

# Emma's Bar and Grill

**W**ith papers due and final exams coming up, it is almost inevitable that most of us will get sick. From a cold to the measles, you will get better if you rest.

But while you spend some time in bed, make sure to eat nutritiously and even pamper yourself.

The old chicken soup idea is actually a very good suggestion. When you do not have much of an appetite, soup is easily managed. And under the circumstances, I would even recommend packaged or tinned soup to save energy.

Or try the recipes here for light, but still nutritious meals. Find things that interest you and don't let meals slip just because you don't feel up to them.

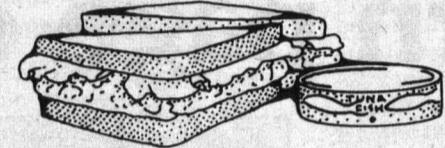


#### SOFT BOILED EGG

Place an egg in a saucepan with enough cold water to cover it. Heat just to boiling, reduce heat, and allow it to barely simmer for 3 to 4 minutes from point of boiling, depending on desired doneness. Hold it under cold water for a few seconds and serve immediately. Eat with fingers of toast or bread.

#### POACHED FISH

Place fish fillets of your choice in a casserole dish and add water to cover. Cover dish and bake at 350 degrees for about one hour or until the fish flakes easily. This is a nutritious and easily digestible dish if you are under the weather.



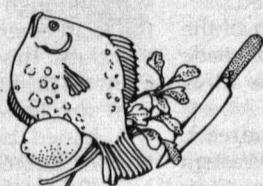
#### SANDWICH FILLINGS

- finely chopped chicken
- crab meat
- shrimps
- tuna
- hard boiled eggs

Combine one of the above ingredients, mashed well if necessary, with enough mayonnaise to make it easily spreadable. Add any of the following and mix well:

- finely chopped pickles
- finely chopped celery
- grated cheese

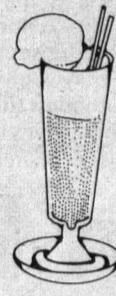
Serve on your favorite bread and top with lettuce, pickles or tomato if desired.



Keep on hand things like jello, ice cream, custard, and fresh fruit, which should tempt your appetite and make your bed rest more enjoyable. A few candies by the bedside are a must for the invalid and these drink recipes should perk you up.

#### ORANGE JULIUS

2 tbsp sugar  
3 oz. frozen concentrated orange juice  
1/2 cup milk  
1/2 cup water  
1/2 tsp vanilla  
5 ice cubes

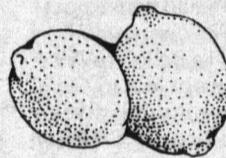


Throw all ingredients in a blender and blend for about 1/2 minute or until the ice cubes are crushed. Smash the ice cubes a bit first to save wear on the blender. This recipe makes two servings.

#### REAL LEMONADE

lemons  
1 cup of water per lemon  
sugar to taste (about 2 tbsp per lemon)

Squeeze lemon thoroughly and remove seeds. Combine juice and pulp with water and sugar. Make a single portion or make it by the pitcher.

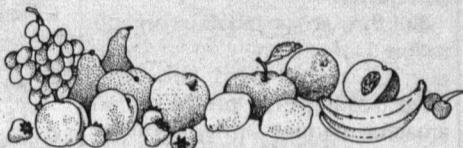


#### THIS PIGGY STAYED HOME

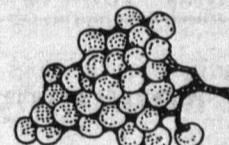
A fruit salad is good for snacking throughout the day or as part of a meal.

#### FRUIT SALAD

Make a syrup by combining 1/2 cup of sugar with every 1 cup of water used and bringing to a boil in a non-metallic saucepan. Make as much as necessary for the amount of fruit that you use. Chill syrup well. Cut small pieces of oranges, apples, honeydew melon, strawberries, bananas, grapes, kiwis, and nectarines and cover them with the syrup. Never use grapefruit in a fruit salad because the taste is absorbed by all the other fruits.



