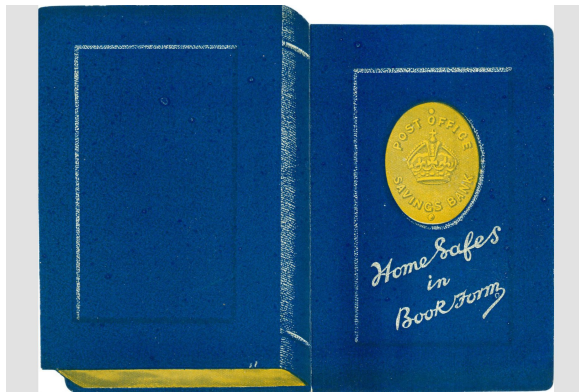


Advertising bank

<https://collections.pacmusee.qc.ca/en/objects/advertising-2020-002-2175/>

Collections / advertising



CC BY-NC-ND 4.0 license

British advertisement for the Post Office Savings Bank. It takes the form of a piggy bank.

Accession Number 2020.02.2175

Period 1st half of the 20th century

Measurements 13,6 x 18 cm

Historical context

At the beginning of the 19th century, savings banks were created in Great Britain by fraternal benefit societies. They spread to several countries, then came together to coordinate the promotion of savings, notably through piggy banks. At the same time, another group of institutions was also concerned with popular savings: banking services linked to post offices. The Post Office Savings Bank, founded in Great Britain in 1861, was the first postal savings bank.

First introduced in the United States in the 1890s, piggy banks were gradually adopted in Great Britain by financial institutions dedicated to savings, and then by the major commercial banks. They became one of banking institutions' preferred means of promotion. The boxes remain the property of the bank and are rented out to depositors so that they can fill them up and deposit their savings in the bank.

Numerous models are appearing, including those in the shape of a book. They take up the concept of book-shaped pocket piggy banks, but extend the resemblance by opening like a book. They grew in size to offer depositors greater savings storage capacity, and became very popular.

Savings education often begins at home, with children, through their parents. In order to enroll them in the home savings system, they are often targeted by representatives and financial institutions. Solicitation can take place at potential customers' homes, at financial institutions, or through the press. Parents, but also children, are targeted.

© Pointe-à-Callière Collection, 2020.002.2175