

School notebook promotional

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Blue-tinted school notebook from the Turkish bank Türkiye İş Bankası. Depiction of a young naval cadet with a rifle and a portable piggy bank. Turkish inscriptions accompany the illustration.

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Period 3rd quarter of the 20th century

Measurements 24,5 x 16,5 cm

Historical context

At the beginning of the 19th century, savings banks were created in Great Britain by fraternal benefit societies. They spread to several countries, before rapidly forming associations to coordinate the promotion of savings, notably through piggy banks.

In the Ottoman Empire, in the second half of the 19th century, the need for a banking system grew. It was European financiers who initiated the creation of such a system, with the participation of the Ottoman state. Nevertheless, the financial fallout from the First World War had disastrous effects on the economy, including savings. In the inter-war period, one of the major gestures of the new Turkish Republic was to create a national merchant bank in 1924: the Türkiye İş Bankası. Savings deposits took on an important role, and the bank adopted the home savings piggy bank system in 1928. Other financial institutions followed suit.

Portable piggy banks were developed in the 1890s in the United States. They consist of a metal box with a handle, a slot and a lid fitted with a lock and key. The box remains the property of the bank and is rented to the depositor so that he can fill it up and deposit his savings.

The school environment has long been a prime place for savings education. It's not surprising to find this type of document, an example of the contact between government bodies and financial institutions.

The latter are seeking to establish themselves in schools to raise awareness among their future clientele, notably by setting up school caisses.

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