

2 Million Build for Tomorrow



"The trouble with the Boy Scouts," the late Will Rogers once remarked, "is that there aren't enough of them."

The cowboy philosopher would have been astounded, however, had he lived to see the Boy Scouts, on their 37th anniversary this month, reach a total of 2,066,397 in the U.S. and 4,500,000 in the world.

He would be more astounded still to learn that from the founding of the Boy Scouts of America in 1910 to the present day more than 13,500,000 persons have had the benefit of Scout training.

The truth is that never in the history of mankind has a simple idea—an idea, incidentally, born in South Africa—so seized the imagination of boys the world over as has Scouting.

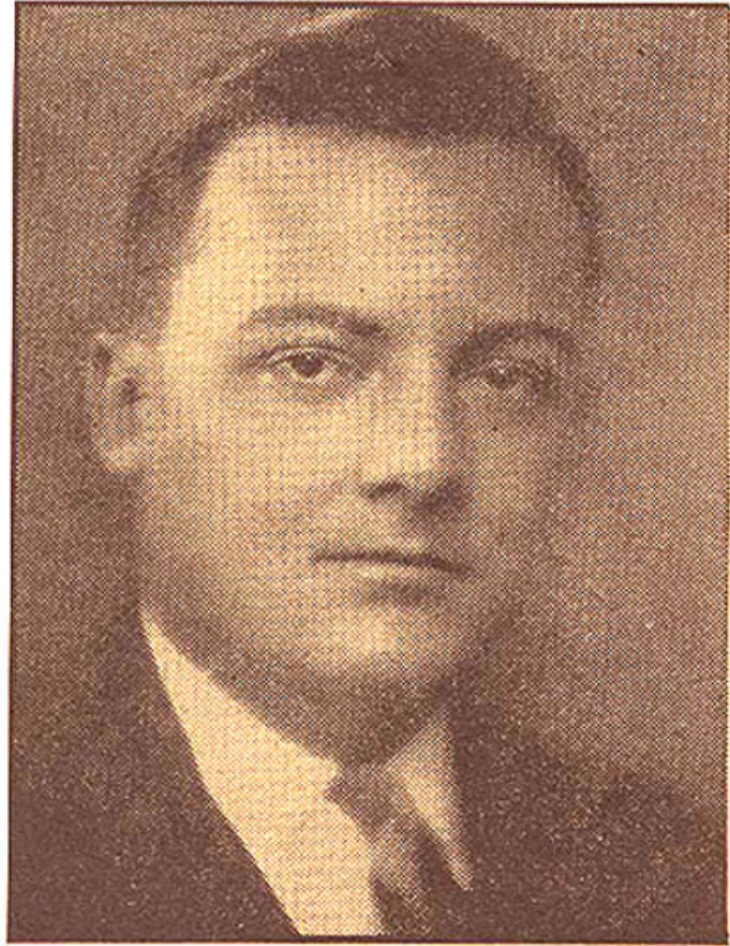
No stranger to ideas, of course, was its originator, Lt. Gen. Sir Robert S. S. Baden-Powell, but even he had no idea of the dynamite he stumbled upon in 1898.

He noticed that the troops Britain sent to him in South Africa knew little outside of a purely military routine. They were lacking in initiative and resourcefulness. They never had known pioneering. They did not know woodcraft. In fact, as he once put it, they all but expected "to be tucked in at night."

