Back in 1866 in a Detroit drug store owned and operated by James Vernor.

People already liked the refreshing ginger ale he served. Returning from a period of military duty, he discovered that his personal formula for ginger ale was vastly improved after being aged. During the four years in charred wooden casks, the choice ginger roots and precious oils blended together to form a mellow, tangy flavor essence which was new. VERNOR'S Ginger Ale was born.

The fame of James Vernor's distinctive ginger ale spread. Under his son's management, the blending, ageing and distribution of VERNOR'S Ginger Ale has become a fast-growing portion of the huge beverage industry. But VERNOR'S Ginger Ale is much more than a well-known business institution—it has become a tradition.
Today...

VERNOR'S GINGER ALE is a part of the wholesome American way of life. It is found almost anywhere people gather for refreshment and enjoyment. And rightfully so! Because today, almost nine decades after its discovery, it is still as deliciously different as ever. It is the ginger ale without equal in flavor.

There is a good reason why the popularity of VERNOR'S Ginger Ale has grown through the years. It is still made with the same formula that the founder discovered many years ago. The modern youngster, as well as grown-ups, experiences the same exciting taste thrill that pleased grandmother when she was a girl.

Countless people have enjoyed the tasteful aroma of VERNOR'S Ginger Ale so much that they have used this tangy beverage as a flavoring in many unusual ways. The more popular of these recipes are included in this booklet so that you may enjoy them, too. Try them for a new palate thrill. Serve them to delight your family and guests. You can be sure you are serving in perfect taste... with VERNOR'S.

VERNOR'S GINGER ALE

“Perfect Taste with a Tradition”
Delightful Drinks

VERNOR'S Cream Ale

Put one and one-half ounces (3 tbsp.) of chilled Sweet Cream in each glass and fill with ice cold VERNOR'S Ginger Ale. Quick and easy to make. Cream Ale made with VERNOR'S is an inviting drink any time.

VERNOR'S Peppermint Ale Fizz

1 large bottle VERNOR'S Ginger Ale  
1/2 lb. peppermint stick candy  
2 cups whipping cream

Put the candy through a food chopper or roll with rolling pin. Whip cream to custard-like consistency and fold in candy crumbs; then place in freezing tray of refrigerator. To serve: Place serving of frozen peppermint cream in tall frosted glass and fill with chilled VERNOR'S Ginger Ale. Stir slightly with spoon to make it fizz and serve with spoon and straw.

Try VERNOR'S Hot (with lemon)

Here's a treat as original and surprising as the famous VERNOR'S flavor itself. Heat VERNOR'S to a boiling point (not a full boil) in a glass or metal container, then pour over a slice of lemon. It's especially welcome on a cold day after outdoor activity and extremely relaxing at bedtime.
Children's Joy

For Children Who Are Tired of Milk

VERNOR'S mixed with equal portions of milk is a drink children find irresistible. Easy to prepare, it's a healthful, rich beverage with a stimulating zest and sparkle. Children ask for more. Serve it often and give the youngsters the wholesome benefits of more milk and pure VERNOR'S Ginger Ale.

VERNOR'S Boston Cooler

Here's another invigorating treat for both children and grownups: Place one or two scoops of vanilla ice cream in a tall glass and fill with sparkling VERNOR'S Ginger Ale.

VERNOR'S Float

Fill tall beverage glasses two-thirds full of VERNOR'S Ginger Ale and add a scoop of Pineapple Sherbert. Garnish with sprigs of Mint.

Doctors and dieticians approve VERNOR'S Ginger Ale. VERNOR'S is pure and wholesome. It is the healthful beverage ginger ale that has won the preference of children and grown-ups alike.

VERNOR'S deliciously different!
Cocktails

VERNOR’S Frozen Fruit Cocktail

(6 servings)

½ cup crushed pineapple  1 small bottle VERNOR’S Ginger Ale
2 cups orange pulp
¾ cup grapefruit pulp  (thoroughly chilled)
1½ cups powdered sugar

Add the sugar to the fruits and stir gently until sugar is dissolved, then add the VERNOR’S Ginger Ale. Pour into small molds or into freezing tray of electric refrigerator. Makes a delicious salad or appetizer.

VERNOR’S Hawaiian Punch

1 12-oz. can pineapple juice  1 large bottle
1 12-oz. can grape juice  VERNOR’S Ginger Ale

Serve at once with crushed ice. Fresh, crushed fruits may be added.

The rich tang and subtle flavor of cold VERNOR’S is most inviting when the beverage is served at a temperature not higher than forty degrees. You’ll find thoroughly chilled VERNOR’S is always satisfying.

