

Norman Rockwell And The BSA

Most folks know the name “Norman Rockwell.” But did you know that the illustrator documented Scouting from 1913 to 1976? Rockwell’s portfolio is evocative of the Scouting spirit and portrays the ideals of the movement during its infancy through the United States Bicentennial.



A Scout is Helpful (1941) – Hillcourt’s “Norman Rockwell’s

World of Scouting” explained this work was inspired by a 1938 hurricane. Rockwell thought to show the rescue in “the hurricane’s fury.” The powers that be preferred that the good turn be pictured in perfect uniform.



An Army of Friendship (1933) – As the Scouting movement made its way around the globe, Baden Powell hoped it would make

future generations less susceptible to war. Here, Scouts from the US, UK, Thailand, Poland, Sudan, and Hungary represent those attending the 4th World Jamboree.



High Adventure (1957) – This time Rockwell illustrated a group of Explorers at Philmont Scout Ranch in New Mexico. Modern Explorers are more vocationally oriented; however, the spirit of adventure continues with Venture Scouting. Philmont remains a treasured destination.



Mighty Proud (1958) – Now a scene played out by boys and girls across the country, here Rockwell's young Scout leaves Cub Scouts behind as he dons the antique olive green uniform and garrison hat, while mom pins a Troop 2 patch on his sleeve and brother helps with the neckerchief.



A Scout is Kind – Today's illustrations, named Good Friends (1927) and A Good Scout (1935) portray Norman Rockwell's oft-used interpretation of "A Scout is Kind" as focused on an appreciation for animals (especially dogs). This motif is seen many times in NR's work.





Come and Get It! (1970) – Cooking is a big part of camping. However, this illustration – used on BSA publications – represents the many different ways that a Scout outing plays out. But the Scout in the foreground is feeling pretty good about whatever he's made for the troop.

