

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

Richard Ruth

Department of History
United States Naval Academy



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.



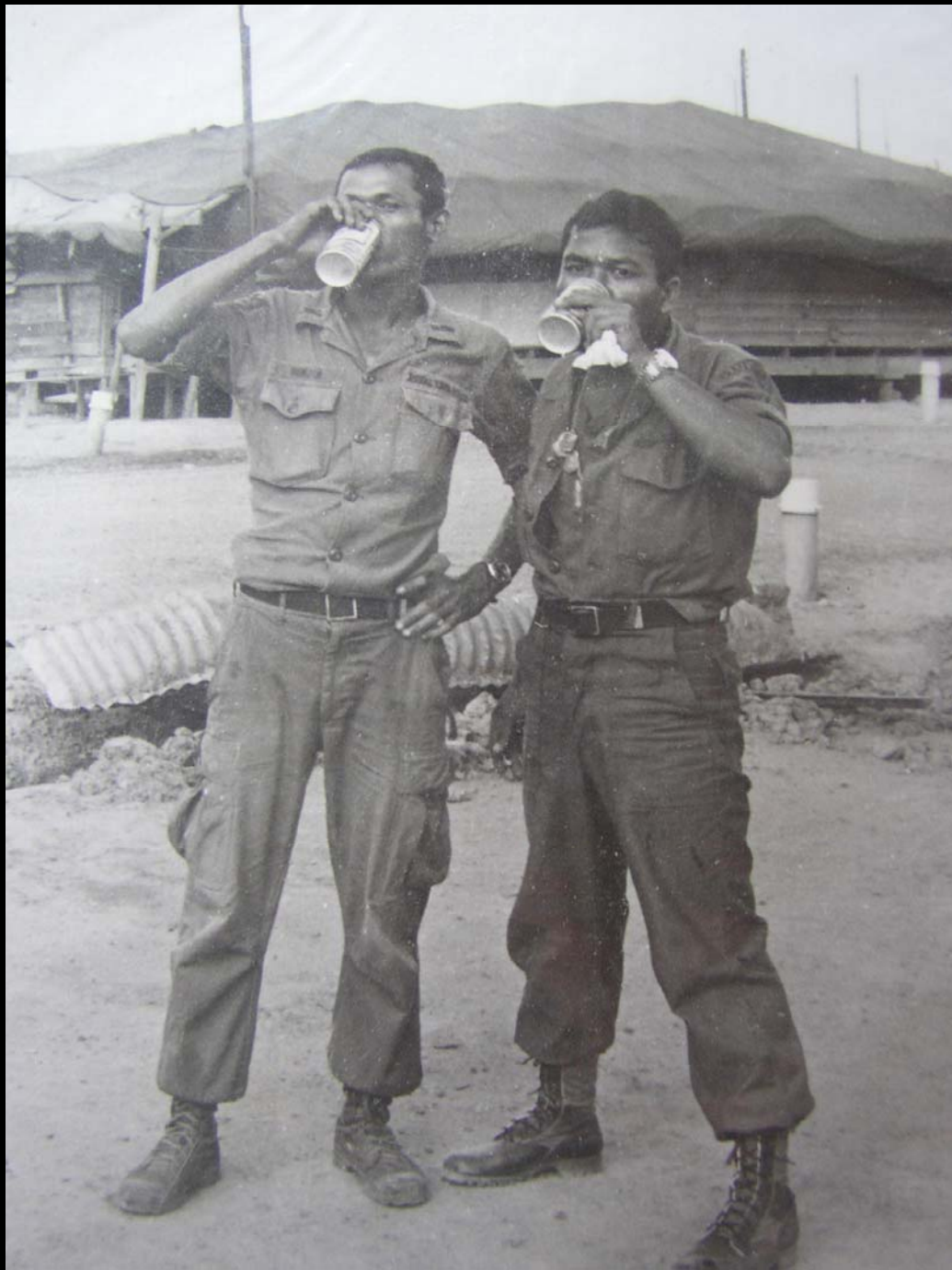
Members of the Black Panther division in Bearcat Camp, 1970