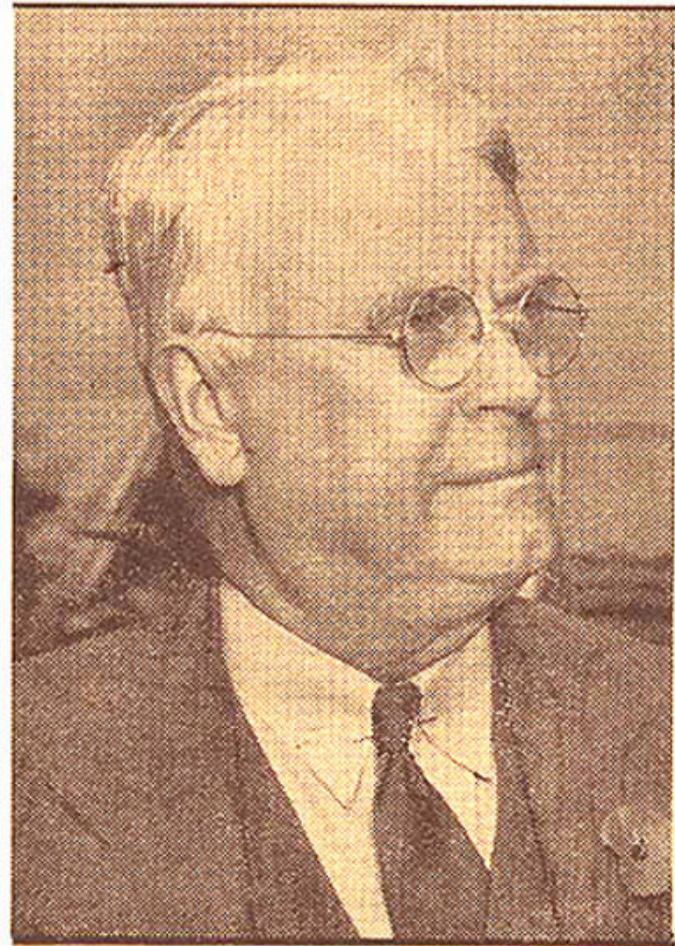
Baden-Powell decided to teach them something. He wrote a book called *Aids to Scouting*. The essence of it was self-reliance. It taught the principles of woodcraft, pioneering.

The idea was dynamic. It was so laden with the stuff of which men are made that, like a cosmic fire, it jumped from South Africa to England, and from England to America—eventually to the whole world.

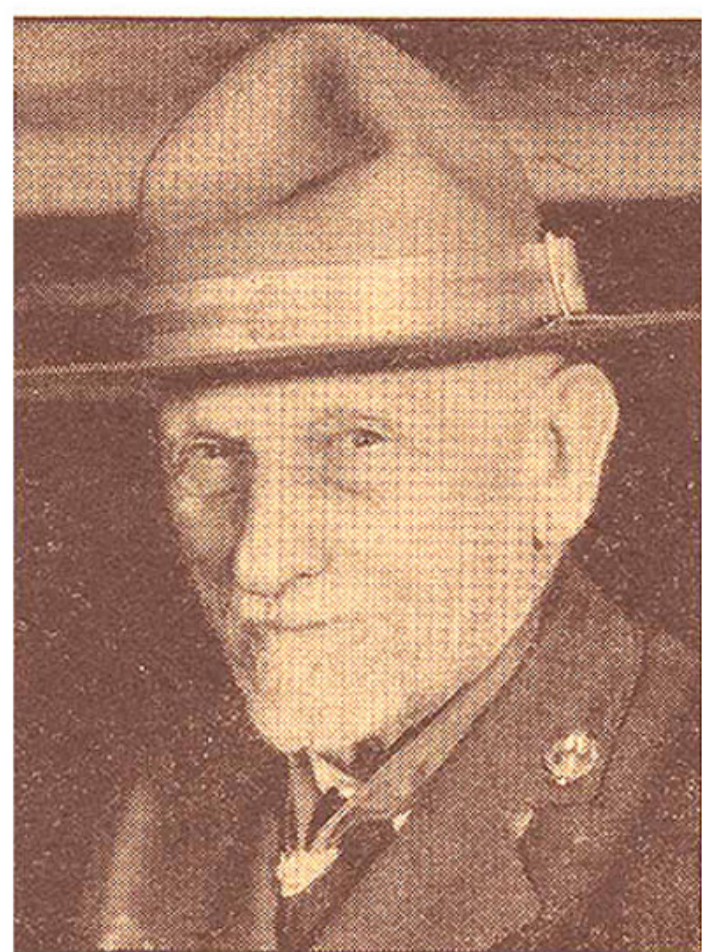
Baden-Powell found a strange sight when he returned to England in 1903. He found boys schools taking up the idea. At



Amory Houghton,
new president



James E. West,
a pioneer



Dan Beard,
Scouting immortal



Baden-Powell,
Scout founder

once he knew that he had his life work cut out for him. He studied what boys were doing all over the world. He found that in the U.S. Dan Beard had formed the "Boy Pioneers," Ernest Thompson Seton "The Woodcraft Indians."

