



Perfectly Average: The Pursuit of Normality in Postwar America

By Anna Creadick

University of Massachusetts Press. Paperback. Book Condition: new. BRAND NEW, Perfectly Average: The Pursuit of Normality in Postwar America, Anna Creadick, At the end of World War II, many Americans longed for a return to a more normal way of life after decades of depression and war. In fact, between 1945 and 1963 the idea of "normality" circulated as a keyword in almost every aspect of American culture. But what did this term really mean? What were its parameters? Whom did it propose to include and exclude? In Perfectly Average, Anna Creadick investigates how and why "normality" reemerged as a potent homogenizing category in postwar America. Working with scientific studies, material culture, literary texts, film, fashion, and the mass media, she charts the pursuit of the "normal" through thematic chapters on the body, character, class, sexuality, and community. Creadick examines such evidence as the "Norm and Norma" models produced during the war by sexologists and anthropologists--statistical composites of "normal" American bodies. In 1945, as thousands of Ohio women signed up for a Norma Look-Alike contest, a "Harvard Study of Normal Men" sought to define the typical American male according to specific criteria, from body shape to upbringing to blood pressure. By the...



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