Vietnamese woman walking in Saigon, 1969



Vietnamese woman walking in Saigon, 1969





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



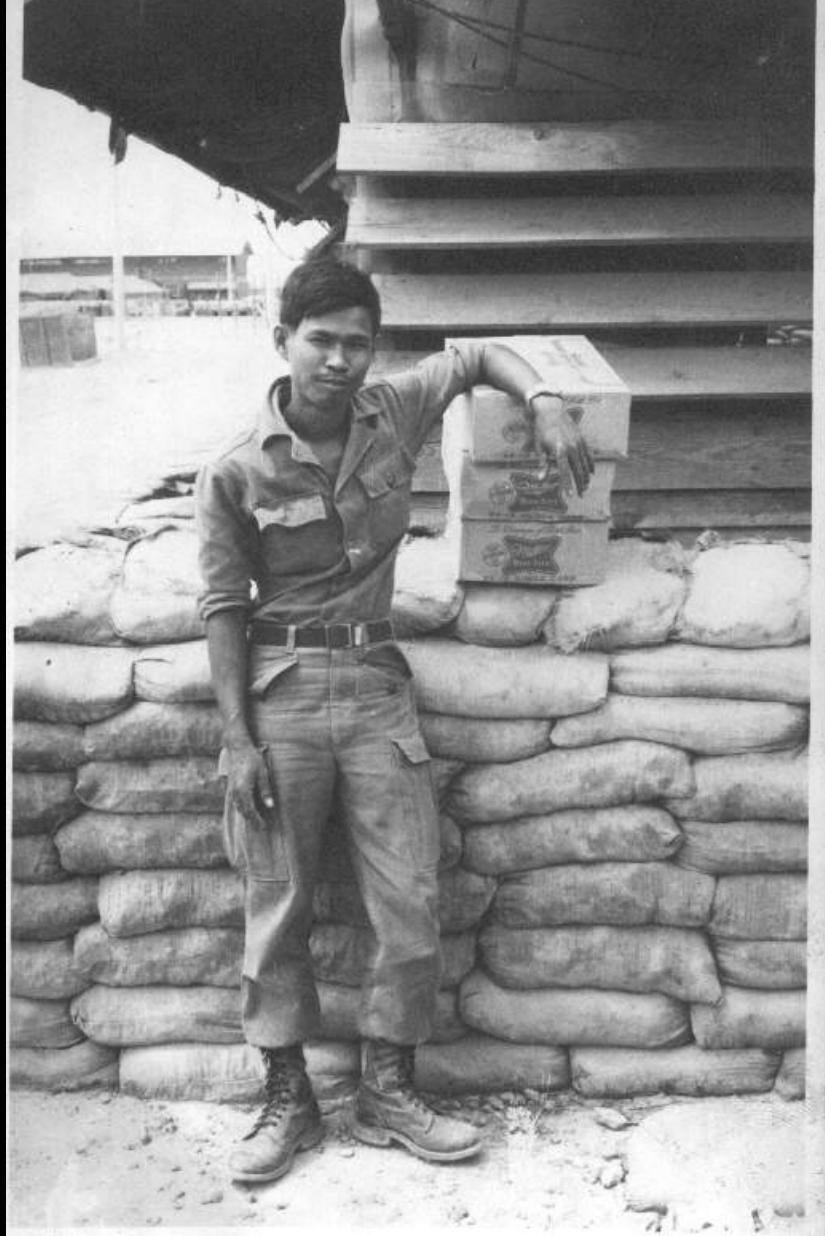
Piu Phaibun posing in long underwear in the Thai underwear at Bearcat Camp, 1969



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



Sanua Chanyawun with Vietnamese washerwoman outside of
Bearcat Camp



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