In 1908, Baden-Powell came up with a master plan. He called it "Scouting for Boys." Here were all the distinctive features the Scout movement was to make famous: The motto, "Be Prepared," the daily good turn, the Oath and Law, the uniform—chiefly what Baden-Powell himself had worn in South Africa—the badge, and the patrol method.

No shilling in a fog

Now the idea jumped to America. One day, so the story goes, William D. Boyce, publisher of *The Chicago Blade*, was lost in a London fog. Soon he found a boy at his side, wearing a curious uniform.

"Are you lost, sir?" he asked.

"Yes, I am," replied Boyce.

"Well, sir, if you will come with me, I will be glad to take you to your destination."

The harassed Chicagoan accepted at once. On his safe arrival there, he took out a shilling to give to the boy.

"Thank you, sir," said the boy, saluting, "but you see I am a Boy Scout. We cannot accept tips. I was just doing my daily good turn."

So startled was Boyce he agreed to accompany the boy later to Scout headquarters, where he met Baden-Powell. A few months later, back in the U.S., he organized what was to become the Boy Scouts of America.

Boyce, aided by Dan Beard and Ernest Thompson Seton, wasted no time. They wanted no lightweights behind the



IN 1918. U.S. Scouts of all races went on duty, helped America in first World War.

Scouts



HARVESTERS. Besides staging clothing drives, selling Liberty Bonds, etc., World War I Scouts aided food production. Here they harvested a Washington, D.C., corn crop.

project. On the first National Council were famous Americans: Admiral Dewey, John Wanamaker, Colin Livingstone, Mortimer L. Schiff, Frank Lowden, Nicholas Longworth, Dan Beard, Ernest Thompson Seton, Leonard Wood, Henry Van Dyke.

In England, Baden-Powell was delighted. The idea had gotten into the right kind of hands. Especially pleased was he with James E. West, who was to serve as Chief Scout Executive from 1911 to 1943.

Raised in a rat-infested orphan asylum in Washington, D.C., Jimmie West, as a boy, was subjected to almost incredible cruelty and neglect. Yet with an iron will that always seemed to stay with him, he rose above it and, although a cripple, fought his way up the ladder the hard way. Here was the "man of iron" the Boy Scouts needed.

No. 1 problem now was a magazine. A teen-age boy in Rhode Island was publishing a journal called *Boys' Life*. For lack of a better definition, he called it "the semi-official organ of the Boy Scouts of America." Quick to see its possibilities was Frank Presbrey, New York advertising man, who headed a publication committee. He bought it for \$6,100. Next year it became the official organ of the Boy Scouts of America.

Dan Beard and Ernest Thompson Seton were the first contributing editors. On the staff they thought a great deal of a then-obscure, young artist: Norman Rockwell.

Year by year, *Boys' Life* was to grow into the largest boys' magazine in the world. Edited for years by West, it has become—with the *Handbook for Boys*—the bible of Scouting. In it is unfolded from month to month the story of Scout ideals, practices—and the Scout record.

That record is a startling one: In World War I, Boy Scouts sold \$2,350,000 worth of Liberty bonds, located 20,750,000 board feet of walnut (then in heavy demand) and 100,000 carloads of fruit pits (used in making gas masks). More familiar are their achievements in World War II—\$2 billion worth of bonds and stamps sold; 30 million pounds of scrap rubber collected in a two-week whirlwind drive; 300,000 tons of waste paper in one year alone! And, as everybody knows, victory gardens, work on farms, housing surveys.

Scouts

Peace times, of course, also bring disasters. The Scouts carried their motto "Be Prepared" into the valley of the Arkansas, down which a vast flood was pouring in 1926, onto the plains of Illinois in the wake of tornadoes and into the aftermath of California earthquakes and Northwest forest fires.

Mr. President, BSA

Wherever the idea of self-reliance dominates, the Boy Scout idea spreads like wild-fire. During the long depression, for example, the Mormon Church insisted on taking care of its own unemployed, resented Federal "relief." It is significant, therefore, that the Mormons were the first large religious organization to go all-out for the Boy Scouts.

Other churches are not far behind. Today churches lead all other community groups two to one in sponsoring local Boy Scout troops.

