

WHAT·U·WEAR

by Jerome Ryckborst

Watch out. Or is it? Over the past two years watches have made a comeback, but are they back to stay?

Much of fashion change is planned. Nevertheless, mass society has a lot of cop clout. Design is still accepted or rejected by the consumer. The bottom line in this commercial world is money.

Ironically, it was a company in dire straits and a few smart minds which turned watches into a new concept. You see, watches have always been used to tell time. The Swiss have been the leaders in watchmaking since medieval times. Then along came technology.

The space program and computers changed us lowly consumers. New technology infected our vision. Technology made us mighty, and everyone wanted a piece of the action.

Time pieces — watches — went digital. And our obsession with technology meant we bought it.

Stiff competition from Japan, Taiwan,

Hong Kong meant the Swiss watch companies almost bought it too. The ETA group in Zurich, like many lesser-known Swiss watch companies, nearly bit the bullet. ETA called in an industrial designer to get some expert advice on the workplace. A physicist was called in to redesign their product. The result is a watch with fewer parts (51 vs. the previous all-time low of 79). This new watch is heat/cold, shock and water resistant, and produced on an automated assembly line.

The real innovative part was the marketing. Throughout '84 accessories started playing a more visible part in fashion. Brain wave: let's make the watch an accessory! And you thought watches were just to tell time. Not any more.

Today we have all heard of the SWATCH — the watch that started the come-back. It's remarkable that the invasion of the analog watch — a watch with hands — has all but replaced digital watches.

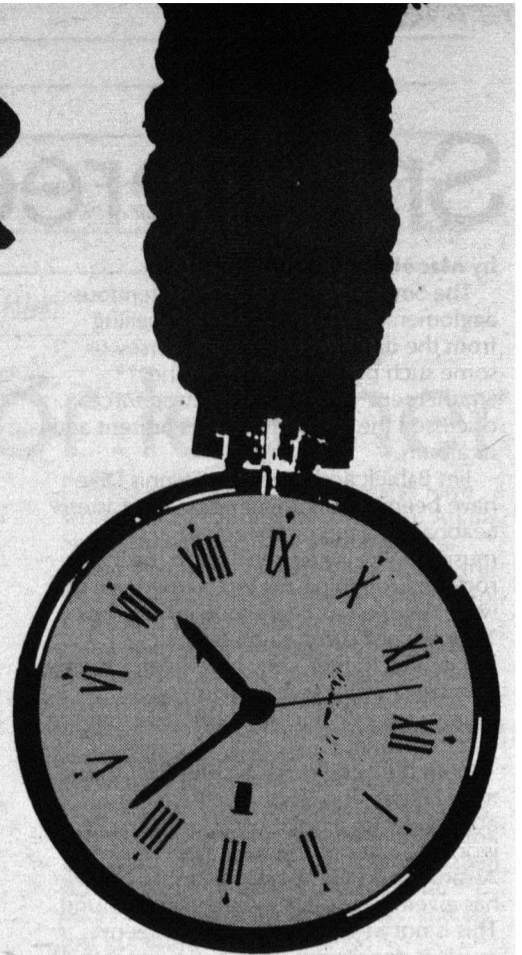
Technology is out of fashion, yet ETA

uses technology — robot assembly and hi-tech sonic 'welding' — to produce this hot fashion item.

The traditional wristwatch is making way for variety. Watches now come as bracelets, clip-ons, pin-ons, necklaces. Function and utility have cleared the field for fashion.

Traditional watches are still around and doing better since the interest in watches has increased. For the truly-rich the latest unaffordable watch is a Patek Philippe which shows time, date, and the phase of the moon. It is the most coveted watch around (two-year backorder waiting list at the factory).

As a result of the Swatch success the whole industry has enjoyed a boost. Yet, traditional Swiss watch companies look upon Swatch with disdain. "We make museum pieces, not garbage." Retorts ETA, "It's true. Our Swatch is nothing but a gadget, an accessory, but what luck . . . it tells time to boot!"



