



Jenine Yanov, a confessed chocolate addict, and her daughters Julie (left) and Jill buy their weekly fix at Euphoria Chocolates.

Chocolate week kicks off finals

By Martina Joffe
Emerald Contributor

Montezuma drank it by the flagon. Casanova was convinced it helped his love life. Some psychologists find it helps the depressed and love-sick.

It's chocolate. Its scientific name means "food of the gods."

For those who haven't indulged recently, you now have an excuse. National Chocolate Week takes place during finals, from March 14 through 20.

For those of you who didn't realize this, you're not alone.

"I didn't know it, but I do now," said Maria Nelson, the retail manager of Euphoria Chocolate.

However, Nelson did mention she would be kicking off their St. Patrick's Day chocolate that week, featuring an Irish coffee truffle.

But where did the chocolate craze begin?

Montezuma started the chocolate frenzy with his frothy red concoction of hot chocolate made from red chilis, vanilla and honey, made to resemble blood.

Although Cortes and his invading Spanish soldiers did not like Montezuma's hot chocolate, they took some of the beans back to Europe.

Inventive European monks took the chili peppers out of the chocolate and added sugar and vanilla, creating the New World taste.

The love of chocolate spread from the Spanish court and monasteries to public chocolate houses, which began to spring up all over Europe in the 17th century.

The chocolate house was the place to be seen, especially in England. Courtiers would meet over bowls of chocolate, planning their cabals of upper-class intrigue, the seduction of a lover or the ruin of someone's reputation.

Since that time, chocolate and naughtiness have been linked in Western consciousness.

Yet science and the study of brain chemistry has made us more tolerant of our transgressions. Scientists are especially interested in unlocking chocolate's mystery.

One study indicates that women who suffer

from pre-menstrual syndrome crave chocolate. Another study of college undergraduates shows that students with atypical depression crave chocolate.

Alkaloids in chocolate bring on the release of minute amounts of serotonin and epinephrine — calming brain chemicals triggered during psychological and physical stress.

Other researchers have found that one of the brain chemicals of romantic love, phenylethylamine, is found in chocolate.

Is this why so many lovers exchange chocolates on Valentine's Day?

The idea of chocolate as an aphrodisiac is not new. Casanova drank it daily and gave it to the ladies.

Yet an MIT researcher in brain and cognitive sciences, Judith Wurtman, says there just aren't enough chemical substances in chocolate to make a difference.

She said people crave chocolate because it tastes good and has pleasant associations. And because chocolate is a carbohydrate and contains theobromine, a mild caffeine, it produces calmness and energy at the same time.

For whatever reason, people love chocolate, as evidenced by an increase in worldwide consumption. The average American eats 10 pounds of the stuff per year; the Swiss eat 20.

United States agricultural imports and exports of chocolate have increased from 252 metric tons in 1980 to 716 metric tons in 1990.

Michelle Parks, a pre-law student at the University, loves chocolate.

Parks said she likes to eat chocolate when she is stressed out, which is pretty much all of the time.

Roberto Pelayo, an Italian and Spanish major, teaches aerobics six times a week at the University. One day in aerobics class, he jokingly announced, as though he were at an Alcoholics Anonymous meeting, that he was a "chocoholic."

Pelayo said he has been to chocolate parties at which everyone brought their favorite chocolate dessert to share. Pelayo mostly enjoys chocolate after a fine meal because of its compatibility with wines.

COMMUNITY UPDATE

Springfield gets 'snapshot'

A new business survey is under way in Springfield to learn about the concerns and problems facing the city's businesses.

Conducted by the city's development services department, in cooperation with Community Economic Stabilization, the survey is the fourth of its kind the city has done in recent years.

Surveys were sent to more than 1,400 businesses and are due back to the city by March 22. Tabulation and analysis will be completed in April.

"The survey's results will provide us with a snapshot of the local economy," said Susan Daludding, the city's development services director, in a press release. "We'll learn whether jobs are being creat-

ed or lost, the top factors that most concern business owners in operating their businesses successfully and the percentage of businesses expecting to expand.

