

# Mad About PM

RUDYARD KIPLING SAID, "EVERYONE IS MORE OR LESS MAD ON ONE POINT."

HERE AT PS, THE POINT WE ARE MAD ON IS PM.

WE'RE MADLY ANGRY WHEN IT'S *NOT* DONE. AND WE'RE MADLY HAPPY WHEN IT *IS*.

TO PREACH THE POWER OF PM IS WHY WE GET UP IN THE MORNING.

TO KNOW OUR EFFORTS ARE DOING SOME GOOD IS WHY WE SLEEP WELL AT NIGHT.

WHY ARE WE LIKE THIS ABOUT PM AND WHY HAVE WE BEEN LIKE THIS FOR 56 YEARS?

BECAUSE PM NOT ONLY SAVES EQUIPMENT, IT SAVES LIVES!

MORE THAN A FEW OF YOU READING THESE WORDS HAVE SPENT MORE THAN A FEW DAYS IN THE DESERT.

YOU KNOW ALL TOO WELL THAT THERE ARE ENEMIES WAITING TO HARM YOU OTHER THAN JUST THOSE WHO CARRY A WEAPON.

HEAT AND COLD; SAND AND ROCK; RUGGED HILLS AND RUTTED VALLEYS; ALL OF THESE THINGS AND MORE ARE WAITING TO TEAR AT YOU AND TEAR UP YOUR EQUIPMENT.

HOW DO YOU SURVIVE? HOW DO YOU MAKE IT BACK FOR THAT HOT AND A COT?

## PM!

IT'S **PM** THAT KEEPS YOUR RADIO WORKING AND YOUR GPS SIGNALING.



IT'S **PM** THAT KEEPS YOUR HUMVEE HUMMING ALONG AND YOUR 5-TON TRUCK MOVING FORWARD.

IT'S **PM** THAT KEEPS THE WATER IN YOUR CANTEEN, THE UNIFORM ON YOUR BACK AND THE TENT ABOVE YOUR HEAD.



IT'S **PM** THAT COOLS YOU ON THE HOTTEST DAY AND PM THAT WARMS YOU ON THE COLDEST NIGHT.

THE BOTTOM LINE: WITHOUT PM YOUR EQUIPMENT WILL FAIL. WHEN EQUIPMENT FAILS, SOLDIERS DIE.

MAYBE IT'S TIME *YOU* GET MAD ABOUT PM, TOO.

