

Index

- Abrams, Creighton, 154
 absenteeism, 54
Action for Men (magazine), 12–13, 117
 Adler, Renata, 138
Adventure (magazine), 11, 110
Adventure Life (article), 127–128
 adventure magazines, 3–6, 79, 87
 combat portrayed in, 235
 as cultural phenomenon, 4
 dualisms in, 98
 masculinity portrayed in, 5, 216–217, 235–236
 misogyny in, 12–13
 postwar, 12
 on POWs, 161
 sales of, 4
 sexism in, 99–101
 sexual violence perpetuated by, 176–177
 in socialization process, 225
 transmission of values through, 96
 veterans portrayed by, 223
 Vietcong portrayed by, 146
 in Vietnam War, 5–6
 advertisements, 60
 in macho pulps, 37, 40–42, 45–46
 masculinity portrayed in, 38–40
 AEF. *See* American Expeditionary Force
 African Americans, 35–36
 in macho pulps, 159
 radicalization of, 171
 sexuality of, 36, 118–119
 women, 111–112
 Afrika Korps, 90
 aggression, pornography and, 26–27
 Albanese, Lewis, 191–192
 Ali, Muhammad, 161–162
All Man (magazine), 114–115, 135–167
 All-Volunteer Force (AVF), 221–222
 Amazon women, 127–129
 “Amazon’s Captive Girl Pen” (article), 92–93
 Ambrose, Stephen, 75
 American Expeditionary Force (AEF), 11–12
American Manhood (magazine), 18–20, 36, 40
 American Red Cross, 57
American Warrior (Bahnsen), 175, 233
 American warriors, 152–164
 antimilitarism, 78–79
 antiwar movement, 162–164
 anxieties
 about Asian women, 214
 in Cold War, 29–37
 about gender, 20
 masculinity and, 4, 229
 over *femmes fatales*, 102–103
 over sex, 60–61
 over women’s liberation, 60
 Anzio, 89–90
 Appy, Christian, 22–23, 241
 Ard, William, 55
The Argosy (magazine), 10–13
 Armstrong, Louis, 35
 Army of the Republic of Vietnam (ARVN), 148–151, 178–179, 190, 214, 302
 Arnesen, Arne, 196–197
 Arnett, Peter, 182–183
 artwork, 165–167, 171, 213–214. *See also*
 cover art
 ARVN. *See* Army of the Republic of Vietnam
 Asian Americans, 35–36
 Asian women
 American views on, 181–183
 anxieties about, 214

- Asian women (cont.)
 cinema depicting, 111
 commodification of, 110–111
 constructs of, as children, 109
 depictions of, 180–181
 duplicity of, 213
 exoticism of, 108–115
 macho pulp depictions of, 110
 in popular culture, 209
 as prostitutes, 109–110
 as seductresses, 113–114
 as warriors, 208–217
- Atlas, Charles, 40
- Audit Bureau Circulation data, 138–139
- AVF. *See* All-Volunteer Force
- Baez, Joan, 161–162
- Bahnsen, John, 175–176, 233
- Bailey, Beth L., 249, 256
- Baker, Mark, 206–207
- Baldwin, James, 35
- “The Ballad of Rodger Young” (Loesser), 84
- “The Ballad of the Green Berets” (Sadler), 222–223
- Ballinger, William, 295
- Band of Brothers* (Ambrose), 75
- “Baptism of Fire” (article), 67–68
- Barber, Bill, 94–95
- Bardot, Brigitte, 45–46
- “Barracks Beauty,” 51
- Barrow, Robert, 233–234
- Bataan Death March, 77
- “Battalion of Nymphs” (article), 127–128
- Battle Attack* (magazine), 88–90, 272–273
- Battle Cry* (magazine), 15, 20–21, 24, 41, 44–45, 49, 70–71, 73–74, 78–79, 84, 86, 99, 144, 252
- battle fatigue, 88
- Battle of the Bulge, 78
- Battle Stories* (magazine), 11–12
- Battlefield* (magazine), 38, 71, 91, 118, 121, 127–128
- de Beauvoir, Simone, 106
- Beckwith, Charles, 148–149
- Beidler, Philip, 228
- Bender, James, 38–40
- The Best Years of Our Lives* (film), 87–88
- B-girls, 323
- Big Adventure* (magazine), 20–21, 47, 196–198
- Black Mask*, 11
- Black Power movement, 171
- Blackjack Flier* (magazine), 191
- “Blood Feast in the Hürtgen Forest” (article), 186–187
- Bluebook* (magazine), 11, 60, 73, 87, 144–145, 149–150, 162–164, 199, 219–220
- Bly, Robert, 330
- Bodnar, John, 270
- bodybuilding, 40
- Bolton, Cecil, 89–90
- booby traps, 143–144, 323
- Books, Matt, 289
- boomer generation, 22
- Born on the Fourth of July* (Kovic), 168
- Bourke, Joanna, 243, 284, 331
- Brands, H. W., 251
- Brennan, Joan, 4–5
- Brenton, Myron, 20
- Brett, Devol, 154–155
- Bridge, Nellie, 220–221
- Brigade* (magazine), 34, 105, 140
- Bristol, Iris, 51
- Britt, Maurice, 81
- Browne, Malcolm, 14, 140–141, 143–144, 148–149, 164–165
- Brownmiller, Susan, 241, 292
- Broyles, William, 227, 230–231
- Bui Thi Me, 208–209
- Burke, Lloyd, 154–155
- Butler, Judith, 98
- Calley, William L., 187–188, 202–203
- Cam Ranh Bay, 175
- Campbell, D’Ann, 55
- Canby, Vincent, 221
- capitalism, 32
 democracy and, 179–180
 sex and, 183
- Caputo, Philip, 17, 86, 164–165, 185
- Carlisle, Sam, 197–198
- cartoons, 44
- Casino Royale* (Fleming), 125–126
- castaway stories, 116–117, 290
- castration, 91, 205–206
- “Castration of the American Male” (Petersen), 34
- Casualties of War* (Lang), 203–204
- Cavalcade* (magazine), 15, 31
- Century Magazine* (magazine), 30
- Challenge* (magazine), 31, 40–42, 91
- Chandler, Raymond, 14
- Channon, R. C., 88–89

