Language of Material: English
Contributing Institution: Special Collections & Archives
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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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
Box 1, Item 2  Letter from C.V. Rose, General Advertising at the Los Angeles Times to Truman C. 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