

# Piggy bank Liberty Bell

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Liberty Bell piggy bank from Burrirt Savings Bank. The metal case is mounted on a wooden stand. The piggy bank is brown in color. The institution's name is inscribed on a gold plate. There is a slot and a lock underneath.

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Accession Number 2020.02.26

Fabricant / Éditeur Bankers Savings & Credit System Co.

Date 1917 c

Materials metal, wood

Measurements 10,3 x 9,5 cm

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## Historical context

American financial institutions were early adopters of the piggy bank savings promotion system, developed in 1890 by the American Charles Owen Burns. The boxes remain the property of the bank and are rented to depositors so that they can fill them up and deposit their savings in the bank.

While the first generations of piggy banks were generally metal, rectangular in shape and with a handle, manufacturers were quick to offer increasingly original models, often corresponding to cultural fashions or political movements. Similar standards were applied, however, including a number and a secure key kept by the banking institution. But from the 1950s onwards, these principles were less respected, as financial institutions had to free themselves from constraints and management costs.

In 1917, the manufacturer Bankers Savings and Credit System Co. proposed a Liberty Bell piggy bank with a national scope. This model was a success in the United States and was often offered to depositors.



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On display