- Charlie Company* (Goldman and Fuller), 225–227
- cheesecake photography, 52–54, 139–140
- Chennault, Claire, 78–79
- Chicom forces, 94–95
- China, 48–49
- Chipyeong-ni, 94–95
- Chosin Reservoir, 94
- citizen heroes, 80
- citizenship, 18–19
- civil rights, 35
- Clavell, James, 74–75
- von Cleef, Monique, 106–107
- Clodfelter, Micheal, 16
- Cold War, 3–6, 10, 14–16
- anxieties in, 29–37
 - family in, 258
 - gender portrayals during, 20, 110–111, 219–220
 - macho pulps and, 28–29
 - misogyny during, 44–45
 - nuclear weapons and, 51
 - patriotism in, 31
 - popular culture during, 17, 174–175
 - Red menace during, 48–52
 - sexuality and, 30–52, 103–104, 199
 - traditionalism during, 31
 - women as villains in, 28–29
- combat, 245, 284. *See also* war
- adventure magazine portrayal of, 235
 - macho pulp portrayals of, 8, 134–135
 - nationalism and, 162–163
 - popular cultural portrayals of, 188
 - in Vietnam War, 8
 - women in, 210, 233–234, 270
- comic books, 4, 17, 124–125, 248–249
- communism, 16, 18, 22–23, 48–52, 141–142, 151–152, 203, 212–214, 251
- homosexuality and, 63–64
 - prostitution and, 102
 - seductresses, 102–108
 - sexuality and, 103–104, 107–108
 - spread of, 18
 - threat of, 107
 - as villain, 29–30
 - war and, 18
- comradeship, 86
- Confessions of a Young Man* (Moore, G.), 196–197
- consumerism, masculinity and, 261
- Cooper, James Fenimore, 32
- Copelon, Rhonda, 184–185
- counterculture movement, 219
- cover art, 91–94, 133
- narrative and, 93–94
- cowardice, 30–31
- cowboys, 243
- Crist, Judith, 221
- Crusade in Europe* (television), 66–67
- Cuba, 49–50, 102–103
- cultural phenomena, adventure magazines
- as, 4
- Damiano, Gerard, 221
- Davis, Mark, 50
- Dawson, William Forrest, 278
- “The Day I Cried,” 84
- “The Day the Kids Went to War” (article), 67–68
- D-Day, 71–72, 74–75, 91
- death, in macho pulps, 228–229
- “Death Wore a Tight Bikini” (article), 55
- Deep Throat* (film), 221
- dehumanization, rape and, 202
- Del Vecchio, John, 225–227
- Delta Dragon* (magazine), 191
- demilitarized zone, 163
- democracy, 32
- capitalism and, 179–180
- Dengler, Dieter, 160, 169–170
- Department of Defense, 142
- depersonalization, in war, 86
- The Desert Fox* (book), 67–68
- desire, fear and, 44
- Dien Bien Phu, 141, 209–210
- Dillon, Steven, 96–97
- discourse, 243
- disposable time, 37–38
- diversity, in military, 35–36
- Dolski, Michael, 75
- domesticity, 105
- Donovan, David, 229–230
- Dorr, Robert F., 14
- Drabik, Al, 228–229
- drug use, of veterans, 224
- dualisms, in adventure magazines, 98
- Duke* (magazine), 35
- Earle, David, 73
- Ebony* (magazine), 35, 119
- ecocide, 216
- education, of working-class, 46–48
- Ehrenreich, Barbara, 60–61
- Ehrhart, Bill, 65–66, 142, 172

