, Iowa.

By MIKE GRAHAM
STAFF WRITER

Texas Tech football fell to 2-2 on the season and 0-2 in Big 12 Conference play with a 52-38 road loss against Iowa State Saturday.

The Red Raiders faced a 24-0 deficit near the end of the first half but managed to get two late first-half touchdowns and ultimately pulled even at 24, leaving the outcome of the game well in doubt.

But the Red Raiders' offensive and defensive units never seemed to match each other's tempos at the right time, and it ultimately cost the Red Raiders the game.

"I feel sorry for the guys," Tech head coach Tommy Tuberville said. "They fought hard tonight. We didn't look good on offense or defense at times, and at times we looked pretty good. It's just, I don't know. Weird game."

"We just never played together as a group. When the offense played good, the defense would let down and vice versa. We just have a lot of work to do."

On the other hand, Iowa State had its best game in Big 12 Conference his-

Tech's offense, defense struggle in loss. STORY, Pg. 7

tory against the Red Raiders.

The Cyclones' 52 points Saturday were the most they had ever scored against a Big 12 opponent, and their most points ever in a game since 2002. Iowa State also put up 441 total yards of offense, its best performance of the 2010 season thus far.

The Red Raiders amassed 508 yards, though, making the loss more perplexing.

Taylor Potts completed 42-of-62 passes, throwing for 377 yards, and the running game managed 132 yards on 25 attempts. The Red Raiders also had 28 first downs in the game compared to the Cyclones' 22.

"It felt like we were hit and miss sometimes," Potts said. "We need to be hit all the time, and we were kind of hitting and missing at times."

LOSS continued on Page 7 >>

Urban Tech hosts First Friday Art Trail event

New architecture program to design Avenue J development

By LISA HYNDMAN
STAFF WRITER

Urban Tech, a newly formed urban-architectural program run by Texas Tech architecture students, is designing a new development for Avenue J in downtown Lubbock.

The organization hosted an event during the First Friday Art Trail Friday evening to help raise awareness about the project.

According to Urban Tech's mission statement, the group will clarify the public benefits of architecture, promote the creation of new knowledge and serve as a laboratory for ethical professional behavior where community needs supersede private agendas.

David A. Driskill, an associate professor and director of Urban Tech, said the program engages in public projects such as the new design for Avenue J in the downtown district. The organization is led by Driskill along with a handful of architecture students.

Amy Walker, an architecture graduate student from Lake Kiowa, said the program was formed to show the community what Tech students can do for them.

"We are trying to bring architecture to the Arts District," Walker said.

Avenue J serves as a north-south axis connecting the Civic and Arts District to the Depot District.



PHOTOS BY RIANNON ROWLEY/The Daily Toreador

FROM LEFT, SHARON Cadena, a junior communication design major from San Antonio, Stacy Besco, a junior electronic media communications major from El Paso, Audrey Petrash, a junior personal financial planning major from San Antonio, and Kathryn Rocha, a sophomore communications design major from Houston look at a piece called "Womb" by Shanon Ramos at the Urban Tech First Friday Art Trail.


During the First Friday Art Trail, Urban Tech students presented their plans for the Avenue J with models, layouts and designs.

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OPINIONS, Pg. 4



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Tech Men's Club hosts first philanthropy event

By ALEXANDRA PEDRINI
STAFF WRITER

Skating circles in '70s and '80s attire, the Texas Tech Men's Club hosted a skate night as its first philanthropy event of the year Friday afternoon at Skate Ranch.

With more than 100 participants from outside the club, the group invited people to form teams of five for the skate-a-thon. Each team paid a \$50 fee plus \$10 for each extra member after the first five, and all proceeds from the event will be donated to the Lubbock Ronald McDonald House.

After looking into various charities and doing previous work with Habitat for Humanity, the club officers chose this as the cause they wanted the group to benefit for the fall semester.

"I talked with (RMH), and they were more than willing to work with us," said John Stewart, the club's president and a senior marketing major from McAllen.

Eric Odom, treasurer and senior agriculture economics major from Dimmitt, said because this is a group of all men, labor-intensive volunteer work like at Habitat is right up their alley, but this event took them outside their comfort zone.

Since all club members are a part of other organizations on campus, the 19 men are some of the most active students in the Tech community, Odom said. Because of their hectic schedules, this will be the first and only philanthropy event of the semester for the club.

Stewart said members wanted to give themselves plenty of time to prepare for the event since this is a first for the club.

In addition to the money raised from people joining in teams, TMC is donating an additional \$1,000 in the name of the Kappa Alpha Theta sorority because their group had the most people come to the event outside of the original five team members.

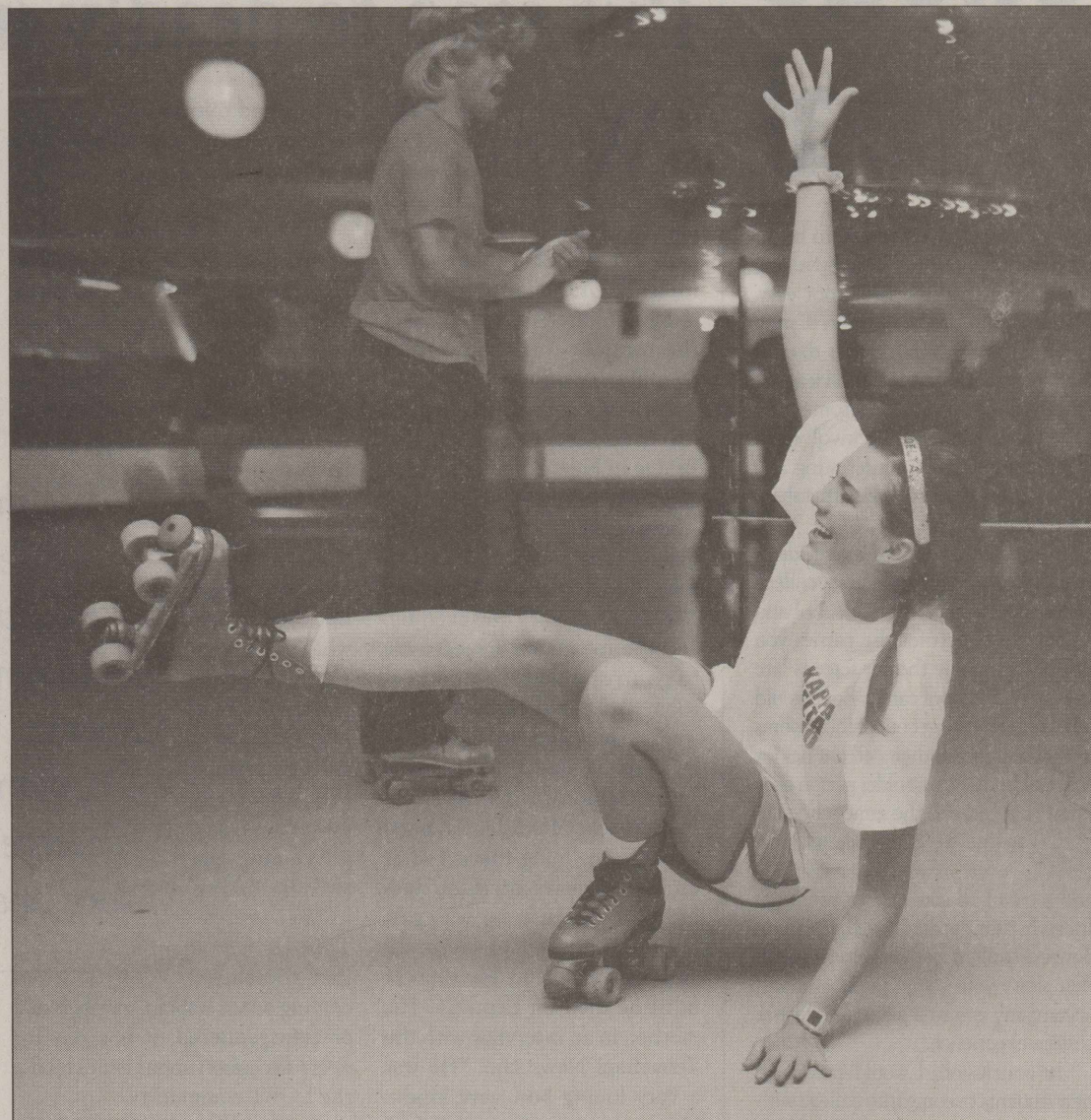


PHOTO BY BRAD TOLLEFSON/The Daily Toreador

NATALIE KINCY, A junior horticulture major from Dallas, successfully makes it underneath the limbo on skates during the Late Skate charity benefitting the Ronald McDonald House hosted by the Tech Men's Club Friday at Skate Ranch.

Although unsure of the exact amount raised, Stewart said the group surpassed its \$1,500 goal.

Although sororities and fraternities have their own philanthropy events, many still came out to support TMC. Since so many people get involved with Greek philanthropy events outside of the chapters, it's nice to give back to the community and help other Tech

organizations, said Sarah Hoffman, Theta team member and sophomore special education major from Houston.

"(Giving back) helps you grow as a person," said Emily Sulc, Pi Beta Phi team member and freshman restaurant, hotel and institutional management major from Plano. "If you're going to be in a sorority and not do philanthropy stuff, it just doesn't make sense.

It's what we strive to do - to better ourselves by helping other people. It's just really cool to affect other people's lives."

Although this is the only Fall 2010 TMC philanthropy event, Stewart said the club will continue working with Habitat for Humanity and plan for future events in Spring 2011.

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President's Select chooses new Fall 2010 members

By HALLIE DAVIS
STAFF WRITER

When Maggie Jones got the call, she said she was so excited she tuned out everything after the initial announcement and had to e-mail asking for the information she'd missed.

Jones, a sophomore pre-vet animal science major from Albuquerque, was one of 39 students chosen out of more than 300 applicants to be a new member of Texas Tech's elite President's Select.

After hearing about the organization through her sorority, Jones said she wanted to join because the tours she went on were what made her choose Tech in the first place.

