The “cyndarella” of temporal (simultaneity) subordinators is undoubtedly as (e.g. *Mrs Dursley gossiped away happily as she wrestled a screaming Dudley into his high chair*). It has received relatively little scholarly attention even though it can be shown to be of great interest both synchronically and diachronically, as I will try to argue in this presentation by discussing a few case studies. After stressing the importance of a constructional approach to language, I will first explore the difference between as and while-clauses (e.g. *Eat it while/*as it’s hot) and provide some diachronic evidence showing that as-clauses have been on the rise in the Late Modern English period. Next, I will discuss the interaction between as-clauses and tense and aspect by focusing on the use of the progressive in the past tense (e.g. *As I was leaving I saw a mirror tacked up high against the wall vs. The Germans were getting out of the city, blowing up bridges as they left*) and the lack thereof in the present tense (e.g. *As I write this, the sun is streaming in through my office window*). Finally, I will tackle the issue of what differences, if any, exist between non-finite complementation patterns and simultaneity as-clauses used as complements of perception verbs (e.g. *I watched her fetch a vase and arrange the freesias vs. I watched (her) as she fetched a vase and arranged the freesias*).