

MEN WANTED: FOR HAZARDOUS JOURNEY. SMALL WAGES, BITTER COLD, LONG MONTHS OF COMPLETE DARKNESS, CONSTANT DANGER, SAFE RETURN DOUBTFUL. HONOUR AND RECOGNITION IN CASE OF SUCCESS.

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This is the text of the newspaper ad Sir Ernest Shackleton allegedly used to find personnel for his Imperial Trans-Antarctic Expedition (1914-1917). The original print stays missing. Most likely, the text is a complete fabrication.

Print, cut one out and stick it on your frame or give them to your friends and training partners.

Whenever you don't feel like going outside, or pity yourself in the cold and dark, look at the sticker, think of what the men on the *Endurance* had to put up with, and remember rule #5.

Print on Avery Zweckform L4775-20 Heavy Duty Labels or similar. Will last a winter or two.

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