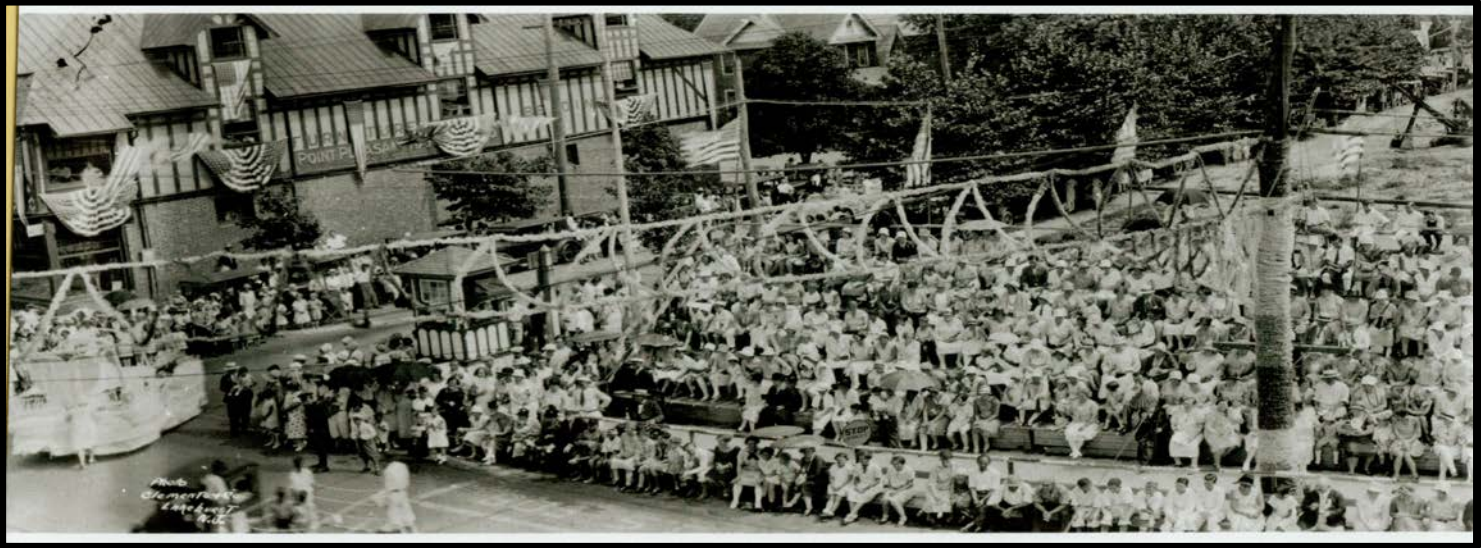




Our April 2024 meeting will be held on **April 8, 2024** starting at **7:30 PM.** . Meeting location: Woman’s Club of Point Pleasant Building, 513 St. Louis Avenue, Point Pleasant Beach. The PPHS will present **“MOVIE NIGHT”**. A number of short video clips of the history of Point Pleasant will be presented and discussed. Portions of the Big Sea Day Parades of Old, the 1986 Centennial Parade, Hey Rube, and more will be shown. Refreshments, including popcorn and soda will be served. The meeting is open to the general public and you need not be a member to attend.

*The Mid Summer Frolic of the 1920’s*  
*“Everybody Loves a Parade!”*



Crowds gather at “Brisbane Park” for the viewing of a 1920’s baby parade

The Mid-Summer Frolic began in August 1923 as a 6-day festival and in subsequent years was pared back to 4 days of events. As the Mid-Summer Frolic gained in popularity, drawing as many as 10,000 spectators, extensive press coverage of the 1928 and 1929 Frolic followed and provided us with valuable insight into events.

In its latter years, Frolic events kicked off on the first Tuesday of August with the selection of Queen Iris who would preside over festival events. We know from newspaper accounts that Queen Iris VI who reigned over the 1928 Frolic was Miss Isabel Seymour, and 1929’s Queen Iris VII was Miss Marjorie Leward of Brooklyn whose parents were summering on Forman Avenue.

