

Valentine Happenings

Beer Garden. Block Roses in the Dining Room. Free admittance. 21 and over.

Weekend of Animation International Style. 180 PLC. First showing is *Alice* by Jan Svankmajer at 7 p.m. Second showing *Barefoot Gen* by Masaki Mori at 9 p.m. Repeats Feb. 14.

Postcards. Playing at the Pocket Playhouse at 5 p.m. in 102 Villard Hall. \$1 donation. Repeats on Feb. 13.

Benefit for Womenspace and HIV/AIDS resources. Chris Williamson and Tret Fure in the EMU Ballroom at 8 p.m.

Caddyshack. Sponsored by Alpha Tau Omega and Gamma Phi Beta at 7 and 9 p.m. Cost \$3. To benefit Eugene Emergency Housing.

Mark Allen. Playing at Jo Federigos.

Can't write? Don't Fret

Perhaps you don't have the write stuff. Maybe you'd rather pay a week-long visit to the dentist than put your deepest feelings on paper.

Don't fret. The old reliables are still available this Valentine's Day: **PREPRINTED VALENTINE'S DAY CARDS.** An estimated 1 billion of 'em. Children - unschooled in the serious ramifications of these heart-infested notes - send an average of 22 apiece. Elvis gets 100 each year at Graceland.

FLOWERS. A big day for baby's breath. The industry estimates that 140 million roses and 160 million carnations will change hands.

CANDY. Last year, lovers bought \$642 million in sweets for their sweets.

Chocolate "Smoochies"

Ingredients:
 • 1 package sugar-free chocolate pudding mix
 • 2 cups skim milk
 • 3 cups peanut butter
 • 70 graham cracker squares
 • 1 envelope reduced calorie whipped topping mix

Mix chocolate pudding according to directions on package, using skim milk. Cool thoroughly. Mix peanut butter with pudding. Drop 2 tsp. onto each cracker. Place 1 tsp. whipped topping on top of the pudding-peanut butter mixture and cover with second cracker. Wrap and freeze.

BUYING

Valentines

You don't have to empty your wallet to please your beloved

The St. Valentine's Day shopping season has arrived in Eugene, and many local retailers are experiencing an upswing in business.

Kim Young, assistant manager at Carleton Cards and Gifts in Valley River Center, said business is always good this time of year, but this was the strongest year she could remember.

"We've been doing three times our normal sales so far this week, and we expect to get up to four times as much eventually," she said.

Not surprisingly, businesses that do well this time of year are often gift, candy, flower or greeting card shops. Seventy-eight percent of American adults will buy at least one valentine card this year. Men will buy an average of three, and women will buy six. Cards range in price from \$1 for the standard greeting or holiday card to \$15 for the high-tech musical "singing cards."

University junior Matt Emgoe said he has already spent \$35 at See's Candy this year.

"I bought a girl a \$20 heart-shaped box of candy earlier this week, but I opened it and had one, so then I decided to eat the rest," he said. "Then I went back and bought her a \$15 box."

See's, a popular confectioners, has valentine candy boxes ranging in prices from \$3.85 to \$27.

Baskin Robbins Ice Cream shop has its busiest day of the year Valentine's Day, the most popular item being heart-shaped ice cream cakes that range in price from \$5 to \$15.

Pat Brooks, owner of University Florist, said Valentine's Day is her busiest day of the year, but also her most costly.

"We have to hire a lot of extra help and make an enormous amount of deliveries," she said. "We get a lot of complaints about prices this time of year, but they don't know that our costs triple on Valentine's."

A dozen red roses costs between \$36 and \$60 at University Florist, a price that compares favorably to other florists around town.



Story by Chris Laughner
 Photos by Michael Shindler

Brooks said people thinking of giving flowers on Valentine's Day, but do not want to spend excessively, have other options. "Everyone thinks roses are the only way to go, but we have so many other things too," she said.

Some of Brooks' suggestions include pink carnation arrangements and personalized arrangements with mylar balloons.

Don Knight, owner of Onsen Hot Tubs, said he expects business to boom Valentine's Day.

"We have always been booked solid in the past on Valentine's," Knight said, "and we expect to be again this year. We don't accept reservations more than a day ahead of time unless people pay in advance, and we've already had several people go ahead and do that this year."

Knight said those looking for a little steamy and sticky fun to pay early to avoid getting left out in the cold.

Victoria's Secret sales representatives said sales were comparable to the Christmas season already, with the biggest selling items being anything in red.

Some of Eugene's dining spots are also expecting a big upswing in business Valentine's Day. A spokesman for Ambrosia Restaurant said he expected the night to be one of its biggest of the year, based on the number of reservations for the night.

Zenon Cafe, the Oregon Electric Station and Ocean Sky Chinese Restaurant all expect large crowds, with the majority of tables being for two. Restaurants such as El Torito, McGrath's Publick Fish House and Zenon Cafe do not take reservations, so prospective diners should arrive early.

One business that remains surprisingly unaffected Valentine's Day is the "adult entertainment business."