"When I found out I made it to the third round of interviews, I literally jumped up and down and screamed," Jones said. "One of my Theta sisters

told me if it had been anyone else, I would've been embarrassed."

The process began with applications, and then applicants were called back for the first round of interviews. Jones said over half the applicants were not called back for a second interview.

Julian Olivas, the manager of the visitor's center and adviser to the organization, said it was so selective because members have one of the most important jobs on campus since they attract new students and without

students there would be no university. "It's a selection process that gives us an idea if the student has a passion for the university," Olivas said. "We are looking at how that comes across."

The members of President's Select do more than just give tours, Olivas said. They are the official ambassadors of Tech and support the office of the president by recruiting students in many ways, including running University Day, running the president's box at football games and attending donor events.

"It's a big time commitment, but it's worth it," said Jessica Cravens, the president of the organization.

In her fourth year with President's Select, Cravens, a senior public relations major from Carrollton, said she thought the students and applicants got better and better every year.

Though she said it was a tough decision to decide who would advance to the next of the three rounds of interviews, she encouraged anyone interested to apply.

For those who did not make it into President's Select, Olivas said he did not want anyone to be discouraged.

"Any Texas Tech student is always an ambassador for the university," Olivas said. "They should be proud to call themselves Red Raiders."

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"It's a selection process that gives us an idea if the student has a passion for the university."

JULIAN OLIVAS
ADVISER
PRESIDENT'S SELECT

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Moody Planetarium hosts popular laser show to Pink Floyd

By **AUDREY COLLINS**
STAFF WRITER

Friday evening the Moody Planetarium presented one of its most popular laser shows to the music on "The Dark Side of the Moon" by psychedelic rock band Pink Floyd. The event attracted many Texas Tech students as well as Lubbock-area families.

The planetarium is best described as a miniature IMAX theater, with a large, white domed ceiling and chairs that lean back so that the audience is sitting in a reclined position, making the large domed screen much more visible.

As the show begins, the lights go down and the audience is engulfed by inky blackness. The show kicks off with the faint sounds of a heartbeat filling the theater. It starts out slow and quiet, and then the speed increases as it gets louder, and you begin to hear the first sounds from "The Dark Side."

As the music begins to play, smoke appears overhead, slowly moving with the music's ambience, until the first guitar notes twang, which creates a streak of blue light that moves in accordance with the sound and rhythm. As the songs reach each of their verses and choruses, a new scene appears overhead. Each laser-fed picture and scene depicts the lyrics of the song that is playing, creating a neon music video for the audience to enjoy.

As the show ends, the music fades away and is again replaced by the heartbeat, which this time continues to beat out a quick and heavy rhythm, before fading away into darkness until all sound and light fully dies.

Audra Dyer, planetarium employee who helps to put on the la-

ser shows, said that the Pink Floyd show is one of the most popular attractions they offer, and at least one of the shows always sells out.

The Planetarium tries to host the musical laser shows every month, except around the time of finals.

While Pink Floyd takes over the main stage, they aren't the only band on the bill.

"It's one of our longer laser shows, and it's one of the most popular," Dyer said. "We usually do Pink Floyd, Led Zeppelin and Metallica."

While Dyer said she isn't into the psychedelic ambience of Pink Floyd, she doesn't let that stop her from enjoying the show.

"I'm not a real big fan of Pink Floyd," Dyer said. "But it is a very good show. There's some really nice graphics in the show and also in "The Wall" that we're going to show on Oct. 28."

Accounting major Andie Wolfe attended the show as a fan of rock 'n' roll and Pink Floyd just to see what it was all about.

"I thought it was pretty cool; I didn't really know what to expect," Wolfe said. "I guess maybe I thought more of like a concert, and I didn't really expect, like, a laser show, but I thought it was pretty cool how it correlated to the music."

Lucy Estes, a speech pathology major who Wolfe brought along to the show, said she had the same thoughts of not knowing what to expect but not being disappointed.

"I just thought there was going to be more, like, people and less lights," said Estes, "But it was still cool."

The planetarium will be presenting Pink Floyd's "The Wall" on Oct. 28 from 6 p.m. to 7 p.m.

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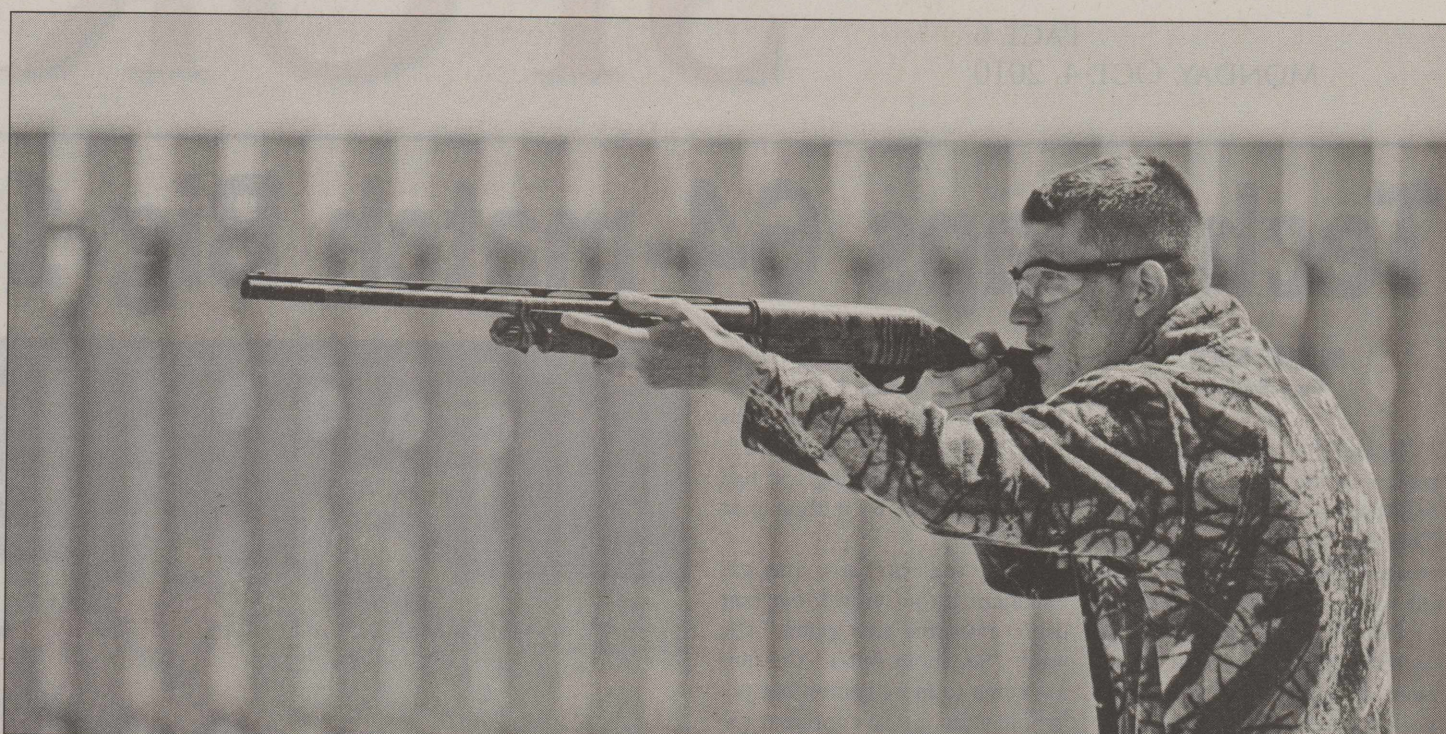


PHOTO BY SAM GRENADIER/The Daily Toreador

BLAKE MADIGAN, A mechanical engineering major from Benbrook, participates in the finals of the FarmHouse Fraternity's 2nd Annual Skeet Shoot Tournament.

Race

CONTINUED FROM PAGE 1

Winters said the most tear-jerking part of the morning was the balloon ceremony. All breast cancer survivors held a pink balloon and released it into the air after the announcer called out the number of years they battled cancer.

Emily Guinn, a senior communication studies major from Tyler, said the balloon ceremony brought her, along with her friends supporting her, to tears.

"My mom found out she had breast cancer two years ago," Guinn said. "I was shocked at first. I didn't know what to do. She was in Tyler, and I was at Tech."

Guinn said the hardest part was being away from her mother. While her parents insisted she remain in school, she said it was impossible to focus on classes when her mind was on her mother in the hospital.

Guinn helplessly watched her mother endure chemotherapy and radiation. She said she was constantly frustrated because she could not do anything to alter the situation. No matter how hard she wished or tried,

she could not remove her mother's disease.

"I couldn't magically remove her cancer," Guinn said. "It was hard learning how to support someone in a different way."

"I was so used to having her there to support me," Guinn said, "but I realized she physically couldn't anymore, and I had to mature and support her. It was so hard, but I learned so much about life and what's important and the sacrifices it takes to grow up."

Guinn said after seeing her mother's struggle, she will always support her mother and fellow breast cancer survivors by participating in Race for the Cure.

Along with thousands of other participants in the race, Guinn wore a paper on the back of her shirt in celebration of the survivors she was supporting — her mother and her two grandmothers.

"This was my first chance to go to the race," Guinn said. "It was amazing being there and seeing all the people who've shared my mom's experience. I think the most exciting part was seeing all the people who haven't had breast cancer that were just there to support the survivors and the cause."

Taryn Crews, a friend of Guinn's, supported her at the race.

"She was really upset, and when her



PHOTO BY SAM GRENADIER/The Daily Toreador

RUNNERS AND WALKERS participate in the Race for the Cure 5k on Sunday.

mom went through chemo, it was really hard for her to see her go through it, especially when she lost her hair. She wouldn't talk much about it during the chemo part and when she was in the hospital."

Crews said Guinn is no longer quiet about her mother's disease and instead celebrates her recovery.

"Her whole family's story gives a lot of hope to others fighting cancer right now," Crews said. "Emma makes sure people

know that it is a serious disease but you can fight it."

