

# Teaching American History Project Lesson

## Rebecca Cameron

HOME

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### Teaching American History Project "Primary Teaching"

**Title of TAHP Event:** The Crabgrass Frontier: The Suburbanization of America: Post WW II Housing

**Name:** Rebecca Cameron

**Titles of Documents:**

1. Sales flyer for the Levittowner.
2. Low rent homes for low income families: Valleyview homes, West 7th and Starkweather.

**Sources**

1: The State Museum of Pennsylvania

Online Exhibits: Levittown: Building the Suburban Dream.

[http://server1.fandm.edu/levittown/images/lg\\_jpegs/D13G2.jpg](http://server1.fandm.edu/levittown/images/lg_jpegs/D13G2.jpg)

2: Library of Congress: American Memory Collection

[http://lcweb2.loc.gov/cgi-bin/query/i?ammem/wpapos:@field\(NUMBER+@band\(cph+3b48993\)\):displayType=1:m856sd=cph:m856sf=3b48993](http://lcweb2.loc.gov/cgi-bin/query/i?ammem/wpapos:@field(NUMBER+@band(cph+3b48993)):displayType=1:m856sd=cph:m856sf=3b48993)

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**Background Information**

This activity could be used as an introduction for a lesson on the outcomes of WWII.

After WWII, thousands of veterans returned home eager to settle down and start their families. At the same time, the US government offered VA loans that made owning a home a realistic possibility for many of these returning veterans. Also, thousands of people migrated within the United States to larger cities, hoping to find jobs in industry. This sparked a huge increase in the demand for housing both in US cities and in their outskirts. The Valleyview Homes project and the Levittown project are two examples of the kinds of housing that became available in the 1940s and 1950s.

Document Text

SUMMARY: \*Two advertisements for differing styles of post-WWII housing projects.

No. 1



No. 2



## *The Levittowner*

PRICE: \$10,990    \$67 A MONTH

**NO CASH REQUIRED FROM VETERANS**

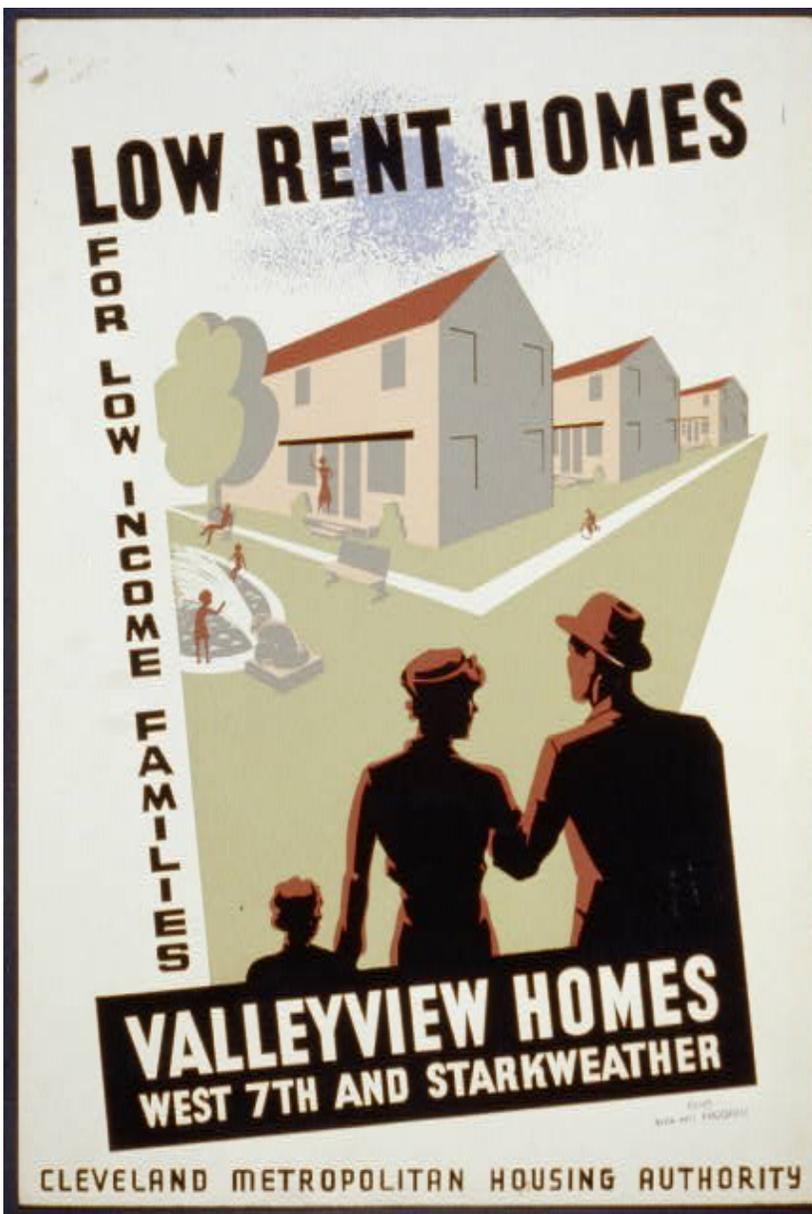


No. 3



No. 4

1.



2.

### Questions

1. What group(s) of people do you think are the target market for each advertisement? What specific details led you to this conclusion?
2. If you were shown these advertisements, would you want to move into Valleyview Homes or Levittown too? Explain why or why not.
3. Explain why you agree or disagree with this statement: "Owning your own home is the ultimate American Dream and the government should help every American achieve it."
4. What do you think the actual buildings looked like in these two different developments? What do you think they look like today?
5. Complete the chart with details you observe about each of the advertisements.