

SIR ERNEST SHACKLETON

AND THE TRUE STORY OF THE

ENDURANCE EXPEDITION



London Times

MEN WANTED FOR HAZARDOUS JOURNEY

Small wages. Bitter cold. Long months of complete darkness. Constant danger. Safe return doubtful. Honor and recognition in case of success.

Sir Ernest Shackleton.

THIS AD WAS PLACED IN THE LONDON TIMES NEWSPAPER IN 1914. TWENTY-SEVEN MEN ANSWERED THE CALL AND SAILED WITH SIR ERNEST SHACKLETON IN HIS SHIP, *THE ENDURANCE*, TO THE ANTARCTIC. THEY WOULD NEVER REACH THE ANTARCTIC CONTINENT, BUT WOULD SPEND ALMOST TWO YEARS TRAPPED ON A SINKING SHIP, AN ICE FLOW, AND A ROCK ISLAND.

ALTHOUGH THEY WITHSTOOD THE MOST INCREDIBLE HARDSHIP AND PRIVATION, **NOT ONE MEMBER OF THE CREW WAS LOST.** ALL 28 MEN SURVIVED TO SEE THEIR HOME IN ENGLAND AGAIN. HOW WAS THAT POSSIBLE? WE'RE GLAD YOU ASKED...



SIR ERNEST, DO YOU THINK THAT AD WAS SUCH A GOOD IDEA?

BRITISH IMPERIAL EXPLORERS CLUB



"SAFE RETURN DOUBTFUL!"

THAT WOULD LIKELY SCARE MEN OFF THAN ATTRACT THEM.

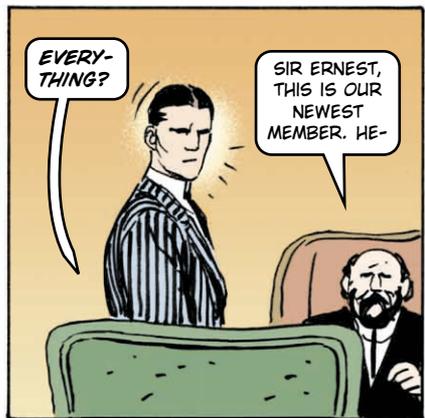


THIS WILL BE NO FOX HUNT. TO SURVIVE, THEY MUST BE THE TOUGHEST AND THE BRAVEST OF MEN. THEY WILL MAKE UP THE LAST GREAT POLAR EXPEDITION.



IS THE ENDURANCE PACKED AND READY TO GO?

I'VE PACKED ALL THAT MY CREW AND I NEED FOR ANTARCTICA.



EVERYTHING?

SIR ERNEST, THIS IS OUR NEWEST MEMBER. HE-



PARDON ME! WHEN I SAY ALL IS PACKED, I MEAN ALL!



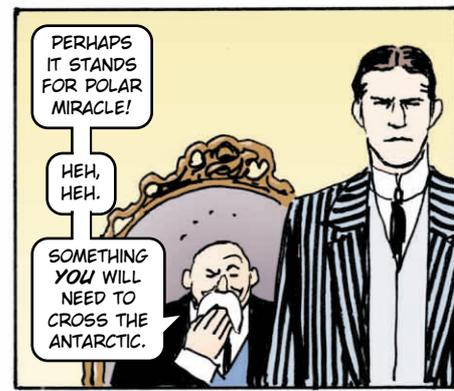
I DID NOT MEAN TO OFFEND YOU, SIR.

AND DID YOU PACK PLENTY OF PM?

PM? WHAT NONSENSE IS THAT?



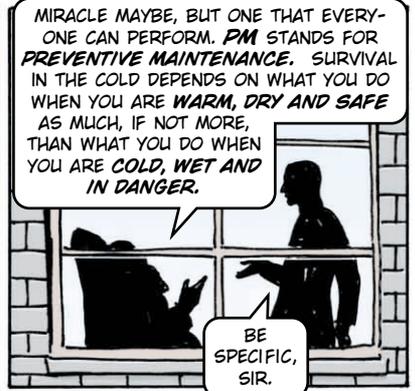
I KNOW OF NO SUCH THING AS PM.



PERHAPS IT STANDS FOR POLAR MIRACLE!

HEH, HEH.

SOMETHING YOU WILL NEED TO CROSS THE ANTARCTIC.



MIRACLE MAYBE, BUT ONE THAT EVERYONE CAN PERFORM. PM STANDS FOR PREVENTIVE MAINTENANCE. SURVIVAL IN THE COLD DEPENDS ON WHAT YOU DO WHEN YOU ARE WARM, DRY AND SAFE AS MUCH, IF NOT MORE, THAN WHAT YOU DO WHEN YOU ARE COLD, WET AND IN DANGER.

