

HOME SWEET HABITAT

The history of having **live bears** on campus is un-bear-ably cute
pg. C3



BEST LAID PLANS

Don't know what to do off campus? An itinerary of a day in Waco is ready on **pg. C2**

“ If you grow the art ... you're going to grow the things that make it a place that people want to live.”

Art gallery owners talk about their belief in Waco's artistic community **pg. C4**

ON-THE-GO >> Happenings: Follow @BULariatArts and look for #ThisWeekinWaco for updates > BaylorLariat.com

ON THE MARKET

Magnolia gears up for next week's grand opening



Richard Hirst | Photo Editor

SOFT OPENING Customers have been pouring into the market since the announcement of their soft opening last week. The official grand opening kicks off on Oct. 30 with a JohnnySwim concert and food trucks.

KATIE GROVATT
Reporter

Tourists are expected to flood to Waco on Halloween weekend as Magnolia Market is having its grand opening at the downtown silos at 601 Webster Ave. The city has estimated this event will attract almost as many people to Waco as Baylor football game days.

"Magnolia is estimating in the neighborhood of 5,000 people per Saturday. I'm sure there will

be Saturdays that are fewer than that, but we're talking about maybe 10,000 people a week," said Megan Henderson, executive director at the downtown development corporation.

Dori Helm, communications manager for the city of Waco, said due to the enormous amount of out-of-towners flooding into city limits, leaders are working diligently to find ways to show off Waco's best attractions to the newcomers.

"Nobody knows how many people are coming. I don't think it will be bigger than Baylor game

days, but definitely a constant stream of people," Helm said.

City officials are hoping that the new extended Downtown Area Shuttle (DASH) system will catch on and successfully guide tourists through Waco's finest parts.

Henderson has worked hard this past summer to establish a new route that will provide the rider a highlight of downtown Waco. The shuttle

MAGNOLIA >> Page C6

This week(end) in Waco:

>> Today

4 p.m. — Rosenbalm Fountain Dedication and Fifth Street Unveiling

MOVED: 6-10 p.m. — Pep Rally/Extravaganza, Waco Convention Center

6:30, 10:30 p.m. — Pigskin Revue, Waco Hall

8 p.m. — Dueling Pianos, Waco Hippodrome

>> Saturday

CANCELED — Baylor Homecoming Parade begins, Reaches campus around **7:30 a.m.**

8-10 a.m. — Book signings, Baylor Bookstore

9 a.m.-1 p.m. — Downtown Waco Farmers Market

11 a.m. — Baylor Football vs. Iowa State, McLane Stadium

7 p.m. — Pigskin Revue, Waco Hall

>> Sunday

7 p.m. — Patio Jams, Waco Hippodrome

8 p.m. — Trannie Stevens, Common Grounds

Irregular hours:

>> Today

Freshii, open 10:30 a.m.-6 p.m.
Einsteins, open 7 a.m.-11 p.m.
Panda Express, open 10:30 a.m.-8 p.m.
BSB Atrium Starbucks, open 7:30 a.m.-3 p.m.
Baylor Sciences Building Food Court, open 10:30 a.m.-3 p.m.
Law School, 8 a.m.-2 p.m.
East Village Bakery, open 7:30-3 p.m.
Moody Library Starbucks, open 7 a.m.-10:30 p.m.

>> Saturday

Freshii, closed
Einsteins, open 6 a.m.-Noon
Panda Express, closed
BSB Atrium Starbucks, closed
Baylor Sciences Building Food Court, closed
Law School, closed
East Village Bakery, closed
Moody Library Starbucks, open 9 a.m.-10:30 p.m.

>> Sunday

Freshii, closed
Einsteins, closed
Panda Express, open 2-8 p.m.
Atrium Starbucks, closed
Baylor Sciences Building Food Court, closed
Law School, closed
East Village Bakery, closed
Moody Library Starbucks, open 2 p.m.-1 a.m.

We'll all float on all right

Parade halted by rain, judging continues on normal schedule

SARAH JENNINGS
Reporter

Although the Baylor Homecoming Parade has been canceled due to weather conditions, the creative, extravagant and quirky floats will be judged at their regular times as tradition prevails.

Houston senior Kelsey Petrie, former float chair for Alpha Chi Omega, said the judges will still come to each float site this morning, despite the canceled parade. At this time, the judges will check for completion and decide on rankings. A showcasing of the floats will be announced at a later date.

"It really is a team effort," said Richardson senior Maelyn Schramm. "It's cool to see the end product, and think every Tri Delta and ATO member put something towards this, whether it's creativity or physical work. It's cool to know we all built this together. It wasn't easy all of the time. But it is definitely worth it in the end to look at the final



Lariat File Photo

A BIT OF A DAMPER Although the homecoming parade is canceled, judges will be evaluating clubs' floats per normal schedule. Last year, Kappa Omega Tau was awarded first place for the class A floats.