Emma's Bar and Grill

by Emma Sadgrove

How often have you been told that breakfast is the most important meal of the day? It can also be much more exciting than a slice of toast on the way out of the door — if you feel like getting up early for it.

If getting up to make breakfast is asking the impossible prepare something the night before that can be eaten cold in the morning. Muffins are a good idea and they can be eaten on the way to class if necessary.

Save time by cutting a grapefruit so it is ready for the morning. If you like sugar then sugar it as well and let it dissolve overnight.

On weekends of course you can get a little more ambitious. You can even make a party out of it. Make tequila sunrise and get up to watch the sunrise. Or watch the sunrise before going to bed, more likely.

Pancakes

The English version — my mother used to make these every Sunday morning.

- 1 egg
- 1 cup milk
- 1/2 cup flour
- dash salt

Preferably in a blender, combine egg and milk. Add flour and salt and mix well. If you do not have a blender beat this violently until it is smooth and bubbly. Heat a frying pan over medium heat with just enough vegetable oil to cover the surface. Pour enough batter to cover the pan about 1/8 inch thick when the oil is very lightly smoking. Cook until lightly browned on bottom, then flip over and cook the other side. Remove from frying pan, squeeze lemon over pancake, sprinkle with sugar and roll like a crepe. Continue cooking, adding more oil each time.

French Toast

- 1-1/2 cups milk
 - 2 eggs
 - 2 tbsp sugar
 - 1/2 tsp salt
 - 1/4 tsp nutmeg
 - 1/2 tsp vanilla
 - about 8 slices bread
 - margarine as needed
- Combine first six ingredients in a fairly large bowl. Dip each slice of bread into this mixture and then cook in a small amount of margarine in a frying pan over medium heat. Add more margarine as necessary to cook as many slices of bread as the mixture will cover.

Plain Muffins

- 2 cups flour
- 1/4 cup granulated sugar
- 3 tsp baking powder
- 1/8 tsp salt
- 1 egg

- 1 cup milk
 - 1/4 cup vegetable oil
- Combine dry ingredients in a bowl. In another bowl beat egg well, add milk and then vegetable oil. Pour liquid into dry ingredients and combine gently. Batter will be lumpy but make sure that it is completely mixed. Lightly grease a muffin pan and fill each cup 2/3 full. Bake at 400°F for 20 minutes or until golden brown.

Chocolate Chip Muffins

In above recipe increase sugar to 1/2 cup and add 1 cup chocolate chips.

Sausages

Arrange sausages in an open baking dish. Poke with a sharp knife or fork. Cook at 350° for 1 hour.

Grilled Tomatoes

Slice tomatoes in half and place in open baking dish. Cook at 350° for 1/2 hour. Before serving, dot each one with butter, turn oven to grill and place tomatoes directly under grill for a few minutes. While doing this keep an eye on them.



UNIVERSITY/COMMUNITY DEBATE

WEDNESDAY, NOVEMBER 12, 1986

AT 7:30 P.M.

WILLIAM D. CUTS
COMMUNITY SCHOOL
149 Larose Drive, St. Albert

MOTION:

BE IT RESOLVED THAT:

"the education received at the University of Alberta must now be considered education for a select elite because it only affects a small minority of the population."

FOR THE MOTION:

- Judy Anderson, Lawyer
- Tom Mackay, City Manager
- Rev. Ed Lewis

AGAINST THE MOTION:

