Easton’s Beach Worksheet

Student Name ___________________________________________________ Date ________________

Easton’s Beach: The Coolest Place to Spend the Day

Americans loved “going to the beach” a century ago as much as they do today! One of their favorite places for surf, sun, and sand was Newport, Rhode Island, a resort on the Atlantic coast.

Easton’s Beach was a gathering spot for many Newport visitors. An ad in the Newport Pathfinder, a 1911 guidebook, promoted Easton’s Beach as “the coolest place to spend the day.”

Travel ads use words, images, and selected details to interest visitors in new places. Your teacher has given you a copy of a 1911 ad (see last page of this document) for Easton’s Beach. Study the ad and answer the following questions.

Questions

1. What forms of entertainment are listed in the ad? Who enjoyed these forms of entertainment at the turn of the century?

2. What do the photographs tell you about Easton’s Beach visitors? What are they doing? What are they wearing?
3. How long are visitors expected to stay at Easton’s Beach? How do you know this?

4. Review the brief history of Easton’s Beach at http://xroads.virginia.edu/~MA01/Davis/newport/leisure/middle_leisure.html. What other forms of entertainment were there? Were these forms of entertainment included in the ad? Why or why not?

5. Who do you think this ad hopes to attract to Easton’s Beach? Give some examples to support your answer.
Easton’s Beach Ad

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