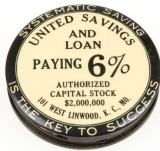


Piggy bank pocket

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Pocket money box. The small metal case is flat, round and has a slot on the side. The top is covered with illustrated celluloid with promotional inscriptions.

Accession Number 2020.02.550

Period 1st half of the 20th century

Materials metal, chrome

Measurements 1,4 x 6,4 cm

Historical context

From the last decade of the 19th century onwards, many American financial institutions adopted the piggy bank system developed in 1890 by the American Charles Owen Burns. These boxes became one of the banking institutions' preferred means of promoting savings. They appealed to the many manufacturers on the market, the vast majority of whom offered similar models.

However, between 1910 and 1920, a wide variety of piggy banks appeared, including pocket piggy banks. Among these were illustrated celluloid pocket moneyboxes. The process, invented in 1880, involves heat-fixing a printed paper and a sheet of celluloid to a piece of metal. Widely used for political campaign badges, specialized manufacturers such as the Parisian Novelty Company came up with the idea of making small pocket piggy banks similar to the famous promotional badges. The most common of these usually feature an illustration of the bank on one side, and on the other, messages encouraging savings and instructions on how to use the piggy bank.

While classic piggy banks are the property of the bank and are rented to

the depositor, these small celluloid pocket piggy banks are more promotional objects and are rarely linked to a deposit account.

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Photo by Louis-Etienne Dore

On display