



## **THE POINT PLEASANT HISTORICAL SOCIETY**

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### **The April 2026 Newsletter of the Point Pleasant Historical Society!**

Dear Members and Friends,

Welcome to the April edition of the Point Pleasant Historical Society newsletter! As spring breathes new life into our community, we are excited to continue to share the many things that celebrate our rich local history. We warmly encourage each of you to get involved—your enthusiasm and volunteer efforts are what make our society thrive. Whether you're a long-time member or new to our group, there are many ways to participate, connect, and help preserve the legacy of Point Pleasant for generations to come. If you wish to discuss opportunities to participate please send us an [email](mailto:ppbhistoricalsociety@gmail.com) and we will contact you.

Each month, our newsletters will be organized around a theme that highlights a significant aspect of our history. This month we will present information about Historic Lovelandtown, likely the first village-type settlement in the Point Pleasant area having been established circa 1840.

Plus, Sal and Barbara Marino, longtime residents of Lovelandtown and members of the PPHS, will share some of their lifetime Lovelandtown memories and provide a tribute and personal memorial to our friend Artie Birdsall.



*A view of one of the older Lovelandtown Village signs and a candid picture of Artie Birdsall standing in front of his beloved decoy shop.*

## ***"History Term Paper"***

**A TRIBUTE TO LOVELANDTOWN AND  
ART BIRDSALL**

I have lived in Lovelandtown for over 50 years. My wife Barbara Petracco Marino has lived there for 77 years. Half a century to three-quarters of a century should give one some unabridged knowledge of their surroundings. When Barbara and I got married, we bought our house on Howe Street from her parents, Arthur and Millie Pettracco. The house is one of the original Stout family homes and was among four remaining original homes from Lovelandtown's mid-1800s settlement. Art and Millie had previously purchased it from Helen Stout in 1946.

In 1997 the late Esther Loveland Kinsley wrote some wonderful historical facts about Lovelandtown. She named many of the founding family names of the pioneers of the settlement. Many of the descendants of these families are still here. She not only mentions the Lovelands, but the Stouts, Herberts, Johnsons, Tiltons and others.

Others have written about Lovelandtown but since I have spent a half century living here, I can offer another perspective of this historical part of Point Pleasant. Why, you may ask, is Lovelandtown part of Point Pleasant rather than Bay Head? The village is sandwiched between Point Pleasant and Bay Head. Actually, it is attached to Bay Head because of its proximity. At the eastern end of Howe Street, where our home is, it becomes Bay Head. In her book entitled "Lovelandtown, A small Hamlet in Ocean County, New Jersey", the late Pauline S. Miller leaves a dramatic and very informative book about the history of Lovelandtown.

Based upon my research I have found that in the late 1800s, Bay Head invited Lovelandtown to join, but the Villagers of Lovelandtown declined due to Bay Head's lack of essential services. Subsequently, when Point Pleasant Borough separated from Brick Township in 1920, an invitation was extended to Lovelandtown. Lovelandtown accepted, citing the new borough's commitment to providing local services as a key factor in its decision.

Lovelandtown is a wonderful family neighborhood. Aside from the historic aspect, here in the 21st century, we have close-knit neighbors that help and look out for each other. I ask and I receive. No questions asked.

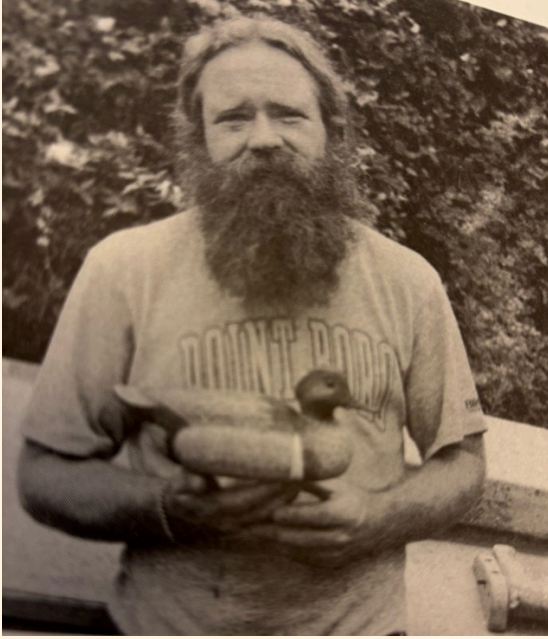
Recently more people have moved into our area. I wonder if they know how historic LOVELANDTOWN really is. It was named this because many of the pioneers were Lovelands. But there were other families that settled this area beginning in 1817, long before Brick Township, Bay Head, Mantoloking, Point Pleasant and Point Pleasant Beach were formed. According to the late Pauline Miller, in her 1993 book about Lovelandtown, she mentions Walter Stout was one of those families, as were families named Irons, Cooke, Hankins, Birdsall, Johnson, Crane, Asay, Chadwick, and more. Some of those families are seventh generation residents of Lovelandtown.

