In the public's imagination, the Vietnam-era soldier's homecoming was a deliverance from trauma and deprivation, and his duffel carried only the essentials necessary for survival in a war zone. But careful examination of the contents of those bags, and consideration of consumerism in the war zone more fully, yields an alternative portrait of the American experience in Vietnam. It also raises new questions about the role of the Vietnam veteran—indeed, of the war veteran in general—in contemporary American society. Meredith Lair is an associate professor of history at George Mason University. Her first book, *Armed with Abundance: Consumerism and Soldiering in the Vietnam War Zone* was published by the University of North Carolina Press in 2011.

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