BE SPECIFIC, SIR.



SPECIFICALLY, THEN...ARE YOU TAKING STOVES FOR COOKING AND HEATING?

OF COURSE.

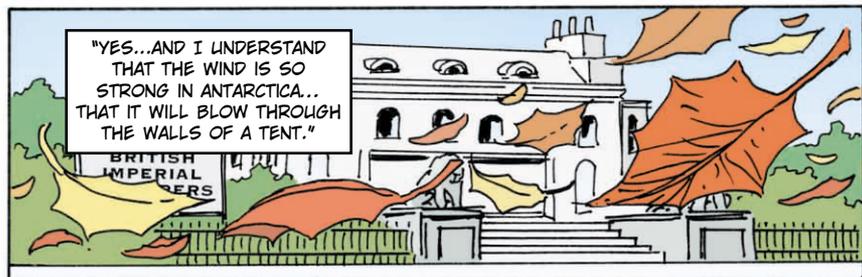
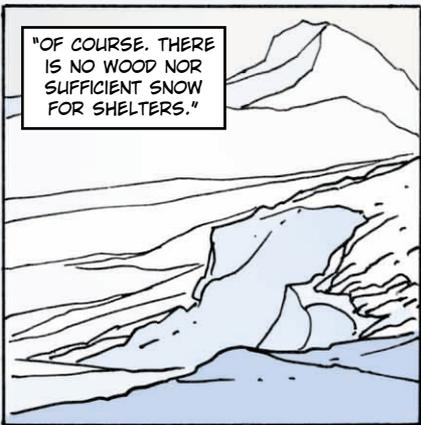
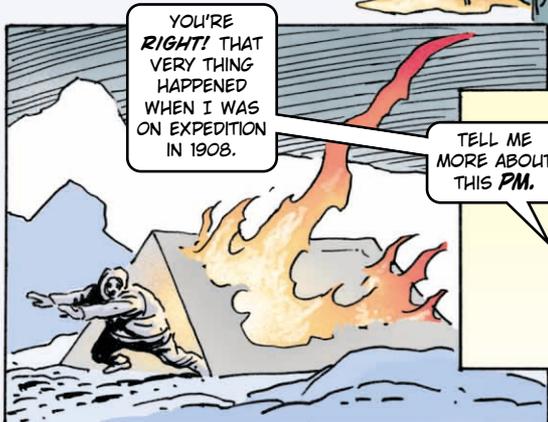


AND WHAT WILL YOU USE FOR FUEL?

SEAL BLUBBER. A SQUARE FOOT WILL BURN FOR SEVERAL HOURS.



"UNLESS YOU HAVE DONE PM ON YOUR STOVES BEFORE YOU LEAVE—LIKE COATING THEM AND REINFORCING THEIR STACKS— THAT OILY SOOT WILL IGNITE AND BURN YOUR MEN AND MORE THAN LIKELY DESTROY YOUR STOVE."





KEEPING WARM IS NOT MERELY A MATTER OF WEARING HEAVY CLOTHING.

HEAVY CLOTHES CAN MAKE YOU **SWEAT** AND FREEZE. YOUR CLOTHES MUST **REPEL** THE WIND, BUT ALLOW SWEAT TO ESCAPE.

LAYERS OF CLOTHES ALLOW AIR BETWEEN THEM AND THE SKIN.

THEN **PM** IS PLANNING FOR THE **RIGHT** EQUIPMENT, AS WELL AS **PREPARING** YOUR EQUIPMENT.



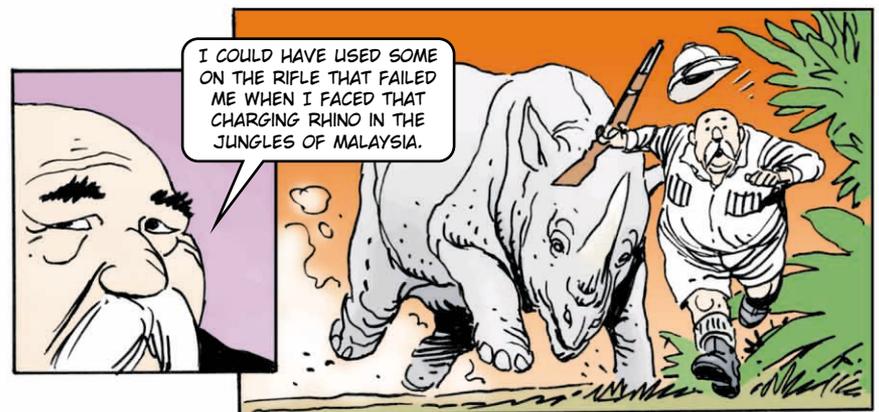
THE WORD **PREVENTIVE** MEANS JUST WHAT IT SAYS—DOING SOMETHING **NOW** TO PREVENT TRAGEDY **LATER**.