As Guinn participates in events sponsored by Susan G. Komen for the Cure, she does so with a dual focus.

"I do this to raise money for cancer research," Guinn said. "But for me, it's more about raising awareness. If you catch it early enough, like my mom did, you can fight it and you can win."

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Tech snaps 64-match Big 12 losing streak

By JOSH KOCH
STAFF WRITER

Jackie Vincent is one of two seniors on the Texas Tech volleyball team — the other, Caroline Courtney — who have spent their entire collegiate careers wearing the scarlet and black of Tech.

But the two experienced something Saturday that hasn't been accomplished within the volleyball program since their freshman year at Tech: a Big 12 Conference victory.

"Oh my gosh, everyone was just going crazy, and it was awesome," Vincent said after the win. "That's the feeling that we have missed the most, and I think if you ask anyone that they can agree with me. And just, I think everyone on their feet helped out a lot."

But it didn't always look like the match's result would favor Tech, as Kansas (11-6, 2-4 in Big 12 play) opened the first set on a 7-2 run.

The Red Raiders battled back but just could never get out of the hole they had dug themselves into at the beginning of the set. Tech lost the opening set 25-21.

After switching sides, Tech took a page out of Kansas' book, opening the set on a run of their own, 6-2.

That lead would later extend to 11-5, followed by a 3-0 Jayhawk run. However, Tech would remain in control, winning the set 25-20.

At that point, the set was only the second the Red Raiders (3-12, 1-5) had clinched in Big 12 play this season. Outside hitter and middle blocker Amanda Dowdy had posted her seventh career double-double by this point in the

match with 14 kills and 10 digs.

After all was said and done, Dowdy posted two career-highs in kills with 25 and digs with 15. Dowdy said this outing just had a different feel to it than past contests.

"Just the intensity and excitement in our crowd, our fans were awesome this game," she said. "So, shout out to the fans — come to more games, but our whole team felt so confident the whole way. I mean, we never lost it, and I'm so proud of them for that because that's what we've been missing."

After the Jayhawks came out and took a quick 4-2 lead in the third set, Tech responded, tying things at four apiece.

Kansas seemed to have taken control for a while after that, though, but the Red Raiders would not lie down in defeat. Instead, Tech countered to tie it at 14 apiece and eventually took a 16-14 lead.

But Kansas had a rally of their own, stealing the lead back, 20-19.

Once again, the Red Raiders showed the ability to climb out of a hole, going on a 6-2 run to take the set and a 2-1 set lead.

With one set separating Tech from the win, the crowd in the United Spirit Arena began to sense victory drawing nearer and came to life.

But the Jayhawks silenced the crowd after a back-and-forth battle in the fourth set. Tech pulled within one point of the Jayhawks at 16-15, but Kansas went on a 5-0 run and won the set 25-20.

So, this resulted in a fifth set, the deciding set, which is played to just 15 points.



PHOTO BY PAUL HAILES/The Daily Toreador

TEXAS TECH'S TORY Vaughan digs a ball against Baylor Sept. 29. The Red Raiders defeated KU Saturday to earn their Big 12 win of the year.

Freshman middle blocker and outside hitter Aubree Piper paced Tech, leading the team to an early 5-1 lead.

After the match, Piper, who was accustomed to winning at Randall High School in Amarillo, said the win was unbelievable.

"It's been so incredible, I can't describe the feeling," Piper said. "We went into this game saying we're gonna have fun, we're not gonna play with any fear. And talk is easy, but we went out there, and we played absolutely fearless, like, left everything out on the

floor; everyone did."

Piper logged a career-high 11 kills and recorded a .400 hitting percentage, which also is a career-high.

Tech's momentum would carry it throughout the final set, with the Red Raiders eventually owning a 14-7 lead.

The fans sensed the final sequence approaching, as many rose to their feet in support of the team.

After some back and forth across the net, the ball was finally hit out by a Kansas player, result-

ing in a wave of cheering and applause from the crowd, which was there to witness Tech clinch their first Big 12 win since Sept. 12, 2007.

"Well, I'm glad it happened at home," Knight said. "I wouldn't have cared if it had happened on the road, but it's so much a better feeling that it happened at home in front of your hometown crowd who was just going nuts, and we finally gave them a reason to really cheer and be happy. It's just a great feeling."

Additionally, the win also was a first for Knight in Big 12 play

since making her arrival in Lubbock to be the head coach of the volleyball program.

And now that the once 64-match losing streak in conference play is no more, Knight said it should be her players who feel the most relieved to have earned this victory.

"The neatest thing is it's just so great to see that smile on your player's faces, and for them to relax and have accomplished that," Knight said. "There has just been all that pressure building up on them forever. So, I'm just happy for them."

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Offense's slow start, defense's inconsistency plagues Tech

By MIKE GRAHAM
STAFF WRITER

Iowa State had just upset Texas Tech 52-38, and the Red Raiders got off the field in a hurry, probably hoping to get back to Lubbock, the first step in getting toward next week's game against Baylor.

The walk back to the Red Raider locker room was mostly in silence — except for some children dressed in Cyclone gear begging for, and sometimes receiving, some of the Red Raiders' gear — used receiver gloves, used wrist bands, etc.

The silence continued when head coach Tommy Tuberville entered the media room set up for him in Jack Trice Stadium, but he seemed patient with his team — and with others — during his postgame media conference.

As he waited for all the reporters to get set, he took time to look over the final stats from the game and just shook his head.

"Everything, to me, looked pretty good in terms of two teams playing hard," Tuberville said later in the postgame conference. "We're just not good enough to go out there and make that many mistakes and have a chance to beat anybody."

Some reporters missed the scene in Tuberville's postgame conference, though, caught amid Cyclone fans milling around and high-fiving each other in

the concourse areas. A scene that rarely happens when Iowa State plays a Big 12 Conference game.

The Cyclones (3-2, 1-1 in Big 12 play) are one of the worst teams statistically in a variety of Big 12 categories.

It was a game of missed opportunities for the Red Raiders that allowed Iowa State to come away with the victory.

The Red Raiders' offense came out flat after a lot of talk during the week leading up to the game about how much the offense would be improved.

To the contrary, Texas Tech's offense started the game very poorly, accumulating just three first-downs through 27 minutes of play, while Iowa State hopped out to a 24-0 lead.

But the offense finally came around late in the first half.

The Red Raiders were able to get two quick scores late in the second quarter and then ultimately tied the game at 24-24 by the end of the third.

By game's end, quarterback Taylor Potts and the Tech receivers accumulated 377 yards through the air, and the running game vastly benefited from Iowa State's respect for the passing game, compiling more than 100 yards on the ground.

Things slipped away for Tech, however, as the Cyclones outscored the Red Raiders (2-2, 0-2) 28-14 in the fourth quarter.



PHOTO BY GENE PAVELKO/Iowa State Daily

IOWA STATE WIDE receiver Josh Lenz catches a touchdown pass during Saturday's game against Texas Tech in Ames, Iowa. Iowa State defeated Texas Tech 52-38.

Entering Saturday's game, the Cyclones statistically had the worst offense in the Big 12. Potts was asked after the game if it stung more than usual to lose to a team with such a low offensive output.

"A little, I guess," Potts replied.

Tech's defense helped the Red Raiders claw back into the game through the third quarter, but just could not get a stop in the final period.

"That's not normally how we play our defense," safety Franklin Mitchem said. "Their offense just made plays, and we didn't execute our defense."

This week, the Red Raiders will try

to snap the skid when they take on quarterback Robert Griffin and the rest of the Baylor Bears in Dallas at the Cotton Bowl.

Defensive tackle Colby Whitlock knows Tech won't snap the skid if they play like they did Saturday.

"We're going back to the drawing board," Whitlock said. "Starting (Sunday) when we go out to practice, we'll work hard, make our corrections and do what we've got to do to win every game from here on out."

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Tech in danger of missing bowl, needs more consistency

Jon Arnold



The cold, gray weather enveloping Lubbock Sunday morning seemed fitting.

The outlook is gloomy for Texas Tech fans whose psyche was battered and bruised during and after Tech's shocking 52-38 loss to Iowa State Saturday in Ames, Iowa.

There's no sugarcoating it; this team is a lot worse than we thought they were.

Heading into the Iowa State game there was still a shot at a division title. Now, even bowl eligibility isn't a certainty.

After the Texas game, it was widely speculated that the defense turned the corner and was becoming the respect-

able unit it never was under Mike Leach. Special teams were disciplined, creating great field position and opportunities aplenty, and garnered heaps of praise after the New Mexico game.

But with the 52-38 loss to the Cyclones, it looks as though the anointing of the defense and special teams of the Red Raiders' savior was premature at best.

A dual-threat quarterback, Austen Arnaud, and good running attack exposed the defense, just as we saw time and time again under Leach's watch. The handful of special teams blunders put the Red Raiders in incredibly tough spots.

In fact, the one positive from the game was everyone's biggest concern going into it: the offense. Say what you will about Taylor Potts (and trust me, you've said plenty), but he had his best game since last year against Texas. Lyle Leong continued to give off the image that he has magnets in his hands attracting the

ball to them and helping him reel in touchdowns. Unfortunately, the rest of the team decided to mail this one in.

Again, there can be no excuses. Tech was beaten soundly by an Iowa State team that looked like the better side all night. Still, if there was a single game when offense, defense and special teams all turned in even a decent performance, Tech would have at least a good shot at every game.

Instead, we have this inconsistency. Sometimes the offense is anemic, sometimes the defense is stout. Other times, it's the reverse. Special teams won the New Mexico game. It helped to lose the Iowa State game.

This team needs consistency, and they need it fast.

Friday I wrote the Iowa State game was a perfect chance for the Red Raiders to rebound and run off some wins. It was. They blew that chance. Next comes Baylor, red hot after waltzing to victory over Kansas.

If the Red Raiders can't beat the Bears, Tech fans better enjoy the trip to Dallas because it will be the only chance they get to enjoy a trip to a neutral site this season.

