



Color 1950s food **RED**.

Color 1940s movie **GREEN**.

Color 1950s Cars **YELLOW**.

Color 1940s fashion trends **BLUE**.

Color 1950s toys **BROWN**.

Color 1940s slang **ORANGE**.

## Heading for the Suburbs

Cities continued to expand in the mid-twentieth century. As they grew, roads were built leading outward. People left the inner cities and migrated to developing areas outside the cities. Suburbs became home to millions of Americans.

In his study of one suburb, Levittown, Pennsylvania, sociologist Herbert Gans examined people's reasons for moving to the suburbs. His findings are presented on the chart at right.

A new type of planned suburb was built by William Levitt in the late 1940s and 1950s. He built three Levittowns: in New York, Pennsylvania, and New Jersey. For his inexpensive houses, Levitt designed unvarying floor plans with four exterior styles and seven choices of color. Each lot was exactly like the one next door.

These suburbs filled a need. They made it possible for young families to have more living space or to own their own home for the first time. Few residents expected to stay in Levittown forever. People were often uprooted by job transfers to other areas. Also, as people earned more money, they moved to larger homes in nicer suburbs. Each year in Levittown, New York, nearly 20 percent of the houses had new owners.

This rush of people to the suburbs meant that for the first time in history, some cities decreased in population. As 1.5 million Americans moved to the suburbs in the 1950s, cities such as Detroit, Michigan, and Washington, D.C., actually shrank.

Main Reason for Moving to the Suburbs	
<b>House-related reasons</b> .....	<b>60%</b>
Need for more space .....	24%
Want homeownership and free-standing house .....	17%
Dwelling too hard to maintain or want new, modern house .....	9%
Moving out of parents' house .....	4%
Evicted, need less space, etc. ....	6%
<b>Community-related reasons</b> .....	<b>19%</b>
Inadequacy of schools and other facilities for children .....	2%
Dirt, noise, other physical inadequacies .....	2%
Racial change in neighborhood .....	4%
Other dissatisfactions with social aspects of neighborhood or community .....	1%
General dissatisfaction with neighborhood or community .....	10%
<b>Job-related reasons</b> .....	<b>19%</b>
Transfer by employer .....	11%
Change of job .....	7%
Want shorter journey to work .....	1%
<b>Other</b> .....	<b>2%</b>
<b>Total number of people interviewed</b> .....	<b>170</b>

- According to the chart, what percentage of Community-Related Reasons relate to neighborhood?
- How many different colors and exterior styles did William Levitt offer in housing?
- Using the chart, list one reason in each category why your family live in New Lenox.
- What happened to the cities when Levittowns were built?