The Scouts are proud of their Federal Charter from Congress in 1916, and even prouder of the fact that the President of the United States is always the Honorary President of the Boy Scouts. All Presidents have taken an active interest in Scout work.

One President—Theodore Roosevelt—was in the White House too early to be their honorary chief. But he was their hero as long as he lived—a champion of outdoor life and self-reliance. Now, every year, Boy Scouts make pilgrimages to his grave at Oyster Bay, N.Y.

Never do Scouts forget the Scout law. Its 12 points are eloquent: A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, reverent.

Each one of these is defined in detail. The U.S. version is similar to Baden-Powell's original, but shorter. An amusing difference, however, popped up in the eighth law: "A Scout is Cheerful."

U.S. definition is: "He smiles whenever he can. His obedience to orders is prompt and cheery. He never shirks nor grumbles at hardships."

The British version:

"A Scout smiles and *whistles* under all circumstances. . . . When you miss a train or someone treads on your favorite corn—not that a Scout should have such a thing as corns—or under any other annoying circumstances, you should force yourself to smile at once and then *whistle* a tune, and you will be all right. A Scout goes about with a smile on and *whistling*."

Many an American Scout is certain he will be able to recognize his British brothers at the big World Jamboree in France, scheduled for next August, by their whistling!

This Sixth World Jamboree will be



HISTORY REPEATS. The story was the same in World War II. Scouts of all ages took part in paper and other big salvage campaigns.

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Scouts

held in the bend of the River Seine, near the town of Moisson, 40 miles from Paris (the first was held in London in 1920). Host to 51 nations will be the French Boy Scout Association. All the major nations will be represented except Germany, Spain and Russia. A World Friendship campaign, to help rebuild Scout organizations in devastated countries, has raised \$110,000 so far.



COMING UP. Too young to be full Scouts, these youngsters are Cubs, who get early training and may don Scout uniform at age of 12.

From Cub to Silver Buffalo

But nowhere in the world, has the Scouting idea been so thoroughly developed as in the U.S. There are Cub Scouts for boys 9, 10 and 11; Boy Scouts for those of 12 and over; Senior Scouts for those 15 and over.

Senior Scouting includes Sea Scouts, Air Scouts and Explorer Scouts. The latter are concerned with ranger-patrolling, forestry, conservation.

Nearly every boy in the movement wants to be an Eagle Scout. That is the highest rank. He starts out as a Tenderfoot, then a Second Class, then a First Class Scout. When he earns five merit badges he becomes a Star Scout, 10 merit badges (five specified) a Life Scout, and when he gets a total of 21, an Eagle Scout. All told there are more than 100 merit badges.

Highest honor the Boy Scout organization can bestow is the Silver Buffalo Award. This is for distinguished service to boyhood. Baden-Powell was the first to get it. Another possessor is the new president of the Boy Scouts of America, 47-year-old, aggressive Amory Houghton, board chairman of the Corning Glass Works and wartime director-general of operations for WPB.

Never, perhaps, in the history of the world has a single organization received such unanimous support as the Boy Scouts of America. Directing it in collaboration with Amory Houghton are 51 outstanding citizens, including top business executives and one former Supreme Court Justice.

All over the U.S. thousands of men freely give time to serve as scoutmasters, troop committeemen and find other ways to help. No sacrifice, apparently, is too great.

