PX Land: Thai Adventures in Consumerism and Americanism in the Vietnam War

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More than 37,000 Thai volunteer soldiers served in South Vietnam, 1967-1972
Theparat and the men of the 2nd rifle company on operations in Long Thanh district, 1969
Bearcat Camp, Bien Hoa province, South Vietnam
Pvt. 1st Class Somnuk Phannathi, 1968
Members of the Black Panther division’s transportation unit toast each other with cans of Pabst Blue Ribbon Beer in Bearcat Camp in 1970.
Radio operator PFC Somnuk Phannathi poses beside the portable hi-fi stereo he bought at the PX shop in Bearcat Camp in 1969.
Members of the Black Panther division in Bearcat Camp, 1970
Vietnamese woman walking in Saigon, 1969
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Two Thai soldiers displaying money in Bearcat Camp, 1970
U.S. Army CH-47 cargo helicopter moving Thai artillery in Long Thanh district
Thai soldiers gather Viet Cong corpses following a battle
PFC Khamron Mahaban’s stereo
Piu Phaibun posing in long underwear in the Thai underwear at Bearcat Camp, 1969
Members of Khamron Mahaban’s transportation unit relax with beer and new cameras.
Somnuk Phannathi with Sanyo portable stereo in Saigon
Phithak Sunthonphan displaying three cases of Miller Beer that he purchased in the PX at Bear Cat Camp
Montri Rasi
with new car
at LRRP camp
in Nha Trang
Lung Thom’s Crown hi-fi stereo
Members of the Black Panther division's transportation unit relaxing after dinner with cans of Pabst Blue Ribbon beer in 1970