Wednesday evening featured the Coronation Ball. The Ball was held at various places throughout the community, 1928 in the Arnold Hotel, and 1929 was hosted by the recently completed Jenkinson’s Casino on the Boardwalk. The mayor of Point Pleasant Beach would crown Queen Iris and the Queen’s Court would be installed.

Thursday, the Frolic events moved to Clark’s Landing for a fun-filled day of water sports competition overseen by Queen Iris on her Royal Yacht anchored at the end of the dock. According to the New York World account, the events included a “100-yard open race; 50-yard race for boys under 16; 50-yard race for girls under 16; single and double canoe races; canoe tilting; tube race for children; mile race open to all; tomato race; watermelon scramble; three classes of outboard motorboat racing and a Criss-Craft race.” The watermelon scramble and the tomato race were described as what we might call “payback time” for perceived wrongs inflicted by friends and playmates. In the 1929 account, Bill Borden (a recent Yale Graduate returned home to work for his father, Ralph, in the family stationary store) describes the watermelon scramble as an effort to obtain a share of a watermelon tossed into the water. The tomato race involved canoes with a single occupant possessing a box of tomatoes, and a swimmer tied to each canoe tasked with towing the canoe to the finish line while being pelted with tomatoes thrown from competing canoes.



FORMATION OF PARADE	
Wanamaker Girls Band and Cadets	
TRUMPETER—	Clarence Anderson.
GRAND MARSHAL—	Timothy Walsh.
CLOUDS—	Janace Terhune, Joan Cramer, Mary Smith, Constance Smith, Alice Stevenson, Thelma Lyon, Jean Stricker.
WAVES—	Marion Allen, Evelyn Havens, Virginia Heckle, Betty Margerum, Evelyn Marston, Mildred Reynolds, Mildred Searing, Rita Zwisohn, Thelma Zwisohn.
FADS—	Carmelita Cramer, Helen Mosier, Mary Forsyth, Dorothy Round, Mary Elizabeth Hurley, Elenor Reynolds, Doris Reynolds.
SUN BEAMS—	Elizabeth Reid, Helen Clayton, Helen Forsyth, Dorothy Antonides.
PARASOL GIRLS—	Mary Christine Lawrence, Lillian Solomon, Virginia Snedeker, Alice Marcellus, Jeanne Hance.
FLOWER GIRLS—	Leah Reid, Margaret Kronenwetter, Betty Cramer, Jane Cramer, Laura Irons, Madlyn Marston, Alice VanNote, Betty Makin, Elsie Makin.
CHAPERONS—	Mrs. Edmund Bailey, Mrs. Maitland Pearce.
MAIDS OF HONOR—	Constance Hoffman, Kathryn Vadakin, Alice Cherry, Marjorie Leward.
PRINCESS JEAN—	Jean Erickson.
EX-QUEEN—	Elizabeth Bills.
PETAL GIRLS—	Mary Gertrude Ridsen, Whelma Carver.
QUEEN IRIS VI—	Isabel Seymour.
TRAIN BEARERS—	Doris Boos, Elaine Smith.
CROWN BEARER—	Marie Watkins.
COURT DANCER—	Doris Harter.





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Website: pphism.org

Point Pleasant Historical Society  
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Point Pleasant Beach, NJ 08742

## Point Pleasant Historical Society

### *Serving Point Pleasant and Point Pleasant Beach*

The Grand Finale occurred Friday with the Baby Parade. Spectators lined Arnold Avenue and filled grandstands erected in Brisbane Park at the southwest corner of Arnold and Richmond Avenues (the present-day site of Beach Bagel). Who doesn't like a parade? Couple it with babies and you had an event that drew as many as two thousand entrants, ten thousand spectators, and performers like the Wannamaker Cadets from John Wannamaker's Philadelphia Department store. And, of course, babies and spectators draw politicians. Governor A. Harry Moore started attending the Frolic in its fourth year, 1926, and was present in 1927 and 1928. His successor, Morgan F. Larson, was in the reviewing stand in 1929 and the final Frolic of 1930. Many other public officials also attended, including State Senators and Freeholders. But the Midsummer Frolic never gained the notoriety of The Big Sea Day Parade which featured newly elected Vice-President Richard M. Nixon riding in the 1953 parade.

