



VALENTINE'S DAY February 14th



VALENTINE'S FOR YOUR SWEETHEART!

Valentine tins, boxes & cards, cherries jubilee truffles, chocolate HEARTS, chocolate heart-shaped cookie trays, assorted bags & boxes of chocolate HEARTS!

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round this time of year, chocolate becomes prevalent as a gift-exchanging item.

Usually, the giver gives the givee a nice, simple heart-shaped box filled with palate pleasing sweets in return for an innocent "Thanks Hon." This transaction takes place time after time, year after year, Feb. 14 after Feb. 14, but do givers know the myths that accompany the act of giving chocolate?

One such tale floating around is the idea that the taste bud tantalizer, called chocolate, has been known to make one feel as if "in love." On a similar note, another myth says chocolate inflames passion and that it actually stimulates the same section of the brain that is stimulated during sexual intercourse.

Don't tell me no one has heard



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This myth could explain why the Euphoria Chocolate Company has people lined up outside the door of the store and around the block, waiting with number in hand so they may purchase their favorite array of chocolates.

Depending on the time of day, one may find a similar line of Valentine givers at the University Bookstore, eagerly awaiting the purchase of their chosen chocolate.

"Aren't all women chocoholics?" said University graduate Matt Herbert when asked if he thought the majority of women adored chocolate. "I bought my girlfriend chocolate for Valentine's Day last year, and I'll probably do the same this year, too."

Good idea. After a while, some people become creative with their gifts of chocolate and really take it to the extreme. According to Jenny Alkire, Euphoria Chocolate employee, a customer recently requested to have a gold necklace wrapped in plastic and disguised as a truffle.

Another legend of chocolate that has a more historical perspective is featured in Mexican mythology. According to the sacred traditions of the Indians of Mexico, Quetzalcoatl, the god of the air was sent to introduce man to the seeds of the "quacahault" or cocoa tree, in order for the tree to produce food for the gods.

Quetzalcoatl was responsible for all the clear skies and sweet air, so when he incurred the wrath of one of the principle gods and was forced to leave the country, the people erected a statue in his honor that awaits his return.

With these myths in mind, proceed with caution this Valentine's Day. Be cautious of the arrival of Quetzalcoatl bringing more virtuous sweets, and even more, beware of chocolate-covered Mercedes.



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