■ Arnold is The DT's managing editor
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“There's no sugarcoating it; this team is a lot worse than we thought they were.”

Loss

CONTINUED FROM PAGE 1

The Cyclones kept the Tech defense on the field for 18 minutes in the first half, which may have softened the defense later in the game, but safety Franklin Mitchem said it was just a matter of preventing some game-changing plays.

"I don't think it wore us out," Mitchem said. "They made the plays, and those plays were really just long-yardage plays. They just made big plays, and we couldn't execute the defense tonight."

The Red Raiders and the Cyclones (3-2, 1-1 in Big 12 play) traded the first four possessions of the game before Iowa State

got the game's first touchdown. From that point, the Tech offense sputtered, while Iowa State put on 17 more points for a 24-0 lead late in the second quarter.

Until the final three minutes of play in the first half, the Red Raiders had just 67 total yards of offense and three first downs.

Everything started to change on a late first-half drive for Tech.

Quarterback Taylor Potts orchestrated an eight-play, 75-yard touchdown drive that featured seven complete passes and just one run to pull to 24-7 in the final minute of the half.

Seconds later, after the Iowa State offense mismanaged the clock and went three-and-out, a poor snap on the Cy-

clones' attempted punt sailed past punter Kirby Van Der Kamp and set the Red Raiders up on the Iowa State 20-yard line.

Potts connected with Leong on the very next play for a 24-14 halftime deficit.

Tech scored on a Matt Williams field goal on its opening drive in the third quarter, and Potts connected with Leong again to tie the game up.

But the wheels began to fall off in the fourth quarter when receiver Detron Lewis made a reception and fumbled, unforced, giving the Cyclones some momentum — a 39-yard touchdown drive to recapture the lead 31-24.

Iowa State made it a two-possession game on its next drive with a one-play, 61-yard touchdown by Cyclone running

back Shontrelle Johnson with 13 minutes left in the game.

Tech and Iowa State traded a touchdown later in the fourth quarter, and Leong brought the game back into reach with his third touchdown grab of the night with 1:30 remaining in the game to bring the score to 45-38.

But Tech's onside kick attempt following Leong's last score was returned for a touchdown, sealing the game for the Cyclones and handing the Red Raiders their second consecutive loss.

"We fought back, and I thought if we could ever get the lead, we'd take control of the game," Tuberville said.
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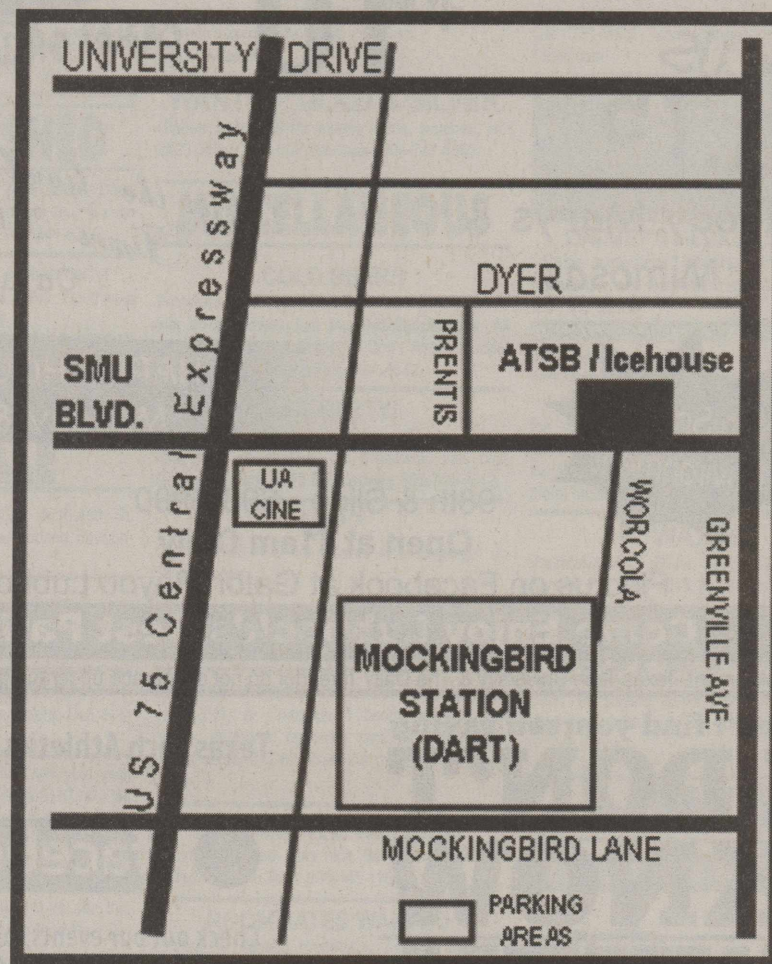
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Tech soccer loses to Nebraska in OT

By **TOMMY MAGELSEN**
STAFF WRITER

Trailing 4-3, Texas Tech midfielder Madison Terry lined up a set piece from 35 yards away with 10 seconds left in the game, driving the ball to a mass of red and white jerseys hovering in the penalty box and jockeying for position.

The ball made initial contact with Tech forward Jessica Fuston before landing toward the far side of the six-yard box — just in front of Tech defender Mallory Yacullo.

With two seconds left, while the Nebraska goalkeeper lay helpless on her side, Yacullo blasted the ball in as time expired, causing her teammates to swarm her.

The Red Raiders, who trailed 4-2 less than three minutes before Yacullo's equalizer, were heading into overtime.

"We've always been a team to play to the buzzer no matter what," Yacullo said. "I had the easy part. It really was a team collective effort to get the ball all the way up the field, get the cross in — just be relentless in the box up to the buzzer."

But a coincidental twist of fate in overtime doomed the high-flying Red Raiders.

Two minutes into the first overtime period, Nebraska earned

a free kick at nearly the exact spot Terry lined hers up minutes earlier. Husker forward Morgan Marlborough shot the ball over everyone except goalkeeper Colleen Pitts who made a diving deflection.

But Nebraska midfielder Ari Romero headed in the game winner off the deflection, stunning the Red Raiders with a 5-4 victory.

"It's really hard to go from one extreme to the other. Almost having a heart attack to just this," Tech defender Whitney Sharpe said, fresh tear marks staining her cheeks.

Tech (9-4, 2-2 in Big 12 Conference play) entered the game after defeating Colorado Friday night 1-0, courtesy of a Casey McCall goal in the sixth minute. In a wide-open Big 12 race, Tech had an opportunity to lay claim to second place in the conference.

But the Red Raiders made it hard on themselves early as the Huskers jumped out to a 2-0 lead in the 26th minute. Marlborough made her Big 12-leading 12th goal of the season to open the scoring in the 15th minute when she beat Yacullo one on one down the right side of the field before dribbling the ball into the box and finally putting the ball neatly into the top shelf of the far post.

Down by two, the Red Raiders showed flashes of their determination, scoring a goal less than a minute after conceding their second.

Attacking midfielder Taylor Lytle crossed a ball from about 24 yards out to a waiting Fuston who headed in her team-leading fifth goal of the season to the near post.

Fuston would score another integral goal in the 88th minute on a penalty shot to put the game within reach and cut Nebraska's margin to one.

The freshman forward also assisted a Leanne Mihelich strike in the 56th minute to cut the lead to 3-2, five minutes after Nebraska forward Jordan Jackson put the Huskers ahead by two for the second time.

Tech coach Tom Stone said his team did enough to win the game, but they just didn't do enough to stop one of the Big 12's top offenses.

The Red Raiders entered the game undefeated at home, outscoring opponents 8-0 in five shutout victories. Tech had given up six goals this season before Sunday's contest.

"They're gutted," Stone said about his team after the loss to Nebraska. "I mean, they're gutted and as a coach to be honest that's what you want to see. You want to



PHOTO BY RIANNON ROWLEY/The Daily Toreador
NEBRASKA'S JORDAN JACKSON defends Texas Tech's Haley Fowler as she dribbles the ball down the field Sunday during Tech's 5-4 defeat at the John B. Walker Soccer Complex.

see your team in shambles when they lose a close one because that means their heart's in it, and I can tell you right now this team's heart is in this season." Texas Tech returns to the field at 7 p.m. Friday at Texas and 1:30 p.m. Sunday at Texas A&M. >>thomas.magelsen@ttu.edu



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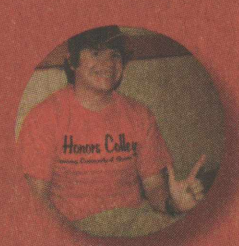
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Fall Preview

Inside:

- McDougal Properties brings experience, Pg. 2
- Fuzzy's remains a Lubbock, Tech favorite, Pg. 4
- The Reserve on Frankford knows its students, Pg. 5
- Chrome: A heavy influence on Lubbock fashion, Pg. 6



THE DO'S & DON'TS OF FASHION

ACCORDING TO RED RAIDERS, Pg. 4

Report: Obesity hurts your wallet, your health

WASHINGTON (AP) — Obesity puts a drag on the wallet as well as health, especially for women.

Doctors have long known that medical bills are higher for the obese, but that's only a portion of the real-life costs.

George Washington University researchers added in things like employee sick days, lost productivity, even the need for extra gasoline — and found the annual cost of being obese is \$4,879 for a woman and \$2,646 for a man.

That's far more than the cost of being merely overweight — \$524 for women and \$432 for men, concluded the report being released Tuesday, which analyzed previously published studies to

come up with a total.

Why the difference between the sexes? Studies suggest larger women earn less than skinnier women, while wages don't differ when men pack on the pounds. That was a big surprise, said study co-author and health policy professor Christine Ferguson.

Researchers had expected everybody's wages to suffer with obesity, but "this indicates you're not that disadvantaged as a guy, from a wage perspective," said Ferguson, who plans to study why.

Then

consider that obesity is linked to earlier death. While that's not something people usually consider a pocketbook issue, the report did average in the economic value of lost life. That brought women's annual obesity costs up to \$8,365, and men's to \$6,518.

