

Video rentals offer alternative to theater prices

By Neil Wahlert
Emerald Contributor

Now that it costs about \$6 a pop to see first-run movies in a movie theater, or rather in the cineplex at the mall, video rentals seem even more attractive to students on a tight budget.

You and a friend or three can pool your resources (take back those bottle returns) and rent an evening's worth of entertainment for about the cost of one full-price movie admission, a large popcorn and a package of Red Whips at concession stand prices.

Many video stores will rent VCRs to those who haven't managed to latch on to someone with his or her own. Consider the process of hooking up the machine to your TV a comedic prelude to the feature attraction, serving much the same purpose as the old cartoon reels.

To get you started on your cinematic explorations, here is a guide to area video stores:

Flicks & Pics, 2777 Friendly, 343-4082 and **Flicks & Pics II**, 3131 West 11th Ave., Suite A1, 683-3946. Top-notch in every way, and very neatly divided up into categories: comedies, dramas, classics, musicals, children's movies, foreign films, cult flicks (at the store on Friendly only), adult movies, TV favorites, turkeys (here's where you can indulge your passion for those hilariously hideous John Waters/Divine pics) and more. Their "adult animation" section is worth checking out. A very courteous and helpful staff is on hand to help you find what you're looking for.

Silver Screen Video, 2475 Hilyard, 345-1153 and 2101 Bailey Hill Road, 345-5185. They don't have Flicks' nearcomplete selection, but offer an exceptional listing nonetheless. One big plus: They will reserve movies for you, whereas Flicks will not. Silver Screen offers another attraction for Beta holdouts — they stock the format. A you might guess by their name, they have a fine selection of classic films, and many titles are available in both dubbed and subtitled versions. (At Flicks dubbed versions are often the only option.)

Premiere Video, 1495 East 19th Ave., 342-4972. A compressed, but very reasonable alternative to the above. They have an exceptional library of fantasy/sci-fi titles, and a classics department to reckon with.

Emerald City Comics, 770 East 13th Ave., 345-2568. For all the cultists out there. They've got a wall full of sci-fi and super-hero serials, along with movies and other oddities devoted to the same. The store's major business is comic books, but film buffs will find it worth their while. One of their newer offerings is the complete series of Max Fleischer Superman cartoons.

There are also several chain stores that are decidedly more commercial in their selection, often with spiffy-clean climates and aimed more toward the families. Chief among these are **Cianci's Videoland**, 377 Co-burg Road, 342-4129; West 11th Ave., 485-6520, and in Springfield at 5447 Main, 726-2445 and at 1871 Pioneer Parkway, 747-8941; and also, what I believe is the one remaining store in the **American**

Family Video chain at 1600 Co-burg Road, at the Sheldon Plaza, 683-1477.

So what about the all-important matter of prices, you ask? Well, Flicks, Silver Screen and Premiere all have "dollar days" on Mondays and Tuesdays (excluding new releases

and adult movies); other than that, it's \$2 per movie, \$3 for new releases. Flicks also offers many 30-minute videos for \$1, and you can rent the complete Bo Derek for absolutely nothing.

Emerald City has a fantastic deal: \$1 for two days, any day

of the week except for Sundays, when they're closed. Videoland is a bit stiffer: \$2 for Mondays, although they try to make up for it with their "89-cent Tuesdays" (older videos only). And American Family has a complicated color-coding system: The videos in the blue boxes are a

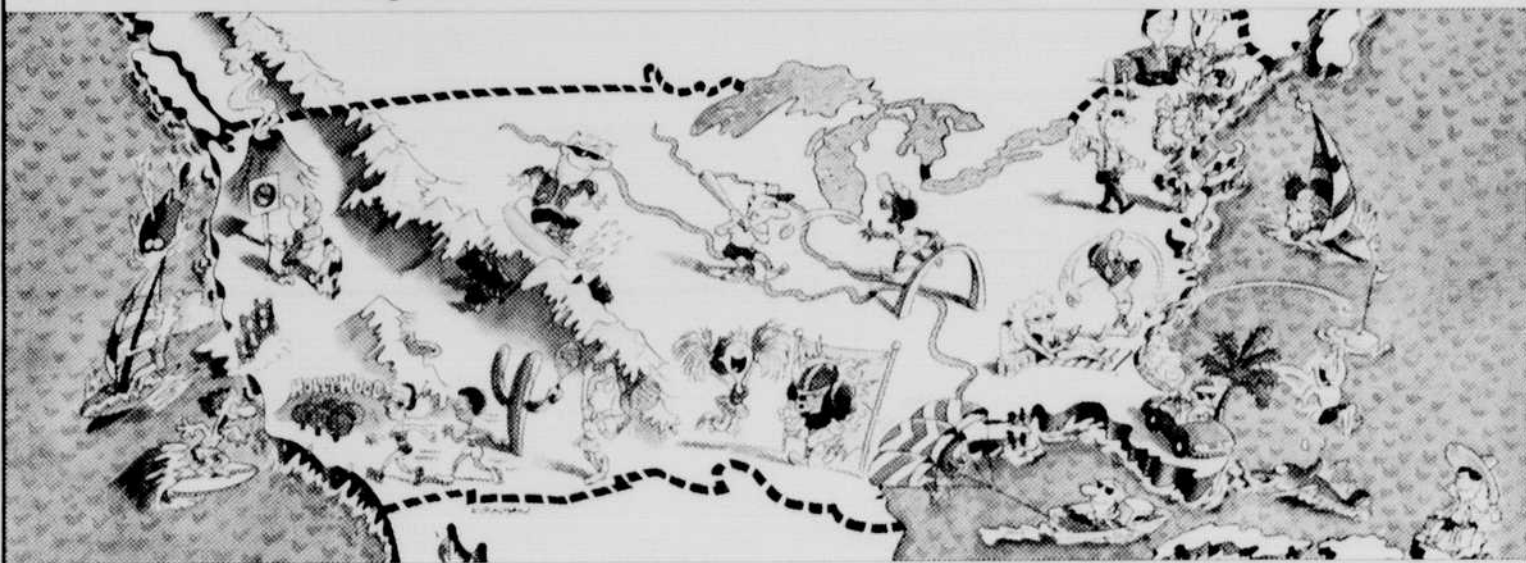
little more expensive to rent than the videos in the brown boxes. For more information, contact the stores.

Here are my reviews of several summer videos:

The War of the Roses ★★ 1/2
I have little to say about this

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