I N 1959

Levittown, N.J.
was somewhat uncharted territory for Levitt and Sons. The new community was not directly related to a housing need caused by World War II, like Levittown, N.Y., nor was it tied to a new employment center, as Levittown, Pa. was. Levittown, N.J. was not as much a product of the post-war housing shortage as it was of the beginnings of post-war prosperity. As such, Levitt and Sons continually reinvented its concept to adapt to desires of the homebuyers' market--a market whose buyers now had more discretionary income to spend on a home in a community that they desired rather than buying strictly based on need and availability. One could say that the first big change in the Levitt's philosophy came with the opening of the community itself, with its housing types varied and mixed together rather than individual sections composed of all one house type. The next change that Levitt made to stimulate its consumer base was in the houseline. Although the community had opened mid-way into 1958, a redesign of the houseline for 1959 was introduced in October 1958, just one month after the first home in Levittown, N.J. was occupied. The contemporary exterior of House A (Cape Cod) was discontinued and replaced with a second traditional elevation. Perhaps more impactful was the redesign of the exterior of both elevations of House B, the Rancher model. Descended from the 1957 Levittowner model of Levittown, Pa. and adapted to an L-shaped plan, this model was not quite as popular as the Cape Cod and Colonial models in Levittown, N.J. To stimulate interest and maintain the balanced representation of styles in the streetscape, the exterior was redesigned to include a portico leading to the front door from the driveway, giving the same floor plan a more substantial appearance from the street. However, it would not be until about a year later with the introduction of the 1960 houseline that Levitt would develop a one-story home that would reinvent the merchant-built ranch home and create the basis for Levitt's standard houseline that would take the company through the 1960s. Lastly, in December 1958, a four-bedroom version of House C (Colonial) would be introduced into the 1959 houseline, further diversifying the new community and expanding its consumer base.