
Guide to the Truman C. Kuehn White Rock Advertisement Collection

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Title: Truman C. Kuehn White Rock Advertisement Collection

Creator: Kuehn, Truman C.

Identifier/Call Number: SC.TKWR

Extent: 0.20 linear feet

Date (inclusive): 1907-1962

Abstract: The *Truman C. Kuehn White Rock Advertisement Collection* consists of an original color advertisement for White Rock Mineral Water produced in 1907 and published in *Puck*, and correspondence between Kuehn, the *Los Angeles Times* and the Coca Cola Bottling Company of Los Angeles regarding the advertisement.

Language of Material: English

Scope and Contents

The *Truman C. Kuehn White Rock Advertisement Collection* consists of an original color advertisement for White Rock Mineral Water produced in 1907 and published in *Puck*, depicting the Greek character Psyche looking into a pool of water. The collection also contains correspondence between Kuehn, the *Los Angeles Times*, and the President of the Coca Cola Bottling Company of Los Angeles regarding the advertisement.

Conditions Governing Access:

The collection is open for research use.

Conditions Governing Use:

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For information about citing items in this collection consult the appropriate style manual, or see the [Citing Archival Materials](#) guide.

Processing Information:

Jessica Geiser, 2013

Subjects and Indexing Terms

Ephemera

Documents

Box 1, Item 1

**White Rock, The Champagne of Waters - Color Advertisement Published in *Puck*, 1907
Letter from C.V. Rose, General Advertising at the *Los Angeles Times* to Truman C.**

Box 1, Item 2

**Kuehn regarding the White Rock Bottling Company; On Verso - Letter from Truman C.
Kuehn to A.D. McDonald Regarding White Rock Advertisement, August 1962**

Box 1, Item 3

**Letter from A.D. McDonald, President of the Coca Cola Bottling Company of Los Angeles
to Truman C. Kuehn regarding White Rock Advertisement, 1962 August 30**