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### **For Immediate Release**

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## **Grey House Publishing announces *This is Who We Were: In the 1960s***

Grey House Publishing is proud to announce the publication of *This is Who We Were: In the 1960s*. This new title provides the reader with a deeper understanding of day to day life in America in 1960. Readers will uncover what life was like for ordinary Americans as they lived through a Social Revolution, the Civil Rights Movement, and the Vietnam War, all in the span of 10 short years. *This is Who We Were: In the 1960s* presents 30 profiles of individuals and families- their lives at home, on the job and in their neighborhood. Together with the other sections listed below, these profiles present a complete picture of what it was like to live in America in the 1960s.

Section One, **Personal Profiles**: Each of the 30 profiles begins with a brief introduction that anchors the text to the decade. Then, each profile is arranged in three categories: Life at Home; Life at Work; Life in the Community. The detailed Table of Contents gives specifics about jobs and geographic region.

The second section is **Historical Snapshots**. This section includes lists of “firsts” and turning points in American history, from the signing of the Civil Rights Act into law to the famous, “bed-in for peace” by John Lennon and Yoko Ono, during which they recorded “Give Peace a Chance.”

One of the most interesting things about researching an earlier time is learning how much things cost and what people earned. Section three, **Economy of the Times**, looks at a wide range of economic data, in three categories- Consumer Expenditures, Annual Income of Standard Jobs, and Selected Prices. These categories offer actual figures from three years- 1960, 1961 and 1966 for easy comparison and study. At the end of section three is a Value of Dollar Index that compares the buying power of \$1.00 in 2012 to the buying power of \$1.00 in every prior year, back to 1860, helping to put the economic data into context.

Section four, **All Around Us – What We Saw, Wrote, Read & Listened To**, includes reprints of newspaper and magazine articles, letters, posters, and other items designed to help the reader focus on what was on the minds of Americans in the 1960s. These printed pieces show how popular opinion was formed, and how American life was affected in this decade.

-Continued-

Finally is the section, **1960 Census Summary & Comparison Data**: This section first includes 16 State-by-State comparative tables that rank data from the 1960, 1970 and 2010 census. Topics include Population, Education, Housing, Home Value, and Rent. Each state profile includes a map, tables, and narrative. Second in the section is, General Demographic Trends of Metropolitan Areas, 1960 to 1970, a study by the U.S. Census of Population and Housing Trends.

This dynamic new title, *This is Who We Were: In the 1960s*, will benefit a wide range of academic and personal research and curriculum needs. This comprehensive look at the decade in America when demonstrations were commonplace and traditional values were questioned, presents American history through the eyes and ears of everyday Americans not the word of historians or politicians.

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*This is Who We Were: In the 1960s*

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