



# 5,000,000

**E**VERY EXPLORER is entitled to go to Philmont. So is every Boy Scout, provided he is fourteen years of age by September 1. The ranch belongs to them—they can cash in on the dividends only by attending in person.

Why do many of the eligible boys fail to get to Philmont during their Scouting career? *It's not because they don't want to go.* Someone said "no" for them—an Advisor, a Scoutmaster, some other Scouter, sometimes their parents who were never told what Philmont can do for a boy.

No boy can make the trek to Philmont on his own. He needs to be a part of a crew with an Advisor. Reservations must be made, transportation planned, fee payments handled, information garnered, equipment secured, and many other arrangements made.

Provision for an expedition to Philmont comes through one of two avenues—the unit or the council. Even then, the unit must rely on the council to act as its agent and for guidance.

Some councils may misunderstand the part Philmont plays in their program. Every council has a camp or camps that meet the needs for Boy Scout camping. There's often not enough room and facilities, but in the main, the council accepts the responsibility for Boy Scout camping.

Only a few councils have established an Explorer base and some others have established "outpost camps" out of summer camp.

No council in America is rich enough to duplicate an operation with the scope of Philmont, in size, program, or cost. Philmont does for councils what they cannot do for themselves—it gives them a glorified camp for Explorers and older Boy Scouts.

The council should count Philmont as an asset on its camping property inventory, an extension of back-home



**Every member of the Boy Scouts of America owns a share of Philmont Scout Ranch. Boys can profit by it only by making an expedition to the ranch.**

# SHAREHOLDERS

program opportunities. It is as legitimate to spend time, effort, and yes, money, to help boys go to Philmont as it is to fill up the council camp.

The best way is for the chartered unit to go to Philmont. The unit derives the most benefit from advance preparation, from the trip itself, and in permanent strengthening of the post, ship, or squadron. Year after year, this trend grows, and Philmont's managers bear testimony that these are the best crews and that they get the maximum results from their stay at Philmont. Chartered unit expeditions take less time and supervision from the council staff. Unit leaders assume the load, and become stronger for it.

Explorer units will plan and make trips by land and sea to every conceivable destination in the United States and even to other countries, and they should be encouraged to do so. Individual boys will attend jamborees, at home and abroad, and they should do so.

## **Cuts down stay-at-homes**

When the number is tallied up, many thousands of boys will be anticipating an exciting, adventurous experience in the jubilee year. More thousands, however, will not be scheduled for any high adventure.

That's where Philmont comes in.

Philmont in 1960 will be as good as ever—make that better than ever, because of the experience gained by one more year of operation. The successful pattern has been found. The crew plans its own program with guidance, is trained to do what the boys choose to do, and then they test out their skill and program management in some six or more days on their own. Guidance is at hand when needed, but ingenuity and originality are not stifled, and the opportunity to grow is there.

Many councils do—and every council ought to—reg-

ularly plan and promote enough Philmont expeditions to meet the needs of eligible boys. Philmont's capacity has not yet been tested, even in a season when more than 13,000 campers were there.

It is an automatic procedure in recruiting council delegations for the jamboree to accept applications beyond the council quota on a "waiting list." It should also be automatic to schedule Explorers and older Boy Scouts on the waiting list to go to Philmont in the event jamboree vacancies do not occur. The time and cost involved in a Philmont trek is comparable to the cost for the jamboree.

## **Jambo trek offered**

Because the jamboree site is near Philmont, the ranch is offering a special jambo trek, open on a first come, first served basis to groups attending the jamboree. The jambo treks can be four, five, or six days in length and can be made either before or after the jamboree.

The same facilities are provided as for full-term expeditions, including horseback riding. Each group plans its itinerary according to the time it has. The same program staff assists. The camp will permit twelve- and thirteen-year-old Scouts to attend if they are with their jamboree delegation. Because the stay is short, the itineraries will not be too strenuous for these younger boys and they may return to Philmont another year when they are fourteen years of age.

Costs of the special jambo treks per boy are \$15.00 for four days, \$18.75 for five days, and \$22.50 for six days. A reservation fee of \$5.00 per person is required, included in the above costs.

Your council can take advantage of the special jambo trek, if application is filed in time.

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# OUR HIGH-SCHOOL

By **J. H. BROWNE** *National Director, Exploring Service*

let's turn this intense public interest into the productive channel of the new Exploring program. Let's enlist more men to apply their minds, their muscles, and their money to the high-school age youth of this land. The new program in its flexible simplicity enables almost any person to make a significant contribution to America's future by guiding the thinking and the destiny of its teen-agers.