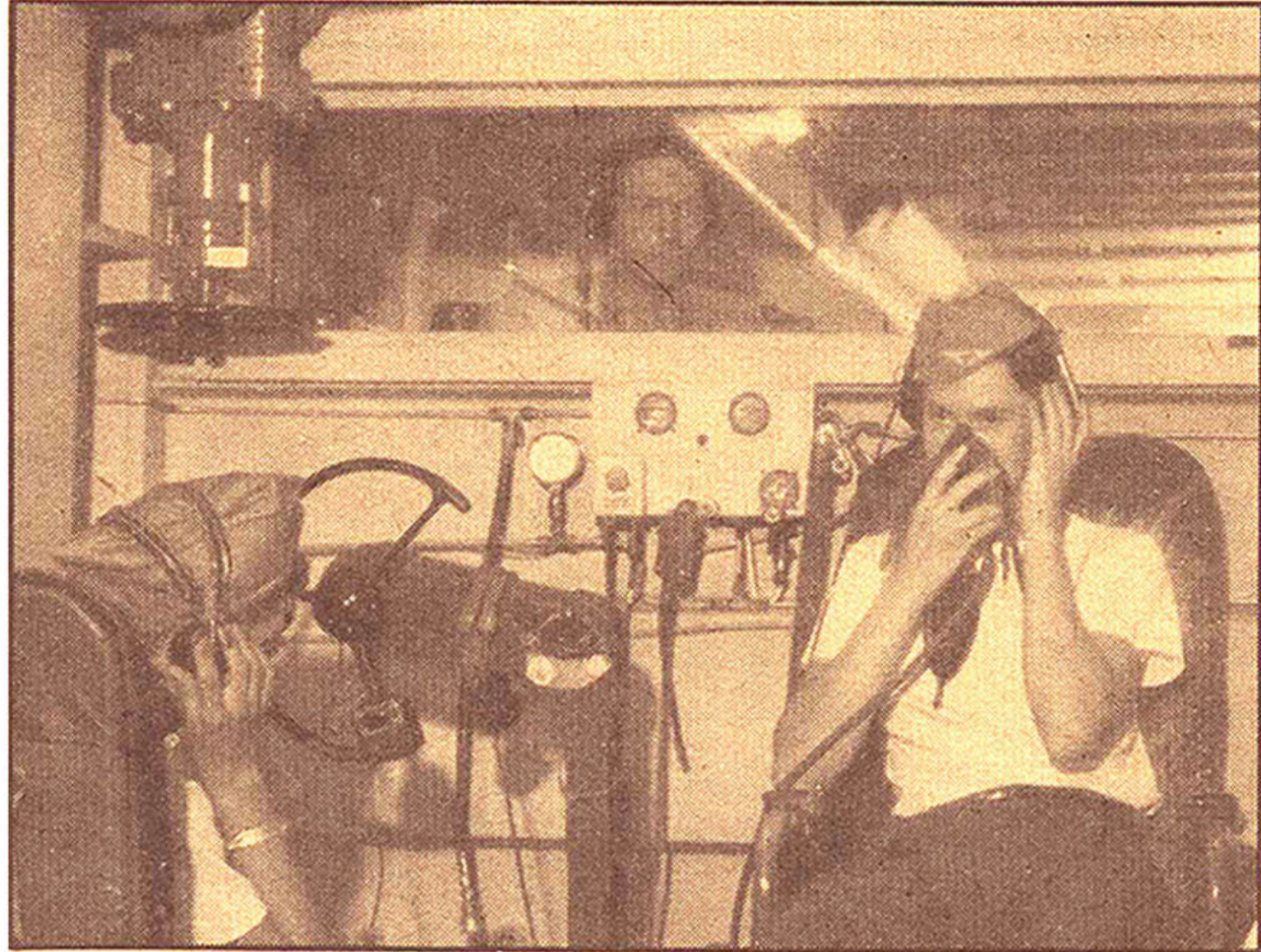
To the tributes of civilians is added that of the armed forces. Heroism—the product of self-reliance—has reaped a rich reward. Most dramatic of all, on this 37th anniversary of the organization, is the testimony of Admiral Chester Nimitz:

“The fact is that over a million—or

Scouts

about 40%—of the men whom I commanded in the Pacific had been Boy Scouts. But that 40% won 60% of the decorations awarded for valor!”

The Boy Scouts have a right to be proud. ●



THE AIR, TOO. The aviation age opens new fields for Scouts to conquer. These Air Scouts check Wright Field high altitude equipment.



ON LAND OR SEA. Scouts are at home anywhere. Sea Scouts are older boys, get to know the fundamentals of navigation.



BACK TO NATURE. Woodcraft still is a cardinal part of Scouting. Under Scoutmasters well-versed in the lore, boys learn the secrets of woodlands and their inhabitants.



HELPING HAND. Wherever Scouts are they live up to the motto: "A Scout is Helpful." In France, tiny refugees become owners of new winter shoes distributed by French Scouts.

Scout War Heroes



Lt. Edward H. O'Hare



Dr. Paul A. Siple



Comdr. John D. Bulkeley



Capt. Colin Kelly Jr.

Pathfinder

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