make foods more appeti-ZING!

Vernors

RECIPES
deliciously different!
Prior to the Civil War the first Mr. James Vernor, who was the first registered pharmacist in the State of Michigan, operated a drug store with a soft drink counter.

He had been working for some time on a ginger ale formula when along came the Civil War and he placed the current concoction in a wooden barrel for storage while he was away, no doubt thinking it would only be a few months.

When he returned after the war he opened the barrel and made up some drinks with the extract, which had aged for four long years and discovered that he had a mellow, tangy flavor which we know as Vernors today.
The formula has not been changed in all these long years since; and because of its many uses in and around the home and its ability to blend with many other flavors, we are compiling this book of recipes.

We have included suggestions which we feel will appeal to the youngster, to the grown-up and to the oldster: for the dinner table, for a party, or for snack occasions. Each one is an invitation to an exciting experience in good taste.

Doctors and dieticians approve VERNORS. VERNORS is pure and wholesome. It is the healthful soft drink that has won the preference of children and grown-ups alike.
BAKED HAM a la Vernors

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 VERNORS—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.

VERNORS, used in basting, is a simple way to bring a new, delightful aroma and flavor to poultry and wild game meats.
A TASTY SALAD

Vernors Apple Jello

Dissolve 1 package of Apple Jello in 1 cup boiling water. Add 1—8-oz. bottle of Vernors. When cool add banana slices and pineapple tidbits. Serve with whipped cream if desired.

The rich tang and subtle flavor of cold VERNORS is most inviting when the beverage is served at a temperature not higher than forty degrees. You'll find thoroughly chilled VERNORS is always satisfying.
For the Child Who is Tired of Milk

VERNORS 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 VERNORS.
THE PARTY

Vernors Cooler

Here's another invigorating treat for both children and grown-ups: Place one or two scoops of vanilla ice cream in a tall glass and fill with sparkling VERNORS.

Vernors CREAM ALE

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

CHOCOLATE CREAM ALE

Put 1 oz. (2 tbsp.) of chilled sweet cream and 1 oz. (2 tbsp.) of chocolate syrup in each glass and fill with VERNORS—a real taste thrill!
Here's a treat as original and surprising as the famous VERNORS flavor itself. Truly a deliciously different drink. Heat VERNORS to a boiling point (not a full boil) in a glass or metal container, then pour over a half slice of lemon. A real warmer-upper on a cold day after outdoor activity, and extremely relaxing at bedtime.

You will find that in addition to being a very deliciously different drink it also is a very helpful aid where sore throat, upset stomach, colds or flu are present and even a relief in the cases of nasal discomfort.
A REAL TREAT
FOR YOUR OUT OF TOWN FRIENDS
SEND A CARTON OF 12, 24
OR 48 TWELVE-OUNCE CANS OF

Vernors

CONTEMPTS 12 FLUID OUNCES

Drink
deliciously different!

FLAVOR MELLOWED 4 YEARS IN WOOD

"A NEW TASTE EXPERIENCE"

IN DETROIT PHONE TE. 3-8500
A ZESTFUL FLAVORED

Most any flavor blends perfectly with VERNORS to make a very delicious drink for any and all occasions. Try two ounces of grape juice in a glass of VERNORS for a very tangy drink—chocolate and raspberry syrup, also pineapple juice or syrup offer a pleasant surprise in a flavored drink. Just use two ounces of juice or syrup to the glass of VERNORS.
VERNORS FRUIT PUNCH

1 12-oz can pineapple juice; 1 12-oz can grape juice; 1 large bottle VERNORS.
Serve at once with crushed ice. Fresh crushed fruits may be added.

AN APPEASER FOR THAT RAVISHING APPETITE AFTER SCHOOL

Want to try something real different. Take a package of dried assorted fruits. Place in a bowl and cover with VERNORS. Put it in the refrigerator and allow the children to help themselves after they arrive home from school. This is not only a very simple way to provide them with their needed fruit in the diet but also a very tasty morsel as well.

DRINK!
FESTIVE
VERNORS SHERBET PUNCH

1 quart of Sherbet (orange, lemon or lime) 3
24-oz. bottles VERNORS. Mix \( \frac{1}{3} \) quart sherbet
with one bottle VERNORS. Add one more bottle
VERNORS and another \( \frac{1}{3} \) quart of sherbet.
Stir very thoroughly. Add third bottle of
VERNORS. Float another \( \frac{1}{3} \) quart of sherbet
on top. Mix this in as it is served. NOTE: Do
Not add ice. Have VERNORS chilled and
cracked ice around bowl or other container.

To add color, mint leaves, cherries, thin
slices of oranges or lemons can be
floated on top of punch.

For larger groups this recipe can be doubled,
tripled, etc. to any amount, using the
proportions of one quart of sherbet to three
24-oz. bottles of VERNORS.
A CRANBERRY DELIGHT
REALLY DIFFERENT AND DELICIOUS
Two cups VERNORS, Two cups granulated sugar, Bring to rolling boil.
Add one pound of washed and cleaned cranberries to the syrup and cook until berries are done—strain or leave whole.

AN INVITATION TO GOOD TASTE—VERNORS LEMON PIE
1 pkg. lemon pudding, \( \frac{1}{2} \) cup sugar,
1 egg, 1 cup VERNORS.
Cook together till creamy consistency.
Cool in pie shell.

SHERBET PUNCH
BAKED APPLES

(6 servings.) 6 large apples; ¾ cup chopped raisins; ¼ cup chopped nuts; juice of ½ lemon; 1 tbsp. melted butter; 1 small bottle VERNORS; 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 VERNORS. Pour around apples and bake until tender, basting frequently. (Serve as a dessert, or with meat course.)
If you discover an unusual recipe in which VERNORS is used, we will be pleased to hear about it.
VISIT Vernors

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