Exploring today is not a Boy Scout program with the cuffs let down and the seams let out. It is an entirely different concept of activities for high-school age boys that includes vocational exploration, social and co-educational activities, outdoor experiences, community service opportunities, personal fitness projects, and full-scope citizenship training.

Although growth in Explorer unit membership has been rapid this first year, there are still approximately 4,000,000 boys of eligible ages who are not members. Most of them would enjoy the Exploring program if they understood it or saw it in action.

A most interesting trend among new posts this year, shown in reports from many places, is that forty to ninety per cent of their members have never been Boy Scouts. This indicates that the new program has a special appeal to young men with or without Scouting experience.

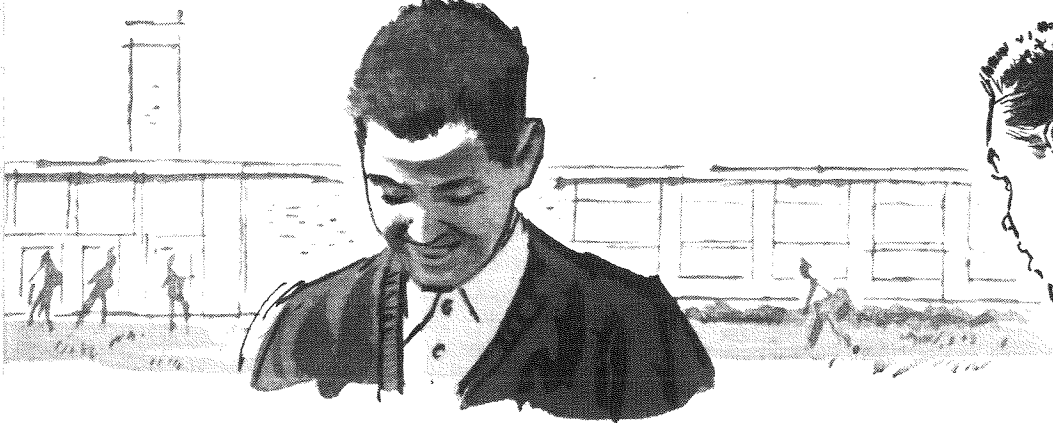
One metropolitan city, for example, started a new post in each of two districts. Each post had forty boys, and in each only three boys had been Scouts. This gives a strong indication of the general interest that young fellows have in the kind of program we offer—if we will organize enough posts to make it available to them.

Our teen citizens today are asking leadership of us, leadership and specialized knowledge. They ask so little

**O**UR HIGH-SCHOOL AGE CITIZENS TODAY—what are they thinking? What are they feeling? What are they worrying about? What are they participating in? What are they experimenting with?

There was a time we weren't sure of the answers to these questions. Now we are! To find out, we spent lots of money and time on "A Study of Adolescent Boys." We added the findings to our half century of experience and developed the new Exploring program launched a year ago.

Headlines scream of juvenile violence and teen-age difficulties in rural communities and metropolitan centers. Instead of lamenting the shortcomings of modern youth,



# AGE CITIZENS

in return for all they can give in the vocations and the avocations they will pursue in their adult life. Numerous studies and surveys have revealed that about ninety per cent of the teen-agers want to behave like adults and, further, want to be shown by adults how to behave that way. Since this great majority think it is important to act the way we expect them to, we have an obligation to help them do so.

As we celebrate our fiftieth year in the Boy Scouts of America, let us remember that through Scout methods we have pioneered in demonstrating such concepts as "learning by doing," "on my honor," "Be Prepared," "to help other people at all times," and "physically strong, mentally awake, and morally straight." Likewise, we, today, who lend our talents to the high-school age boys of America, are pioneers in a great cause—pioneers in dealing with young men—pioneers with the program material that in a few years can affect the lives of approximately 7,000,000 young men.

We have two missions today in extending Exploring to all boys. Number one, of course, is to strengthen our existing units, to show them how to be successful, to provide more high-school citizens with the new program. Number two, we must take full advantage of the strength that the new consultant's function adds to the program for posts either with or without a specialty.

Our scientific study shows the wide variety of activities that interests high school boys. They want reliable information, and it is difficult to bluff them. We know men in your community or nearby are now doing everything constructive that boys want to do. Many of these technical experts and weekend experts will be flattered to demonstrate their specialties to young men—if asked.

We must show our Explorer units how to invite these experts to help. We must go into many facets of adult

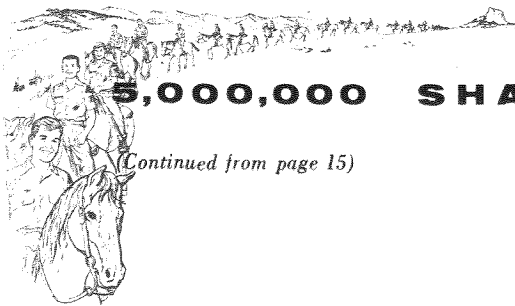


life to inform experts and get them in touch with young men who want to know. To enlist qualified man power, we must talk to each man in his own field of interest.