FLOAT >> Page C6

Zoës Kitchen to open Tuesday on Valley Mills



Richard Hirst | Photo Editor

FRESH OPTIONS Zoës Kitchen will give the Waco community with a fast, fresh-first dining experience. The location is directly across H-E-B on Valley Mills Drive.

MATT DOTSON
Reporter

Zoës Kitchen will open a new location in Waco on Tuesday. The new restaurant is undergoing finishing touches at 1810 South Valley Mills Drive.

Zoës Kitchen serves mediterranean-style cuisine and prides itself on using fresh ingredients. Some dishes they serve include salads, chicken or salmon kebabs, steak rollups and hummus.

Dr. Melanie Nogalski, program and admissions manager of Baylor Interdisciplinary Core, said she is excited about the opening.

"I ate at Zoës Kitchen in Austin recently and love the food," Nogalski said. "It is like a Mediterranean Chipotle with fresh ingredients and healthy new choices. As soon as the Waco Zoës opens, I'll be there."

Jeff McGrory, regional operator of Zoës Kitchen, said he's ready for the store to be open in Waco.

"We are thrilled to become a part of the Waco community and expand our presence in Texas," McGrory said. "At Zoës, our mission is to deliver goodness from the inside out."

ZOËS >> Page C6

Through the lens in Waco

Pictures taken by residents proves that the city has much to offer



GOING AROUND TOWN Far Left: Instagram user @el_lobo_supremo snaps a picture of a man standing on a cliff during sunset at Cameron Park; Top Left: @sashaisms enjoys a cup of coffee at Dichotomy Coffee & Spirits; Top Right: @annen2014 stops by the Magnolia Market; Bottom: @bonfurg enjoys a sweet treat at Lula Jane's.

SARAH JENNINGS
Reporter

For many students, life revolves around Baylor's campus. When parents and family come to town, it can come as a welcome opportunity to eat out, try some local venues and explore Waco. However, planning a whole weekend can be overwhelming as families often expect their students to know Waco and take the lead. Here are some suggestions for a day in the life of a cultured Wacoan:

1. Kick off Friday downtown with brunch at Lula Jane's on Elm Avenue. This homey, local bakery features mainly breakfast foods made from scratch, a garden on

site and coffee starting at 50 cents. Lula Jane's doesn't waste anything, so go early for the best selection of that day's menu.

Writer's pick: baked oatmeal with all the toppings.

Other delicious Waco breakfast joints are Café Cappuccino and the Olive Branch.

2. Following breakfast, drive across the Brazos River and turn right to explore Cameron Park. Jacob's Ladder, Lover's Leap and the disc golf course are popular stops. The shady River Trail, which is easily accessed by parking at the Redwood Shelter pavilion, allows walkers to admire both the cliffs and water.

3. There's approximately seven miles of pavement around the Brazos, forming

the Waco Riverwalk. Though the Waco Suspension Bridge certainly must be revisited at night, this walk shows off the interesting bridges crisscrossing the river and can be followed all the way from Cameron Park to McLane Stadium.

4. Hit up Austin Avenue for a little downtown shopping. This historic area comes alive with a little help from the Waco History app. After looking through the antique shops and tucking away some dinner ideas like Portofino's and Sergio's, stop by Dichotomy Coffee & Spirits. The view of the mural on the rooftop, which kicked off the Wacotown mural movement, is even better with a Sergio breakfast burrito and the unique "1885" drink in hand

— a combination of espresso and Dr Pepper over ice.

5. Magnolia Market, a new development at the silos on Webster Avenue, is worth a ramble. Shoppers will also enjoy Spice Village and vintage shops along LaSalle Avenue.

6. If the weather holds out, drop by the Baylor Marina for sand volleyball, paddleboarding or kayaking. The marina will be open from 3 to 6 p.m. on Friday. The ROCK in the Baylor Student Life Center will be open from 2 to 8 p.m. Guests must complete a liability waiver and pay a small guest fee.

7. For dinner, try a local restaurant. The food trucks on University Parks Drive—such as Xristo's, Greek food, or the brand-new Tandoori Trailer, featuring Indian cuisine—are a

great dinner choice for a pretty day. Other Waco favorites are Bari's for Italian food, Bangkok Royal for Thai, George's for American, Sergio's for Mexican and Vitek's for BBQ. The more adventurous foodies may enjoy Vietnamese food at the Clay Pot.

8. On Saturday morning, consider some breakfast at the Waco Downtown Farmers Market before heading off to the football game. It opens at 9 a.m. and features goods and food from local vendors.

9. On Saturday at 8 p.m., the Waco Hippodrome presents the Bill & Phil Show—a live acoustic band playing hits from the 70s, 80s and beyond. Also check out movie showings for some Halloween favorites.

10. While downtown,

Pokey O's is must. Dream of this: a divine pairing of homemade cookie and ice cream. Check their Instagram @pokeyoswaco for that night's location and special flavors.

11. Family game nights are always fun. If the Hippodrome doesn't suit you, U-swirl is a great hangout space, complete with board games and frozen yogurt.