Like most area events, the Mid-Summer Frolic concluded with fireworks on Friday evening. The Frolic ran for 8 years from 1923-1930. I was unable to document the reason it ended, but I suppose that the events of October of 1929, and the onset of the effects of the Great Depression made both funding and drawing spectators and participants difficult. But from the heydays of the Mid-Summer Frolic, other events would be revived, and more events were conceived and promoted by local businesses, government, service clubs, and fun-loving and creative people like Gene Bissey (Hey-Rube-Get-A-Tube). Keeping Point Pleasant and Point Pleasant Beach, a fun place for fun people.

*Researched and written by Jim Harris*

## Special Thanks To...

### Paul Bonsper of Point Beach Interiors

For sourcing and providing professional installation of our new finely crafted bookcases in our Museum. The bookcases provide a handsome addition to the Museum, displaying the many books and binders in our Point Pleasant Historical Society Collection. Stop by the Museum any Thursday afternoon between 1 and 4 PM to see the many recent additions and enhancements to our collection.



#### RIBBON AWARDS—

Queen's Prize—Royal Purple.  
Princess Jean's Prize—Gold.  
First Prize—Pale Blue, Second Prize—Red, Third Prize—Peach, Fourth Prize—Orchid, Fifth Prize—Pink, Sixth Prize—Yellow, Seventh Prize—Green, Eighth Prize—Old Rose.

#### GUESTS OF HONOR—

Governor and Mrs. A. Harry Moore.  
Miss Mary Eaton.

#### SPECIAL PRIZES

QUEEN'S PRIZE—Juvenile Bed Room Suit—donated by Mr. and Mrs. Ralph Borden.

PRINCESS JEAN'S PRIZE—Four-piece Wicker Living Room Suit—donated by Point Pleasant Hardware Company.

Silver Loving Cup—to be given by Mrs. Moore to her choice—donated by Mid Summer Frolic Committee.

Large Baby Doll—to be given by Miss Mary Eaton to her choice—donated by Queen Iris VI.

#### FIRST PRIZES

Division 1—Large Doll Carriage—donated by Supplee Biddle Hardware Co., Philadelphia.

Division 2—Mahogany Desk and Chair—donated by Ocean County National Bank.

Division 3—Auto—donated by Jenkinson's Parkway Baths.

Division 4—Radio Set—donated by R. A. Fisher.

Division 5—\$20.00 in Gold—donated by VanNote Lumber Company.

Division 6—\$50.00—donated by Cramer's Pharmacy.

Division 7—\$50.00 in Gold and Large Loving Cup—donated by Mid-Summer Frolic Committee.

Division 8—Mahogany Desk and Chair—donated by Point Pleasant Beach National Bank.

Chairman Baby Parade Committee—Mrs. George W. Hankins

#### 104TH ENGINEERS BAND

FIRST DIVISION—Baby Carriages, Sulkies, Strollers.

SECOND DIVISION—Doll Carriages.

#### 119TH MEDICAL BAND

THIRD DIVISION—Velocepedes, Tricycles, Bicycles.

FOURTH DIVISION—Walking Children, Beautiful Costumes.

#### JAMESBURG BAND

FIFTH DIVISION—Walking Children, Original Costumes.

SIXTH DIVISION—Small Floats.

#### HOPEWELL BAND

SEVENTH DIVISION—Automobile Floats.

EIGHTH DIVISION—Miscellaneous.

#### FIFE AND DRUM CORPS—CAMP BURTON

#### BOY SCOUTS

PLACE OF ASSEMBLY—Grove Street and Lincoln Avenue, near Clark's Landing.

TIME OF FORMATION—1:30 Daylight Saving Time.

TIME PARADE STARTS—2:30 Daylight Saving Time.

TIME OF JUDGING—1:30 to 2:30 Daylight Saving Time.

#### AWARDING OF PRIZES

Prize Ribbons will be awarded in front of Grand Stand.

Prize Winning Entrant will be awarded prize at Red Men's Hall on Arnold Avenue upon presentation of ticket to Prize Committee immediately after parade disbands.

Points Used by Judges—(a) Subject, theme; (b) Originality; (c) Costume of Entrant; (d) Costume of Attendant, if any; (e) Time and Labor expended; (f) Combination of colors and effect.