

# Where the Clash Meets the Aspirin

**S**HE stood in line at Kings Pharmacy in Williamsburg, Brooklyn, tapping her foot in time to the monotonous drubbing of a Ramones bass line. A stud in her nose and a crayon-shaped bandage on her arm, Malinda Sorci looked right at home in a neighborhood where 70's and 80's music has come back into vogue in recent years, rollicking the bar and nightclub scene.

But Kings Pharmacy, on Bedford Avenue, is neither a bar nor a nightclub. In contrast with Williamsburg bars like Pete's Candy Store on Lorimer Street and Union Pool on Union Avenue, its name bears no trace of irony: The Pharmacy is, in fact, a pharmacy, one where Ms. Sorci was buying a box of dryer sheets.

"It's sort of out of the ordinary for a pharmacy, but in a good way," Ms. Sorci said of the store, where customers can hear punk and new wave classics spanning the Clash, the Cure and Elvis Costello.

Ms. Sorci is among a host of Williamsburg residents who have noted that the music at Kings Pharmacy is extraordinarily hip; some have even gone so far as to speculate that the owner is a full-fledged hipster. So it may surprise some to learn that the pharmacist, Anthony Baglino, 34, was unaware that 80's music had staged a comeback until so informed by a reporter.

"Oh, yeah?" he said, grinning. "Good!"



Betty Alexandra Bastidas for The New York Times

At Kings Pharmacy in Williamsburg, customers just want to have fun.

A clean-cut father of three from Howard Beach, Queens, Mr. Baglino grew up listening to alternative rock in the 80's, and said his enthusiasm for the genre was such that he cried last year when the old WLIR, a new wave station in New York, went off the air.

Then he learned that the D.J. Larry the Duck had a new program on a Sirius Satellite Radio channel. He said he had begun playing the channel religiously, even calling in at one point and winning a chance to meet the British synth-pop duo Erasure. "It's not like anything really crazy," he said of the encounter with his lifelong rock idols. "They performed for us live, which was great. Then I had to get to work, so I split."

Work is where he fills plastic bottles with pills to a soundtrack of Morrissey and Squeeze. It's also where an actress named Dixie Fernandez recently scanned the shelves for a bottle of brown hair dye.

"I love the music that they play in here," she said, rather predictably, given her skin-tight bicycle shorts and Velcro sneakers.

As Kate Bush belted "Wuthering Heights," Ms. Fernandez, who grew up in the 80's, plucked a box of dye off the shelves, saying she planned to restore her blond streaks to their original color. She drew an analogy between this enterprise and the local infatuation with all things 80's.

"It's important to go back to yourself," she said.

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