The report was financed by one of the manufacturers of gastric banding, a type of obesity surgery.

The numbers are in line with other research and aren't surprising, said Dr. Kevin Schulman, a professor of medicine and health economist at Duke University who wasn't involved in the new report.

Two-thirds of Americans are either overweight or obese, and childhood obesity has tripled in the past three decades. Nearly 18 percent of adolescents now are obese, facing a future of diabetes, heart disease and other ailments.

Looking at the price tag may help policymakers weigh the value of spending to prevent and fight obesity, said Schulman, pointing to factors like dietary changes over the past 30 years and physical environments that discourage physical activity.



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GOING SOMEWHERE THIS FALL?

Planning fall outings is easier than ever. Here are a few online resources to consider as you enjoy the rest of the season.

—U.S. Forest Service fall color report, <http://www.fs.fed.us/news/fallcolors/Fall>. What's great about this site is it doesn't just concentrate on the Northeast states best-known for autumn color. Instead it has links for nearly every region of the country, from the Northwest to the South. In addition to the regional links on the page, if you scroll to the bottom, you'll see "Choose a State Color Report," with quick links to state tourism foliage guides. Travel + Leisure magazine is also offering a list of fall drives across the country, including Enchanted Circle Scenic Byway in New Mexico, the Eastern Sierra range in California and the West Elk Loop Scenic and Historic Byway in Colorado, <http://bit.ly/cdAMMW>.

—If you're a Yankee purist, wedded to leaf-peeping in the six New England states, <http://www.yankeefoliage.com> is a great resource. Frommers.com also lists its recommendations for places to see fall foliage at <http://bit.ly/cQOGgO> including Walden Pond in Concord, Mass., made famous by Henry David Thoreau's sojourn there, and Mount Auburn Cemetery, in Cambridge, Mass., a 19th century cemetery known for its beautiful trees.

—If you're one of the hundreds of thousands of travelers heading to Universal Orlando for the theme park's 20th annual Halloween Horror Nights, take your mobile phone along with you. Guests can sign up to get Halloween Horror Nights updates by

texting 64646. While in the park, you can also get texts that offer text-based mobile games to explore the experience for each haunted house. The text code for each house is printed on event guide maps and shown on the exterior of the houses each night. You can also get updates on haunted house queues, including wait times.

—Recommendations for other haunted attractions can be found at <http://www.hauntedworld.com> and <http://www.hauntedattraction.com>.

—Apples, pumpkins and corn mazes are all hallmarks of the season. These sites will help you find an orchard, pumpkin patch or maze near you: <http://www.PickYourOwn.org> and <http://www.pumpkinpatchesandmore.org> and <http://www.corn-mazesamerica.com>.

—It's pumpkin-chucking season — better known in some circles as Punkin Chunkin. If you're not familiar with this autumn sport, it involves hurling pumpkins using air cannons, catapults and other machines. In September, a team of pumpkin-chuckers claimed they set a world record sending one a distance of more than a mile in Moab, Utah. The Olympics of pumpkin-chucking, the World Championship Punkin Chunkin contest, will take place Nov. 5-7 this year in Bridgeville, Del. about 90 miles from Washington D.C. Details at <http://www.punkinchunkin.com>.

Source: The Associated Press

Airbrush alert: UK wants to keep fashion ads real

LONDON (AP) — Beware those impossibly tiny waists and never-ending legs: looking at too much airbrushed beauty in glossy magazines can be hazardous to your health.

That, at least, is what campaigners working against eating disorders insist. For years, they have complained that the waif-like, size zero models favored by fashion houses promote an unhealthy dieting culture. But digitally trimmed celebrities and models, they say, are much worse: many people don't even realize what they see is neither real nor attainable.

Now the British government is taking up their cause. Next month, officials are sitting down with advertisers, fashion editors and health experts to discuss how to curb the practice of airbrushing and promote body confidence among girls and women. If the campaigners get their way, fashion ads and magazines in Britain may soon have to label retouched photos to warn people that the perfect bodies they see are but digital fantasies.

Coming just after London Fashion Week, which is under way, it's the latest initiative in a long-running battle to force the fashion industry to show more diverse — and realistic — kinds of beauty.

"The trend does seem to be more and more 'extreme Photoshopping.' Everybody's just moving towards Barbie dolls," said

Hany Farid, a professor specializing in digital photo forensics at Dartmouth College in New Hampshire. "I don't think there's a single photograph in those (magazines) that's not retouched. They're all manipulated to hell."

Editors and ad managers have been making use of technology to improve the appearance of photographed models for some time. Before,

it was taming the occasional stray hair or erasing a blemish. These days much more extensive trickery is approved without anyone batting a lash: flabby stomachs are tightened, necks and legs are lengthened, and bosoms are reshaped. The result: a flawless body shape no amount of dieting or cosmetic surgery can achieve.

Health professionals say the government must regulate such practices to stop the relentless pressure on young girls and women — but many others are dubious

about the idea that we need the government to tell us what's real and what's not. Besides, hasn't advertising always been about selling dreams, and can a disclaimer change the fashion industry's aesthetic?

London-based fashion photographer Mark Nolan said that while he avoids and disapproves of extreme airbrushing, magazines are driven by what readers want. The government should stay away from policing the market, he said.

"I think they should back right off. The media is driven by the consumer," Nolan said. "Magazines should be an icon for looking your best. (Readers) know what they get are the most glamorous, the best looking girls. It's always been that way."

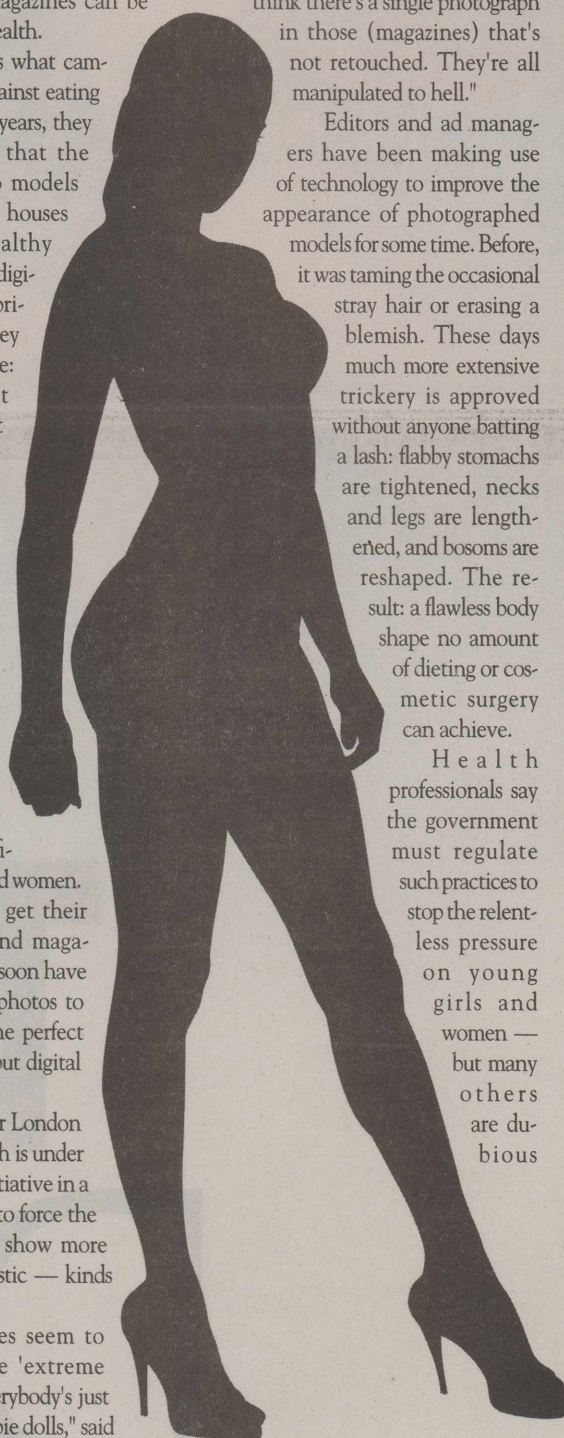
Experts who work with young people with eating disorders, however, want the fashion industry to take up some social responsibility.

"We know these images by themselves don't cause eating disorders directly, but they certainly are an influence on people, particularly those already ill, or seriously at risk," said Susan Ringwood, chief executive of Beat, a British charity for tackling eating disorders that's behind the campaign to tackle airbrushing.

Digitally sculpted models are particularly harmful to girls trying to recover from an eating problem, she said.

"They cannot understand why anyone worries about them, when they look around them they see pictures of people who look just like them who are celebrated as successful," Ringwood said. "It perpetrates their disturbed views that they are right."

Her views are backed by Britain's Royal College of Psychiatrists, which is also pushing the government to regulate airbrushing. A growing body of research is linking repeated exposure of thin or perfect bodies to a drop in mood, more dissatisfaction in the viewers' bodies, and drastic dieting behavior, said Dr. Adrienne Key from the group.



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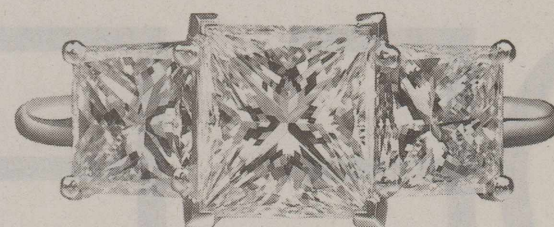
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What to do when your car reaches 100,000 miles

(AP) It was once a huge red flag: When a car's odometer would hit 100,000 miles, "it was almost a magic threshold that meant the car was probably worn out," says Kay Wynter, who runs an auto service center in Fort Myers, Fla., with her husband, Terry.

But thanks to improvements in car design and maintenance, the milestone of 100,000 miles now means something very different.

Although some cars are ready for trade-in at that threshold, many others can travel twice as far without major repairs.

What allows one car to pass the 100,000-mile barrier with few repair bills, while another is ready for the junkyard? It's all about preventive medicine.