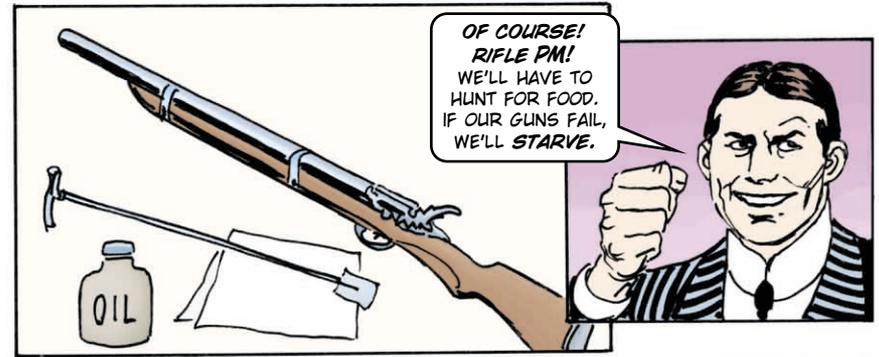
IN MOST CASES, WE ARE TALKING ABOUT EQUIPMENT MAINTENANCE, BUT IN COLD WEATHER GOOD PLANNING IS **PM**, TOO.



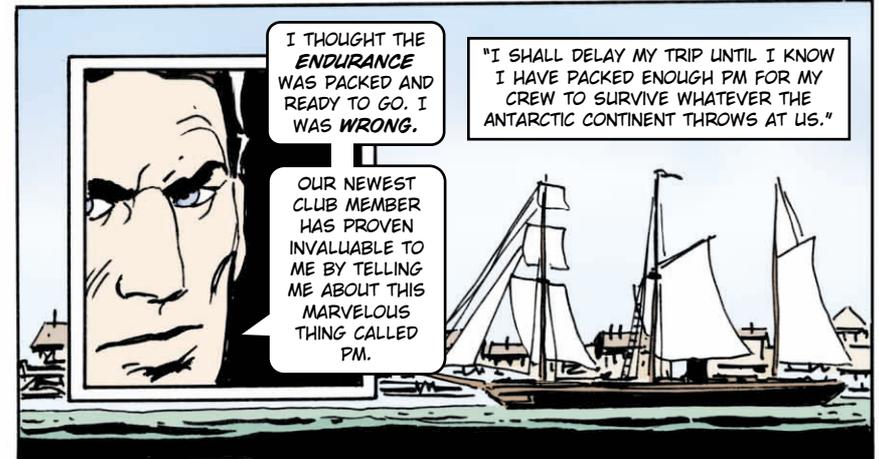
BY JOVE, I LIKE THE SOUND OF THIS **PM**!



I COULD HAVE USED SOME ON THE RIFLE THAT FAILED ME WHEN I FACED THAT CHARGING RHINO IN THE JUNGLES OF MALAYSIA.



OF COURSE! **RIFLE PM!** WE'LL HAVE TO HUNT FOR FOOD. IF OUR GUNS FAIL, WE'LL **STARVE**.



I THOUGHT THE **ENDURANCE** WAS PACKED AND READY TO GO. I WAS **WRONG**.

OUR NEWEST CLUB MEMBER HAS PROVEN INVALUABLE TO ME BY TELLING ME ABOUT THIS MARVELOUS THING CALLED **PM**.

"I SHALL DELAY MY TRIP UNTIL I KNOW I HAVE PACKED ENOUGH **PM** FOR MY CREW TO SURVIVE WHATEVER THE ANTARCTIC CONTINENT THROWS AT US."



WELL DONE, SIR ERNEST. YOURS IS AN EXPEDITION I WOULD ENJOY.



THEN *JOIN US*. WE COULD USE A MAN OF YOUR WISDOM.



THANK YOU, BUT NO. I HAVE MY OWN MISSION, AND MANY PEOPLE ARE DEPENDING ON ME.



VERY WELL, SIR. I HOPE TO HEAR OF YOUR EXPLOITS WHEN I RETURN. BUT, NOW...

...I'M OFF TO DO **PREVENTIVE MAINTENANCE.**

WHEN IT COMES TO COLD WEATHER **PM**, I DON'T LEAVE HOME WITHOUT IT.