



Barry Lawrence Ruderman Antique Maps Inc.

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Tonique Byrrh a base Quinquina Fortifiant

Stock#: 97679
Map Maker: Imp. Schneider & Cie.
Date: 1915 circa
Place: Paris
Color: Outline Color
Condition: Good
Size: 16 x 21.3 inches (including text)
Price: \$ 125.00



Description:

Promoting A Healthy French Appertif

Promotional advertising map for Tonique Byrrh. The map includes Auvergne-Rhône-Alpes, Lake Geneva, Western Switzerland, Dijon, Grenoble, Roussillon, etc.

The phrase "Tonique Byrrh à base quinquina fortifiant" translates from French to English as "Byrrh Tonic based on fortifying quinine."

Byrrh is a French aperitif made of red wine, mistelle, and quinine. Quinine is a bitter compound derived from the bark of the cinchona tree and has historically been used as a treatment for malaria and as a flavoring in tonic water. The term "fortifiant" indicates that this tonic is intended to have strengthening or invigorating properties.

The text on the verso notes:



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"LE BYRRH is a deliciously tonic and hygienic drink made from exceptionally generous old wines, quinine, and other top-quality bitter substances. It is taken neat as a tonic. Diluted with cool water, and preferably with seltzer water, it refreshes without weakening."

Detailed Condition:

Original covers. Soiled