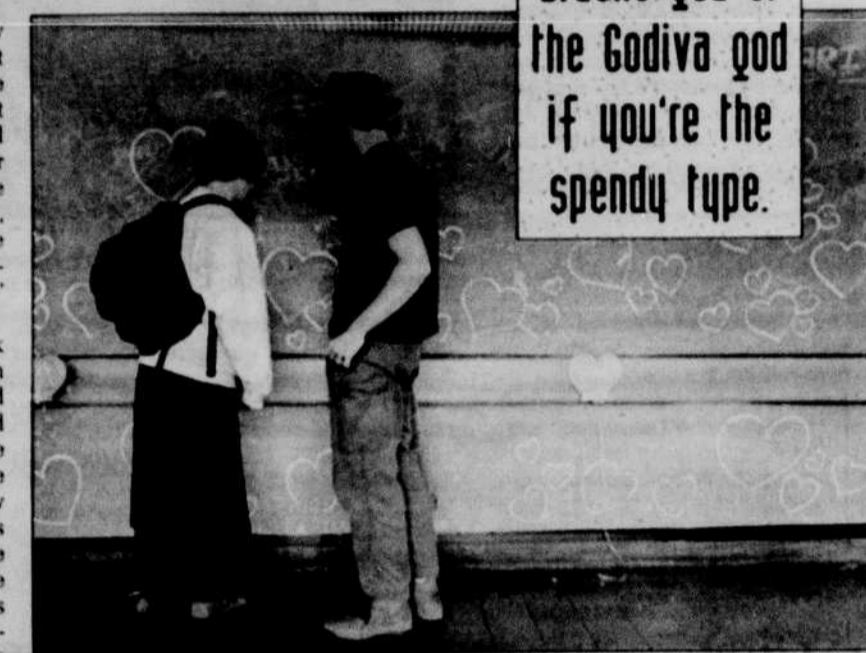
Fantasy Warehouse, purveyors of "adult entertainment," said business stays constant and does not noticeably differ from other times of the year.

That has not prevented at least some University students from looking for love in all the wrong places. One student, who asked only to be identified as Ted said, "I can't wait to see the expression on my girlfriend's face when she sees this," hoisting his purchase over his head.

Looking forward to that SPECIAL DAY



Of course, there is the Hershey god, the Whitmans god and the Brachs god or the Godiva god if you're the spendy type.



study, we've somehow managed to forget about that old "Valentine Buddy" tradition: But just because we have all grown up and no longer remain seated in one classroom all day long, there is no reason we should make this holiday a "couples-only" celebration.

After all those bulk packaged messages with the bonus teacher's card inside are even sold conveniently in the local 7-Elevens these days. Imagine how pleased your professors would be to receive the big heart-shaped apple card with "World's Greatest Teacher" written neatly across the top. Easy pass? It's worth a try.

But where did this tradition of card exchanging originate in the first place?

The first commercial Valentines were made in the 1800s. They were painstakingly handpainted and decorated with such things as paper flowers, feathers, imitation jewels, sea shells and lace, and their price sometimes reached as much as \$10.

The tradition itself supposedly came about when a frenchman Charles, Duke of Orleans, was put in prison in 1415. On Valentine's Day he sent his wife a rhymed love letter from his cell in the Tower of London, and the exchange of verse carried on from there.

The carried-on part was also probably the most necessary feature of the traditional grade school Valentine's Day sack. The candy portion, containing chocolates and message hearts with those corny "Luv Ya" and "Hot Stuff" sayings written on top were a real bonus. Yes, those sweet-nothings of youth had to be the greatest part of the valentine exchange.

The Sweethearts originate from sugar and corn-

syrup mixed nicely with gelatin, gum and acid pyrophosphate. Oh, and U.S. certified artificial flavors and colors are also cooked up marvelously in the chalky candies from Pewaukee, Wis. Originally, they were meant to replace the sweetheart cards, but instead became an additive to the festive messages of the day.

The chocolates on the other hand came from a Mexican tradition based on cocoa. A mythical god named Quetzalcoatl introduced man to the cocoa seeds. He was the god of sweet air and thus fits appropriately with valentine chocolates.

Of course, there is also the Hershey god, the Whitmans god and the Brachs god or the Godiva god if your the spendy type, which also fit nicely with valentine traditions and chocolate.

Whatever the tradition may be, the festivities and gifts are for all to enjoy on Feb. 14. Don't be bah-humbugging this holiday simply because it's become known for "lovers only." Look back into the traditions of grade school past and get out and celebrate the old-fashioned way.

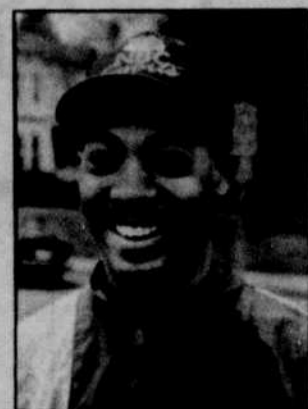
Story by Colley Anderson

What do you hate most about Valentines Day?



"All the silly ads that people put in the Emerald."

SCOTT DERICKSON senior, PPM



"That we don't communicate how much we care until it's an official holiday which is sad."

JEROME MITCHELL senior, music



"The Valentine's Day fight with my girlfriend. It happens every year."

TYLER WELT junior, economics



"It's been commercialized so much that I have to buy my wife a gift that cost more than \$10."

TIM CARL sophomore, biology



"Looking for a card. They never have the right message. They are always to lovely."

SAM FAUS freshman, undeclared



"All the people who walk around holding hands, giving each other hugs and kisses. It's depressing."

KIA CHELEEN sophomore, japanese/asian studies



"Having to ship everyones valentines. I work for UPS."

GRANT GOSSETT junior, accounting



"The headache I get from all the sugar."

DEBORAH TUCKER junior, biology/chemistry



"Everything is red and mushy and everyone gets cute and cuddly."

STEVE MURAOKA senior, japanese/management