Nearly every industry, business, even our social agencies are looking for a public relations outlet that is useful to them. There is some selfish motivation in nearly every organization, one that we can apply to youths' benefit.

Explorer posts have been built around the specialties of service, around science and electronics, around rockets and rocket propulsion. There are journalism,

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# 5,000,000 SHAREHOLDERS

(Continued from page 15)

## Philmont's best customers

Why do some councils make better use of Philmont to supplement council-owned facilities? Why do they regularly send larger delegations than other councils?

It appears to come from a conviction that Explorers and older Scouts have a right to attend Philmont; that council and district Scouters have an obligation to help them do it; that boys will go if the expedition and promotion are properly planned and carried out.

Kaw Council, Kansas City, Kansas, is repeatedly a trail-blazer for that region. The commissioner staff, district committees, executive board, and professional staff believe in it and are enthusiastic about it.

Kaw Council makes sure every Explorer and Scout hears about Philmont. A "Red Jacket Brigade" of executive board and district committee members visits every Explorer unit and troop in the fall to show movies and tell the boys about Philmont. Then the unique monthly bulletin—the *Kaw Contact*—goes to the parents of every member, featuring Philmont at the proper time. The council has a summer camp Explorer outpost that includes Dutch oven cooking, hiking techniques, and a rugged camping program, that they consider an un-

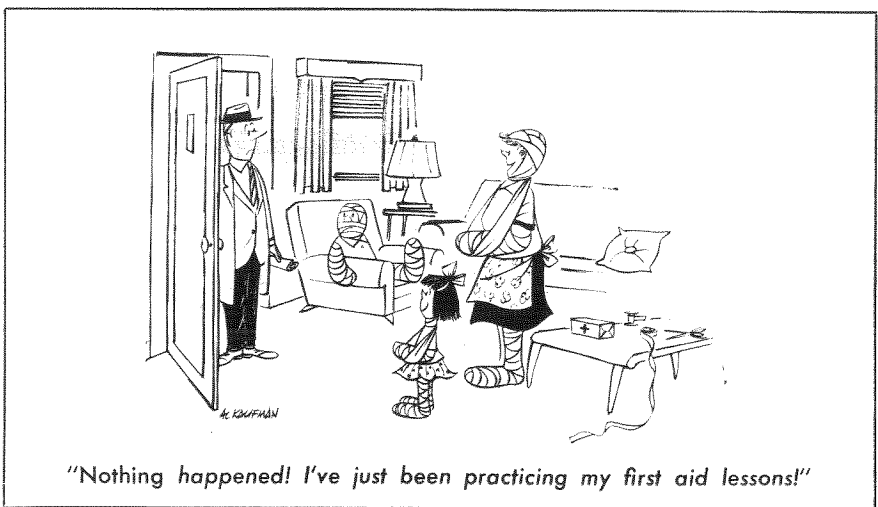
official prerequisite for a Philmont expedition. Kaw Council sums up by saying, "We're sold on Philmont."

SCOUTING magazine has told how Region Three promotes the use of Philmont, leading the twelve regions in the last five years. Now, using the same methods, Region Four has passed all other regions to rank second. It is significant that two regions with long distances to travel can produce the largest delegations.

Miami Valley Council, Dayton, Ohio, is representative of Region Four's increased interest in Philmont. When 197 Explorers attended in 1959, the council leaped into third place nationally behind National Capital Council and Valley Forge Council.

Give Philmont the chance to strengthen the bodies and characters of your campers, and to build stronger units when they get back home. Let eligible boys have the privilege to enjoy Philmont that is a part of their membership. Push out the boundaries of your camp the thousand or more miles necessary to make Philmont a part of your camping program.

The jubilee year isn't the time to sell Philmont short. For thousands of boys, the opportunity to make that expedition won't come again. Help them make it in 1960. Starting now...



"Nothing happened! I've just been practicing my first aid lessons!"

## SELLING POLICY

Certain advertisements appearing in the magazines of the Boy Scouts of America present opportunities for individual Cub Scouts, Boy Scouts, and Explorers to earn money to finance their own participation in program activities and to purchase their uniforms and equipment, or for their units' programs. They "help a boy to pay his own way." The selling of any product shall be done on its merits. Selling should not be done in uniform or in the name of Scouting as this would violate our policy of not permitting the movement to be used for commercial purposes.

