

WAUKESHA COUNTY HISTORICAL SOCIETY & MUSEUM

Classroom Activity—Victorian Life & the Springs Era program

Design a Spring Water Label

Objective: Students will create their own spring water label with a logo and slogan, using advertising conventions of the Springs Era.

Materials:

Label template sheets
Markers, colored pencils, or crayons
Scissors
Glue
Clean, empty water bottles

Backstory:

The height of the Springs Era (1890-1910) also saw the beginning of the advertising age in the United States. All sorts of products, from soap to soda pop, were beginning to be associated with specific brand logos and slogans. A logo is a picture associated with a specific brand (like Psyche for the White Rock Company or the Golden Arches for McDonalds). A slogan is a short sentence or catchphrase associated with a specific brand (like “I’m lovin’ it” for McDonalds). Logos and slogans create an “image” for a brand, and convey the essence of that brand to the consumer in a memorable package. The logos and slogans for Waukesha spring water usually focused on purity, nature, and health.

Activity:

- Give each student a label template sheet and a water bottle
- Instruct them to make a label that includes: the name of their spring, a picture logo, and a written slogan (they may want to practice on another sheet of paper)
- Students can cut out their finished labels and glue them onto their water bottles
- Go around the room and discuss the labels they created and their slogans and why they chose

Questions to Think About:

- Why do you think the owners of Waukesha springs used logos and slogans that focused on purity, nature, and health?
- Can you think of any logos or slogans that are used today?

Label Template Sheet

