

THAT WHITE STUFF HAS FUNNY EFFECTS

What Happened in Southland Snowstorm Shouldn't Upset Us Like This—But It Did

Some sidelights on the Southland snowstorm shoveled up from all over . . .

Even if we could be successful otherwise in keeping our snowfall a secret, the word is bound to leak out now. An automobile covered with the strange white stuff at 781 W Sacramento St., Altadena, bore license plates from—Florida.

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At a Sons of Norway meeting in Van Nuys Monday night, Tommy Braatelian was showing some beautiful color film scenes of a Norway winter, but he suddenly lost his audience. They dashed outside to see the real thing.

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Surplus stores reported at noon yesterday that—and this is no gag—they had had a rush on long underwear; were, in fact, just about cleaned out.

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Despite unprecedented heavy demands, the Southern California Gas Co. reported late yesterday that it has so far been able to provide regular service to its industrial and domestic consumers here. Yesterday's figures had not been computed, but Monday, the utility reported, it supplied a record 936,000,000 cubic feet of natural gas to the metropolitan area. This was far above the 916,000,000 cubic feet the company put out on Jan. 4 and the latter figure was 25% higher than any previous one-day consumption.

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Opportunist: Operator of a store on Valley Blvd., between Fremont Ave. and Atlantic Blvd., Alhambra, early yesterday morning hung out a sign: "Snow Plows for Rent—Hurry!"

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There was an incongruous sight at the residence of Mrs. Harold Bickel, 3207 Edgecliff Lane, in Northeast Pasadena—bamboo trees bent to the ground with snow.

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Snow men, of course, popped up like candidates at a quiz show. And Southlanders—obviously transplanted from the

East—showed they still had the old touch. The bulbous snow men were decorated with button eyes and carrot noses in traditional style. But, there was one at 5222 Live Oak View Ave., Eagle Rock, that was a real Southern California snow man. Had on a sombrero!

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A teeth-chattering family on Elysian Park Drive were found still gazing wonderingly at the blanket of snow at 10 a.m. yesterday. They said they had been up since 3 a.m. "just watching." Some of the snowflakes, they insisted, were—ulp!—"as big as dollar bills." (A million-dollar snowfall and they stoop to measly 1's!)

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The whole thing was, of course, a great treat for kids. Snowball battles all over the place. Miniature ski runs in many foothill areas, including Santa Rose Ave., Altadena, which probably is more famous as Christmas Tree Lane.

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A family in Tujunga moved here only a month ago from Boston, Mass. And the kids insisted on bringing their sleds. Came in very handy yesterday as they were the envy of the neighborhood. ("Hey, Joe, let's go bellyflop!")

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Riding to work yesterday morning on a W streetcar, Rose Marella, 24, clerk, of 1347 W 60th St., was injured when three boys pasted the car with snowballs at Washington Blvd. and Hoover St. The window beside the woman was broken and she was treated at the Georgia Street Receiving Hospital for a cut cheek. The boys melted from the scene too quickly to be caught.

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And everybody laughed some 10 years ago when, with typical government efficiency, blueprints for the new South Pasadena Post Office arrived from Washington, D.C., and, it was found, included a chute for coal and a coal bin. And they roared when, after the building was completed, Washington sent out the regulation snow shovel.

Well . . . ??????