- Elliott, Mai, 197–198
 Ellison, Ralph, 35
 Ellsberg, Daniel, 299
 Emerson, Henry, 153
 escape-from-captivity narratives, 75–76
 espionage, 48, 104–105, 286, 326
Esquire (magazine), 11–12, 227
 Evers, Medgar, 35
 exoticism, 13–14
 of Asian women, 108–115
 sexuality and, 99–101
- Fall, Bernard, 105–106
 fear, 164
 desire and, 44
The Federalist (magazine), 233–234
The Feminine Mystique (Friedan), 10, 58
 femininity, 30, 57–58
 Noel on, 218
 in popular culture, 10
 rejection of, 103–104
 as social construction, 15
 war and, 221–222
 feminism, 13–14, 58, 60
 masculinity critiqued by, 219
 feminization, 32–33
femmes fatales, 28–29
 anxieties over, 102–103
Fields of Fire (Webb), 124
 Fisher, Bernard, 155–156
 Fleming, Ian, 59, 125–126
 Fonda, Jane, 161–162
For Men Only (magazine), 3–4, 12–13, 49–50,
 85, 123, 129, 132, 204–205, 212–213
 fragging, 171
 France, 20–21
 Frankheimer, John, 111
 Fraterrigo, Elizabeth, 246–247
 French-Indochina War, 209–210
 Friedan, Betty, 10, 32, 58
 Friedman, Andrea, 63–64
 frontier hero, 11
 Fulbright, J. William, 176
 Fuller, Tony, 225–227
- Gallagher, Richard, 91–92
 gang rape, 194–195, 316–319
 Gardner, Leland, 108–109
 Gavin, Jim, 78
 Gay, George H., 81
 Geer, Andrew, 95–96
 geisha, 109
- gender, 9
 anxieties about, 20
 clichés, 210–211
 Cold War portrayals of, 20, 110–111,
 219–220
 defining, 16–17
 equality, 216
 inequalities, 234
 in macho pulps, 98–99
 narratives about, 105–106
 Playboy and portrayals of, 14–15
 as political and symbolic system, 16–17
 power and, 98, 131
 pulp portrayals of, 11–12, 16–17
 sexual fantasies and, 115–124
 as social construction, 245
 stratification, 216
 traditional roles, 55–56
 work and, 38
- Geneva Conventions, 319
 Gestapo, 104–105
 GI Bill, 32–33
 Gibson, Mel, 228
 Gilbert, James, 243–244
 Gilmore, David, 274
The Godfather (Puzo), 220
Goldfinger (Fleming), 59
 Goldman, Peter, 225–227
Good Housekeeping (magazine), 10
 Goodman, Martin, 12–13
 Gottschall, Jonathan, 245
 Grable, Betty, 52–53
 Granville, Christine, 125–126
 Gray, J. Glenn, 24
 Great Depression, 11, 38
 Great War, 11–12
 greatest generation, 78, 224
 Green Berets, 78, 130, 139–140, 148–149,
 165, 168–169, 179
The Green Berets (film), 138, 142, 230
 Griffin, Susan, 194
Grunt Free Press (magazine), 229
guerre sale, 189–190
 Guevara, Che, 49
 guilt, 230–233
- Haber, Larry, 75–76
 Hackworth, David, 157–158, 190
 Hagelin, Timon, 193–194
 Hagopian, Patrick, 332
 Haining, Peter, 241
 Halberstam, David, 30–31

- Hanks, William, 191–192
 harems, 112–113
 Harmon, Roy, 79–80
Harper's (magazine), 10–11, 68–69
 Hathaway, Bo, 227
 Haut, Woody, 52
 Hayworth, Rita, 52–53
 Hefner, Hugh, 14, 52–53, 161, 249
 Heinemann, Larry, 124, 227
 “Hell on No-Name Hill,” 94
 Hellman, Lillian, 277
 heroes and heroism, 2, 5, 9, 22–23, 36, 87
 citizen, 80
 frontier, 11
 in Korean War, 95
 in macho pulps, 11
 masculinity and, 223
 in popular culture, 228
 veterans as, 220
 in Vietnam War, 159–160, 220
 Herr, Michael, 191, 206
 heterosexuality, 1, 5–6
 Hitler, Adolf, 2, 75–76, 123, 126, 170–171
 Ho Chi Minh, 136–137, 146–147, 163–164
 Hofstadter, Richard, 29
Hogan's Heroes, 122–123
 Hollywood, 1
 homophobia, 61
 homosexuality, 20, 60–62, 273
 communism and, 63–64
 masculinity and, 61
 military and, 62
 as pathology, 62–63
 as threat, 219–220
 Honey, Maureen, 241
 Hoover, J. Edgar, 54
 hotsie-totsie, 14
 “Hottest Tease in Town” (article), 168–169
 Howard, Jimmie E., 156–157
 Hue massacre, 151
 Huhndorf, Shari M., 291
Hustler (magazine), 221

 “I Was a Commando Raider!” (article), 79
 “I Was a Filing Tiger” (article), 78–79
Ilsa: She Wolf of the SS (film), 292
 imperialism, 109
 impotence, 60, 88–89, 130–131
 infidelity, 244
 Infield, Glenn, 154
 “Inside a Communist All-Women Penal
 Camp” (article), 119–120

 International Correspondence Schools, 38
 “The Island of the Sea Nymphs Who Lived
 with PT-Boat 629,” 91–92

 Japan, sex in culture of, 110–111
 Japanese American internment camps,
 62–63
 Jayne, William, 136
 Jenkins, Henry, 241
 Joel, Lawrence, 158–159
 Johnson, Jack, 36
 Johnson, Lyndon B., 51–52, 137–138,
 158–159
 Johnson, Roy, 154
 Jorgensen, George, 61–62

 Kaltenbaugh, Clark, 185, 187–188
 Karch, Frederick J., 304
 Karel, Inga, 121–122
 Kasserine Pass, 90, 121–122
 Kaylin, Walter, 69–70, 126, 231–232
 Kearns, Doris, 30–31
 Kefauver, Estes, 34
 Kennedy, John F., 42, 78
 Kessler, Patrick L., 87
 Ketwig, John, 86, 205
 King Philip's War, 119–120
King Rat (Clavell), 74–75
 Kingston, Caleb, 157–158
 Kinsey Reports, 60–61
 Kit Carson Scouts, 149
 Klay, Philip, 227–228
 Klusmann, Charles F., 159–160, 169–170
 Knightley, Phillip, 147
 Koch, Ilse, 121
 Kok Quong, 174
 Kones, Frank J., 42
 Korean Regional Exchange (KRE), 139–140
 Korean War, 2, 18–19, 35, 80, 93–94, 131,
 144, 247
 aftermath of, 252
 end of, 66
 films on, 95–96
 heroism in, 95
 Puzo on, 90–91
 racism and, 144
 veterans, 17, 32–33, 70, 88–89, 186–187
 Kovic, Ron, 168–169
 KRE. *See* Korean Regional Exchange
 Kremlin, as weapon, 102
 Krulak, Victor, 154
 Kubert, Joe, 220