12. Of course, a walk around the ever-growing Baylor campus should not be overlooked, especially with new additions like the fountain on Fifth Street and the new Hankamer School of Business building. However, as the popular Instagram hashtag says, #wacoisawonderland. It's time to break out of the bubble.

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BU mascot spans over a century

SARAH JENNINGS
Reporter

Many students fell in love with Lady and Joy on their first visit to campus, but otherwise, Baylor University's live mascots are an oft-forgotten part of regular campus life. In the midst of Homecoming and a week of traditions, it's time to reveal the unique history of the Baylor bears—the furry, four-legged ones.

In 1996, Eugene W. Baker, Baylor University Historian from 1981 to 1995, published "Here Comes the Bears" discussing the history of the bears. With the help of the Baylor Chamber of Commerce, he compiled a collection of charming pictures and quirky stories of the bears' escapades from 1914 to 1996.

On December 17, 1914, a Lariat article announced the newly chosen mascots, saying "And the Baylor Bears it shall be hereafter. Perchance it will be the Bruins or the Grizzlies but anyway the designation of the Baptists will be some form of the cognomen of the carnivorous, fearless Orsus."

According to Baker, World War I affected campus life greatly and slowed efforts to obtain a live bear. Nevertheless, Baylor finally received her first mascot, Ted—often called Bruin, from the 107th Engineer Battalion. Responding to a plea in the Lariat, students raised money to provide for the expenses.

The bears that followed were credited with the success of the football team, due to the enthusiasm created when the early mascots marched with the Baylor band.

Joe College was one of Baylor's most notable bears. Formally introduced to the student body in 1932, he was known across America and enjoyed fishing and swimming with his caretakers, the Baylor Chamber. He rode in the back of their Model T Ford, was arrested on Congress Avenue in Austin, and got tricked out of going into winter hibernation with hot pads and warm water bottles before the December football game against the University of Texas.

Joe College set a precedent for mascots. Through the 1970s, the bears would hold and drink from a Dr Pepper bottle at football games.

"With the Pepsi invasion on campus, I think we should bring the bears to McLane and relive the tradition of them drinking Dr Pepper," said Temple senior Molly Montgomery.

This tradition was stopped due to health concerns, according to the sign by the bear habitat. Still, students have expressed interest in more inclusion of the live bear mascots in campus traditions and football games.



Courtesy Photo

GOVERNOR FOR A DAY Baylor Bear mascot Chuck II sits at the desk of Texas Governor Mark White during a trip to the Texas State Capitol to promote White's appearance in the 1983 Baylor Homecoming.

Baker wrote Baylor students often caused a stir, using the mascot as the main actor. In 1946, mascot Chita was sent to Waco jail in order to be protected from the Texas A&M threat that they'd steal the cub. Mascots Linus and Lucy often swam in a small fountain which was on Fifth Street in the 1960s. Mascot Delilah beat out Baylor candidates as a write-in for the 1971 Diadeloso Queen contest.

The year 1981 marked the entrance of a new kind of bear. Basketball season featured a "human bear" in a costume donated by Wendy's Family Restaurant. Student Andy Spencer became Mr. Bear when he added a double zero jersey to the costume.

Students may borrow "Here Comes the Bears!" from the Texas Collection, located in Carroll Library on Burleson Quadrangle. It is recommended to email the Librarian and Curator of Print Materials before visiting at Amie_Oliver@baylor.edu.

More photographs and links to archival materials on the bears can be found on the Texas Collection, Baylor University Flickr page.



Courtesy Photo

DR. PEPPER HOUR A Baylor Bear mascot drinks Dr. Pepper on campus in 1971.

TEXT-TO-WIN

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Temple Mall is giving away **2 IMAX TICKETS EACH WEEK** to 12 lucky Baylor Bears! *(That's 24 free tickets per week!)*

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Drawing Together

Studio to participate in homecoming through Wacoan art exhibit

LAUREN FRIEDERMAN
Reporter

To escape from the elements and feast your eyes on art, wander into the Creative Art Studio and Theater during what would have been the duration of the homecoming parade.

The CAST, located at 605 Austin Ave., will open its doors at 7 a.m. Saturday. The gallery, featuring local Waco artists' work, will be open for people to peruse the impressionistic and surrealistic art, as well as the photographs and pottery on display.

Games, such as chess and corn hole, will be set up for people to play. Hot chocolate and coffee will be available for 50 cents per cup. A Baylor-themed still-life station will be set up and those who draw still-life will be entered in a drawing for a free art prize pack.

CAST opened early for last year's homecoming and will do the same this year. Co-owner Beth Richards said it is important for them to open early for the community.



All photos by Trey Honeycutt | Lariat Photographer

COMING HOME TO ART (above) The Creative Art Studio and Theater will host a homecoming event with art, games and refreshments at 7 a.m. on Saturday at its downtown location at 605 Austin Ave.
THE FINISHING TOUCHES (below) The owners of the Creative Art Studio and Theater gather on Monday to talk about the gallery's homecoming event that is set to take place at 7 a.m. Saturday.

