



# **Guide to the Easter Bunny department store campaigns album, 1946-1949**

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## Table of Contents

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<a href="#">Summary</a> .....	3
<a href="#">Background</a> .....	3
<a href="#">Arrangement</a> .....	4
<a href="#">Administrative Information</a> .....	4
<a href="#">Related Materials</a> .....	5
<a href="#">Names and Subjects</a> .....	5
<a href="#">Collection Inventory</a> .....	6

## Summary

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**Collection Title:**

Easter Bunny department store campaigns album, 1946-1949

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

Collection includes campaign case study and strategy summaries, clippings, photographs and other printed materials that document retail department store holiday campaigns featuring the Easter Bunny in the late 1940s. Sponsoring companies include Davison-Paxon (Atlanta, Ga.), G. Fox & Co. (Hartford, Conn.), Genung's (Yonkers, N.Y.), Golden Rule (St. Paul, Minn.), Porteus Mitchell (Portland, Me.), and Whitney's (Albany, N.Y.). Photographs depict the Easter Bunny in portrait poses, sitting with children, arriving at events, and depictions in store show windows and displays. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

0.1 Linear Feet

**Language:**

Materials in English.

**Collection ID:**

RL.11933

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1xb1g>

**Preferred Citation**

[Identification of item], Easter Bunny department store campaigns album, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

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## Background

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**Scope and Content**

Collection includes campaign case study and strategy summaries, clippings, photographs and other printed materials that document retail department store

holiday campaigns featuring the Easter Bunny in the late 1940s. Sponsoring companies include Davison-Paxon (Atlanta, Ga.), G. Fox & Co. (Hartford, Conn.), Genung's (Yonkers, N.Y.), Golden Rule (St. Paul, Minn.), Porteus Mitchell (Portland, Me.), and Whitney's (Albany, N.Y.). Photographs depict the Easter Bunny in portrait poses, sitting with children, arriving at events, and depictions in store show windows and displays.

[Return to Table of Contents](#)

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## Arrangement

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Organized alphabetically.

[Return to Table of Contents](#)

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## Administrative Information

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### Publication Statement

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### Access Restrictions

Collection is open for research.

### Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

## **Acquisition Information**

The Easter Bunny department store campaigns album was received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase in 2021.

## **Processing Information**

Processed by Richard Collier, Aug. 2021

Accession described in this collection guide: 2021-0044.

[Return to Table of Contents](#)

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

B. Altman & Co. window display photographs;

J. Walter Thompson Company. 16mm microfilm as-broadcast scripts;

J. Walter Thompson Company. Information Center vertical files;

J. Walter Thompson Company. Marketing vertical files;

Paula Green papers;

Rosenblatt window and store fashion display photographs;

San Jose retail store and window display photographs

[Return to Table of Contents](#)

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## **Names and Subjects**

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- Advertising campaigns
- Advertising -- United States -- History
- Show windows
- Easter bunny

- John W. Hartman Center for Sales, Advertising & Marketing History

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## Collection Inventory

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Advertisements, 1946-1948	Box 1
Campaign strategies and summaries, 1946-1948	Box 1
News clipping, 1949	Oversize-folder 1
Photograph holders, approximately 1948	Box 1
Photographs, 1948-1949	Box 1