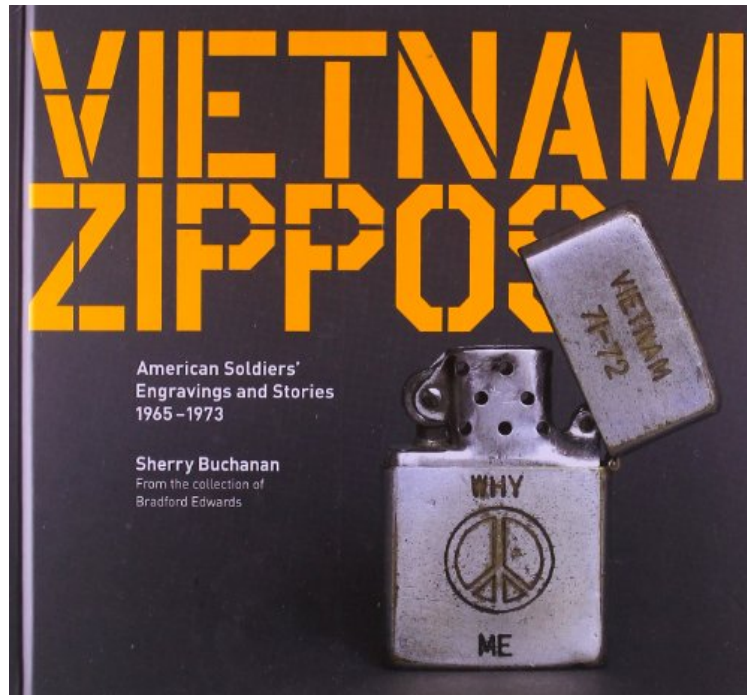


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From University Of Chicago Press : Vietnam Zippo: American Soldiers' Engravings and Stories (1965-1973)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Vietnam Zippo: American Soldiers' Engravings and Stories (1965-1973):

0 of 0 people found the following review helpful. Five Stars By Iowafarmgirl Very nice. 1 of 1 people found the following review helpful. Important Contribution to Understanding the War By Kug The book is organized with pictures of zippo lighters from the war. The zippo was an iconic item coming from the war. The servicemen would have quotes, saying and other things inscribed on their zippo. It is an interesting trip through the war culture of the time from the guys who fought it. Love the book. 0 of 0 people found the following review helpful. if you like zippos it's an interesting read By Jacob Oliver Very informative, if you like zippos it's an interesting read. Right now I have it displayed on one of my shelves and I still get asked if guests can take it down and read it.

We are the unwilling, led by the unqualified, doing the unnecessary for the ungrateful from an engraving on a Vietnam-era Zippo lighter In 1965, journalist Morley Safer followed the United States Marines on a search and destroy mission into Cam Ne. When the Marines he accompanied reached the village, they ordered the civilians there to evacuate their homes grass huts whose thatched roofs they set ablaze with Zippo lighters. Safer's report on the event soon aired on CBS and was among the first to paint a harrowing portrait of the War in Vietnam. LBJ responded to the segment furiously, accusing Safer of having shat on the American flag. For the first time since World War II, American boys in

uniform had been portrayed as murderers instead of liberators. Our perception of the war and the Zippo lighter would never be the same. But as this stunning book attests, the Zippo was far more than an instrument of death and destruction. For the American soldiers who wielded them, they were a vital form of social protest as well. Vietnam Zippos showcases the engravings made by U.S. soldiers on their lighters during the height of the conflict, from 1965 to 1973. In a real-life version of the psychedelic war portrayed in Francis Ford Coppola's *Apocalypse Now*, Sherry Buchanan tells the fascinating story of how the humble Zippo became a talisman and companion for American GIs during their tours of duty. Through a dazzling array of images, we see how Zippo lighters were used during the war, and we discover how they served as a canvas for both personal and political expression during the Age of Aquarius, engraved with etchings of peace signs and marijuana leaves and slogans steeped in all the rock lyrics, sound bites, combat slang, and antiwar mottos of the time. *Death from Above. Napalm Sticks to Kids. I Love You Mom, From a Lonely Paratrooper.* The engravings gathered in this copiously illustrated volume are at once searing, caustic, and moving, running the full emotional spectrum with both sardonic reflections *I Love the Fucking Army* and the *Army Loves Fucking Me* and poignant maxims *When the Power of Love Overcomes the Love of Power, the World Will Know Peace*. Part pop art and part military artifact, they collectively capture the large moods of the sixties and the darkest days of Vietnam all through the world of the tiny Zippo.

.com Significant Seven, September 2007: When pictures of thatched huts set ablaze by U.S. troops were beamed to stateside TVs, the Zippo lighter became a symbol of the escalating Vietnam War and America's increasing uneasiness with her mission there. But the lighters were often much more than that to the soldiers; they were talismans and tokens of personal expression, engraved with statements ranging from the profane to the obscene to the just plain hopeful: *When God open[ed] the gates of hell, the 101st walked out Death is my business and business has been good If you think sex is exciting, try incoming Never again I love you mom Lavishly illustrated and startlingly frank, Vietnam Zippos: American Soldiers' Engravings and Stories (1965-1973)* is an insightful and gut-wrenching look into the thoughts of the young men who carried them. --Jon Foro "For American soldiers in Vietnam, the Zippo lighter was an essential talisman; its chrome casing was also a convenient canvas on which fighters expressed their anger and frustration. In *Vietnam Zippos* these unique artifacts tell the story of a war gone sour. Lyndon Johnson's observation that ultimate victory will depend upon the hearts and minds of the people inspired the gleeful savagery of *Give me your hearts and minds or I will wreck your fucking huts*; another soldier rephrases Psalm 23 with *Yea though I walk through the valley of the jungle of death, I will fear no evil, for I am the evilest son of a bitch in the jungle*. Later as enthusiasm for the war ebbed, lighters feature such deep thoughts as *When the power of love is as strong as the love of power, then there will be peace*. Truer words were never engraved."