



Tradition



Lovers' holiday has long, varied history

By Jessi.Wilson
@iowastatedaily.com

Every Feb. 14 flowers, cards and candies are swapped between loved ones in the name of St. Valentine, but there are uncertainties as to how Valentine's Day came to be the romantic holiday it is today.

"A lot is legend," said Anne Clifford, associate philosophy and religious studies professor.

Clifford said that there are at least two or three different recognized saints named Valentine, all of who were martyred.

"It was a common name then," Clifford said.

She explained that according to a legend, Valentine was a martyr in Rome during the third century under Emperor Claudius II. Valentine was a priest who sent messages of love and comfort to his family and his church via birds.

"At that time, priests could be married," Clifford clarified.

Other legends say that Valentine performed secret marriages for lovers, going against Claudius II who had outlawed the marriage of young men; Claudius believed single men made better soldiers than men with families.

Valentine was executed on Feb.

14 because of this crime.

Clifford explained that the Catholic Church does not recognize Valentine as an official saint today; instead St. Cyril is celebrated Feb. 14.

"Valentine was at one time listed as a saint, but in modern times we know more, and he was removed from the list of saints," Clifford said. "It could have to do with the fact that there was more than one."

Clifford explained that back in the third century, any martyr was immediately considered to be a saint because they gave their life for their faith.

"The actual sense of focusing on him and celebrating love on Feb. 14 really took off during the middle ages," Clifford said.

She explained that the first association with St. Valentine and love can be traced back to the 14th century.

"During the time between The Crusades and The Plague, it was calm in Western Europe," Clifford said.

Some websites state that people expressed their love by sending each other candies and greeting cards, known as valentines.

"I am skeptical of that," said Michael Baily, associate professor of history. "I would guess that it's probably about the timing."

Baily explained that 14th century English poet Geoffrey Chaucer

wrote that Valentine's Day is linked to its proximity to spring, a time associated with mating and rebirth.

A poem by Chaucer reads, "For this was on Saint Valentine's Day, when every bird cometh there to choose his mate."

Bailey believes the history of many modern traditions, like Valentine's Day, is often hard to trace back accurately.

Today, Feb. 14 is known for being a romantic holiday and many people have Valentine's Day traditions.

"I do not like to make a big deal out of Valentine's Day," said senior Amanda Hale, "But I really appreciate that my boyfriend makes an effort to recognize it."

Hale explained that she and her boyfriend have a tradition of sharing a heart-shaped pizza, from The Great Plains Sauce & Dough Company, and a few bottles of wine together.

"It's the perfect low-key tradition," Hale said.

Clifford said that Valentine's Day doesn't have a lot to do with St.

Valentine.

"I don't think people are thinking of a martyr when they're taking their date to dinner on Valentine's Day," Clifford said.



Courtesy photos

Ideas

Gentlemen emerge on romantic day



Courtesy photo

Valentine's Day is a chance for men to show their someone special just how important he or she is. Several ISU students recommend planning a special surprise to celebrate the holiday.

By Charles.O'Brien
@iowastatedaily.com

For men, Valentine's Day is a day to show their significant others how much they truly mean to them and bring out their inner Casanova.

According to the National Retail Federation 2012 Valentine's Day Consumer Intentions and Actions study, the average person celebrating the holiday spent \$126.03 with a total of \$17 billion being spent all together.

In the study, it was expected that \$1.8 billion would be spent on flowers, while \$1.5 billion would be spent on the purchase of candy.

"Valentine's Day is a day to be a gentleman and put her on a pedestal," said Koby Wortman, sophomore in interdisciplinary studies.

Wortman thought back to his Valentine's Day last year with his girlfriend. Wortman said he had his sweetheart come up to Ames from their hometown of Shenandoah, Iowa.

"I think I spent close to \$1,000 last year; I like Valentine's Day," Wortman said. "I bought a new suit and I told her to bring a dress up, I said I had a surprise for her. When she arrived at my dorm in

Willow, I stood at my door with flowers in my hands."

