

Hard Rock Cafe hits Las Vegas

Concert to benefit St. Jude's

By Jennifer Elledge
Reporter

Picture this — a white T-shirt bearing the Hard Rock Cafe logo, complete with the "Save the Planet" slogan, and below it reads "Las Vegas."

Yes folks, it is true! At 8 p.m., Sept. 8, on the corner of Harmon and Paradise, just blocks away from the UNLV campus, the doors to Peter Morton's tenth Hard Rock Cafe will open.

The doors will open, that is, to those persons who have purchased a \$250 ticket to participate in the grand opening benefit concert party which is anticipated to attract about two thousand guests. Rocking at the Hard Rock should be no problem this Saturday night considering that Aerosmith will be the performing band.

"We are thrilled that Aerosmith will be performing at our Grand Opening in Las Vegas," said Peter Morton, Hard Rock's founder. "Their unparalleled success and longevity make them the perfect rock band to kick off our new restaurant."

The rock stars of Aerosmith may not be the only big names present. Special invitations have

been sent out to local celebrities and St. Jude supporters. Major entertainers such as: Tom Cruise, Rob Lowe, Ton Loc, Terri Garr, Howie Mandel and Justine Bateman have received invitations.

Not only will those attending be enjoying the rock and roll music of Aerosmith, they will also be contributing to a local cause. St. Jude's Shepherd Campus supports and provides a home to troubled teenage girls. This Las Vegas charity, chosen by Morton, will receive all proceeds from the Sept. 8 event. The donation will aid in the construction of an arts and recreation center for the children at the campus.

Over 1300 tickets to Saturday night's benefit have been sold and about 700 are still available. Try your luck with local radio stations which are giving them away as prizes if the price is out of reach.

"The Las Vegas response to our opening is better than any other city," General Manager of Operations Howard Solomon said.

"The people in this town have been very nice to us, and we look forward to being nice right back."

For more information about

tickets to the Hard Rock Cafe Grand Opening, stop by the ticket box office in Suite 104 of the new Howard Johnson Plaza Suites

Hotel. It is located at 4255 South p.m. You may also call the St. Paradise Road just next door to Jude's Hard Rock Hotline in Las Vegas, 369-4400 or in Boulder City, 293-3000.

Hard Rock Cafe: 'The Smithsonian' of rock and roll

By Jennifer Elledge
Reporter

Hard Rock Cafes have been dubbed "The Smithsonian(s) of Rock and Roll" by People Magazine and Las Vegas' own will be no exception. Rock memorabilia will cling to the walls of the restaurant.

Hard Rock America spokesperson Galder said that some of the displays unique to the Las Vegas location will be, "Elvis Presley's gates from Graceland, a pair of Buddy Holly's eyeglasses and Roy Orbison's 1968 Harley-Davidson motorcycle."

"Hard Rock America doesn't hire managers or food servers, we hire people," Morton stated. "Job experience takes second place to personality because we look for good people...with high standards and we train them

for the business."

Morton has appointed a twenty-eight year old, Hard Rock Cafe veteran to act as General Manager of operations for his newest establishment. His name is Howard Solomon. Solomon has contributed to the openings of other Hard Rocks in New Orleans, Honolulu, and San Diego. After viewing more than two thousand applications, Solomon and his 175 person crew are working hard and long hours to prepare for the September 8th opening.

"It takes an enormous amount of time to create a good rapport with our vendors and get an all-out staff up to speed on the way a Cafe operates," said Solomon. "We know from experience what it takes to make a Hard Rock function properly, and we go through great pains to get it right from the beginning."

And from the start, Hard Rock has strived to offer the public things of quality. This ranges from the dishes of the "All-American" menu to the music played there and even the means by which this is accomplished. Acting on the phrase, "Save the Planet," Hard Rock Cafes recycle glass, paper, and cardboard. They do not use styrofoam and if you purchase their T-shirts, you should be relieved to know that they come in biodegradable plastic bags.

Hard Rock Cafe is a well established entity and it will be yet another place for tourists and locals to gather. The site of this new restaurant is even strategic. It stands between the Las Vegas Strip and the UNLV campus.

David Lynch returns with 'Wild at Heart'

'Wild at Heart' is only an average movie that earns the tag, 'unique', much easier than the tag, 'great.'

By Mark Landwehr
Staff Reporter

All of us are familiar with the timeless classic, "The Wizard of Oz"; and some of us are familiar with John Steinbeck's "The Grapes of Wrath"; but no one is familiar with the cross between the two unless they've seen David Lynch's new movie, "Wild at Heart."

Fresh off the success of his TV mini-series, "Twin Peaks," Lynch tries his hand again at the movies. Once again, something entirely different is created, as it was in his previous entries: "Eraserhead," "The Elephant Man," "Blue Velvet," and "Dune."

Nicolas Cage and Laura Dern star in this look at the travels of two star-crossed lovers. Cage stars as Sailor Ripley, a man possessed by Elvis Presley and obsessed by his lover, Lula (Laura Dern). Sailor sounds like Elvis throughout the movie, and even sings a couple of Elvis tunes to reinforce the audience's desire to draw a similarity.

Lula personifies sexual innuendo. Constantly dressed in sexually provocative clothing, Lula preens and purrs on the screen like a cat that has swallowed a canary. The sexual scenes are only slightly graphic, unlike

Lynch's earlier "Blue Velvet." The analogy of this movie to "The Grapes of Wrath" is, in both cases we are taken on the travels of people down on their luck and searching for a life that they hope to find in Southern California. As in "Wrath", the main characters find the road to California paved with potholes instead of gold. Lynch not only alludes to the "Wizard of Oz", but includes elements of it in the form of Marietta as the Wicked Witch of the West, crystal ball views of the main characters, Lula clicking the heels of her red shoes together, and the appearance of the Good Witch of the East.

I would like to say I found the film to be provocative and deep which is the vogish thing to say about David Lynch's offerings; but I did not find the film to be either. It was different, however, with a capital D, the way caviar is simply different than any other food you can think of. Perhaps Lynch's efforts are an acquired taste that I just haven't found a desire for.

At the risk of being the peasant who pointed out the flaw in the "Emperors New Clothes," I must say that "Wild at Heart" is only an average movie that earns the tag, 'unique', much easier than the tag, 'great.'

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