"We want to show our support for Baylor," Richards said. "We want to introduce ourselves to the crowd that comes out to support Baylor as well."

Co-owner Terry Stevens said the CAST is a place for local artists to connect and display their work. He said there is a lot of talent in the area and whether or not the artists have had their work displayed or marketed previously, they're offering a place for it at the CAST.

"Our mission is to help artists in the Central Texas area develop and explore marketing opportunities to showcase their art," said Monica Shannon, co-owner of CAST.

The CAST showcases all different types of artists, from pottery to paintings, Shannon said.

"The interesting thing about our artists is that we have people that are very high-level professional artists that do this for a living and we've got guys who are kitchen contractors that do it on the side and are just as amazing," Shannon said.

Only artists residing in McLennan County are allowed to showcase their work in



the CAST. All of the owners said they agree showcasing local art is important for the community.

"We need to keep the people here and keep the dollars here. If people are thinking the only place they can go to get good quality art or good quality entertainment is Dallas and Austin, then those are dollars that are leaving our community," Richards said.

In addition to keeping

revenue in-city, Stevens stressed the importance of fostering creativity within the community because she said it adds vibrance.

"You have a creative person that can come up with a new business or something, that's the same kind of person that comes up with art," Stevens said.

Richards said when she moved here 11 years ago, downtown Waco was deserted.

She said it was a much different downtown than it is now.

"If you grow the art, you're going to grow business area, you're going to grow job opportunities, you're going to grow the things that make it a place that people want to live," Stevens said.

For information on more events happening at the CAST, check them out online at www.castwaco.com.






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Diners, Drive-By's and Dives

A look into the overlooked, underappreciated eateries in Waco : Revisited for homecoming



El Pollo Palenque

Helena Hunt | Staff Writer

ROLL ON El Pollo Palenque stands at 1400 LaSalle Ave. in the parking lot of a gas station. Although it has wheels, the truck remains stationary throughout the year.

“EL POLLO”

HELENA HUNT
Staff Writer

El Pollo Palenque operates out of a food truck at 1400 LaSalle Ave. El Pollo, as I shall call it, is hard to miss: painted red and yellow, it loudly proclaims itself and its “mobil” status to the indifferent passersby of LaSalle.

I arrived to El Pollo alone, my only company a man in dusty jeans riding a purple bike in circles through the gas station parking lot. Three cars parked at the gas pumps by the food truck reassured me that this was a hopping place, but no one was pumping gas or sitting in the cars or anywhere at all, except for

Dusty Biker.

After parking my car I mounted the wooden steps to El Pollo’s window. It slid open to reveal a smiling teenage girl, a reassuring sight in the sometimes dystopia-esque landscape of LaSalle. I pulled a Rachael Ray and asked the local what I should get. A cook emerged from behind my cashier friend and told me most people ordered tacos with Al Pastor, steak or barbacoa. Well then, I would have two tacos, one Al Pastor and one barbacoa!

After a wait much shorter than any I have ever endured at Torchy’s, I received my bounty. Festooned with cilantro, onions, a bright orange pepper, and their respective meats, they looked very money.

I ate my Al Pastor first.

Al Pastor, I later learned, is pork marinated in chili pepper, pineapple and spices before being served to the unsuspecting customers of El Pollo Palenque. When I bit into the taco I was greeted by a burst of fruity, juicy flavor. A rush of heat followed; I’d bitten right into that orange pepper, and tears flowed from my eyes. I followed up the Al Pastor with my barbacoa taco. The barbacoa had a smokier flavor than the al Pastor, with less of the first taco’s juicy flavor. I must say that the al Pastor and all the drama it brought to my life was my favorite of the two tacos.

El Pollo’s cook craned out of his little window to ask me how I liked my meal. “I loved it!” I told him, and thought, “I just rode that trailer to flavortown.”

CUPPS

REBECCA FLANNERY
Arts Editor

Happiness is a diner mug filled with fresh coffee intermittently between sips. Happiness is Cupp’s Drive-Inn.

For those who have driven by and wondered if their food is worth the cramped space, rest assured it is.

Sitting down next to a regular at the bar, I could tell I was well out of my league. The place was scattered with those who called the cooks by their first names – Freddy and Sherry Johnson. As I was conversing with the customers, I began to understand Cupp’s

had just as much history and charm as those sitting around the place.

Carl Rice has been coming to Cupp’s since 1955. He said he comes about three times a week with his brother, and that the food never disappoints.

“When I was coming here in ’55, the only thing that was different about the place was that the burgers cost 25 cents,” he said.

As I got down to the risky business of picking a meal from the tried and true menu, I couldn’t help but think how nice toast sounded. Somehow I knew it would be better than any piece of bread I could put in a toaster at home. It came accompanied with an egg and three pieces of bacon – which

were brilliantly executed in all of their diner glory. Cooked straight in butter.

