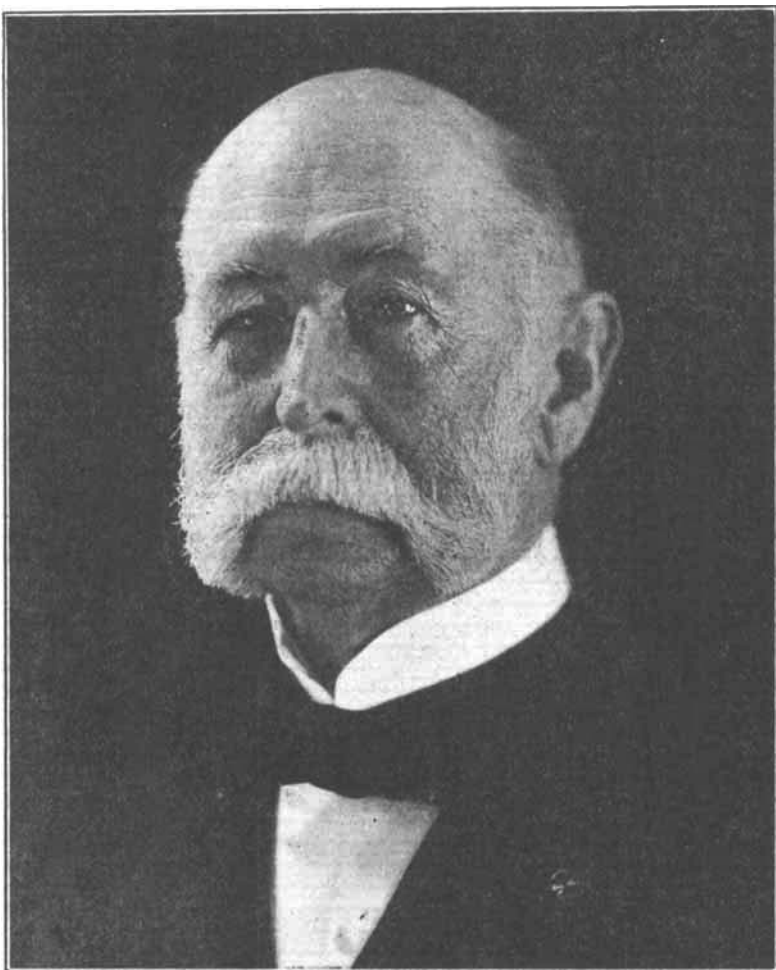


**JAMES VERNOR
DETROIT, MICH.**

Member of the American Pharmaceutical Association since 1866.



JAMES VERNOR.

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James Vernor, when six years old, left Albany, New York, with his parents and went West. This was in 1849, the same year that the wild and frantic rush to the California gold fields began. The Vernors, however, didn't follow the crowd; not all the way. They journeyed to Detroit, which was then a mere trading post, and there they stayed.

It was right in this city that James Vernor went to school, played "mibs," flew kites, swapped knives, toiled as a druggist's apprentice, ran a drug store, and built up a gigantic business on a single drug-store product—ginger ale; a product originated in his little drug store.

James Vernor was sixteen years old when he rounded out his common-school education. He then went to work as apprentice in the firm of Higbee & Stearns, retail and wholesale druggist. At the end of three years, he was placed in charge of the pharmaceutical laboratory of the firm. His business career was temporarily interrupted when the Civil War broke out. He enlisted with the Fourth Michigan Cavalry, serving for two years as a hospital steward. He was then promoted to a lieutenancy and officiated in that capacity up to the expiration of the war. He then went back to Detroit and resumed his connection with Higbee & Stearns. He was placed in charge of the retail store and remained in that position for about a year. In 1866, Mr. Vernor opened a retail drug store in partnership with Charles L'Hommedieu. Two years later, Mr. L'Hommedieu retired from the firm and James Vernor continued the business until 1896, when he disposed of his store so that he could devote all of his time to the ginger ale business, which had grown to one of big proportions.

During Mr. Vernor's life as a druggist, he served for eight years as a member of the Michigan State Board of Pharmacy. In civic affairs of Detroit, also, he has been and still continues an active worker. He has been city alderman for eighteen years. Mr. Vernor has the added distinction of being a life member of the A. Ph. A.; he joined the Association in 1866.

F. G. EBNER.