"We'll also find out the locations under consideration for expansion and those business owners who might be interested in serving as ambassadors to new businesses wanting to locate in Springfield," she said.

Weekend microbrew festival

The Third Annual Microbrew Festival, featuring 15 West Coast breweries, is scheduled for Saturday from noon to 8 p.m. at the Valley River Inn.

The festival, sponsored as a fund-raiser by the Easter Seals Society of Oregon,

will include Full Sail Ale, Widner, McMenamins, Bridgeport, Red Hook, and many others. All beverages will be available in tastes for 50 cents and \$1, and full glasses will be available. Food from snacks to full meals will also be for sale.

Music will be provided all day by the 17th Avenue Lanyacht Club and Jazz Band.

Admission is \$7, and attendees must be more than 21 years of age.

Marketplace meeting set

The organizers Saturday Market and Lane County Farmers' Market want to meet interested citizens for a community conversation.

"Marketplace on the Mall — The

Vision of a Spirited Downtown and a New Downtown Weekday Marketplace," is set for March 15 at 7 p.m. in Harris Hall at the Lane County Courthouse.

The meeting will include a panel presentation, comment from community members and small group workshops.

Panel members will include Lane County Commissioner Jerry Rust, Market founder Lotte Streisinger, Saturday Market Manager Bill Goldsmith, Farmers' Market Manager David Amorose and Russ Brink of Downtown Eugene, Inc.

Among the topics of conversation will be the development of an outdoor weekday marketplace on the mall, something in which the Farmers' Market and Saturday Market boards of directors have expressed an interest.

MOYER THEATRES

<p>STUDENT NIGHTS MON, WED, THUR \$2 OFF ADULT ADMISSION W/ THIS AD IN FOR ADULTS ONLY</p>	<p>MOVIELAND AT WEST 11th 808 SENECA ST. 342-4142</p>	<p>TIGHTWAD TUESDAY \$3.00 ALL SEATS EXCEPT SPECIAL ENGAGEMENTS CALL FOR MORE INFORMATION</p>
<p>BACK TO SCHOOL SPECIAL BRING THIS AD IN FOR \$1.50 ADMISSION FOR ONE</p>		
<p>GOOD 1ST MATINEE SHOW ONLY MON - THUR OFFER GOOD THRU 3/18/93</p>		
<p>PG GROUNDHOG DAY (1:15 3:15 5:15) 7:15 9:15</p>	<p>R ALIVE (1:30 4:00) 6:30 9:00</p>	
<p>R FALLING DOWN THU (1:00 3:15 5:30) 7:45 10:00</p>	<p>G HOMEWARD BOUND (1:20 3:05 4:50) 6:35 8:30</p>	
<p>R BEST OF THE BEST (1:10 3:20 5:30) 7:40 9:50</p>	<p>G ALADDIN (1:05 3:05 5:05) 7:05 9:05</p>	

SHOWTIMES IN EFFECT FRIDAY 3 5 THRU THURS 3 11

Freshman Seminars

DUCK CALL Registration for Spring Term
February 22, 1993 - March 12, 1993

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| <p>ARE 199
MUS 199</p> <p>CSPY 199
PHIL 199
CHN 199
ENG 199
INTL 199</p> <p>PHYS 199</p> | <p>Public Art and the Making of Place</p> <p>The Complete Film Experience: Understanding the Manner in which Drama, Photography, and Music Work Together to Form the Whole</p> <p>Journey to the Self</p> <p>Nietzsche's Zarathustra</p> <p>Literature, Law and Sometimes Justice</p> <p>Crucial Human Issues in Our Culture</p> <p>The Vietnam Phenomenon: Migrating Images and Alternative Perspectives</p> <p>The Search for Extraterrestrial Life: from the Fiery Birth to the Big Crunch</p> |
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See the back page of the Schedule of Classes for more information
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