

## 1500 Throng Cafe de Paree for Coast Frolic

**L**OS ANGELES—The Coast Coin Machine Show and Frolic, held Wednesday, September 16, at the Cafe de Paree in Los Angeles, was declared by everyone to have no rival in enjoyment. Here, from all parts of the country, came operators, factory representatives and others to enjoy themselves at the annual equipment display, ball, floor show and banquet. All attendance records were shattered for a one day affair when it was found that over 1500 people had been registered. A few there were of course who escaped the watchers at the doors, (they probably gained entrance through the back door in a hope to avoid the rush out front). Inspection of the registration cards revealed the fact that visitors came from as far as New York City.

The Club de Paree was the center of attraction during the day, it was here that nearly a hundred pieces of equipment were on display. The room was crowded all day long with interested spectators crowding around to inspect the new equipment. They were reluctant to leave even at six o'clock and the Cafe's dining room staff experienced some difficulty in clearing the room to prepare for the banquet which followed.

### Games on Display

Pay and pin games as well as bowling games held the interest of a large part of the crowd. One machine which should have been held over until after the banquet was a lone weighing machine, a weight gaining contest would have been in order. Sales boards, Bell-type machines, counter games, diggers and other types of equipment drew their share of attention while a fruit vender and pop corn machine supplied inexpensive refreshments for those who could not gather around the bar. Operators, who within the next few weeks will be receiving their new phonographs, were enjoying themselves by playing these new automatic machines as often as they were available. Every other sort of item which could be of any interest to an operator was on display. The Rotary Merchandiser caught the eye and fancy of many and a representative stood by passing out tokens for playing it. Many were lucky enough to push a mason jar top into the well and were evidently amply rewarded for their accuracy in aim.

A truly excellent dinner, both in quality and quantity was served, and in spite of the impatience of some of

the early arrivals, they were more than satisfied.

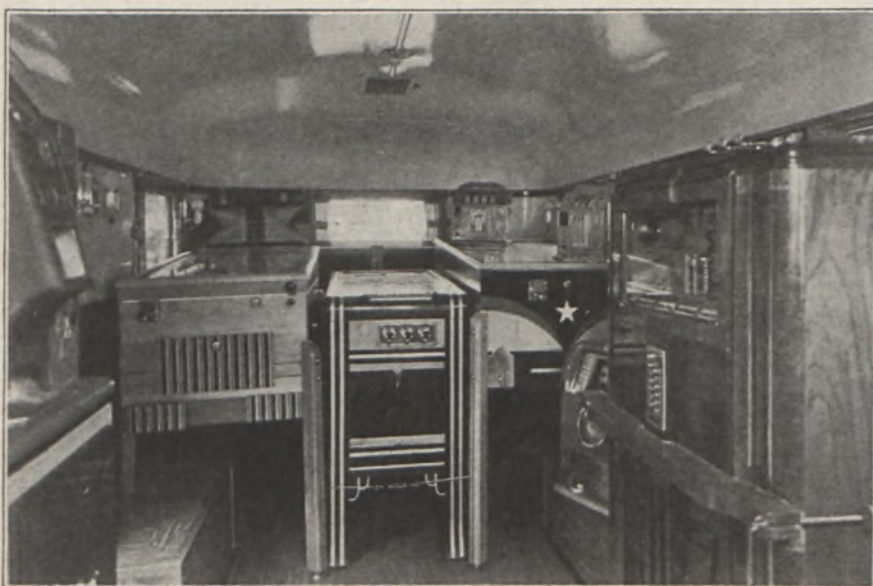
### New Type Floor Show

Everyone heartily agreed that the floor show presentation by Fanchon & Marco was beyond the shadow of a doubt the finest entertainment ever given at a West Coast coin machine affair. Instead of presenting the stereotyped ensemble dancing chorus, Fanchon & Marco introduced an innovation. Each of the girls, nine in number, was a specialty artist in her own right and each had her own individual act. The performance was so outstanding that the audience brought the house down with applause. The entire show was thus equivalent to about 16 acts in length and was entirely different from the usual type of performance given at almost any theatre or night club.

Because of the merriment going on and the fact that the loud speaker system carried the announcements from the Cafe to the Club because of too much of a load, the drawing for the door prizes was marred. In the drawing in the Club side, the folks in the Cafe heard the noise and vice versa. With officials of the various firms donating prizes to help make the awards, the drawings were held. Because the winners of the Mills phonograph and the Skee-Ball obviously could not go home carrying their prize under their arm, it was decided that certificates would be used in the actual presentation, and winners called at the Cafe the following day to claim their equipment.

Dancing continued until two o'clock for those who had not wandered off home. At that time a second floor show was presented with new faces and new acts. Then, just to make the whole thing a huge success, everyone had ham and eggs.

### Trailer Display Room



This photo of the interior of the La Beau Novelty Co. trailer shows what can be done with limited space.

### Detroit Considers Parking Meters

The favorable comment on the subject of installation of parking meters is attracting considerable attention in Detroit. Charles E. Boyd, secretary of the Retail Merchants' Association of Detroit, reports: "We should like to be able to install and try out the system of parking meters, which have been used successfully in a number of other cities."