"I had decorated my room; there were rose petals on the floor and on my bed. I then took her out to eat at Centro, a four star restaurant in downtown Des Moines."

Wortman said he did all that work because he wanted his girlfriend to feel appreciated and important.

Jordan Lenway, a sophomore in mechanical engineering, also highlighted his Valentine's Day experience last year with his girlfriend.

"I had ordered flowers for my girlfriend and had them delivered in the morning to me. I then went and surprised her at her dorm before she went to class," Lenway said.

"We both had a busy night that night, so that weekend I took her to Des Moines and we went out to eat at the Cheesecake Factory, and then I took her to a movie."

Lenway pointed out that women often do have expectations of what they think their guys should do for Valentine's

Day.

"You want to make them feel cherished," Lenway said. "It is a really important day, though, because even though you may not have a lot of time together very often, it is always good to have a day together to do something special."

Both Wortman and Lenway offered advice for other men about what to do and how to go about creating a memorable Valentine's Day.

Lenway said that guys need to make it a day about their significant other, and that surprising them has worked in the past and is always a great tactic.

Wortman went the hopeless romantic route for his special lady.

"Guys, don't be afraid to be cheesy with it," Wortman said.

"It is the one day of the year you can be cheesy and get away with it."



Read more online:

To read more articles about Valentine's Day, including how it's celebrated outside of the United States and how to survive the holiday without a date, visit us online at iowastatedaily.com

Shopping

Local stores prepare early for romantic holiday rush

Hy-Vee Floral, Chocolaterie Stam say Feb. 14 is busiest day of year

By **Natalie Williams**
@iowastatedaily.com

Valentine's Day is filled with hearts, sweets and the color pink, a consumer holiday used to show love and appreciation for that special someone by giving them a dozen roses or a box of chocolate. For those who work behind the scenes to make this day special for consumers, it's the busiest day of the year.

Preparing for Valentine's Day begins during the Christmas season. "We begin to or-

der and plan in the beginning of December," said Jodi Headrick, the manager of the Hy-Vee floral department.

Shipments and staff increase in the weeks preceding February 14 in anticipation for one of the biggest consumer holidays of the year. Headrick said that Valentine's Day brings in six times the amount of business than a normal week.

Terry Stark, owner of Chocolaterie Stam, said that Valentine's Day is the single busiest day of the year. "We often have 500 or more clients on this single day," he said.

Headrick also said that Valentine's Day is busy for Hy-Vee floral. "It is definitely our biggest holiday. People go crazy. Last year a man spent over \$500 on one order of red roses," she said.

A manager of Coach House Gifts said that for their business, Valentine's Day is the third-busiest holiday, behind Christmas and Mother's Day. There is always a flow of customers until six or seven at night.

At Chocolaterie Stam, a line from the register to the door can be expected on Valentine's Day. "We have plenty of samples on hand to make the wait a little more palatable," Stark said.

Store locations

■ **Hy-Vee Floral**

(515) 232-1407

Valentine's Day hours: 7 a.m. to 9 p.m.

■ **Coach House Gifts**

(515) 232-3574

Valentine's Day hours: 10 a.m. to 9 p.m.

■ **Chocolaterie Stam**

(515) 232-0656

Valentine's Day hours: 8:30 a.m. to 8 p.m.

Valentine's Day isn't the only busy day for Chocolaterie Stam. Stark said that they have a lot of clients visit Feb. 13 and submit orders before the big day as well.

Together, the three stores cover the basic Valentine's products. On Valentine's Day, Coach House Gift's biggest sellers are Hallmark cards and promotions, while Headrick said Hy-Vee's red roses are always the clear winner.

Stark said that while they do sell a lot of boxes of chocolate, they also sell a considerable amount of chocolate-covered strawberries. "We start dipping chocolate-covered strawberries around three or four in the morning due to the high volume that are ordered," he said.

