

Advertising bank

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Italian black and white advertisement for the Italian savings bank Cassa Di Risparmio Di Trento. Two children hold a clay piggy bank in front of their mother, who opens the door. Italian text accompanies the illustration.

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Fabricant / Éditeur Marucelli

Period 1st quarter of the 20th century

Measurements 22,3 x 14,8 cm

Historical context

Savings banks gradually appeared in the 19th century, and began issuing metal piggy banks in the 20th century. These means of promoting and managing savings supplanted the traditional clay piggy banks or other types of piggy bank, which were fragile and insecure, and were not linked to any institution.

At the beginning of the 20th century, the Italian banking environment was dominated by the Bank of Italy, formed in the wake of the 1893 banking crisis and acting as a central bank, and by two large German-owned banks.

However, several networks of philanthropic banks dedicated to small-scale savings were developing in parallel in the north of the country, such as the Cassa Di Risparmio, the first of which dates back to 1822. This emulation encouraged banks to invest in promoting savings: the piggy bank system was introduced in Italy between 1900 and 1910. The country was to play a major role in the savings movement and its promotion. In 1924, Milan became the international center for savings banks, and the International Thrift Institute was founded the same year.