

# Piggy bank pocket

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Canadian pocket piggy bank from the American financial institution Western Savings & Loan Association. This small, flat, chrome-plated box is round in shape. It has a slot on the edge. A red label with the institution's markings is placed on the top. A lock and a black label with inscriptions are placed on the back. The piggy bank has a small counter.

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Fabricant / Éditeur Chicago Thrift Company

Date 1935 c

Materials metal, chrome

Measurements 1,5 x 6,3 cm

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## Historical context

A new banking market was created in Canada at the beginning of the 20th century. Many banks saw an opportunity for growth, and numerous financial institutions were created. This effervescence provided an ideal clientele for piggy bank manufacturers.

The boxes remain the property of the bank, and are leased to depositors so that they can fill them up and deposit their savings in the bank. The latter call on the many manufacturers on the market, most of whom are American.

A wide variety of piggy banks appeared between 1910 and 1920, including pocket piggy banks. They were smaller, lighter and made from a variety of materials. The aim of these new manufacturers was to offer more attractive models to increase the number of bank customers. Moreover, as banks make their piggy banks more and more accessible, their use increases. This has the effect of considerably increasing savings by small denominations. Thanks to their specialized format, pocket piggy banks are rapidly being adopted by the general public.

Very popular in North America, this new generation of piggy banks has nevertheless remained on the sidelines of international markets, although it can be found in some European institutions.

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On display