- Künstler, Mort, 91–93, 133, 165–167, 220–221
- Ladies' Home Journal* (magazine), 10, 20
- Lady Trieu, 209
- Lang, Daniel, 203–204
- Langford, Sam, 36
- Larsen, Gary, 168
- Lasco, Jack, 87
- Latin America, 49–50
- Latinos, 35–36
in macho pulps, 159
- lavender scare, 63–64
- Lawton, Shailer, 3–6, 240
- Le Ly Hayslip, 182–183
- Lea, Homer, 84–85
- Leatherman, Janie L., 245
- LeBlanc, Maurice, 262–263
- Leckie, Robert, 74
- LeMay, Curtis, 51–52
- Leningrad, 127–128
- lesbianism, 61–62
- "Let's Scrap the Geneva Convention" (article), 49
- letters to the editor, 4–5
- Licursi, Kimberly J. Lamay, 247
- Life* (magazine), 15–16, 84
- Loesser, Frank, 84
- Look* (magazine), 31–32
- "The Love Slave of Hadramut" (article), 114–115
- Lunt, Ray, 162
- Luzon, 109–110
- MacCloskey, Monroe, 85
- macho pulps, 1, 10–11, 172, 246. *See also*
adventure magazines
advertisements in, 37, 40–42, 45–46
African Americans in, 159
artwork in, 165–167, 171, 213–214
Asians depicted in, 110
audiences of, 14, 66–68, 246–248
circulation of, 247
Cold War and, 28–29
combat portrayed in, 8, 134–135
cover art of, 91–94, 133
death in, 228–229
defining, 239
engagement with, 242
gender portrayals in, 11–12, 16–17, 98–99
heroes in, 11
Latinos in, 159
masculinity portrayed in, 2, 11
misogyny in, 26, 99
narratives of, 66, 237
Nazis as villains in, 22
on sex, 38
sex advice in, 42–43
sexual fantasies in, 131
sexuality in, 98–99
superiority inspired by, 190–191
veterans and, 66
Vietcong portrayed by, 146
Vietnam War portrayed by, 164, 172, 223, 237
war portrayed in, 6–7, 233
women as constructs in, 101
working-class and, 38
working-class readership of, 15–16
- MACV. *See* Military Assistance Command in Vietnam
- Madame Nhu, 213–214
- Mailer, Norman, 74
- Male* (magazine), 2–6, 15, 19–20, 36, 44, 49–50, 61–62, 76–78, 89, 91–94, 107, 113–114, 116–117, 139, 141, 145, 151–155, 157, 162, 165, 168, 178, 189–190, 200, 204, 232, 278
- "Male Call" section, 6
- mama's boys, 20
- The Man in the Gray Flannel Suit* (film), 32
- Manchester, William, 109–110
- The Manchurian Candidate* (film), 42, 111, 192
- Man's Action* (magazine), 33–34, 110, 189, 197–198
- Man's Adventure* (magazine), 50
- Man's Book* (magazine), 12
- Man's Conquest* (magazine), 3–4, 12, 106, 114–115, 153, 157–158, 200–201
- Man's Day* (magazine), 34, 53, 110, 223–224
- Man's Epic* (magazine), 3–4, 53–54, 68, 165–167
- Man's Illustrated* (magazine), 4–5, 60, 74, 102–103, 130, 150, 154, 162, 167–168, 190–191
- Man's Life* (magazine), 87, 123, 156, 166
- Man's Magazine* (magazine), 39, 56–59, 61, 154–155, 158, 181–182, 234
- Man's World* (magazine), 12–13, 24–25, 126–127, 167–168, 204–205
- Mao Zedong, 48–50
- Marcinko, Richard, 151–152
- marijuana, 159, 224

