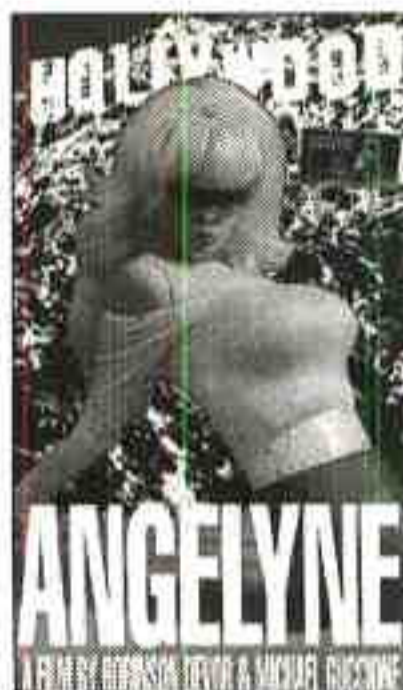


THE LAB J'S
L.A. Stories

Image Conscious

Billboard icon **Angelyne** may have prompted a few laughs when she filed papers to run for the city council of the proposed city of Hollywood on Nov. 5. With Angelyne now in the race, Hollywood residents could very well see a billboard campaign reminiscent of the one launched on behalf of successful L.A. City Attorney candidate **Rocky Delgadillo**.



Icon: Pro-signs.

But one group may not be laughing: billboard opponents who support the city of L.A.'s recently-passed ban on new billboards and attempts to crack down on existing illegal billboards.

Asked whether she would support keeping the ban on billboards in a separate Hollywood city, Angelyne said, "Absolutely not. The more billboards the merrier!"

That doesn't sit well with one billboard industry critic, L.A. City Councilman **Jack Weiss**.

"I'm surprised the billboard industry didn't think about (having Angelyne run for office) a long time ago," Weiss said. "Can you think of what an effective lobbyist and perhaps even legislator Angelyne would make on their behalf?"

Dancing King?

Priscilla Presley has begun working on a musical depicting her love affair with **Elvis Presley**. Inspired by the success of the

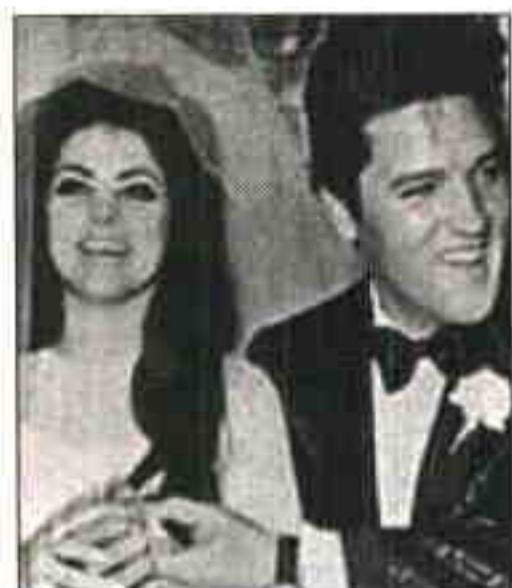
Abba-scored "Mamma Mia!", the as-yet untitled musical could hit the stage as soon as a year from now.

"It's sort of Cinderella, Eliza Doolittle and the birth of rock and roll all rolled into one," said **David Codikow**, president of Santa Monica-based Immortal Entertainment, which will co-produce the show with Presley. "We've heard Elvis' story in so many ways, but we haven't really heard Priscilla's take."

Immortal and Presley may also produce a TV talent show, a la "American Idol," with Presley picking the male and female leads.

No plans have been made to include Priscilla's new son-in-law, **Nicolas Cage**, according to Codikow. But it's not as though he does not have the chops. The Academy Award winner once played a character that jumped out of a plane with the Flying Elvises in the movie "Honeymoon in Vegas."

"It's a Priscilla thing," said Codikow. "I don't know if he even knows about it."



Love: Leads needed.

Coffee, Tea and T-Bills

ING Direct, an online bank, is making plans to open a coffee shop/sales office later this year in Santa Monica that will be dubbed "ING Direct Café."

