

Ballantine Family “Logo”

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Abstract:

After viewing the Industrial Revolution presentation, students will further explore the Ballantine family company and source of wealth - their beer-brewing business, J.P. Ballantine and Company. They will look at the symbolism behind the family’s logo and be challenged to create their own logo that represents their identity.

Objectives:

Students will be able to:

- Compare and contrast daily life before and after the Industrial Revolution
- Identify symbols and their possible meanings
- Think critically about their own identity

State Standards:

6.1.5.GeoPP.1, 6.1.5.GeoPP.2, 6.1.5.GeoPP.4, 6.1.5.GeoPP.6, 2.5.5.R3a, 2.5.5.C1a, 6.1.8.EconNE.4.a, 6.1.8.EconNE.4.b, 2.5.8.CR3a, 2.5.8.C1a

Materials Needed:

- Paper
- Pencil
- Eraser
- Ruler
- Markers

About:

Newark's own J.P. Ballantine and Company Brewery was founded in 1840 by Peter Ballantine. His son, John Holme Ballantine became President of the company in 1883. In part due to the Industrial Revolution, Newark was a city booming with industry and the brewery grew to become very successful. They had a popular product and clever advertising that solidified Ballantine beer's place in the United State's culture. With the company's success, Peter built his family a splendidly furnished mansion on Washington Street in Newark, as seen in the video presentation.

As was popular at the time, the family aspired to the trappings of European nobility to proclaim their wealth and status. Their hallway fireplace includes a carved B, suggesting a coat of arms or royal crest. Their name, Ballantine, means "sun worshipper" in *Gaelic* - the language of their ancestral Scotland. They loved this meaning and made it their logo, including suns in two of their stained-glass windows and commissioning a stained-glass window for their library with the image of a woman reaching towards the sun.

Instructions:

Take a moment to observe the window.

- What elements of *symbolism* do you see?
Symbolism is when objects mean something deeper than how they appear.
- How do you think the window represents their *identity*? Identity is the qualities, beliefs, personality, looks, and expressions that make up a person.
- Tiffany Glass and Decorating Co. *Fire Worshipper*, 1885
Glass, lead, wood, 66 x 46 in.
Purchase, 1937 37.646.5.5A,B



If you had a logo, what would it look like? What elements of your identity would you include? What symbols would you use?

List some things that make you *you* below.

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Turn those symbols into a logo.