- Marine Corps, 19–20, 154
- Marks, Ted, 282–283
- Marnais, Philip, 183
- marriage problems, 88–89, 263–264
- “Mars Attacks” (trading cards), 93
- Marshall, S. L. A., 95
- Marvel Comics, 12–13
- masculinity, 107, 177, 230, 241, 259, 272, 274
 - adventure magazines portrayal of, 5, 216–217, 235–236
 - advertisement portrayal of, 38–40
 - anxiety and, 4, 229
 - consumerism and, 261
 - defining, 219, 243
 - dominance, 38–40
 - expectations of, 251
 - feminist critiques of, 219
 - heroism and, 223
 - homosexuality and, 61
 - ideals of, 1
 - macho pulp portrayals of, 2
 - maturity and, 14
 - military and, 80–81, 152–153, 162–163, 225
 - narratives about, 234
 - normal male behavior and, 234
 - physical culture and, 30
 - in popular culture, 1, 17, 221
 - postwar conceptions of, 12–14
 - power and, 16–17, 188–189
 - proof of, 8
 - pulp portrayals of, 11
 - race and, 35–36
 - rape and, 194
 - redefining, 230–237
 - sexual conquest and, 78, 124
 - sexuality and, 3–6, 11–12
 - as social construction, 15, 243, 245
 - spectatorship, 243–244
 - of veterans, 225
 - war and, 11–12, 16, 18–23
 - of women, 295
 - working-class and, 4, 32–33
- mass murder, 22
- mass production, 11
- maturity, masculinity and, 14
- Mauldin, Bill, 223–224
- May Act, 56
- Mayhas, Elaine Tyler, 258
- McCarran Act, 29–30
- McCarthy, Joseph, 48
- McCarthyism, 50
- McClenahan, Linda, 206–207
- McDonough, James, 185, 188
- McDowell, Robert, 80
- McEnaney, Laura, 252
- McFadden, Herchel, 81–82
- Medford, Kay, 76–77
- Mekong Delta, 151–152, 157
- memorialization, 159–160
- Men* (magazine), 7, 33, 44, 89–90, 126, 160, 220–221
- Men in Adventure* (magazine), 231–232
- Mengele, Josef, 2
- “The Mental Castration of Husbands” (Pearson), 34
- mercenaries, 222
 - veterans as, 222–223
- meritocracy, war as, 83–88
- middle class, 36–37
- Miles, Paul L., 179
- militarism, sentimental, 71
- military
 - diversity in, 35–36
 - homosexuality and, 62
 - masculinity and, 80–81, 152–153, 162–163, 225
- Military Assistance Command in Vietnam (MACV), 134, 178, 184–185, 203
- Miller, Arthur, 32
- Miller, Hugh Barr, 81
- Millett, Lewis L., 80
- Mills, Billy, 36
- Mills, C. Wright, 37–38
- mines, 143–144
- Minh, Maria, 180–181
- Minney, Bruce, 92–93
- misogyny
 - in adventure magazines, 12–13
 - during Cold War, 44–45
 - in macho pulps, 26, 99
 - promiscuity and, 43
 - violence and, 5–6
- mistresses, 99–101, 208
- Mitchell, Jonathan, 243
- momism, 20
- Montoya, Mickiela, 227–228
- Moore, George, 196–197
- Moore, Harold G., 153, 228–229
- Morris, Madeline, 184–185
- Mosse, George L., 241
- moxie, 42
- Muller, Robert, 228–229
- Mullins, Christopher W., 244

INDEX

- Munday, Lisa, 85
 Munsey, Frank, 10–11
 murder, 8–9, 242
 mass, 22
 power and, 186–187
 Murphy, Audie, 15, 84, 86
 My Lai massacre, 187–188, 202–203, 220
 Myers, Stafford, 155–156
- Nam* (Baker), 206–207
 Nappi, Rudy, 93
 narratives
 cover art and, 93–94
 escape-from-captivity, 75–76
 about gender, 105–106
 of macho pulps, 66, 237
 about masculinity, 234
 on war, 23, 98
 narratives about, war, 230–233
 National Liberation Front (NLF), 135–168,
 172–173, 178–179, 215
 nationalism, 16
 combat and, 162–163
 power and, 16–17
 Native Americans, 35–36, 119–120
 Navy, 44–45, 151–152, 154
 Nazis, 2, 54, 75, 123
 as pulp villains, 22
 rape and, 121
 New American man, 37–48
The New Breed (film), 95–96
 New Caledonia, 110
New York Times, 222
 Newman, Paul, 42
Newsweek (magazine), 139–140, 231
 Ngo Dinh Diem, 137, 183, 213
 Nguyen Thi Dinh, 215
 Nguyen Van Thieu, 207–208
 Nixon, Richard, 161
 NLF. *See* National Liberation Front
 Noel, Chris, 191–192, 218, 229
 on femininity, 218
 “The Nordic Nymphs Who Almost Killed
 Hitler,” 104–105
 Norem, Earl, 2
 nuclear weapons, 51
 Cold War and, 51
 “Nude Tribe Caper” (article), 2
 nurses, 57
- objectification, of women, 114
 Olds, Robin, 155
- Oleck, Howard L., 70–71
 Olive, Milton, 36, 143–144
 “The One-Man Army of Bataan” (article),
 223–224
 Operation Attleboro, 143
 Operation Market Garden, 279
 Orientalism, 101, 180–182, 201–202, 234, 289
Oui (magazine), 220–221
- Pacific Stars and Stripes* (magazine), 192
 pacification, 190
Paco’s Story (Heinemann), 124
 Paine, George, 36
 Palmer, Harold T., 138
 paper quotas, 12
 paranoia, 29
 paratroopers, 153
 Paris, 20–21, 123
 “The Passionate Widow Who Seduced a B-
 17 Pilot” (article), 104
 Pathet Lao, 159–160
 patriarchy, 17
 patriotism, in Cold War, 31
 Patterson, Floyd, 36
 Peaceniks, 250
 Pearl Harbor, 272–273
 Pearson, Joe, 34
 Pechan, Albert R., 18
 Peck, Gregory, 95
 Peleliu, 89–90
 Pentagon, 16
Penthouse (magazine), 220–221
 People’s Army, 210
 People’s Liberation Armed Forces of South
 Vietnam (PLAF), 137–138
 People’s Self-Defense Forces, 215–216
 Perez, Manuel J., 158–159
 Pershing, John J., 77–78
 Petersen, Andrew, 34
 Peterson, George, 86
 Petrovskaya, Kyra, 127–128
 Phan Thi Mao, 203–204
 physical culture, masculinity and, 30
 physical injury, 89–90
 pilots, 155
 pin-ups, 11–12, 52–54, 191–192, 234
 PLAF. *See* People’s Liberation Armed Forces
 of South Vietnam
Playboy (magazine), 14, 33, 52–53, 138–139
 audience of, 14–15
 gender portrayals in, 14–15
 on Vietnam War, 161