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- 6 If you must work hard, warm your muscles first
- 7 Avoid excessive body strain
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- 9 Have all infections treated by a doctor
- 10 Keep well nourished but not overweight
- 11 Fight arthritis through your Arthritis and Rheumatism Foundation



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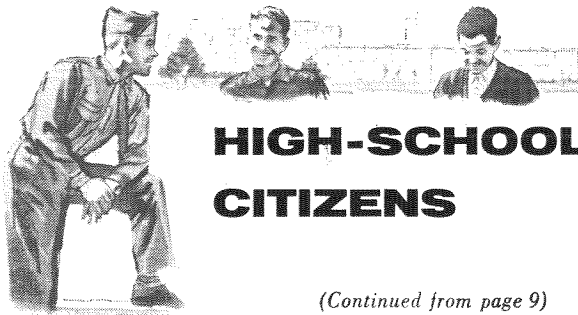
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## HIGH-SCHOOL AGE CITIZENS

(Continued from page 9)

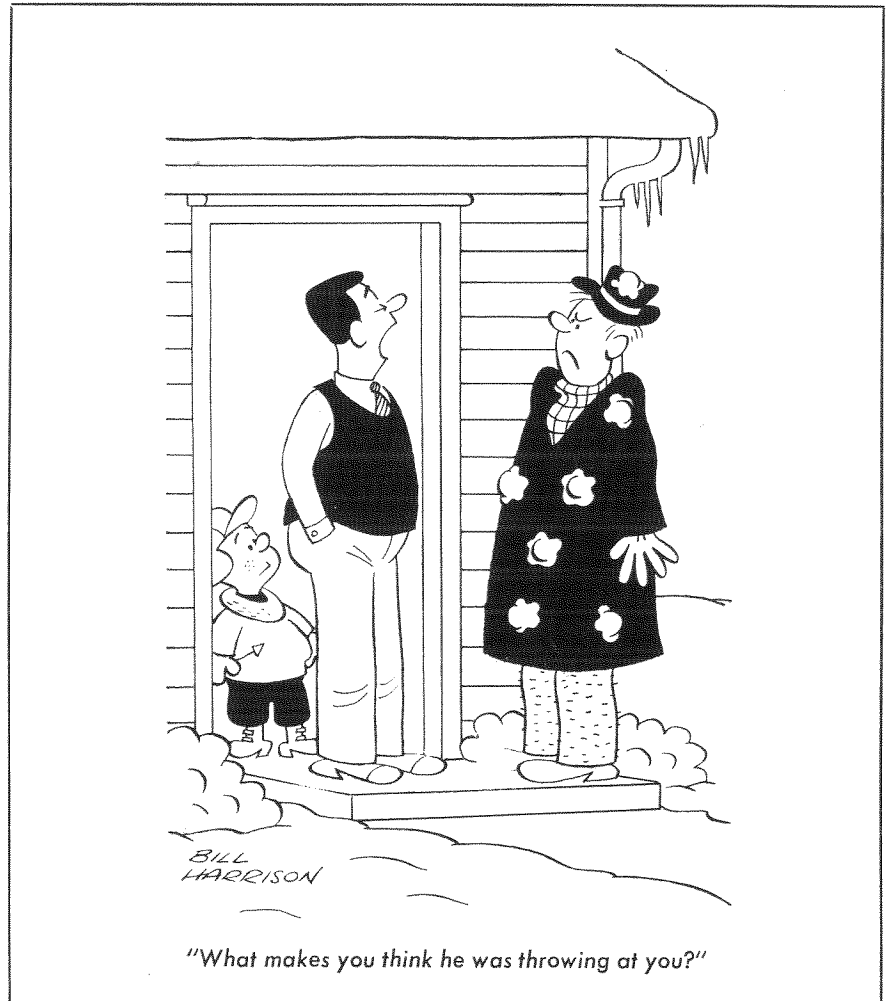
medical science, animal husbandry, auto mechanics, horsemanship, and marksmanship Explorer posts. There will be Explorer posts following every major vocation and avocation.

The opportunities in the new Exploring program are as limitless as the interest of the boys. Fortunately the resources for bringing the factors together are available if we work at it.

As responsible adult citizens we have been given the privilege of exploiting this new Exploring program. It is as important as our right to vote, and if we don't make the most of this

opportunity, we will miss the chance to affect the lives of this year's crop of high-school age citizens. They will not wait for us.

We must have enthusiasm. We must have follow-through. The immensely varied interest of boys is our interest. The best technique in how to approach this problem have not been even thought of yet. Our work starts with a council Exploring planning committee that can well be composed of men who have had no previous connection with Scouting. Let's go to work.



BILL HARRISON

"What makes you think he was throwing at you?"