Rather than the bohemian latte slingers common to coffeehouses, the ING Café employees will in reality be bank associates

eager to take an order for a mocha or a mutual fund.

"They're well versed in everything from savings accounts to coffee," says **Ashlee Stokes**, a spokeswoman for ING Direct.

ING Direct is a division of Dutch-owned ING Bank, the world's 11th largest bank, with \$600 billion in assets. The company has opened up two such bank cafes in New York and Philadelphia.

At the Summit

Invited to be a panelist at President **Bush's Economic Summit** in Waco, Texas last week, **Patty DeDominic**, chairwoman of the Los Angeles Area Chamber of Commerce and chief executive of PDQ Personnel Services, said she was pleased to find the leader of the free world



Hail: DeDominic, at left.

"engaged and very knowledgeable about the topics."

DeDominic was assigned to help lead a panel on health care issues chaired by Secretary of Health and Human Services **Tommy Thompson**. Bush sat in for about 20 minutes of the two-hour panel.

"We really have hit a wall in terms of pricing, availability and services," DeDominic said. "(Health care) doesn't seem to have the urgency of the bioterrorism but it's still a critical component of the health and safety of the American people."

DeDominic said the economic news from many other states was grim.

"I was struck by how much stronger California is than the rest of the country."

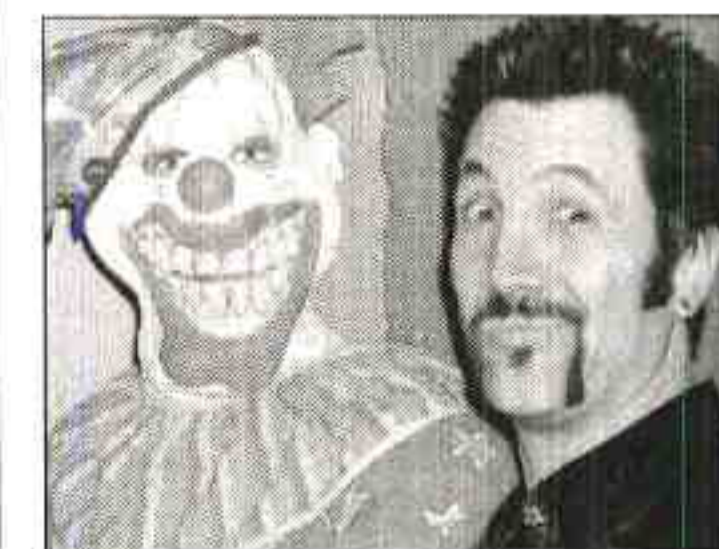
Howard Fine, Danny King, Conor Dougherty, Darrell Satzman

THE ROVING EYE

Klowning Around

His paternal grandfather was a professional clown and magician whose do-it-yourself card tricks are still sold in toy stores and his maternal grandmother collected clowns of all kinds. So when **Stevio Bruno** launched his recording and rehearsal studio in Santa Monica last fall choosing a name was not exactly a mindbender.

With **Klown Records**, Stevio, as he prefers to be called, has done his forebears proud. The \$1 million



Heritage: Stevio and friend.

facility is a psychedelic homage to the odd family connection that helped bring his parents together.

"Some people like turtles and some like ducks. I'm a clown guy," says Stevio, 34, who previously ran

a studio in Hollywood called SOS.

A pool table occupies the center of the main lounge, which is a kaleidoscope of bright colors, music-themed kitsch and, of course, clowns. Elsewhere, six elaborately decorated studios have the themes "Space," "Jungle," "Wild West," "Aquarium," "Love" and "Hell."

"All the rooms have really cool vibes. You can choose your own atmosphere," says Stevio, a bass player who spent much of his childhood hanging out in his father's studio complex in Philadelphia, where **Stevie Wonder**, **Paul Simon** and the Chambers Brothers have recorded.

With a roster of established talent and young bands, Stevio intends to parlay the studio into a full-fledged record label. But not before having a lot of fun along the way. At **Klown**, the themed decor extends to the bathrooms, where a couple of evil-looking jokers lurk in the stalls.