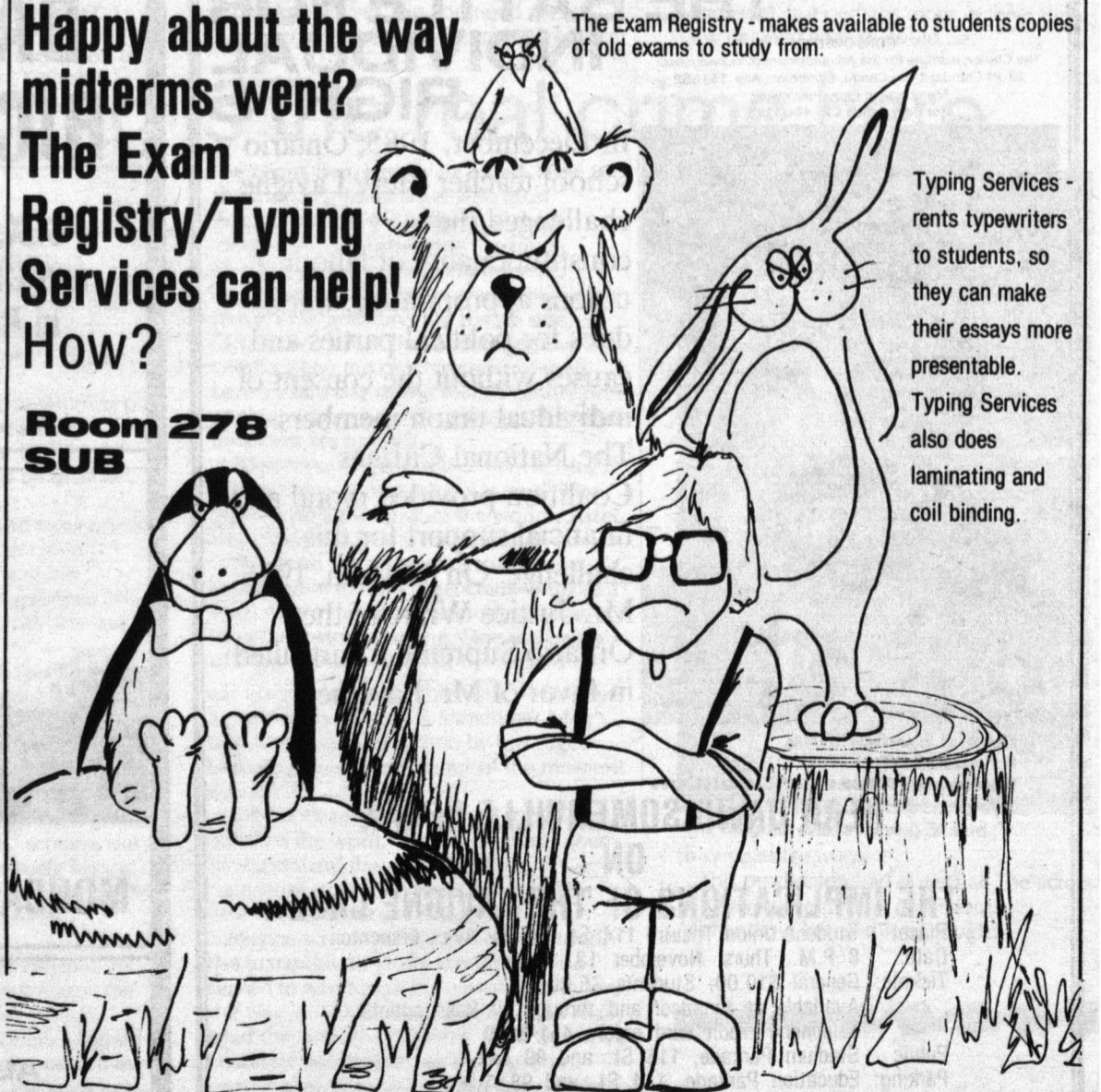
- Gerry Moss
Professor of Physics
- Martha Piper
Dean of Rehabilitation Medicine
- Jason Lucien
University of Alberta Student

Refreshments following, courtesy of the University of Alberta Alumni Association and parents of students at W.D. Cuts School

Sponsored by The Senate

Happy about the way
midterms went?
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Registry/Typing
Services can help!
How?

Room 278
SUB



The Exam Registry - makes available to students copies of old exams to study from.

Typing Services - rents typewriters to students, so they can make their essays more presentable. Typing Services also does laminating and coil binding.