

# Piggy bank calendar

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Calendar money box from the Canadian financial institution Sun Life Assurance. The metal case is round and red. A slot is located on the edge. A message from the institution and a small calendar are displayed on top. It can be opened from the top.

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Fabricant / Éditeur Cada Co.

Period 1st half of the 20th century

Materials metal, steel

Measurements 3,8 x 11,6 cm

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## Historical context

At the turn of the 20th century, piggy banks became one of the banking institutions' preferred means of promoting savings. The boxes remained the property of the bank and were rented out to depositors so that they could fill them up and deposit their savings in the bank. Born in the United States, this system was quickly adopted in Canada. In fact, Canada's geographic and economic position predisposes it to develop savings practices comparable to those of its neighbor.

In fact, Canada's geographic and economic position predisposed it to develop savings practices similar to those of its neighbor, and the latter relied almost exclusively on U.S. manufacturers, the vast majority of whom offered similar models.

However, a wide variety of piggy banks appeared between 1910 and 1920, including calendar piggy banks. As saving is not a one-off operation, but an activity that requires maintaining a rhythm, manufacturers devised mechanisms to encourage the user to save.

The calendar piggy bank, for example, requires coins to be deposited in

order to keep the date up to date. This principle encourages users to meet their savings targets. The mechanism was later applied to all kinds of piggy banks, including those in book form.

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Photo by Louis-Etienne Dore

On display