We are here but we also seem to be forgotten. We are home to the historic Johnson Brother's Boat Works. Both the New Jersey Museum of Boating and The Antique Auto Museum are home to Lovelandtown. The Bay Head Historical Society Home is a former Loveland home here in Lovelandtown. Of course, when Captain John Loveland decided to merge with Point Pleasant, we then became Point Pleasant. But the history of LOVELANDTOWN will always pinpoint who we are and where we come from.

When I first came to Lovelandtown Barbara pointed out people I should get to know. One of those special persons was Arthur Birdsall a seventh generation Lovelandtown resident. And I was thrilled to meet him and learn so much from "Artie".

Sadly, Artie passed away this year. I dedicate the following to him:

***Since Barbara was here for quite a while she showed me who to know***



*The folks right here in  
Lovelandtown are special and you  
should know  
Not just one or two but many have  
that "special glow".  
The first guy she introduced me to  
was a man named Artie Birdsall  
A seventh generation  
Lovelandtown resident. A man who  
was loved by all.  
We treasure all his decoy carvings.*

*He is master of his art.*

*He lived a very simple life. But he lived and did his part.*

*If ever you needed help from Art all you had to do was ask.*

*And he was there to help with any kind of task.*

*When we had to leave dear Lovelandtown we were sad and really  
depressed.*

*But we thought of Artie and other friends. Would they feel like us?  
Distressed?*

*Well, we thought, we really haven't left our Lovelandtown home. Instead we  
brought it with us.*

*If we could bring more friends like Artie it really would relieve us.*

*But things are changing in Lovelandtown as it is all over the world.*

*And thankfully we have our memories that may be unrolled, as a flag  
unfurled.*

*And one of those fondest memories, the one that beats them all, is our  
friendship with a special guy.*

*And that guy is Artie Birdsall.*

**And for those seeking additional information on the  
Lovelandtown settlement we enclose a copy an article written  
by PPHS Historian and member Jeff Heim in 2019.**

**(please click anywhere on the image and it will open to a full size document)**

Timelines of Point Pleasant History

## Lovelandtown



**The First Point Pleasant Settlement**  
By 1850, the community at the top of Barnegat Bay was a thriving hamlet.

The fishing, clamming, and hunting village of Lovelandtown was the first community in the Point Pleasant area. Beginning in the early part of the last century, settlers made a living from the bay environment. Later, they also managed the coastal life-saving stations and catered to the well-off summer residents of Bay Head, organizing fishing and gunning trips.

Lovelandtown can generally be defined as east of the canal and south of Bridge Avenue. The area is entirely within the borough of Point Pleasant. The first home was built 1817 by Charles Stout and stood at the current Bay Avenue, just south of Bridge Avenue until just a few years ago. As early as the 1830s there were about 30 houses. The oldest remaining house was built in 1850. While there were other early settlers scattered about in farms and homesteads in Point Pleasant, Lovelandtown was the first real cluster of buildings.

The first Lovelands probably came to Point Pleasant in the 1810s, living in the vicinity of what is now Arnold Avenue and Rt. 88. Charles Loveland, the first settler from the family for which the community is named, was a substantial Lovelandtown landholder by the 1830's.

The Lovelands produced a long line of baymen proficient in boat building, fishing, decoy carving, guiding and gunning. Captain Ed Loveland reported hauling 2,000 pounds of perch in one day off Manhooking in 1908. In winter there was ice fishing. Before the canal, the bay had no salt water and froze solid.