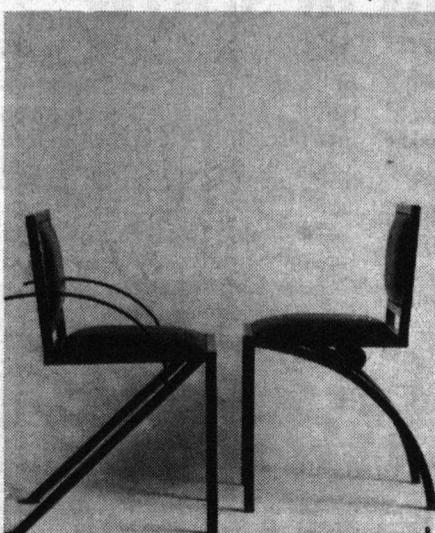
If you do get sick, take the time to rest and go to bed with a few goodies to nibble on, and some light work if you really insist on doing something.



# WHAT U WEAR

**D**by Jerome Ryckborst  
o you buy most of your clothes in one store? If you do, that store has a good idea of what you like. Retailers want your consumer dollars. To get them they must make the right choices.

Understanding the target market means that a retail chain can direct its advertising and image toward a specific group. Knowing the market allows wholesale buyers to



choose those garments which they know will sell. If a store successfully analyzes its market and attracts the right customers, then both sides of the market place are lucky. The

retailer will sell more and the consumer will buy more.

Unfortunately, market segmentation is difficult. Market studies help discover new

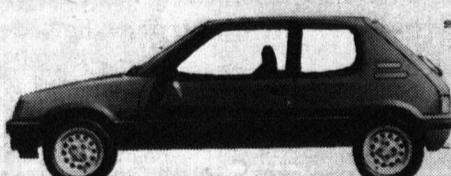


groups, changing needs and wants of existing groups, and help reposition or redesign old products in the market place. For example, Sperry Topsiders were initially meant to be a boat shoe. With the rise of preppies a whole new segment opened up to the company. A manufacturer may want to take advantage of new-found popularity by adapting traditional distributing and advertising patterns.

Research into demographics, socio-cultural, and economic factors are also significant. Demographic and economic variables are the foundation for what we call *lifestyles*.

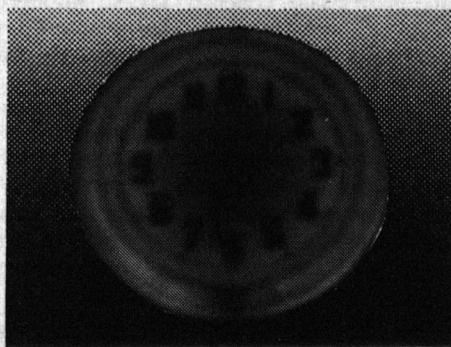
Major demographic shifts are expected in North America, including continually smaller families and greater numbers of families with incomes of more than \$50,000 per annum.

This 'affluent superclass' family is based on



dual income from highly educated men and women.

The affluent superclass will suffer from 'time poverty.' When they go shopping they will want to get it over with fast. Some clothing retailers will develop a concept or lifestyle clothing store which allows the superclass family (say yuppie?) to do one-



stop, time-saving shopping. This type of store has already been perfected for a different market segment. Fairweather, Le Chateau, Bootlegger, Thriftys all aim to satisfy the demand of us younger kiddies.

#### THIS PIGGY WENT TO MARKET

Clothing demand is difficult to predict, even for the experts. The planning process starts years ahead, usually with colour forecasting. This is an expensive service which predicts as many as one dozen colours for a given season. Automobile and appliance manufacturers, advertising and packaging people, the fashion industry— everybody reads the colour forecasts closely. Colour is combined with texture as the textile industry makes its yarns and fabrics. Then styling and detailing enters the picture as designers get in on the act. Finally, wholesale buyers pick what they think will sell and ship off the goods to their stores.

It takes a little smarts to do it right. Throughout this process the forecasters, manufacturers, designers, and buyers must be aware of their market. Appropriate choices will appeal to the customer.

Good judgements can pay off. A bad call could mean bankruptcy.



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