

Periodical

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Color periodical from the Turkish bank Türkiye İş Bankası. A mother donates a piggy bank to her child. The words of the periodical are written in Turkish around the illustration.

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Period 2nd quarter of the 20th century

Measurements 23 x 15,5 cm



Historical context

In the 19th and 20th centuries, the promotion of savings was a key issue for banks and savings banks. The first periodicals to appear in the early 20th century were essentially dedicated to banking institutions, with the aim of providing information on savings banks and their development in different countries.

In the Ottoman Empire, in the second half of the 19th century, the need for a banking system grew. It was European financiers who initiated the creation of such a system, with the participation of the Ottoman state. Nevertheless, the financial fallout from the First World War had disastrous effects on the economy, including savings. During the interwar period, one of the new Turkish republic's major gestures was to create a national merchant bank in 1924: the Türkiye İş Bankası. Savings deposits took on an important role, and the bank adopted the home savings piggy bank system in 1928.

The first models of piggy banks appeared in the 1890s. These were metal, rectangular or oval boxes with a handle, although their shape could differ from manufacturer to manufacturer.