The area was settled early, no doubt, because of its location on the bay near the ocean, but protected from nor'easters. There were ponds full of lilies, loads and turtles. Trees were plentiful. Bogs were useful for harvesting cranberries. The central road was Loveland Dock Road, now called Bay Avenue.

Before the Point Pleasant canal was dug in its place, there was a natural wetway called Herbert's Creek, beginning a few hundred yards from the location of the current Lovelandtown Bridge, and flowing to the bay. At the head of that creek there were hills affording a good view of the ocean and surrounding countryside. Those long gone hills, said to have been sacrificed to the need for fill, were apparently well known to the Indians who used to summer there. Hundreds of arrowheads were found over the years, including a 10,000 year old ceremonial blade found by Leander Loveland in 1891.

In the early days of the settlement there was a small store operated where milk, bread and crackers could be bought. Baymen would congregate there during storms when they could not go about their trade. For a while the community had a blacksmith shop. An ice house stood on what is now Howe Street. Ice was cut from the then fresh water of the bay and stored with salt hay to keep it from melting. Families would store perishables there.

Catering to sportsmen became an important part of the community's economy. In the 1880s visitors could fish or gun from a roomy, comfortable catboat with a cabin for \$4 per day.

**Point Pleasant Historical Society & Museum**  
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# APRIL 6th PUBLIC MEETING

## OUR MEETING START TIME HAS CHANGED to 7:00PM!

**PLEASE NOTE THAT ALL PUBLIC MEETINGS WILL BEGIN AT 7:00 PM THIS YEAR.**

The regularly scheduled April public meeting will be held on **Monday, April 6, 2026**, starting at **7:00 PM**. **Daniel Mulligan**, of the **Point Pleasant Fire Company** will present the history of the Borough of Point Pleasant Fire Department. Daniel is a 50-year volunteer with the Department serving twelve of those years as the Department's Chief. During Daniel's distinguished career he was a paid professional Firemen and Assistant Fire Chief for the Greystone Park Fire Department and served as the Chief County Fire Marshal for Ocean County for 42 years. Meeting Location; at the Borough of Point Pleasant Municipal Building 2233 Bridge Avenue. The meeting starts at 7:00 PM and is free and open to the public and you need not to be a member to attend.

***Please don't forget that our Museum is open weekly, every Thursday, from 1:00 to 3:00 pm; please feel free to come in and browse.***

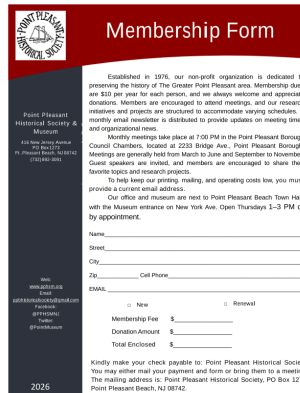
**MEMBERSHIP  
DUES  
REMINDER**



We are hopeful that most have already renewed their PPHS annual membership but just in case you may have forgotten!

Please click on and print the below membership form, complete it with your current contact details, and send it back to us along with your membership fees so we can confirm your contact information.

Our organization's revenue is generated solely through membership dues and donations. The generosity of our contributors has enabled us to consistently meet our annual operating expenses without increasing individual dues. Preserving and sharing our history remains our shared objective. We extend our sincere appreciation for your ongoing support.



**Membership Form**

Established in 1976, our non-profit organization is dedicated to preserving the history of the Greater Point Pleasant area. Membership dues are \$10 per year for each person, and we always welcome and appreciate donations. Members are encouraged to attend meetings, and our research initiatives and projects are structured to accommodate varying schedules. A monthly email newsletter is distributed to provide updates on meeting times and organizational news.

Monthly meetings take place at 7:00 PM in the Point Pleasant Borough Council Chambers, located at 2228 Bridge Ave., Point Pleasant Borough. Meetings are generally held from March to June and September to November. Guest speakers are invited, and members are encouraged to share their favorite topics and research projects.

To help keep our printing, mailing, and operating costs low, you must provide a current email address.

