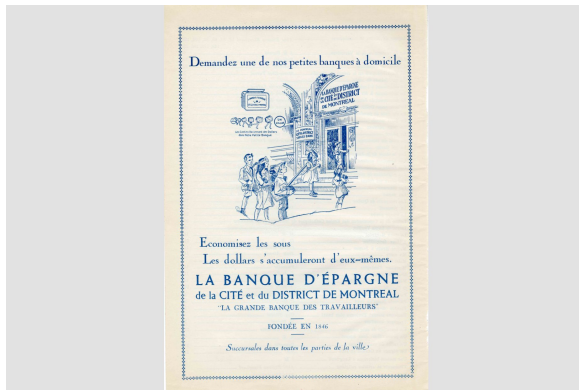


Advertising

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Accession Number 2020.02.2083

Measurements 22 x 14,5 cm

Historical context

With this advertisement encouraging young Montrealers to save, the City and District of Montreal Savings Bank remained true to its original objectives. Dedicated to facilitating savings by members of the working

class, it was founded on May 26, 1846 by some fifteen associates, including Monseigneur Ignace Bourget. It was also supported by some sixty influential directors from French-Canadian, English, Scottish and Irish backgrounds. Keeping pace with Montreal's growth, the institution obtained its federal charter in 1871. From its head office on rue Saint-Jacques, it was able to deploy a network of branches throughout the territory, bringing it closer to the working class it sought to serve.

At the turn of the 20th century, it adopted a strategy to encourage children's savings. While in 1911 it joined forces with the Montreal Catholic School Board to set up a "school savings" program for all students, it was the "small home bank" program instituted in 1902 that proved the most dazzling success. For the sum of one dollar, children could obtain a metal piggy bank identified with the bank's name and fitted with a key lock, which remained in the hands of the branch managers. The child was then spared the temptation of squandering his winnings at the first opportunity.

Continuing its evolution throughout the 20th century, "Grande banque des travailleurs" became Laurentian Bank in 1987. The Montreal-based bank is now one of the largest banking institutions in the country.