"It's just like when you get to be 70 and everyone tells you the same thing: Exercise, eat right, take care of yourself," says Lauren Fix, author of "Lauren Fix's Guide to Loving Your Car" (St. Martin's Griffin, 2008).

Feeding your car the right things and taking it for regular checkups will make all the difference.

OPEN THE BOOK

The key to keeping your car running smoothly is probably tucked at the bottom of your glove compartment, under the spare napkins and ketchup packets. It's the owner's manual, which most people ignore at their peril.

"There is a schedule in the manual that runs well over 100,000 miles," says Fix, and it lists when to replace parts likely to be wearing out. The list will vary for different cars, so check yours and follow it.

Newer cars may have the maintenance schedule built into an internal computer. A blinking light or a beep will announce that it's time to replace certain parts, says autoeducation.com founder Kevin Schappell.

"Things like the water pump and timing belt should be changed before you notice a problem," Schappell says. Replacing them won't be hugely expensive, but "if that belt breaks, it can cause internal damage to the engine, or

if the water pump fails, you can overheat the engine and warp the cylinder head."

That's when things get expensive.

"Typically, around 100,000 or 120,000 miles there are some major preventative maintenance things that need to be done," Schappell says, so it's a great time to catch up if you've been lax until now.

GET FLUENT ABOUT FLUIDS

The liquids that go into your car (gas, oil, brake fluid, power steering fluid, etc.) are crucial to its survival. To extend the life of your car beyond 100,000 miles, these experts suggest frequent oil changes and fluid checks done at dealerships or full-service auto centers.

The staff at a quick-change lube shop, Fix says, isn't likely to have extensive training. Often, "they don't have experience," she says, "so they'll top off long-life fluid with non-long-life or they'll put power-steering fluid where the brake fluid ought to be."

These mistakes cause damage, but the car owner doesn't realize it until well after the discount oil-change was done.

In choosing oil, Fix advises buying full synthetics. They "actually will lube the engine better.

It's designed for longer life. There are less emissions, so it's greener. There's slightly better fuel economy and better performance," she says. "There are no negatives except it costs a little more."

Whichever oil you choose, Schappell says, be consistent over time. That way you won't mix synthetics and blends, which can cause problems.

Gas also matters: Different cars benefit from different types, so check your manual. "For a Honda which runs really hot because of the compression, if it says run premium, then run premium," Fix says. "But if it says there's no benefit from premium gas," you don't need it.

FIND THE RIGHT SHOP

"Do your research," says Terry Wynter, and choose the best people to extend the life of your car. Ask friends and neighbors, and search online for reviews of repair shops.

Once you've chosen one, get to know the staff and ask questions. "Consumers are smarter

now than ever before" about their cars, Wynter says, but many still are uncomfortable asking for details about work that needs to be done.

Sticking with your car's dealer can be a safe choice, because the staff will be trained to work on your car. But over the life of a high-mileage car, regular maintenance at a dealership can get pricey.

"Rates at an independent shop may be about \$40 to \$50 an hour," Schappell says, "but you're paying probably \$60 to \$90 an hour at a dealer."

The cost of repairs can vary widely depending on the brand of car. Parts for some vehicles, including exotic cars and some German models, can be hard to get, driving up their cost. That can be a reason to trade in a car just before the 100,000-mile threshold.

At 100,000 miles, Fix says, "it is out of warranty and you've got to consider that."

When you do replace parts, there are ways to save money: "A quick oil-change place will charge you \$50 for an \$18 air filter," she says, because you're mainly paying for labor.

But an auto-parts store will charge you only the \$18 price tag, she says, and "you can buy it and say, I don't know how to put this on. They'll do it as a courtesy."

THE TYPE OF MILES MATTER

It may seem surprising, but highway driving puts less stress on a car than tooling around locally. It requires less quick braking and acceleration, and moisture under the hood has a chance to evaporate.

"Cars that do a lot of short trips will require exhaust work a

lot sooner than car that travels on the highway a lot," Schappell says.

Fix agrees: With local driving, "if you sit in rush hour traffic, tow a trailer, idle outside a school, drive on dusty roads, that's considered severe duty."

Local driving in colder climates can also cause buildup of ice and snow under the car, which may contain corrosive chemicals. Fix suggests hosing it off on slightly warmer days. She also suggests waxing your car regularly.

Sound like a lot of work to keep a car zooming along past 100,000 miles?

"It's your second most expensive investment. You want to take care of it," says Fix.

"With your home, something needs fixing and you get on it," she says. "With your car, especially one with a lot of miles you have to get on it right away too."

These small investments will add years to the life of your car.



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| <p>Shur Saving Pizzas Assorted Flavors 5-6.5 oz box</p> | | <p>2 for \$1</p> |
| <p>Lowe's Sodas 3 liter bottle Selected Varieties</p> | | <p>99¢</p> |
| <p>Fryer Chicken Leg Qtrs. 10 lb. bag</p> | | <p>\$4.99</p> |
| <p>Shurfine Bratwurst 1 lb. package Selected varieties</p> | | <p>\$2.99</p> |
| <p>Budweiser 18 pack, 12 oz. cans Regular, Light, Select, Select 55</p> | | <p>\$13.99 WOW!!</p> |
| <p>Coors 18 pack, 12 oz. cans Regular or Light</p> | | |
| <p>Miller Lite or MGD 64 18 pack, 12 oz. cans/bottles</p> | | |

Prices valid at any Lubbock Lowe's store: 26th & Boston, 19th & Frankford, 82nd & Slide through Oct. 5th, 2010. We reserve the right to limit quantities. This establishment, Texas Tech University & The Daily Treador, do not encourage underage drinking or alcohol abuse

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Fuzzy's is growing into a big fish among taco shops

Mention Fuzzy's Taco Shop in a room full of Lubbock County suburbanites or College students and you'll get an almost orgasmic reaction: "Oooh, Fuzzys," they sing, drawing out the z with a purr.

"The one on Broadway is my favorite...the shrimp is amazing...I've eaten there almost every week since they opened Cinco de Mayo 2009!"

Not bad for a little campus taco shop with a naughty name and "EAT ME" T-shirts.

It was all wink-wink good fun when Fuzzy's first opened its doors in the heart of Fort Worth, back in 2001. Attracting campus late-night crowds by adding gourmet touches like feta cheese and garlic sauce to the Perfect Baja California tacos and "divey" atmosphere.

But a funny thing happened along the way: Fuzzys became a local phenomenon and just recently, a runaway franchise in Lubbock.

There are now 23 locations in Texas, Oklahoma, Wisconsin and soon to be over 24 with the upcoming second location in the South West area of Red Raiders Land.

"Many of our restaurants are

strategically located near small, medium and large college campuses. But it's not just about the college crowd that loves Fuzzy's. Come on a Sunday and whether is a post-church lunch rush, families with strollers or professionals, all waiting in line with our Red Raiders flip-flopped students chasing away hangovers," said Miguel Otero, Partner and Operator for West Texas Clardy Ventures.

The restaurant's laid back attitude, fresh and inexpensive food, breakfast all day, cold and cheap beer, live patio music every Tuesday and Thursday evening, and the new Fuzzy's Sports Viewing area with stadium seating have turned this guppy into a whale.

"It's not really Mexican," said student Kendall Wilson, pointing out more Tex-Mex foods like chorizo, Borracho beans and white queso on the menu. But as a poor college student, she says, "cheap is always good."

Fuzzy's has reached out to customers with specials and pet-friendly patio to help ease *Daily Toreador* readers into the new taco trend.

Senate votes to turn down volume on TV commercials

WASHINGTON (AP)—Legislation to turn down the volume on those loud TV commercials that send couch potatoes diving for their remote controls looks like it'll soon become law.

The Senate unanimously passed a bill late Wednesday to require television stations and cable companies to keep commercials at the same volume as the programs they interrupt.

The House has passed similar legislation. Before it can become law, minor differences between the two versions have to be worked out when Congress returns to Washington after the Nov. 2 election.

Ever since television caught on in the 1950s, the Federal Communication Commission has been getting complaints about blaring commercials. But the FCC concluded in 1984 there was no fair way to write regulations controlling the "apparent loudness" of commercials. So it hasn't been regulating them.

Correcting sound levels is more complicated than using the remote control. The television shows and ads come from

a variety of sources, from local businesses to syndicators.

Managing the transition between programs and ads without spoiling the artistic intent of the producers poses technical challenges and may require TV broadcasters to purchase new equipment. To address the issue, an industry organization recently produced guidelines on how to process, measure and transmit audio in a uniform way.

The legislation, sponsored by Sen. Sheldon Whitehouse, D-R.I., requires the FCC to adopt those recommendations as regulations within a year and begin enforcing them a year later. Rep. Anna Eshoo, D-Calif., is the driving force behind the bill in the House.

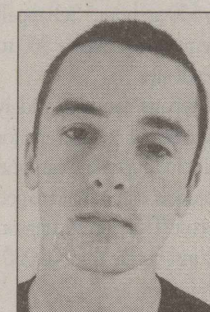
Its title is the Commercial Advertisement Loudness Mitigation Act, or CALM.

Sen. Charles Schumer, D-N.Y., a co-sponsor, said it's time to stop the use of loud commercials to startle viewers into paying attention. "TV viewers should be able to watch their favorite programs without fear of losing their hearing when the show goes to a commercial," he said.

Fall Fashion

Students weigh in on fashion trends

Do's and Don'ts



Do's

- Wear Tech Clothing
- Faded Jeans
- Hot girl to compliment outfit

Don'ts

- No white after labor day
- Wear clothes that fit
- No dirty, stained, clothes

Austin Reed, freshman exercise sports science major from Collinsville

Do's

- Boots look good
- Wear watches
- Lucky jeans

Don'ts

- Those black parachute pants
- Michael Jackson hats
- Longhorn t-shirts

Jacob Kern, junior mechanical engineering from Marianna, Arkansas



Do's

- Fitted clothes
- Sperry's
- Ray-Ban shades

Don'ts

- Strong cologne
- Blazer jackets and shorts
- Capri shorts

Josey Nwankwo, freshman exercise sports science from Dallas

2010 Trends

In

"Ankle boots, scarves are a definite and structured jackets."