And breakfast isn’t even what they’re known for. Customers started ordering burgers and hand-cut fries as soon as the clock hit 11 in the morning – the time Cupp’s stops serving breakfast. Rice advocated the delicacy. He said no where else in Waco serves a better burger or cares as much about fries to actually cut them by hand each morning. Oh, and the onion rings, he said we can’t exclude those.

Overall, this diner exceeds the expectations of my Guy Fieri-spirited embodiment. There’s a reason this diner has been open for 86 years. Raise your diner mug to 86 more.

WISE GUYS

REBECCA FLANNERY
Arts Editor

Being a self-proclaimed connoisseur of all things “hot dog,” driving by Wise Guys: A Chicago Eatery every time I jet down Valley Mills had become quite painful.

Yesterday was different.

Y’all, I’ve had my fair share of ‘dogs before. Considering this was the only hot dog eatery I’d seen advertised in Waco, you better believe I had high expectations.

I walked up to the counter and scoured the menu for the only thing on which you can actually judge a hot dog stand – The Chicago Dog. This all-beef dog traditionally comes with sport peppers, a pickle spear, celery salt, tomatoes,



Wise Guys

Rebecca Flannery | Arts Editor

CHICAGO DOG Famous for its Chicago-style food, Wise Guys is located on 579 North Valley Mills Drive.

onions, mustard and relish, all on a fresh poppy seed bun.

Sitting down, relishing the moment (pun intended) of sitting in a quaint Chicago eatery in the middle of Waco, Texas, I took the bun in-hand and took a bite into the sweet, salty and tangy grouping that is The Perfect Chicago Dog.

In a matter of mere moments, my lunch was gone and I was left longing for more. For just \$4, another dog wasn’t the worst decision I’ve ever made. Needless to say, the Chicago-bred owner knows what she’s doing bringing a taste of Illinois to poor ol’ Texas.

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<i>Friday</i>	<i>Saturday</i>
<p>Armstrong Browning Library Open House Cox Reception Hall 10:00 a.m. - 2:00 p.m.</p> <p>Enjoy light refreshments and explore the latest exhibit: "A World of Their Own: Children's Literature at the Armstrong Browning Library."</p> <p>Dennis Campbell Innovative Learning Space Dedication Jones Library, Second Floor 3:30 p.m. - 4:30 p.m.</p> <p>Come to this gathering held in memory of a special Baylor colleague.</p>	<p>Homecoming Tent at The Texas Collection 7:30 a.m. - 10:30 a.m.</p> <p>Take in the parade just outside Carroll Library with refreshments and friends. Then, step inside and see a great Homecoming exhibit and the pottery of Texas ceramist Harding Black.</p> <p>Alice in Wonderland Exhibit Moody Memorial Library 9:00 a.m. - 11:00 p.m.</p> <p>Travel "Down the Rabbit Hole" through this exhibit that explores the imagination of Lewis Carroll.</p>

FOR MORE INFORMATION VISIT BAYLOR.EDU/LIBRARY

MAGNOLIA

is currently running in a pilot project where it runs on Saturdays and also on days where Baylor University is out of session. The city has raised enough money for this route to run on these days up until the end of January. The route is 20 minutes and free to ride.

“As a marketing tool, it takes people passed the Hippodrome, it takes people passed the interesting things going on at River Square; [on] Saturday mornings the busy farmers market and food trucks on University Parks,” Henderson said.

The new route connects many of the going areas of the downtown, she said.

“If we are going to have a lot of extra people in town, we certainly want to expose those people to lots of businesses and not just a few,” Henderson said.

City council board member Dillon Meek is in full support of the shuttle and believes in the importance of showcasing Waco to visitors.

“A large number of people are estimated to come to Magnolia on Saturdays. Patrons of that facility will likely utilize a facility like this, which will likely funnel some people to the rest of our local businesses,” Meek said.

Waco city mayor Malcolm Duncan, Jr. hopes the DASH services will encourage out-of-towners to utilize public transportation.

“There’s going to be a lot of people here that don’t have any bias against public transit,

this will be a great way to orient people to use it,” Duncan said.

The grand opening begins on Thursday, Oct. 29, with a ribbon cutting ceremony by the Greater Waco Chamber of Commerce. Friday and Saturday include a concert by Johnnyswim. The concert has already been sold out with Magnolia selling two thousand tickets for each night.

Other big events in Waco are also happening that same weekend. There will be an event at McLane Stadium called Spooktacular, the Saturday downtown Farmer’s market, and the Wine & Food Festival that supports the local animal shelter. With all the excitement, Waco officials will be preparing for a busy Halloween weekend.

Helm said that the city has been working on many procedural things to prepare for the grand opening such as sidewalks, curbs, trashcan issues and blockage of streets. They have been in touch with the general manager at Magnolia and their PR people. Helm said they have connected Magnolia with their convention center, and talked with them about showcasing Waco attractions in their stores.

“We are looking for ways to put our best foot forward,” Helm said.



Richard Hirst | Photo Editor

PREP TIME The market is in its final phase of completion. The grand opening is set for Oct. 30 and 31. While the tickets to attend the JohnnySwim concert are sold out, the market will still be accessible to anyone who comes.



