

# Previews

## Rock 'n' roll restaurant will 'cook' in Houston

HOUSTON (AP) — Rock 'n' roll enthusiasts can rejoice this fall when the world's sixth Hard Rock Cafe opens in Houston with a down-home barbecue and live music.

Houston joins London, New York, San Francisco, Los Angeles and Chicago as home to the popular eatery, sometimes referred to as "the Smithsonian of rock 'n' roll."

The Houston cafe also joins the competition of more than 6,700 restaurants in the Houston area and must contend with the city and state's sagging oil-dependent economy.

But the economy and fact that two out of 10 restaurants in Houston fail within two years isn't dampening the optimism of owner Peter Morton, who's been dreaming of a Houston Hard Rock since his London cafe opened in 1970. It wasn't until two years ago, however, that the plans became final.

"I think it's ridiculous to dwell on the negative, we should look at the positive," he says.

Construction of the 11,000-square-foot, one-story restaurant bordering the affluent River Oaks neighborhood was halted for a few months this spring — a delay Morton blames on inability to get timely delivery of building materials.

The Houston cafe will resemble the other Hard Rocks, which some might say are like a chic '50's-style truck stop. However, instead of the balconies inside, the Houston restaurant will feature a sidewalk cafe area and a large porch roof projecting over a driveway at its entrance.

"It's a quintessential American restaurant that serves great American food and is filled with lots of rock 'n' roll memorabilia," says Morton, 38.

Although the 250-seat eatery attracts all kinds of people, Houston's cafe is prone to attract the growing number of Yuppies living in nearby West University and River Oaks.

"The odds of restaurants like the Hard Rock Cafe surviving are much better because they're a new capitivating idea," says Glenn Rex, director of membership services for the Texas Restaurant Association. "The Hard Rock Cafe has a big advantage in that it's trendy."

All of the restaurant's interior walls will be adorned with rock 'n' roll memorabilia when it opens Nov. 7.

"It'll be a down-home barbecue and great entertainment," he says. Singer Kenny Loggins will provide the entertainment.

"Lots of musicians are making contributions," Morton says, noting items

from Waylon Jennings, ZZ Top, and Willie Nelson, who is an investor in the restaurant. Astronaut John Glenn's space suit and Bill Haley's guitar also will add to the decor.

Along with Nelson, filmmaker Steven Spielberg is among the investors in the restaurant that features burgers and fries, ribs, salads, chili, fish and sandwiches.

"All at fair and honest prices," Morton boasts, saying patrons could order a hamburger and fries for \$5.

Aside from getting great revenues from his restaurants in Los Angeles, San Francisco and Chicago, Morton also makes millions each year from souvenir T-shirts emblazoned with the Hard Rock logo, along with sweatshirts, guitar pins, watermelon barbecue sauce, ribs, hats and beach towels.

Morton is already planning other Hard Rock openings in San Diego, New Orleans and Honolulu. Isacc Tigrett, Morton's ex-business partner, owns the cafes in New York and London. Tigrett plans to open a Dallas Hard Rock in December.

## Best Bets

Congratulations, you made it to the weekend. It's time to sit back, relax and rest those weary brain cells. On tap for this weekend's entertainment is the A&M vs. Texas Tech football game at 2 p.m. in Kyle Field. If you've got some extra time on your hands before or after the game, why not treat yourself to some live music?

### Creole Cafe

This restaurant serves up live music on weekends. It's in Culpepper Plaza on Texas Avenue. If you want more info, call 764-0567. All ages admitted. Friday - Jazz Plus. Jazz. Cover \$3. Saturday - Roadhouse Kings. Rhythm and Blues. Cover \$3.

### Eastgate Live

Located on Texas Avenue across from the east entrance of Texas A&M. Under 21 admitted. Legal drinkers can purchase wine or beer or bring their own liquor — Eastgate Live provides setups. Call 764-2095 for more information. Friday - Foot Notes. Rock. Cover \$4. Saturday - Pet Peeves. Dance Rock. Cover \$3.50. Thursday - 4 Hams on Rye. Rock. Cover \$4.

### Le Cabaret

Le Cabaret is in the Westgate Shopping Center on Wellborn Road. 21 and older admitted. Call 846-1427 for more info. Friday - Slippery When Wet. Classic Rock. Cover \$2. Saturday - Numbers. Rock. Cover \$4. Wednesday - Lippman Music Co. Jam Session — local musicians. No cover charge.

### Morgenstern's

This club is about one-half mile north of campus on College Main. Those 21 and over are admitted. Beer, wine and setups. For more information, call 846-1812. Friday - Preston Reed. Original guitarist. Opening: Pattie Perry Schuman, poetry recitation. Cover \$4. Saturday - Pavlov's Band. Rock. Cover \$4. Thursday - Miss Molly & the Passions. Raunchy Rhythm and Blues. Cover \$4.

### Sunset Grill

Sunset Grill is between Charlie's Grocery and The Cow Hop at Northgate. Under 21 admitted. Serves beer, wine and setups for legal drinkers. For information on cover charges, call 846-9351. Friday - Starvin Marvin and the Dexitrims. Classic rock. Saturday - Bad Sneakers. Rock. Sunday - Pat Foster. Rock guitarist. Wednesday - Sneaky Pete. '50s and '60s rock. Thursday - Authorized Personnel. Rock.

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