

Savings pocket

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Black and white American savings folder from First National Bank. Illustrations of the bank are surrounded by the institution's name and promotional messages in English.

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Fabricant / Éditeur House of Strauss, inc.

Period 1st half of the 20th century

Materials cardboard

Measurements 13,8 x 8,8 x 0,3 cm

Historical context

In the 19th and 20th centuries, the promotion of savings was a key issue for banks and savings banks. In particular, passbooks and savings accounts were used, sometimes in conjunction with piggy banks, which became very popular in the 20th century.

Considering that savings education should start at the earliest possible age, schools and families were a prime target for this savings promotion: children were encouraged to save, whether at home or at school via school savings banks.

At the beginning of the 19th century, the leaders of the northeastern United States, although American, came from the British world. They exchanged ideas with their European counterparts, particularly concerning social change and the fight against poverty. American savings models were inspired by British innovations in this field.

The encouragement of savings in the United States also stemmed from a broad social movement to create institutions to help the underprivileged. Financial institutions dedicated to savings thus took their place alongside orphanages, hospitals and prisons. Nevertheless, this “social impulse” differs according to the policies in place and cultural habits: most financial institutions dedicated to savings are created in the North-East of the country.