Courtesy of Texas Collection

THROWBACK Baylor University Dining Services sponsored a float in the 1970 Baylor Homecoming Parade.

FLOAT

product. You’re like ‘Wow, we made something that we really appreciate, and people can appreciate as well.’

Bossier City senior Christine Reddy said the minimum required hours per member vary by organization, but on average, students involved give an hour a week. Float construction begins within the first three weeks of the fall semester. Float chairs sacrifice a huge amount of work, time and energy.

“If you’re a float chair, it’s an everyday thing,” Reddy said. “They’re there four to five hours every day.”

Petrie said float chairs from every participating fraternity and sorority are elected in the spring semester and begin meeting as early as March.

Organizations pair up based on mutual selection -- a process that helps float chairs choose a partnering organizations. Float committees are limited to choosing organizations within their same class, which is

determined by budget. Monetary guidelines for Homecoming 2015 required maximum expenditures of \$1,750 for Class C floats and \$2,250 for Class B floats.

Tradition dictates extreme secrecy around the float themes and location of the warehouses where construction takes place.

Themes, including a diagram and detailed description, are due to Baylor Chamber on the morning of Diadeloso from the previous semester. Since themes from the last four years can’t be repeated, competition runs high to get first choice of theme. Thus, float chairs begin lining up in the early hours of the morning.

For the average Greek life student, the week approaching homecoming requires more time, even in addition to commitments like Pigskin, midterms and recruitment.

“It’s really fun the night before,”

Schramm said. “Everyone’s like ‘Alright, let’s finish it.’ People will bring food, and we’ll play music. Everyone’s there. We’re working hard, but we’re having fun. I love the night before; it’s like a big party.”

Overall, Schramm said she found the time and effort worthwhile because of the bonding of working alongside others. She said her group tries to maintain a standard of excellence and put forth their best in all they do.

“They park the floats outside of Waco Hall for everyone to come by and see,” Petrie said. “So that’s really cool, because the community can gather around Waco Hall, around Judge Baylor and Pat Neff—the most picturesque place on campus. It’s really fun to see alumni come. They’ll take pictures with their kid outside your float.”

ZOËS

We look forward to delivering Zoës goodness to the Waco community.”

In addition to Zoës Kitchen sit-down environment, they will also provide a catering service.

According to their website, “Zoës Kitchen party pack serves up to 10 and are filled with their own unique combination of fresh

fruits, veggies, good-for-you proteins, and grains.”

Since 1995, Zoës Kitchen has created 160 locations in 17 states across the United States, according to their website. The restaurant was founded by Zoe and Marcus Cassimus in hopes of providing people with fast, fresh Mediterranean food.

LOCATION IS EVERYTHING Waco’s newest fast-casual restaurant is located in the new shopping center across Valley Mills Drive from H-E-B.



Richard Hirst | Photo Editor

1		5	3	7			2	
7							3	
		8	5	6	4			
				5			9	7
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9	4			3				
			9	2	6	8		
		1						5
	8			1	5	2		4

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Puzzle Results

- Across
- 1 “Goodbye, Columbus” author Philip
 - 5 High anxiety
 - 10 Me-time resorts
 - 14 Fencing choice
 - 15 Trip the light fantastic
 - 16 Quarterback-turned-congressman Jack
 - 17 *Cardiologically healthy, as a diet
 - 19 River of Pisa
 - 20 Wide variety
 - 21 Gauge showing rpm
 - 23 How Marcie addresses Peppermint Patty
 - 24 Howl at the moon
 - 25 *Affectionate apron inscription
 - 29 On its way
 - 30 Handmade scarf stuff
 - 31 Radar dot
 - 34 Chic modifier
 - 37 Pay hike
 - 40 *Commuter’s headache
 - 43 See eye to eye
 - 44 ___ fide: in bad faith
 - 45 “Teh” for “The,” say
 - 46 Dry as the Atacama
 - 48 Omelet necessities
 - 50 *Title for Aretha Franklin
 - 54 Fabric flaw
 - 57 Address bar address
 - 58 Pilot’s alphabet ender
 - 59 Wear away gradually
 - 61 Long-billed wader
 - 63 Musical conductor ... and, literally, what the start of each answer to a starred clue is
 - 66 Charge
 - 67 “Lucky” aviary, familiarly
 - 68 Stew veggies
 - 69 Was sure about
 - 70 Crème de la crème
 - 71 Footprint part
- Down
- 1 Detox program
 - 2 Word before house or after horse
 - 3 In need of tissues

1	2	3	4		5	6	7	8	9		10	11	12	13
14					15						16			
17					18						19			
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50	51						52	53				54	55	56
57					58					59	60			
61					62		63			64	65			
66							67					68		
69													71	