Out

"Oversized clothing with leggings underneath because it makes you look like a homeless person, Ugg boots and North Face jackets with shorts."

Amy Jenkins, junior music education major from Houston



In

"For fall, I would say cute scarves for sure, knee-high boots and cute three-quarter length jackets."

Out

"Uggs boots, shorts with Uggs and fedoras."

Danielle Maynard, junior early childhood development major from Plano

In

"Bomber jackets, boots and boyfriend sweaters."

Out

"Shorts and Ugg boots, too many layers, there is such a thing as too many layers in the fall, and don't be that person that is obviously freezing."

Dev'n Goodman, senior Education/English major from Fort Worth



In

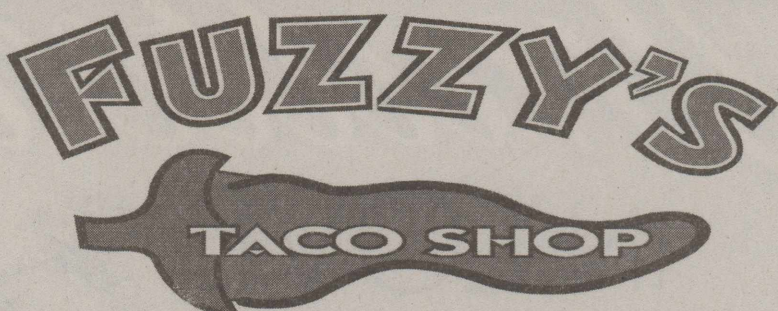
"Definitely boots, like knee-length boots. Scarves with patterns and I think probably like those bright colored trench coats, colors you don't normally see, not neutral colors."

Out

"Those shoes people wear with socks, Crocs. I hate grungy looking outfits like baggy pants with a baggy shirt and those boots that have the fur balls hanging from the side."

Sirine Saad, freshman with an undeclared major from Lebanon

COMPILED BY BRITTANY HOOVER AND JASMINE BRADFORD/*The Daily Toreador*



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The Reserve on Frankford is no stranger to students

The Reserve on Frankford has been a part of Lubbock's student housing community since 1999, so we're no stranger to knowing what student's want.

The Reserve prides itself in offering the best rates in the market, with excellent customer service to current and potential residents.

For most of us out there, we're trying to get through college making good grades and sustaining a fun lifestyle, while trying to work and pay bills. We at the Reserve understand what it's like when your mom and dad aren't writing

the checks every month. That's why we offer a nice, affordable, college-oriented place that you can call home.

We have recently updated our workout center and added a new stand-up tanning bed to the mix.

We offer an exciting game room, with an Xbox 360, a Wii and a computer center for every resident. With other amenities, like a pool, hot tub, basketball court, sand volleyball court and a tennis court, you'll always have something to do.

With an exciting Resident Life

program, we offer the comforts of the dorms without stepping over the boundaries of the freedom that you desire as a young adult.

We offer one, two, three and four bedroom apartments and generally have something to meet every student's needs, with short term options and individual leases available.

The apartments are fully furnished and include a washer and dryer, so you're not stuck sleeping on a futon or spending all your extra cash at the laundromat. In addition, we are close to Tech

but not so close that you feel like you're always at school. We are conveniently located to Loop 289 and lots of shopping. We offer a private shuttle to campus that runs year round, so you can save money on that parking sticker for campus as well.

We have a high retention rate and residents really seem to like living here. Move out of the dorms, kiss mom and dad goodbye, and don't risk a joint lease with sketchy friends or unaffordable rent. Come see us at the Reserve.

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BlackBerry Torch heats up smart phone market

By ADAM BULGATZ
THE AUBURN PLAINSMAN, AUBURN U.

Research in Motion has released onto AT&T's 3G network a new smart phone called the BlackBerry Torch 9800.

The Torch is RIM's first portrait touchscreen slider and comes with an updated operating system and a new modern Web browser.

Hardware-wise, the Torch looks much like other BlackBerry devices.

The phone feels very solid and well-made, although it also feels a little squat and bulky.

The phone's design is due for an update. It looks old compared to the current crop of smart phones.

The screen slides along an invisible track, and the action feels smooth and solid. Sliding the screen up reveals the much-loved BlackBerry keyboard.

The Torch's keyboard is the typical BlackBerry affair and is a joy to use.

The front of the phone is dominated by a 480 x 360 pixel touchscreen. The screen's colors are vibrant, but the screen is already a generation behind other smart phones when it comes to resolution and pixel density.

Touch sensitivity is mediocre. The phone sometimes has trouble tracking fingers accurately, such as misinterpreting swipes as taps or pinches as swipes.

This can lead to strange visual glitches and cause things to jump across the screen. It is possible that a future software update could improve the touch experience.

Text rendering was mediocre, with smaller text appearing blocky and hard to read. A higher resolution screen would have helped improve text legibility.

Inside, the Torch comes with 4 GB of storage space in the form of a microSD card, which can be replaced with up to 32 GB of storage.

That's slow compared to most current generation smart phones, which have at least a 1 gigahertz CPU (there are 1024 MHz in 1 GHz). That's almost 40 percent faster. The phone sometimes felt slow, although it is difficult to know whether that is a fault of the slow processor or the software.

If it is the latter, a free software update could fix the problem.

The Torch has a 5 megapixel camera and LED flash. The camera app is easy to use, and the picture quality is good.

The phone can shoot video up to 640 x 480, which doesn't compare to the 720p (1280 x 720) video that most current top smart phones can shoot.

The call quality was generally good. Calls were crisp and clear on both ends, although some callers on the other end reported that voices came across sounding slightly unnatural.

Occasionally, a slight metallic ring came through the ear piece.

The Torch comes with BlackBerry OS 6, RIM's new operating system. RIM has taken some radical steps to solve the problems that have plagued past BlackBerry smart phones. Changes include a modern Web browser, a new e-mail framework, universal search and social networking tools.

There are some notable differences from BlackBerry OS 5. RIM has significantly cleaned up and smoothed out the user interface, and it now feels more polished and cohesive.

One of the biggest changes is the revamped home screen. The new home screen provides quick access to messages, sound profiles, network settings and an all-new universal search.

The new home screen also contains a drawer that slides up from the bottom of the screen, containing all of the phone's apps. The drawer is separated into different categories that can be swiped left or right.

Navigating the phone can be somewhat confusing. You can use the touchscreen or trackpad, and the phone often utilizes long presses, but it is not always clear where.

The user interface generally feels snappy, but there are occasional slowdowns, and sometimes the phone will appear to freeze without giving any indication that something is happening.

One of the BlackBerry's greatest selling points is its e-mail support. If you use Enterprise-email, your experience should match that of previous BlackBerry's. If you use third-party e-mail, the phone presents you with two inboxes: one for your specific e-mail address, and another unified inbox. Both inboxes give you different sets of functionality for the same email messages, and you must jump between them to perform different tasks. It is confusing and clunky.

The new Web browser on the Torch works very well. The Web browsing experience is much better than on any other BlackBerry. Web pages display correctly

and load relatively quickly. You can pinch or double tap to zoom, and the browser includes tabs and a cursor (a major plus). The Torch's slow processor holds it back. The browsing experience is slow and the phone stutters while scrolling, zooming and loading new Web pages.

Most old BlackBerry apps will not be compatible with the Torch. Most new apps run fine, but games can run extremely slowly. This is not a gaming phone.

The battery life of the Torch is very good. It can go days between charges, and the battery is replaceable.

The phone feels physically solid, calls sound crisp and clear, and it has a good Web browser, but overall, I was left wanting.

The Torch looks and feels dated. It is slow, and I feel that the operating system needed more than a fresh

coat of paint. RIM needed to radically redesign the BlackBerry operating system and hardware. Instead, they have taken a small evolutionary step in the right direction. The BlackBerry Torch would have been a solid phone had it come out a year ago, but it pales in comparison to today's top smart phones that run Palm's WebOS, Apple's iOS, or Google's Android operating systems.