Vernor's deliciously different!
For Dinner

Baked Ham a la VERNOR’S

Remove skin and excess fat from ham. Rub liberally with brown sugar and stick cloves into surface. Place in Baking utensil, adding contents of one or two bottles of VERNOR’S Ginger Ale—according to size of ham—sufficient to baste generously. Bake in slow oven until ham is heated through. Baste every fifteen minutes. This ham is delightful for cold plate or served as it comes from the oven.

VERNOR’S Ginger Ale, used in basting, is a simple way to bring a new, delightful aroma and flavor to poultry and wild game meats.

VERNOR’S Ginger Ale Fruit Salad

| 2 tbsp. gelatin | ¼ cup cold water |
| ½ cup boiling water | ¼ cup lemon juice |
| 2 tbsp. sugar | 1 small bottle VERNOR’S Ginger Ale (thoroughly chilled) |
| 1 cup grapes, halved | 1 apple, diced |
| 1 banana, sliced (bite-size) | ¼ cup chopped nut meats |
| 2 oranges | 

Freeze in molds or refrigerator ice tray.

Apples a la VERNOR’S

(6 servings)

| 6 large apples | 1 tbsp. melted butter |
| ¾ cup chopped raisins | 1 small bottle VERNOR’S Ginger Ale |
| ¼ cup chopped nuts | Ale |
| juice of ½ lemon | ¼ cup sugar |

Core the apples. Mix melted butter with raisins, nuts and sugar. Fill center of apples with this mixture and arrange in a shallow baking dish. To remainder of mixture, add juice of ½ lemon and VERNOR’S Ginger Ale.

Pour around apples and bake until tender, basting frequently. (Serve as a dessert, or with meat course.)
For Dessert

VERNOR'S Frappe (5 servings)

1 large bottle VERNOR'S Ginger Ale
1 pint Ice Cream (any flavor)

Place Ice Cream in chilled dish or in dish surrounded by ice cubes. Pour ice cold VERNOR'S Ginger Ale slowly over Ice Cream, stirring until you have a smooth mixture with no remaining Ice Cream lumps. Garnish each glass with Cherry or if Chocolate Ice Cream is used, bits of Marshmallow are attractive.

VERNOR'S Gelatine Dessert

Use VERNOR'S Ginger Ale instead of water in any regular gelatin or jello recipe to give your desserts unusual appeal. The original flavor of VERNOR'S is emphasized when used with plain gelatin. Also very good with lemon jello. Fruits may be added to make a variety of "deliciously different" desserts.

You can be sure you are serving in one of the finest, acceptable American traditions when you use VERNOR'S Ginger Ale.
For Snacks

VERNOR’S Quick Gingerbread Mix

Here’s an amazingly simple way to make gingerbread with an “out of this world” flavor. The subtle difference from the ordinary cake will please family and friends.

Use your favorite brand of ready-prepared gingerbread mix. Instead of the water or milk called for, use the same amount of VERNOR’S Ginger Ale.

VERNOR’S Chocolate Frosting

This frosting is especially good with gingerbread, but can be used as a pleasingly “different” frosting with almost any cake.

Use 2 1/2 cups confectioners’ sugar. Sift with 1/4 cup cocoa and 1/8 teaspoon salt. Cream 1/2 cup butter. Blend in sugar-cocoa mixture with enough hot VERNOR’S Ginger Ale to provide desired consistency.
Write Your Own Vernor's Recipes Here

Many of your own favorite beverages or baking recipes can be given an enticing new flavor by using VERNOR'S instead of water. VERNOR'S Ginger Ale adds sparkle and an exciting flavor experience to any fruit drink, gelatin or frozen recipe. Add thoroughly chilled VERNOR'S at the last minute, pouring slowly to preserve carbonation.

We appreciate Your Ideas—

If you discover an unusual recipe in which VERNOR'S is used, we will be pleased to hear about it.
A finer, more refreshing drink than VERNOR'S Ginger Ale cannot be found. Keep a supply in your home for perfect hospitality. Stop in at your favorite soda fountain for a refreshing "pick-up" with VERNOR'S.

Do come and visit us when the opportunity arises and inspect what we feel is a most modern bottling plant. You'll enjoy a stroll through our cool, aromatic ageing cellars, and have a taste-pleasing treat with us at our fountain.

Visit the home of Vernor's Ginger Ale

239 Woodward Avenue
Detroit, Michigan
Vernor’s GINGER ALE

“Perfect Taste with a Tradition”