- 4 Wife of Zeus
- 5 Promos
- 6 “China Beach” war zone, for short
- 7 Swarming pests
- 8 “Ice Age” saber-toothed squirrel
- 9 Easily annoyed
- 10 Caribbean music
- 11 Be the epitome of
- 12 Prenatal test, for short
- 13 Hybrid utensil
- 18 Kid
- 22 “Do I ___ Waltz?”: Rodgers/Sondheim musical
- 26 A big fan of
- 27 Doodle on the guitar
- 28 Summer camp activities
- 29 Globe
- 31 Lingerie item
- 32 Carry with effort
- 33 Descendant of Jacob
- 35 Obama ___
- 36 Fifth cen. pope called “The Great”
- 38 Small taste
- 39 Environmental prefix
- 41 “57 Varieties” brand
- 42 Classico rival
- 47 Look-alike
- 49 High spirits
- 50 Peculiarity
- 51 Living in the city
- 52 Swing wildly
- 53 Branch of Islam
- 54 Event with lots of horsing around?
- 55 Flawless
- 56 Intrinsically
- 60 Emulates Eminem
- 62 Darn things
- 64 Prohibited pesticide
- 65 Chemical in Drano crystals

For today’s puzzle results, go to BaylorLariat.com

Stance socks make the break

ADAM TACHORN
Tribune News Service

SAN CLEMENTE, Calif. - Rihanna designs them, Jay Z sings about them and the rest of the world can't seem to get enough of Stance socks.

The company's comfortable, colorful and well-made take on humble hosiery is turning the sock into the next pocket square and becoming a pop-culture status symbol along the way.

In just five years since the first Stance socks hit retail, they've earned a shout-out in Jay Z lyrics ("This ain't gray sweat suits and white tube socks / This is black leather pants and a pair of Stance"), attracted a constellation of celebrity investors (including Jay Z and Will Smith), brand ambassadors (the bands Santigold and Haim), and now its first celebrity designer in Rihanna, tapped to collaborate on a line of socks and help shape the fall 2015 advertising campaign.

At the same time that Stance's fashion-brand approach of employing seasonal inspirations and designer collaborations has made the label

hillside, smack in the middle of a sockless stretch of Southern California coastline better known as the stamping grounds of the surf-and-sandal board sport brands.

The location isn't the brand's only connection to the surf/skate world. Several of the five co-founders have roots in the action sports industry, including the company's president John Wilson (who had stints at Reef and Oakley), chief creative officer Aaron Hennings (who spent a decade at Billabong) and chief marketing officer Ryan Kingman (Element). Rounding out the founding quintet are chief product officer Taylor Shupe and chairman and chief executive Jeff Kearl.

It was Kearl, a venture capitalist and self-described "serial entrepreneur," who had come to San Clemente to punch out for a few years after one of the start-ups he'd worked with was acquired by Hewlett-Packard in 2007. By 2009, Kearl says he was itching for another project. "I was the chairman of the board of (headphone maker) Skullcandy," Kearl said, "and one of the lessons I'd learned from the founder of that

company was to look for categories suffering from what he called 'benign neglect' - where there was a lot of potential."

He remembers walking the aisles of a Target store in San Clemente, considering products like sun block, jewelry and

luggage. "Then we came to the sock aisle," he said. "And it was literally black, white, gray and brown. The crazy argyle patterns were on the bottom rack, and most of the socks were in these big value-packed plastic baggies." Over the next few months,



ROCK THE SOCKS From left, Clarke Miyasaki, EVP of Business Development, Aaron Hennings, Jeff Kearl and John Wilson talk at Stance's offices on Oct. 1 in San Clemente, Calif.

Kearl dove deep on socks, paying attention to how they were displayed in stores, how they were priced, how sales associates reacted. He says he bought hundreds of pairs on his way to the realization that that this was exactly the sleepy, overlooked, under-valued category that had serious potential.

Stance was officially founded by the end of 2009, with the first pairs of socks hitting retail in late 2010. The first three accounts were specialty surf shops: Surfside Sports on the Costa Mesa/Newport Beach, Calif., border, and Jack's Surfboards and Huntington Surf and Sport, both in Huntington Beach.

Stance socks are now sold in more than 40 countries and at major retailers, including Nordstrom, Bloomingdale's and Macy's. Although the privately held company doesn't disclose specific sales figures, Kearl and company say they sold 15 million pairs between the late 2010 launch and the end of 2014 and estimate they'll sell more than 12 million pairs in 2015. Prices range from \$10 for near-invisible socklets to \$40

for premium pairs, with most socks falling in the \$12 to \$15 range.

Timing has played no small part in the brand's meteoric rise since it hit the market at the same time men were changing the way they dressed.

The rising popularity of socks "goes hand in hand with the kind of pants guys are wearing," explains Caleb Lin, vice president and buying director at L.A.-based American Rag, which stocks Stance socks.

"Guys are showing their ankles a lot more in general. A lot of guys are wearing cropped pants and (sweatpant-style) joggers. Whereas before it didn't necessarily matter as much, now it becomes a part of your statement. It's definitely an accessory that's become more meaningful for our consumer."

This season also marks the first time a company has been allowed to put its own logo on a game-worn sock.