Whether it's roses, a thoughtful card or a box of chocolate, stores are prepared to serve consumers this holiday season.



Courtesy photo

Jewelry

Right choice will sparkle, shine

Stores give shoppers advice on how to choose great gifts

By **Katelynn McCollough**
@iowastatedaily.com

Diamonds may be a girl's best friend, but selecting the right one may be a guy's worst nightmare.

For all of those who have decided that a piece of jewelry is the way to go for their special someone this Valentine's Day, they should first prepare themselves to make the right choice.

"Education is the key to making an intelligent purchase," said Gary Youngberg, owner of Ames Silversmithing. "The reality is most people go into a jewelry store and feel ignorant."

Youngberg explained that most people just don't know what questions to ask when they enter a jewelry store.

Justin Gilger, co-owner of Gilger Designs, said that three things a buyer should educate themselves on are the "three c's." These include cut, clarity and color.

There is, of course, also carat, which Gilger explained is, "just the size or the mass of the diamond."

Gilger said that he sees most buyers focus on cut and color, but forget about clarity.

When first entering a jewelry store, it is important to find not only the right questions but also the right person to talk to.

"It's important that the people you speak to

Ames jewelry stores

- Shari K's Estate Jewelry
- Gilger Designs
- Ames Silversmithing
- Swank's Jewelry
- Riddle's Jewelry
- Kay Jewelers
- Nature's Touch
- Melissa Stenstrom Fine Jewelry
- Hawkeye Gold LLC

are GIA-certified," Youngberg said, speaking of the Gemological Institute of America.

Youngberg explained that those who are GIA-certified have taken courses and received a degree so they truly understand the qualities of diamonds and how to properly explain those qualities to a customer.

One question that Youngberg suggested asking jewelry salespeople to see if they know what they are talking about is to ask what the crown angle of a diamond should be.

If they can't answer that, you might want to look at another store.

Another issue that also comes to mind is the idea of "blood diamonds."

Youngberg explained that this really isn't a relevant issue to diamond buyers today. This is



Courtesy photo

It can be difficult to find a piece of jewelry for the right occasion. Shoppers should educate themselves about the three c's before shopping for gemstones: cut, clarity and color.

because of the introduction of the Kimberley Process Certification Scheme, which went into affect in 2003.

The Kimberley Process works to keep "conflict diamonds" from entering the jewelry market.

One thing buyers can do is check the certi-

fication of a diamond, but Youngberg pointed out that not all certifications are to the same standard.

"Diamonds rated by the GIA will be the most accurate," Youngberg said, who explained that places such as the European Gemological Laboratory have different standards.



Send Your Valentine Beautiful Flowers

Make her day! She deserves it!

Valentine's Day is Thursday, February 14th!



COE'S
FLORAL AND GIFTS

A Fresh Experience In Ames Since 1932

2619 Northridge Parkway • 515-292-5432 • Open M-F 8:30-6 • Sat 9-4
Order online at www.coesfloralandgifts.com



- Studio-5BR floor plans
- Fitness and tanning center
- Convenient by the bed leases
- Private washer and dryer
- Pet friendly
- Garages available
- Hardwood floors and fireplace
- Enormous private balconies and patios

416 Billy Sunday Rd #150 | 887.288.5810
www.SouthDuffatISU.com



Your Life, Your Style

- Free On-Site Fitness and Tanning
- Free Parking and Carports Available
- Washer and Dryer in Every Apartment
- Convenient By-The-Bed Leases
- Outdoor sports Courts
- Cy-Ride Stop

universityplains
Community Park

Apply online at www.UniversityPlains.com
4912 Mortensen Rd. • 888-819-9392

Ames

Celebrate holiday with unique outings

By Tedi.Mathis
@iowastatedaily.com

Not every Valentine's Day ends in a dream date, but there is still fun to be had. Don't have a date for Feb. 14, or looking for a new idea to avoid the dinner and movie rush? Businesses in the city of Ames as well as the Iowa State campus have plenty to offer.

