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JOIN AUTHOR KEITH WUNDERLICH AS HE DISCUSSES *VERNOR'S GINGER ALE*, ONE OF AMERICA'S GREATEST SUCCESS STORIES

DETROIT – The Detroit Historical Society's Author Series continues with **Keith Wunderlich**, avid collector and author of *Vernor's Ginger Ale*, published by Arcadia Publishing. Wunderlich will discuss the success story of this iconic product on **Wednesday, October 15 from 6 – 8 p.m.** at the **Detroit Historical Museum**.

Vernor's, America's oldest continuously produced soft drink, has a unique taste, a sparkling fizz and a history that pre-dates Coca-Cola, Pepsi, Hires or Moxie. The product was invented by James Vernor Jr. After his return from the Civil War in 1866, Vernor opened a pharmacy at Woodward and Clifford in downtown Detroit. He also opened a bottle of ginger ale extract he created before the war and discovered that four years of aging had mellowed the product to perfection. The result was the creation of a new and "deliciously different" flavor enjoyed across America and Canada.

Wunderlich, founder of the Vernor's Ginger Ale Collectors' Club, has been a collector of Vernor's merchandise for more than 30 years. Several of the images used in the book are from the archives of the Manning Brothers Historic Photograph Collection and the Detroit Public Library's Burton Historical Collection. Other sources include Superior View, the Flint Journal, the author's personal collection, and other private collections.

The cost for the event is free for Detroit Historical Society members and \$10 for the public. For more information or to register for the event, please call **(313) 833-1801** or visit www.detroithistorical.org.

Arcadia Publishing is the leading publisher of local and regional history in the United States. Their mission is to make history accessible and meaningful through the publication of books on the heritage of America's people and places.

The Detroit Historical Museum, located at 5401 Woodward Ave. (NW corner of Kirby) in Detroit's Cultural Center area, is open to the public Wednesday through Friday from 9:30 a.m. to 3 p.m., Saturday from 10 a.m. to 5 p.m., and Sunday from Noon to 5 p.m. On Mondays and Tuesdays, the Museum is not open to the public but available for group tours by calling (313) 833-7979. Adult admission is \$6. Seniors (60+), college students with valid college ID, and youth ages 5-18 pay \$4. Admission for children ages four and under is free. Parking in the Museum's lot is \$4 at all times. Permanent exhibits include the famous *Streets of Old Detroit*, *Frontiers to Factories*, *The Motor City*, and *The Glancy Trains*. New exhibits include *Hero or Villain? Metro Detroit's Legacy of Leadership*; *Fabulous 5: Entertainment Venues*; *1920s: Detroit's Building Boom*; *100 Years Ago*; *New to the Collection*, a showcase of recently acquired antiquities, oddities, and treasures; the *Detroit Artist Showcase* featuring early 20th century artist Amy Lorimer; and *Automotive Showplace*, spotlighting the Model T Centennial. For more information, call the Museum at **(313) 833-1805** or check out our website at www.detroithistorical.org.

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