- Pleasure Primer, The*, 45
Pocahontas, 115–116
Pollen, Samson, 93, 127, 220–221
Ponte Rotto, 87
popular culture, 5, 124–125, 240
 Asian women in, 209
 during Cold War, 17, 174–175
 combat portrayed by, 188
 defining, 241
 femininity in, 10
 heroes and heroism in, 228
 low brow, 237
 masculinity in, 1, 17, 221
 race in, 260
 revolutions in, 219–220
 television and, 17
 Vietnam War portrayed by, 164–165, 170
 war in, 6, 170
popular fiction, 12
Popular Mechanics (magazine), 139–140
Pork Chop Hill (film), 95
pornography, 45, 220–221
 aggression and, 26–27
 sexual freedom and, 221
post exchange system (PX), 138–139
 in Vietnam, 4–5
post-traumatic stress (PTS), 88
power
 gender and, 98, 131
 masculinity and, 16–17, 188–189
 murder and, 186–187
 nationalism and, 16–17
 rape and, 120
 sex and, 101–102, 106–107
 sexuality and, 98
 violence and, 186–187
 of women, 106–107
POWs. *See* prisoners of war
pregnancy, 233–234, 263–264
 teen, 54–55
print magazine culture, 10
prisoners of war (POWs), 159–160,
 169–170, 224
 adventure magazines on, 161
promiscuity, misogyny and, 43
propaganda posters, 106
prostitution and prostitutes, 56–57, 78, 216
 in Asia, 109–110
 communists, 102
 male fears and, 102–103
 as threat, 106
PTS. *See* post-traumatic stress
Puller, Lewis B., 188–189
pulp. *See* macho pulps
Puzo, Mario, 14, 73, 76–77, 92–93, 102, 124,
 231–232, 236
 on Korean War, 90–91
 on Vietnam War, 220
PX. *See* post exchange system
Pyle, Ernie, 74–75, 86
Quang Tri, 65
race
 masculinity and, 35–36
 in popular culture, 260
 sexual fantasies and, 36, 112, 119
 sports and, 36
racism, 136
 Korean War and, 144
 sexism and, 73
 sexuality and, 101
 Vietnam War and, 144, 147
 in World War II, 81–82
The Rack (film), 42
“The Ranger Raid to Save 512 Dying Yanks”
 (article), 77
rape, 8–9, 109–110, 180, 204, 312. *See also*
 sexual violence
 consensual sex conflated with, 181–182,
 201–202
 dehumanization and, 202
 entitlement, 182
 gang, 194–195, 316–319
 legal issues surrounding, 320
 masculinity and, 194
 Nazis and, 121
 power and, 120
 statutory, 199
 threat of, 331
 in Vietnam War, 184–193, 195–208
 in war, 184–193
Rasmus, Robert, 83
Rather, Dan, 333
Reagan, Ronald, 172
 on Vietnam War, 172–173
Real (magazine), 53–54, 210
Real Combat Stories (magazine), 28–29, 88–89
Real Men (magazine), 50, 72–73, 90–91,
 121–122
Real War (magazine), 51, 57, 203
rear echelon mother fucker (REMF), 145,
 206–207
Red Cross, 218

- Red Guards, 48–49
 Red menace, 48–52
Redeployment (Klay), 227–228
 REMF. *See* rear echelon mother fucker
Revolutionary Road, 32
 Rich, Adrienne, 322
 “Riding Shotgun in Helicopter Hell”
 (article), 134–135
 Risner, Robbie, 161
The River and the Gauntlet (film), 95
 Roberts, Mary Louise, 20–21, 244
 Roberts, Wess, 233
Rogue Warrior series, 151–152
 role playing, 114–115
 Rommel, Erwin, 90, 250
 Rooney, Andy, 14
 Roosevelt, Teddy, 30
 Rossi, Al, 213–214
 Rowlandson, Mary, 119–120
 Russell, Harold, 88
 Russell, Tina, 220–221
 Russia, 48
- Saber, W. J., 133
 SAC. *See* Strategic Air Command
 Sadler, Barry, 222–223
 sadomasochism, 106–107, 123
Saga (magazine), 12, 18–19, 84–85, 89–90,
 143, 159–160, 162, 164, 231
 Sage, Jerry, 75–76
 Said, Edward, 101. *See also* Orientalism
 “Saigon’s Queen of the Assassin Angels”
 (article), 213
 Sanderson, Marley, 51
Sands of Iwo Jima (film), 1, 95, 254
 Sarlat, Noah, 69, 220–221
 Saunders, Norman, 69–70, 93
 savages, 3–4, 117
 women, 130–131
 Schell, Jonathan, 165
 Schlafly, Phyllis, 221–222
 Schlesinger, Arthur, Jr., 32
 Schoenhild, Efrem, 59, 170–171
 Schwalberg, Bob, 67–68
 Scott, Joan, 16–17
 “The Seduction of Private Nurse Griffith”
 (Puzo), 124
 seductresses, 101, 200–201
 Asian women as, 113–114
 communist, 102–108
 in war, 212–213
 in World War II, 104
- self-reliance, 32–33
 self-sacrifice, 86
Sensation (magazine), 113, 196–197
 Seversky, Alexander P. de, 34
 sex
 anxieties about, 60–61
 capitalism and, 183
 destruction and, 231
 education, 45
 guides, 43
 in Japanese culture, 110–111
 macho pulp advice on, 42–43
 macho pulps on, 38
 power and, 101–102, 106–107
 as threat, 106
 violence and, 5, 8, 194
 war and, 5, 17, 20, 123–132, 192–193, 200,
 212–213
 as weapon, 102, 107–108
Sex and Exercise (book), 42–43
 “Sex Revolt of Young Society Girls,” 55–56
 sexism, 99, 234
 in adventure magazines, 99–101
 racism and, 73
 sexual conquest, 8–10, 23, 40, 117, 285–286
 masculinity and, 78, 124
 war as, 23–27
 sexual fantasies
 gendering of, 115–124
 in macho pulps, 131
 race and, 36, 112, 119
 violence and, 130–131
 sexual freedom, 58–60, 115, 219
 pornography and, 221
 sexual violence, 120, 235–236, 317, 333
 acceptability of, 216–217
 adventure magazines and perpetuation
 of, 176–177
 toward Asian women, 178–184
 insecurity and, 216
 legitimizing, 196–216
 victims of, 216
 in Vietnam War, 178–184
 war and, 174–177
 sexuality, 240
 of African Americans, 36, 118–119
 Cold War and, 30–52, 103–104, 199
 communism and, 103–104, 107–108
 exoticism and, 99–101
 heterosexuality, 1, 5–6
 in macho pulps, 98–99
 masculinity and, 3–6, 11–12