Perfect Games, a bowling alley with laser tag, an arcade, food and drinks, has a special Valentine's Day offer. This year, you can head in on Feb. 14 for two games of bowling for two, shoes included, a medium pizza and two \$5 arcade cards all for the bundle price of \$40.

"This is the first time we are doing this," said Brad Boeding, a manager at Perfect Games. In the past, the business has offered smaller Valentine's Day deals but hasn't pulled in the size of crowd they were hoping for.

"Typically a lot of people don't think about coming here. We are doing a different deal to try build business."

Boeding said. Perfect Games is requesting reservations for Valentine's night.

If bowling and arcades don't make the cut, other options are available to students and the broader Ames community on the campus of Iowa State.

Stephen's Auditorium has a concert called "Experience the Beatles with Rain." Tickets to the concert by Rain, a Beatles cover band, are being offered to students at a reduced price of \$35. To draw in a larger audience, Stephen's is hosting a sampling from Snus Hill Winery and Chocolaterie Stam before the show.

Having a concert on Valentine's Day is not a frequent occurrence for Stephen's Auditorium, however. "We basically find dates that work, and it just happened to land on Valentine's Day," said Lisa Maubach, advertising and program coordinator for Stephen's Auditorium.

The Margaret Sloss Women's Center is also hosting a performance Feb. 14:

"The Vagina Monologues." This year marks the 15th anniversary of "The Vagina Monologues" at Iowa State.

"One-third of the women living on the planet today will be beaten or abused in her lifetime," said Blair Gershenson, graduate student and employee of Margaret Sloss Women's Center. The performance educates people about the experiences of girls and women.

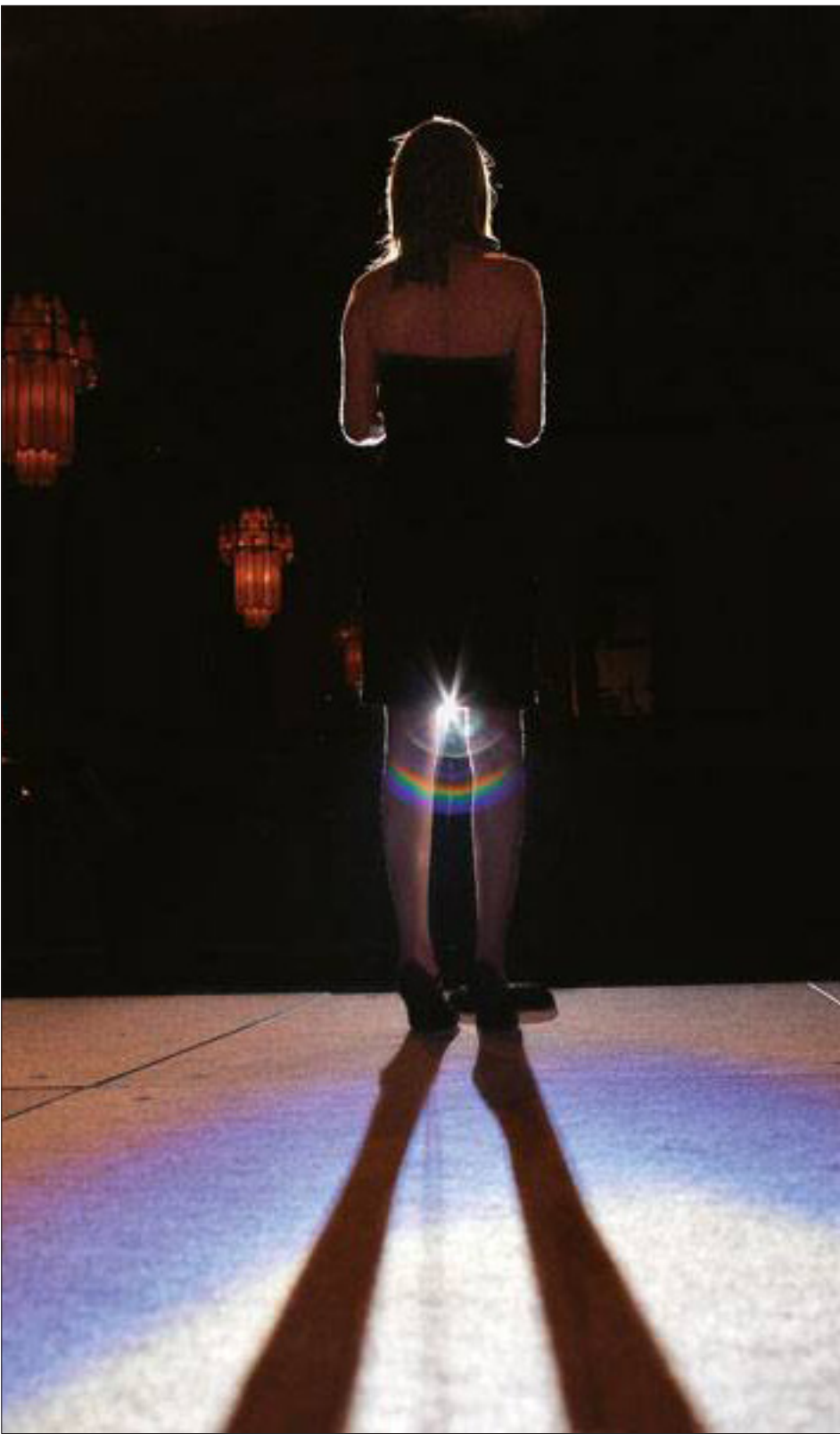
The Margaret Sloss Women's Center chose Valentine's Day for "The Vagina Monologues" because of the significance of "V-Day," which stands for victory, Valentine and vagina. The theme for this year's performance is "one billion rising" and taking a stand to end violence.

