

Point Pleasant Historical Society

History Term Paper



Box 1273 Point Pleasant Beach, NJ 08742 Editor: Sal Marino

OCTOBER 2019

*Our Meeting on October 14th will begin at 7:30PM at the
Womans Club on St. Louis Avenue*

Our Guest Speaker is William Huneke who will talk of the history of political campaigns with memorabilia.

The Point Pleasants and Brick Township Connection

In 1664, King Charles II of England gave the New Jersey area to his brother, James, Duke of York. James gave it to two friends, Lord John Berkeley and Sir George Carteret. The land was divided into East Jersey (Carteret) and West Jersey (Berkeley). If you look at a present-day map of Ocean County, the diagonal western border straight line, was part of the line dividing East and West Jersey. We (Point Pleasant area) would be living in East Jersey.

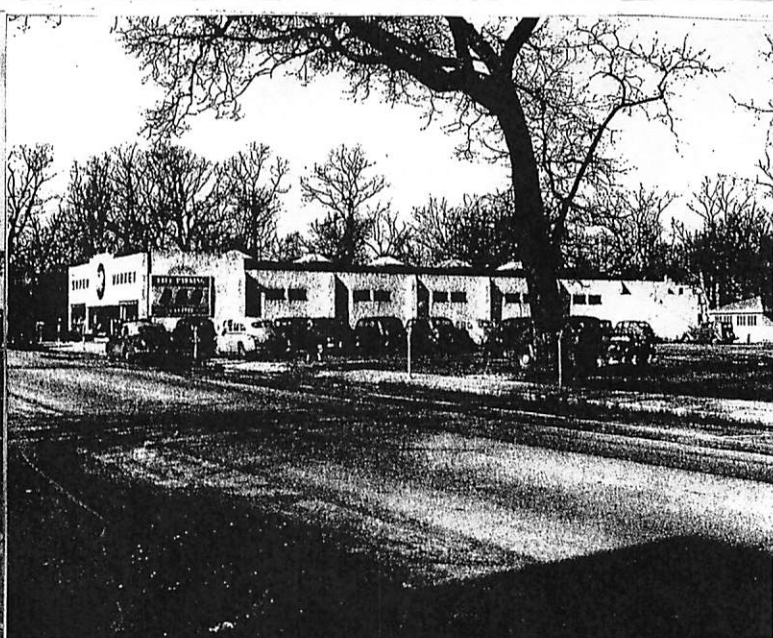
Of course, Ocean County did not exist until 1850 when it split from Monmouth County. Brick Township was one of Ocean County's original six townships. In 1886 Point Pleasant Beach seceded from Brick; in 1920 Point Pleasant Borough did the same. Early on, Point Pleasant Beach was locally referred to as "Point Pleasant," and what is now Point Pleasant Boro was called West Point Pleasant. The New Jersey Courier (TR), on February 27, 1920, reported, "Point Pleasant, the resort, was taken out of Brick township (sic) and incorporated as one of the first boroughs in the county some thirty years ago, under the title, 'Borough of Point Pleasant Beach,' but is colloquially spoken of as the 'Borough of Point Pleasant.' Now a bill has been introduced in the legislature to incorporate West Point Pleasant village as the 'Borough of Point Pleasant.' . . . the mixups (sic) and complications that might occur are obvious to anybody." The terms "Point Beach" and "Point Boro" came into more prevalent usage when Point Pleasant Boro High School opened in 1963.

Brick Township was made up of small communities/neighborhoods, sections of town such as Breton Woods, Laurelton, Herbertsville, Osbornville, etc. They usually had their own general store with post office. Through the first half of the 1900's Point Pleasant Beach was the hub of the three communities. Brick Township was woodsy/rural, West Point Pleasant (Point Boro) had no town center, so Point Pleasant Beach became the focus for food shopping, clothes shopping, banking, railroad transportation, entertainment, and the only high school.

(CONT. . . OVER)

The general stores/post offices, served as the "convenience" stores of their time. The one pictured here, at Breton Woods, was referred to by the locals as, "Becky Osborn's store."

The heavy-duty food shopping was done in Pt. Pleasant Beach at the supermarkets such as the A&P. The A&P was located on the north side of Arnold Avenue across from the funeral home. The building is easily recognized as the current Dollar General store.



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Serving Pt. Pleasant and Pt. Pleasant Beach

Of all the above mentioned reasons, the thing that most connected these three communities was the Point Pleasant Beach High School. The late Tom Wilson, PPBHS 1944, told this writer, "I remember, in the early 1940s, there was only one school bus that picked up all of Brick Township." (26 sq. miles)

This situation of Brick Township students attending PPBHS, along with Point Boro, Bay Head, and Mantoloking, continued until 1956. In the mid-1950s, the Garden State Parkway reached south into Ocean County. Brick Township began its explosive growth. The authorities at PPBHS informed Brick that they could no longer accommodate ALL the Brick high-school-age students. Students north of the Metedeconk River could still attend PPBHS. However, Brick students south of the Metedeconk River would have to attend this brand-new high school: Central Regional, south of Toms River! This continued for two years until Brick Township opened the doors of its own high school in 1958. Thus, a new football rivalry was born. (Short-lived, only 4 seasons.)

The first game, 1958, at Brick, was played behind the Herbertsville School because the BTHS stadium was not yet built. Brick-12 PPBHS-7. The second game, 1959, at Point was at the Antrim School field along Chicago Avenue, because the concrete stadium was not yet built. Score: BTHS-27 PPBHS-0.

— by Len Ludovico —

Initially, Clayton Field was home to the PPBHS football team. Clayton Field has now become that large area of land accommodating the intersection of routes 35 and 88 (across from McDonald's). The last football season played there was 1955.

PPBHS played its first HOME game against BTHS in 1959.

(L-R) (PPBHS) Jim Wolfersberger, ball-carrier Len Ludovico (BTHS) about to be ambushed by Beach player.