"Everyday we hear screams down the hallway," Stevio says.

- Darrell Satzman

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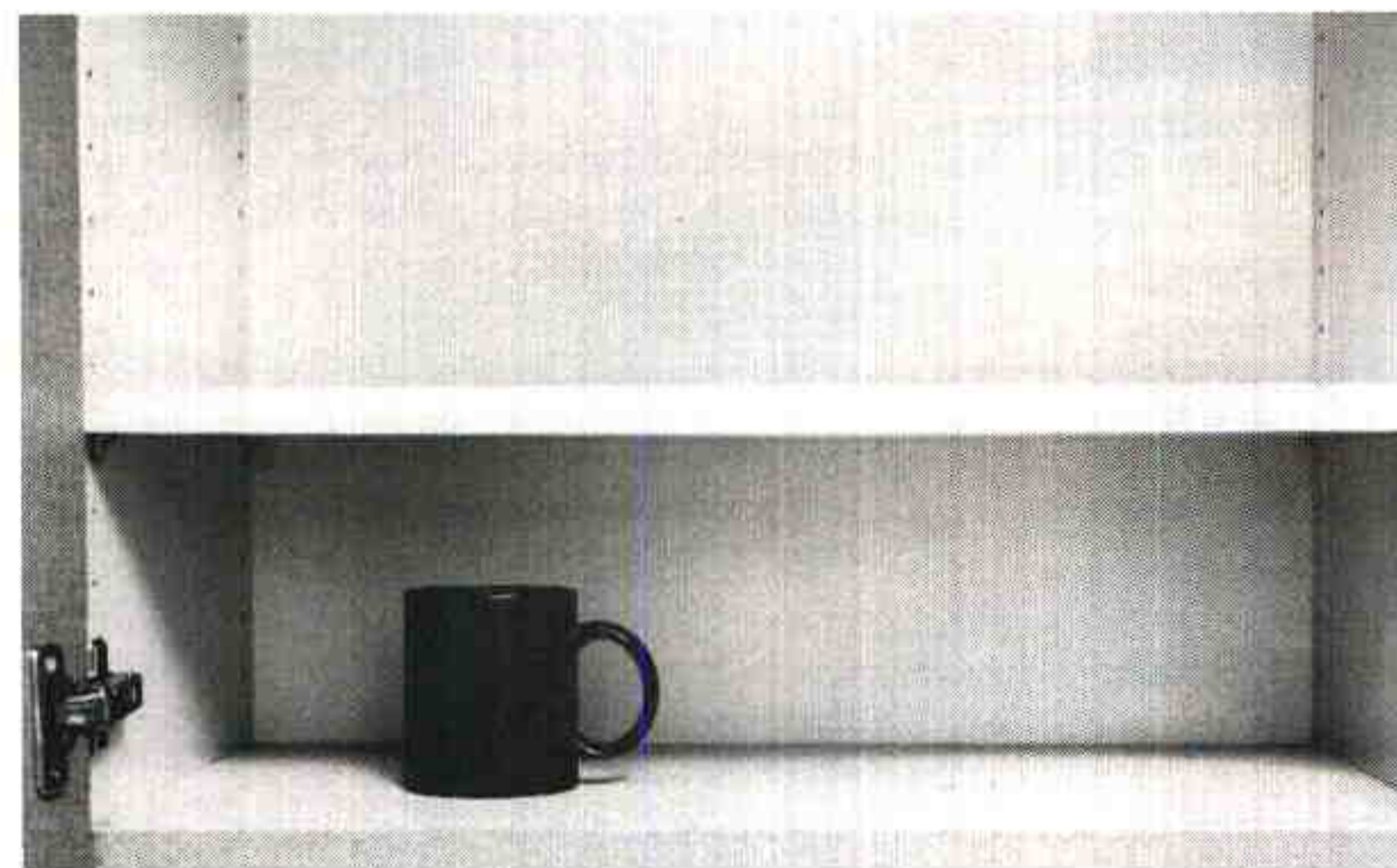
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