PRACTICE IN PRECISION

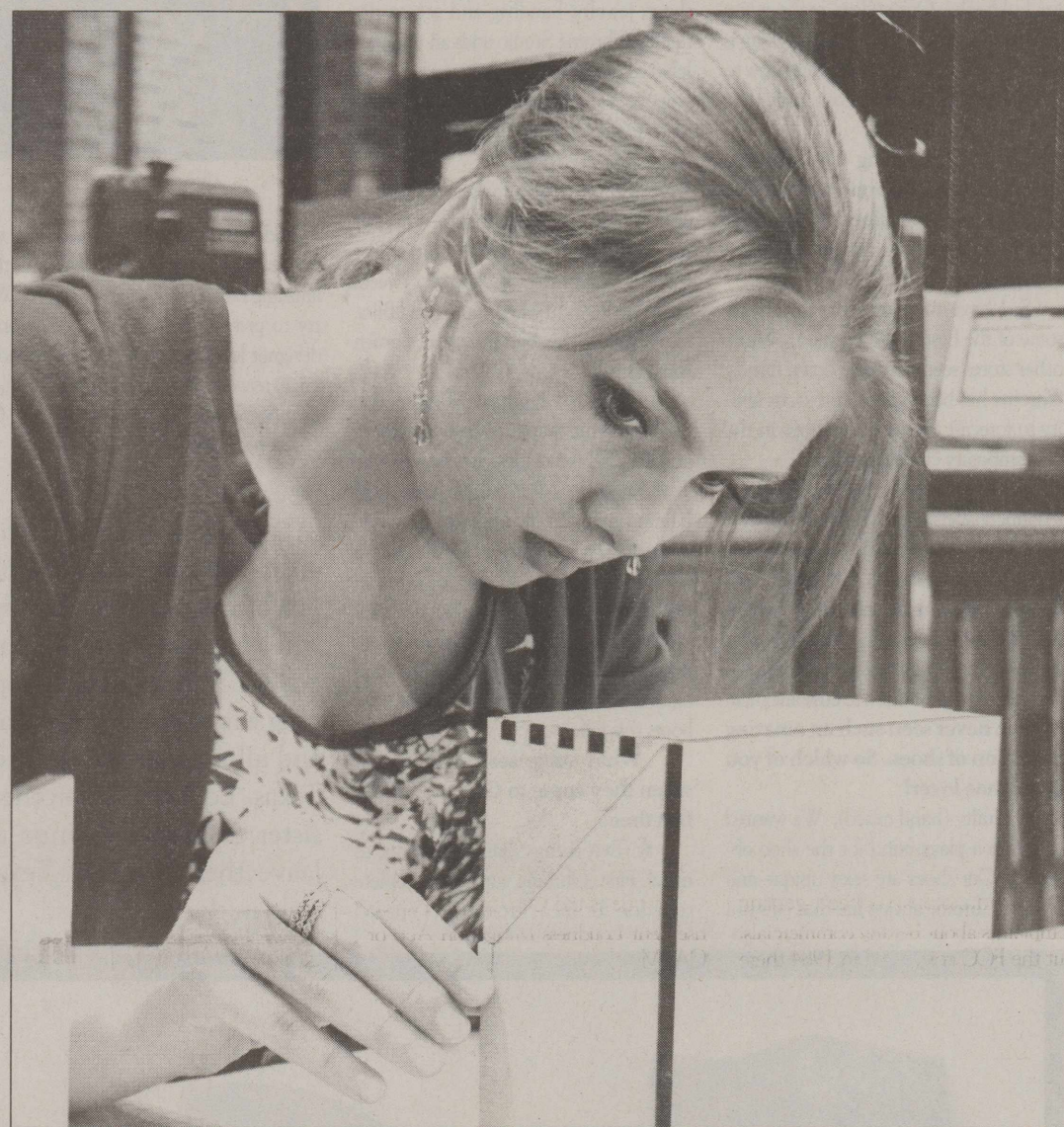


PHOTO BY RIANNON ROWLEY/The Daily Treador

KATERINA PALETYAINA, A sophomore architecture major from Dallas, works on a 6X6 cube for her architecture class in the Architecture building on Tuesday.



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A look inside the minds behind Chrome

Aqua blue floors and a koi pond might not be the first thing that comes to mind when you think of hip clothing. Lubbock might not be the first place that comes to mind either, so when I happened upon this fashion-forward boutique I had to discover who was behind the creation of Chrome. It turns out a dynamic brother-sister duo, Stephen and Lindsay Spiegelberg, are the heart and soul of the Chrome shopping experience.

I understand that Chrome has been a major inspiration for style in Texas. What was your inspiration for opening such a contemporary boutique in Lubbock?

L: Lubbock is the ultimate melting pot of stylish shoppers. When we opened eight years ago we wanted to provide a unique store for students coming from Austin, Houston, San Antonio and Dallas who were used to amazing service and a diverse selection of exclusive designer labels.

S: We believe in living humbly-hip and pride ourselves on defining fashion for Lubbock. Our stylists make every effort to be in-the-know about what is on-point in the fashion world and how to translate these trends for each individual that comes in the store.

I'm always seeing Chrome featured in top national magazines, like Lucky Magazine. How does your store get so much national recognition?

S: I have to believe our buyers are some of the best in the business. While other stores seem to chase down trends, Chrome has been very secure in its ability to forecast the new directions in the contemporary clothing market.

L: We've been the first in the nation to launch labels such as Rebel Yell, Dolce Vita, 7 For All Mankind, George Gina & Lucy, True Religion, TOMS shoes, Free People, 7 Diamonds and Jeffrey Campbell. Chrome is proud of its reputation for bringing up-and-coming designers and cutting edge fashion to customer first.

I've never seen such an amazing collection of shoes. So which of you is the shoe lover?

L: Guilty (hand raised). We wanted to create a playground for the shoe obsessed. Our shoes are sexy, unique and stylish. Chrome always has that pair you

just have to have.

S: Our shoe salon features over 400 styles of shoes from exclusive designers like Dolce Vita, Jeffrey Campbell, Report Signature, 80%20, TOMS, Sam Edelman, Matiko, Irregular Choice and Sperry Topsider. We are definitely passionate about shoes.

With your sister store, Chrome Studio, Chrome is a one-stop shop for all of your style needs from head to toe. What was the motivation behind the addition of men's and women's beauty products?

L: Chrome covers your apparel, shoes, jewelry, handbag and accessories needs. Chrome Studio adds an unparalleled assortment of cosmetics, skin care, fragrances and home fragrance. It felt like the natural next step in offering the best shopping to Lubbock.

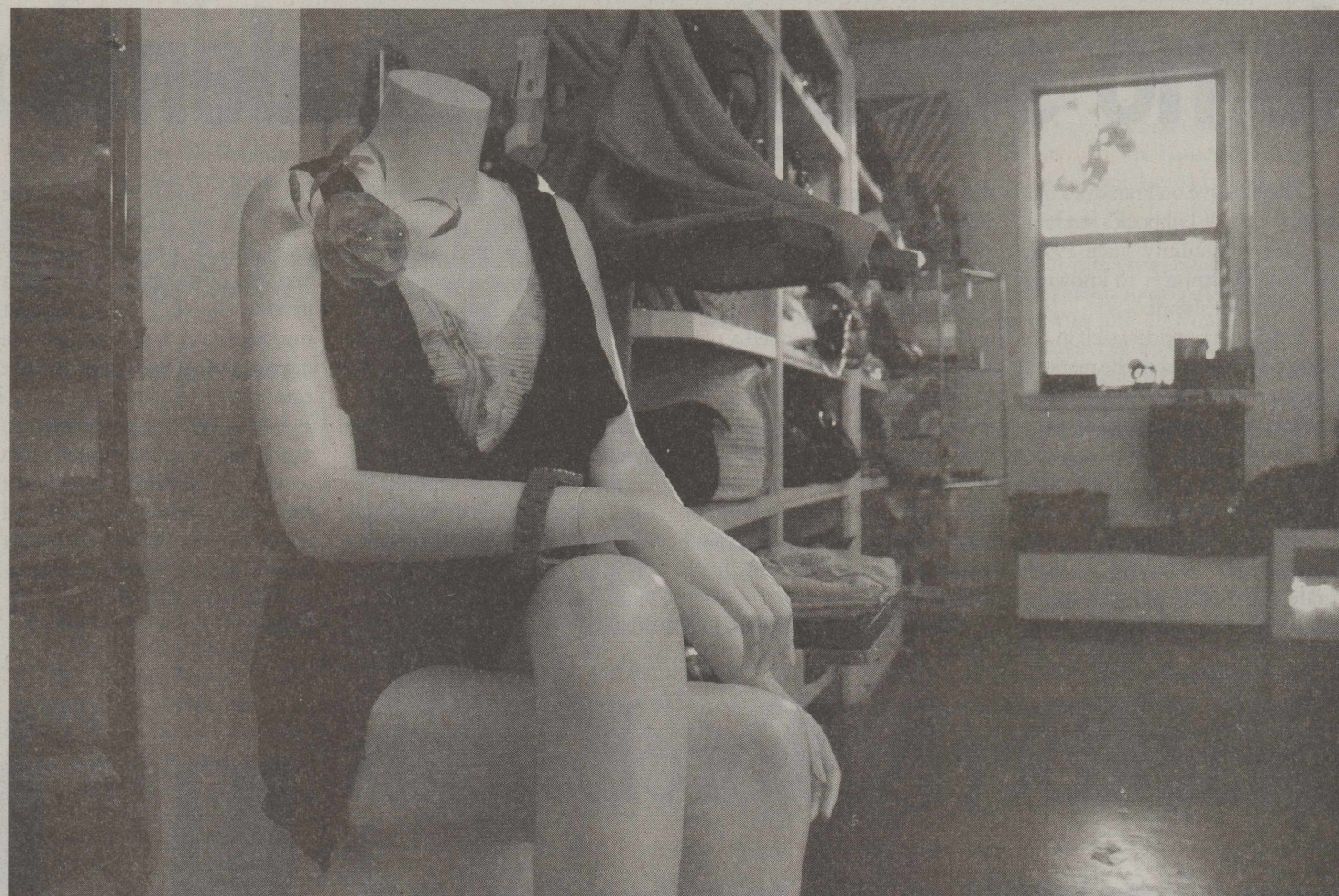
S: Studio really makes Chrome a one-stop shopping experience. We offer several high-end exclusive brands like NARS, Cargo, Bare Escentuals, Creed, Bond No 9, Kiehl's, L'Occitane and Bliss.

What is the big trend in denim for this fall?

L: Denim Leggings! Denim is a tried-and-true staple of our wardrobes and this fall major designer brands like True Religion, 7 For All Mankind and J Brand offer denim leggings in a wide range of washes, colors and finishes. From black to a minimalist edge to blue acid wash, from a dark clean look to a lighter distressed style, everyone can wear denim leggings. They look great with flats and oxfords and are perfect for tucking into boots this fall.

What surprises people most when they come to Chrome for the first time?

S: Two things definitely come to mind. First, Chrome carries a complete selection for men. From men's apparel



to body care, accessories and shoes, we take care of Lubbock guys. Second, the amazing range of prices in the store. We try to provide a great mix of not only designer level prices but budget-friendly prices as well. You can buy a \$32 handbag or a \$500 one. There's something for everyone at any budget.


If you're in the market for great labels and an affordable mix of unique styles, Chrome will leave you pleasantly surprised. Truly legendary shopping with a humbly hip staff and all right in the heart of Texas. Look for this brother-sister team to continue to leave their mark on Texas style in the years ahead.



**"Top 50
retail
shops
in Texas"**

**-Lucky
magazine**

Skinny Cargos by Blank
Taupe Over the Knee boots
Tie Dye Pearl Snap by Ellison
Camo handbag by
George, Gina & Lucy

chrome
legendary  shopping
19TH & UNIVERSITY