Our office and museum are next to Point Pleasant Beach Town Hall, with the Museum entrance on New York Ave. Open Thursdays 1-3 PM or by appointment.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
Zip \_\_\_\_\_ Cell Phone \_\_\_\_\_  
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New       Renewal

Membership Fee \$ \_\_\_\_\_  
Donation Amount \$ \_\_\_\_\_  
Total Enclosed \$ \_\_\_\_\_

Kindly make your check payable to: Point Pleasant Historical Society.  
You may either mail your payment and form or bring them to a meeting.  
The mailing address is: Point Pleasant Historical Society, PO Box 1273,  
Point Pleasant Beach, NJ 08056.

2026

## PHOTOS OF THE MONTH "REMEMBERING LOVELANDTOWN"



(above) A circa 1980 view of Artie Birdsall's home, Howe Street. Arthur "Artie" Birdsall is a fourth-generation decoy maker going back to when his uncle, Charlie Birdsall, took over Wildfowler Decoys in 1961.



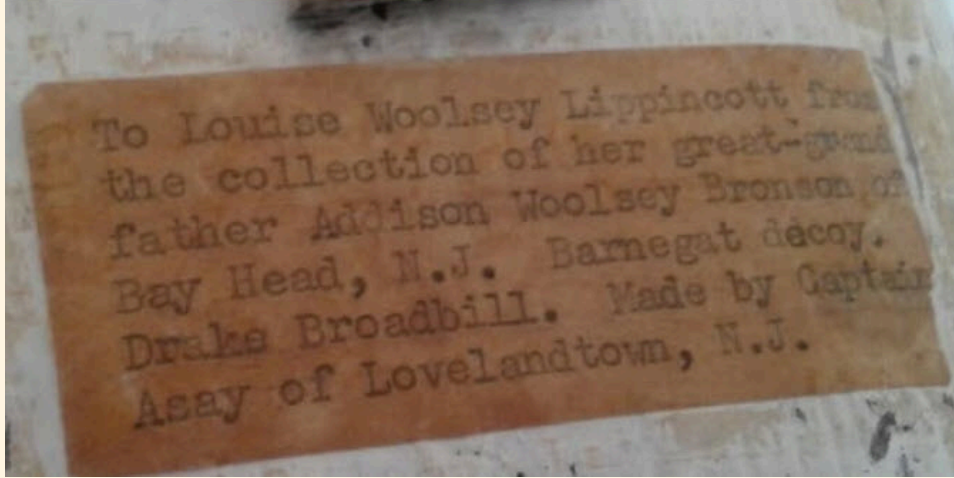
*(above) An early 1900's winter view of Howe Street taken from the Bay Head border looking west. In the foreground is the home of Clarence Loveland, the son of George and Hanna Loveland.*

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*(above) A circa 1980 view of The Lee and Catherine Loveland home on the SW corner of Bay and Bridge Aves. This Loveland Homestead is now home to the Bay Head Historical Society.*

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*(above) Lovelandtown produced a long line of baymen proficient in boat building, fishing, decoy carving, guiding and gunning. Here is a Drake broadbill Barnegat Bay duck decoy made by Captain Asay of Lovelandtown.*

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*(above) A view of the old Lovelandtown bridge looking west. An iconic structure with its center swing, steel draw. In 1960 Police Chief William Beecroft warned that the then 33 year old structure was unsafe for vehicular traffic.*

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*(above) In 1962, the west span of the Lovelandtown Bridge did not stand the test of a fierce March nor'easter when high tides and gale winds caused the west approach span to collapse. It would be 10 years before a new bridge was completed.*

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***PLEASE SEND US YOUR OLD PHOTOS AND MEMORIES!  
We can scan and return your originals if requested.***

***If you have any photos, historical documents, memories or other artifacts that you would like to submit for publication or preservation by the PPHS, please email a copy or contact us at the email address below:***

**[PPBHISTORICALSOCIETY@GMAIL.COM](mailto:PPBHISTORICALSOCIETY@GMAIL.COM)**

If you need a membership application, or if you know someone who wishes to join, please click the link below for a printable application form.

**[PPHS Membership Application](#)**

We thank you in advance!



Point Pleasant Historical Society | PO BOX 1273 | Point Pleasant Beach, NJ 08742 US

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