

Americana West opens complex of 4 theaters

Americana West, a new free-standing office housing four full-size motion picture theaters, will open Oct. 24 on Orchard Lake Road between 14 Mile and Maple roads in Bloomfield Township.

It is the largest such development in several years in the Detroit metropolitan area. The opening, announced by the Nicholas George Theatres circuit, continues a family tradition which started when the late Nicholas George opened his first motion picture theater in Allen Park in 1940.

Americana West has been under construction since approval of its plans by the Bloomfield Township board in January 1979.

The new theater complex will offer first-run films in auditoriums with widely spaced seats, automatically controlled temperatures, Dolby sound, four-channel speakers surrounding the showgoer, huge screens, staggered starting times of the various shows, and overhead canopy heating during the winter.

A large paved, lighted parking area abuts the theater.

OPENING ATTRACTIONS at the Americana West on Oct. 24 include the George Burns film, "Oh God Book II," "Somewhere in Time," starring Christopher Reeve, Jane Seymour and Christopher Plummer, "It's My Turn," starring Jill Clayburgh and Michael Douglas, and a fourth attraction to be announced.

Added attractions will be provided moviegoers who choose Oct. 24 or 25 to visit the new showplace. An "Americana Auto Show" on the long promenade

in front of the entrance will feature the newest American-made cars — the Plymouth K-car, the Ford Escort, the AMC Eagle SX4 and the Chevrolet Citation.

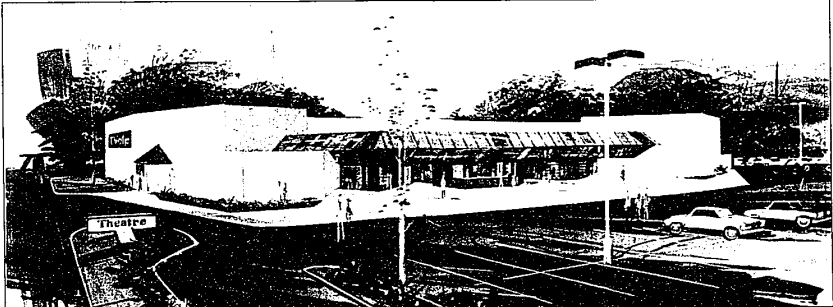
The cars will be on display through the afternoon of Oct. 25. At the same time, the theater management will give free balloons and popcorn to all visitors. Those attending the show will receive additional souvenirs.

A large Channel 7 hot-air balloon will float overhead, in salute of the occasion. Indicating the variety of entertainment offered is the lineup of Christmas attractions at Americana West: Clint Eastwood's new bare-knuckle comedy, "Any Which Way You Can," "9 to 5," starring Jane Fonda, Lily Tomlin and Dolly Parton; "Flash Gordon," filmization of the time-honored cartoon series; and "Star Crazy," with Richard Pryor and Gene Wilder directed by Sidney Poitier.

THE FAMILY-OPERATED Nicholas George Theatres has grown from its beginnings in Allen Park 40 years ago to encompass metropolitan Detroit with 31 screens in 16 locations.

Most visible of the circuit's operations has been the Americana Complex, a combination of four individual auditoriums on Greenfield Road north of Mile Mile Road. The Americana has become the area's most popular movie center and is considered to be one of the most successful in the nation.

Eric Cicota is being transferred from the Americana Complex, where he has been a member of management, to become manager of the new Americana West multi-theater.



Americana West in Bloomfield Township, shown in architect's drawing, is ready to open Oct. 24-25 with first-run movies and special celebration events.

MOT Pub Crawl visiting 14 spots

Michigan Opera Theatre will celebrate its 10th anniversary with a return engagement of its most popular fund-raiser, the MOT Pub Crawl.

Fourteen Detroit night spots will take part in this pre-Halloween event Oct. 30.

"Costumes are optional, although we will have MOT artist interns and chorus members in costume hosting the evening," said Michigan Opera Guild President Roberta Starkweather.

Pub Crawlers will pay \$5 each for a special button entitling them to unlimited rides on the "Suds Express," a fleet of buses that goes from bar to bar at regular intervals between 6 p.m. and midnight.

Each establishment offers special entertainment. Michigan Opera Theatre will receive 20 percent of beverage sales and 10 percent of food sales for the evening.

BUTTONS for the fourth edition of the Pub Crawl are on sale at the Music Hall, 359 Madison in downtown Detroit. Buttons are available at the box office from 10 a.m. to 6 p.m. Monday.

Saturday and at the MOT Guild stand in the lobby on performance nights. Buttons also may be purchased at the Michigan Opera Boutique in Tower One of the Renaissance Center and at all participating pubs.

The various bars will offer a wide range of entertainment. Union Street and The Gnome will feature light and soft jazz, while a honky-tonk sing-along will be the order of the evening at Woodbridge Tavern.

Down Under will have a piano vocalist and Chaz in the Ren Cen will present

Top 40 music. An Irish singer will entertain at Maggie Muldoon's Saloon; Gregory's will accent live jazz performers, and the Hollywood Bar will spotlight a piano vocalist concentrating on movie music.

Ernie Swan will be the attraction at the Salamandre Bar; a country-western duo will play the Porter Street Station; more jazz-and-pop oriented entertainment will be at Radio Place and Pipers Alley Downtown.

Cafe Detroit will focus on jazz, and the Old Shillelagh will go Irish.

Encore Cinema series schedules German film

Imperialism gone amok is the theme of the New German Cinema masterpiece "Aguirre the Wrath of God" to be shown by Cranbrook P.M. Encore Cinema at 8 p.m. Oct. 27-28 at Cranbrook Institute of Science, 500 Lone Pine Road, Bloomfield Hills.

Werner Herzog directed the chronicle, which was filmed in Peru in 1973. The movie depicts one man's evil power display on an expedition in search of El Dorado, the city of gold.

Discussion moderator will be Elliot Wilhelm, director of the Detroit Film Theatre at the Detroit Institute of Arts.

Tickets, \$5 at the door, include the film and its commentary, an open discussion, program notes and gourmet dessert with coffee served at 7:30 p.m.

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