"We were serious about having the logo (visible)," said Clarke Miyasaki, Stance's executive vice president of business development, who helped broker the deal. "If there

wasn't a logo on there you'd just have well-designed socks, but what would that do for our brand? What we need right now is reach. We've got the cool kids, we've got the influencers. We need reach to get to the masses. And this - millions of eyeballs every night - is going to do that."

Stance is already poised to leverage the halo effect of the NBA deal in two ways - beyond just selling a Staples Center full of socks (which it almost certainly will). One is the company's first product extension: the launch in mid-November of men's underwear (in three silhouettes including a boxer short that could be mistaken for a pair of board shorts) and the opening of the brand's first flagship store, 2,000 square feet of retail space in New York City's SoHo neighborhood, in late November or early December.

So where does Stance go from here?

"We're just getting started," Kearl says. "If we can do men's underwear (right), we could probably take a fair crack at doing women's."

"What we need now is reach. We've got the cool kids, we've got the influencers. We need reach to get to the masses."

Clarke Miyasaki | EVP of Business Development

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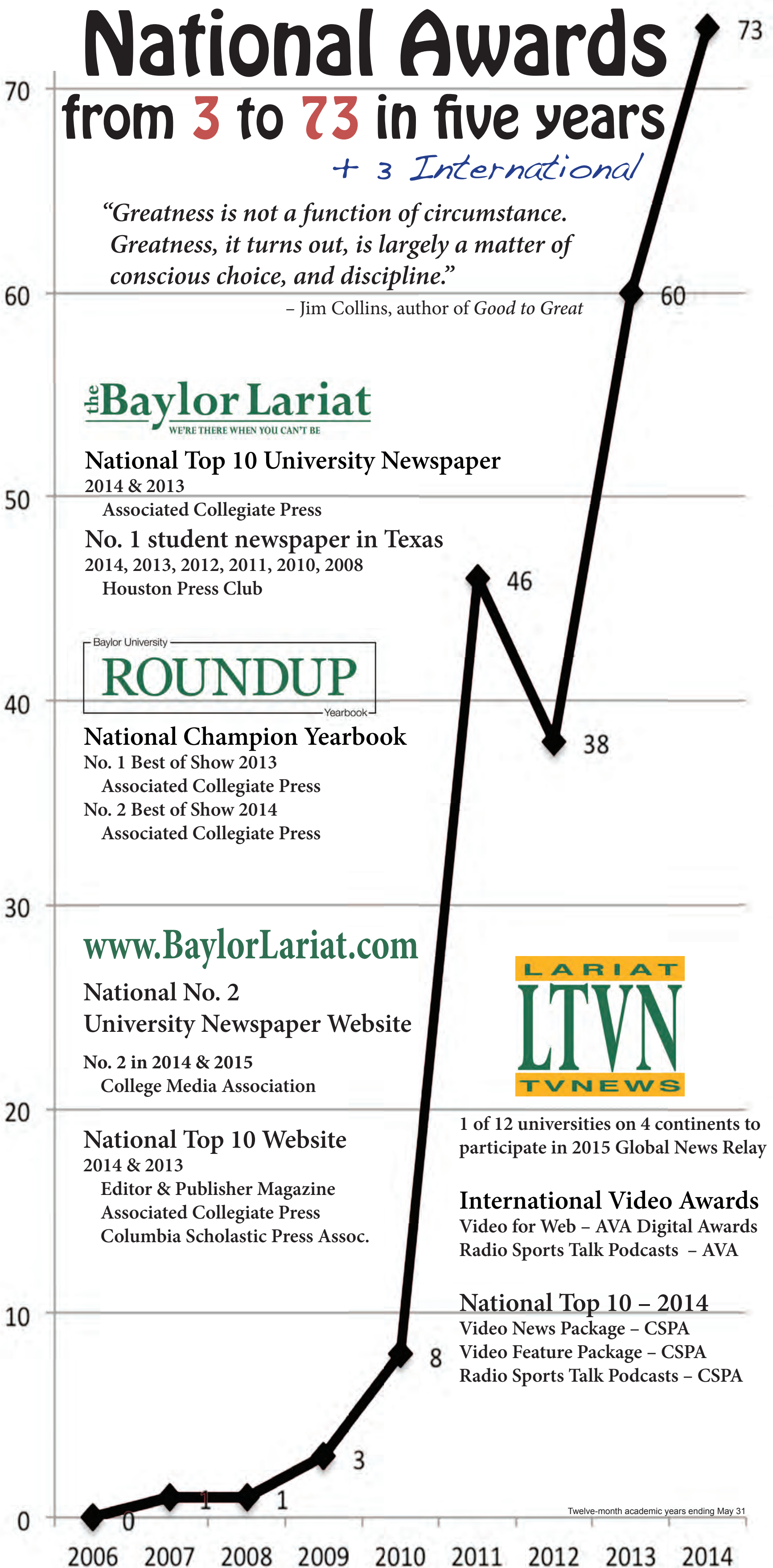
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