- power and, 98
- racism and, 101
- unbounded, 101
- of women, 291
- Sheehan, Neil, 155–156, 316
- “Sheer Hell in Vietnam” (article), 148
- Sheperd, Lemuel C., 71
- Sherman, Carl, 174
- Sherrod, Robert, 145–146
- Silver Star, 65–66
- Sir!* (magazine), 34, 51
- Sledge, Eugene B., 81–82, 89–90
- slicks, 10–11
- Smith, Erin A., 241
- Smith, George E., 169–170
- Smith, John, 115–116
- Smith, Wally, 91
- Smith, Winnie, 178
- social construction
 - femininity as, 15
 - gender as, 245
 - masculinity as, 15, 243, 245
- Soldier of Fortune* (magazine), 222–223
- Sorrell, Buddy, 246
- Spillane, Mickey, 14, 242
- sports, race and, 36
- Sports Illustrated* (magazine), 42
- Springsteen, Bruce, 67–68, 161–162
- Stag* (magazine), 2, 6, 12–13, 16, 20, 33,
 - 35–36, 49–54, 57–58, 65–67, 69, 79–82,
 - 106–107, 110, 112–115, 127, 129–130,
 - 133–134, 140–141, 143–144, 147–148,
 - 154–155, 163–164, 168–169, 188,
 - 201–202, 207, 214, 220–221, 234,
 - 249
- new direction of, 220–221
- Stalin, Joseph, 3–6
- Stallone, Sylvester, 224
- Star Far East, 297–298
- statutory rape, 199
- STDs, 36, 43
- Stover, George, 172
- “The Strange Case of the Stagecoach Rapist” (magazine), 197–198
- Strategic Air Command (SAC), 18–19
- Street Without Joy* (Fall), 105–106
- subcultures, 54–55
- submissiveness, 110–111, 288
- Sudarski, Leon, 210
- Sueyoshi, Amy, 109
- Summersill, Clinton, 85–86
- Swank* (magazine), 220–221
- Takei, George, 62–63
- Taylor, Liz, 82–83
- Taylor, Maxwell, 155
- Taylor Topper, 40–42
- television, popular culture and, 17
- Terkel, Studs, 83
- Tet offensive, 65, 157–159, 164, 172, 218
- Thach Thi Hung, 175
- The 13th Valley* (Del Vecchio), 225–227
- Thirty Seconds over Tokyo* (book), 67–68
- Thuong Kinh, 149
- To Hell and Back* (film), 171
- Tobar, Magnin, 135–167
- totalitarianism, 3–6
- Towle, James, 279
- Towne, Kenneth, 198–199
- traditionalism, 13–14
 - in Cold War, 31
 - gender and, 55–56
- Tran Le Xuan, 213–214
- transgender people, 61–62
- trauma, 216
 - war and, 164
- Travis, Laird, 278
- Tregaskis, Richard, 74
- Triangle Hill, 282–283
- Trieu Thi Trinh, 209
- Tropic Lightning News* (magazine), 191
- True* (magazine), 12–13, 35, 164–165
- True Action* (magazine), 58–59, 77, 120,
 - 146–147, 158–159, 170–171, 179–180,
 - 185, 190–191
- True Men* (magazine), 123
- True War* (magazine), 62–63, 73–74, 78, 198–199
- Trung Nhi, 209
- Trung Trac, 209
- Turner, Fred, 319
- Turner, Karen Gottschang, 209–210
- Tuyet Huong, 192
- “25 Keys to Female Response” (article), 170–171
- UCMJ. *See* Uniform Code of Military Justice
- Under Fire* (magazine), 11–12
- Uniform Code of Military Justice (UCMJ), 195–216
- U.S. Lady* (magazine), 119
- vagina dentata, 205
- Valor* (magazine), 79, 112, 196–197, 226

