

Coll. 992
Peter Vredenburgh (1879-1952) Scrapbook
1932-1933



Monmouth
County
Historical
Association

Processed by Kim Bedetti
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Biographical Note:

Peter Vredenburgh was born in Jersey City, New Jersey on May 12, 1879 to Emily Harramond Van Vorst (1857-1955) and James Brickerhoff Vredenburgh (1844-1915). He attended St. Paul's School in Concord, New Hampshire and then Princeton University. He worked on the New York Stock Exchange before relocating to Florida where he was involved with the Bahama Isles Food Corporation in the 1930s. After returning to New Jersey, he ran for the Republican nomination to Congress from the third district in 1940 and lost. He was involved in advertising and the canning industry.

Peter Vredenburgh married Virginia Cabell Baker, and later Dorothy Wallis. He had three children: James B. Vanderburgh, Virginia Cabell Vanderburgh (Koch), and Peter Vredenburgh. He died in his home on West Main Street in Freehold, New Jersey on September 4, 1952.

This Peter Vredenburgh was the grandson of Judge Peter Vredenburgh (1805-1873) and the nephew of Major Peter Vredenburgh (1837-1864).

Historical Note:

The Bahama Food Corporation was established in Miami in May 1932 with the original name of Health of Youth Co. The company produced soups and drinks made from conchs, originally under the Konk Konk brand. These products were Marevite (drink), Pick-Up Cocktail, Bahama Isles Conch Chowder, Stamina (drink), Conch broth, Konktail, and Konk Chowder. The products did well and by December the company was moving to larger facilities and rebranding under the name of Bahama Isles Food Corp. Officers in the company were William C. Buckelew, president; Peter Vredenburgh, vice president and treasurer; Boyd Hawkins, director; Dorothy W. Vredenburgh, secretary.

Provenance:

This item was found in the former house of Peter Vredenburgh on West Main Street in Freehold. It was donated by Virginia Randolph, accession #2002.19.

Sources:

"Vredenburg Dies, Ran for Congress," *Asbury Park Press*, September 5, 1952.

Scope and Content Note:

This scrapbook was kept by Peter Vredenburg (1879-1952), the vice president of the Bahama Isles Food Corporation. It contains can labels from all of their products, newspaper clippings detailing their business, instructions for salesman, and copies of advertisements placed in local papers. The materials date from May 1932-February 1933.