Don't feel like attending an event or celebrating the holiday? Cyclone Cinema is playing "Twilight: Breaking Dawn Part 2" all weekend. Stop by Thursday for some chocolate from the concessions stand and a good, old-fashioned chick flick.



Courtesy photo

Consider doing something unusual for this Valentine's Day. Several Ames businesses offer deals to tempt customers on the holiday. Perfect Games is offering a couples bowling package.



Courtesy photo

The Margaret Sloss Women's Center will be hosting its annual performance of "The Vagina Monologues" on Feb. 14. Go with a friend or take a date for a different holiday experience.

ANY WAY YOU WANT IT

Print PDF

Website

iPhone App

Android App

iPad Edition

Tablet Edition

IOWA STATE DAILY.com

[www.facebook.com/iowastatedaily](#) [www.twitter.com/iowastatedaily](#)

ITALIAN RESTAURANT

Ge-Angelo's

& LOUNGE

823 Wheeler St. • Ames • 233-0959

Location in Northern Lights Center

Leadership & Service Opportunities

PLAN AN EVENT

Arts & Entertainment

Lounge & Study

Get Involved

your MU

IOWA STATE UNIVERSITY
MEMORIAL UNION

[mu.iastate.edu](#)

IOWA STATE UNIVERSITY
Department of Residence

Yes YOU CAN & an apartment!

have all the benefits of living on campus

Frederiksen Court

SUV

Live On Campus!

[housing.iastate.edu](#)
[housing@iastate.edu](#)

Making Valentine's Day Perfect for over 75 years!

HyVee®

EMPLOYEE OWNED



Wine & Spirits • Bakery • Floral • Gifts

open 24 hours a day ■ 7 days a week ■ two convenient locations

west lincoln way
3800 West Lincoln Way **292-5543**

lincoln center
640 Lincoln Way **232-1961**