- Varga, Lisa, 53–54
- veterans, 67–68, 218–225
- adventure magazine portrayals of, 223
 - civilian life of, 223–224
 - drug use of, 224
 - as heroes, 220
 - Korean War, 17, 32–33, 70, 88–89, 186–187
 - macho pulps and, 66
 - masculinity of, 225
 - as mercenaries, 222–223
 - postwar struggles of, 223–224
 - returning of, 223
 - Vietnam War, 16, 70, 222–223
 - World War II, 17, 32–33, 68–77, 325–326
- Victory at Sea* (television), 66–67
- Victory Girls, 56
- Viet Minh, 105–106, 136–137
- Vietcong, 151–152, 157, 160, 165–168, 170–171, 174, 189, 191, 200–201, 230–233, 304
- adventure magazine portrayal of, 146
 - defectors, 149–150
 - macho pulp portrayals of, 146
- Vietnam Underside* (Gardner), 108–109
- Vietnam Veterans Against the War (VVAW), 162–163
- Vietnam War, 2, 133–145
- adventure magazines in, 5–6
 - ambushes in, 174–175
 - combat in, 8
 - disillusionment with, 175
 - draft, 17–19
 - Ellsberg on, 299
 - heroes in, 159–160, 220
 - macho pulps on, 164, 172, 223, 237
 - minority soldiers in, 158–159
 - myths about, 220
 - narratives about, 23
 - Playboy* on, 161
 - popular culture portrayal of, 164–165, 170
 - post exchange system in, 4
 - public support for, 8
 - Puzo on, 220
 - racism and, 144, 147
 - rape in, 184–193, 195–208
 - Reagan on, 172–173
 - rural population in, 178–184
 - sexual violence in, 178–184
 - veterans, 16, 70, 222–223
 - Vietnamese women in, 174–175
 - withdrawal from, 219
 - women in, 208–217
 - World War II compared with, 220
- Vietnamese Heroic Mothers, 216
- Vietnamese women
- degradation of, 200
 - in Vietnam War, 174–175
- villains, 22
- violence, 305. *See also* sexual violence
- misogyny and, 5–6
 - power and, 186–187
 - sex and, 5, 8, 194
 - sexual fantasies and, 130–131
- virginity, 43
- virility, 40–43
- Vitasafe, 60
- Vo Thi Sau, 209–210
- VVAW. *See* Vietnam Veterans Against the War
- WAFC. *See* Women's Armed Forces Corps
- Wallace, William H., 158
- Walt, Lewis W., 154
- Walter Reed Hospital, 85–86
- war
- as adventure, 164–173
 - brutality of, 88–97
 - communism and, 18
 - crimes, 316
 - critical thinking about, 234
 - culture of, 184–193
 - depersonalization in, 86
 - femininity and, 221–222
 - glorification of, 220–221
 - macho pulp portrayals of, 6–7, 233
 - masculinity and, 11–12, 16, 18–23
 - as meritocracy, 83–88
 - narratives about, 23, 98, 230–233
 - news coverage of, 135
 - in popular culture, 6, 170
 - rape in, 184–193
 - redefining adventure of, 230–237
 - seductresses in, 212–213
 - sex and, 5, 17, 20, 123–132, 192–193, 200, 212–213
 - as sexual conquest, 23–27
 - storytelling and, 225–230
 - trauma and, 164
 - women in, 126–127, 221–222
- War* (magazine), 80
- War Aces* (magazine), 11–12
- War and Peace*, 227

INDEX

- The Washingtonian* (magazine), 221–222
- Waterhouse, Charles, 93
- Wayne, John, 1–2, 5, 23–24, 89, 95, 138, 142, 230–233
- We Were Soldiers Once* (film), 228
- We Were Soldiers Once* (Moore, H., and Galloway), 228
- Webb, James, 124, 141, 221–222
- Weider, Joe, 40
- welfare programs, 32–33
- Wermuth, Arthur W., 223–224
- Wertham, Fredrick, 124–125, 248–249
- westerns, 17
- Westmoreland, William, 157–160
- Wharton, Bill, 118
- Williams, Esther, 82–83
- With the Old Breed* (Sledge), 81–82
- Wolff, Tobias, 220
- women
- African American, 111–112
 - as aggressor, 219–220
 - Amazon, 127–129
 - as children, 109
 - as Cold War villains, 28–29
 - in combat, 210, 233–234, 270
 - commodification of, 110–111, 200
 - femmes fatales*, 28–29, 102–103
 - macho pulp constructions of, 101
 - masculinity of, 295
 - objectification of, 114
 - as others, 131
 - power of, 106–107
 - as savages, 98–132
 - seductresses, 101–108, 113–114, 200–201, 212–213
 - sexuality of, 291
 - social gains of, 210
 - as threat, 105
 - in Vietnam War, 208–217
 - Vietnamese, 174–175, 200
 - voices of, 114
 - in war, 126–127, 221–222
 - as warriors, 124–132
 - in World War II, 85
- “Women Can’t Fight” (article), 221–222
- “Women in Uniform” (article), 210
- Women’s Armed Forces Corps (WAFC), 215–216
- Women’s Battalion* (Ballinger), 295
- women’s liberation, 60
- anxieties about, 60
- Women’s Liberation Association, 215
- Women’s Paramilitary Corps, 213
- Women’s Union, 212–213
- Woolridge, Bill, 154–155
- work
- gender and, 38
 - pensions, 37
- working-class, 36–37, 172, 196, 235
- education of, 46–48
 - macho pulps on, 38
 - masculinity and, 4, 32–33
 - as pulp readership, 15–16
- World War I, 12
- World War II, 2–6, 13–14, 22, 24, 28, 45, 85, 119, 154, 160, 247
- racism in, 81–82
 - seductresses in, 104
 - veterans, 17, 32–33, 68–77, 325–326
 - Vietnam War compared with, 220
 - volunteers in, 44–45
 - women in, 85
- World War II*, 1
- Wyler, William, 87
- Wylie, Philip, 31–33, 57–58, 259
- Yarborough, Bill, 154
- York, Alvin, 77–78, 117
- Young, Rodger, 84
- “Young Legal Mistress for Every Man, A” (article), 33
- Yunck, Mike, 168

