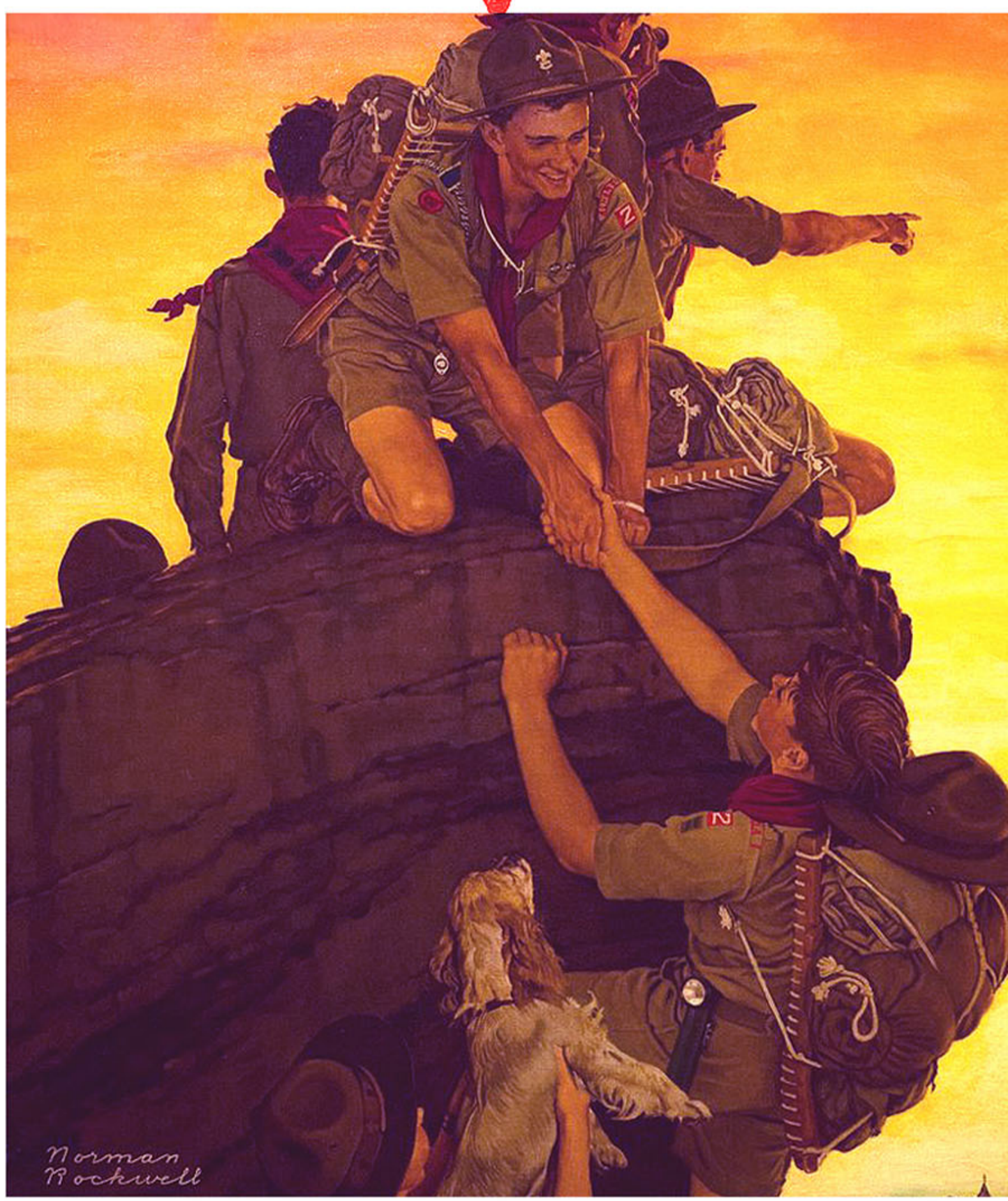


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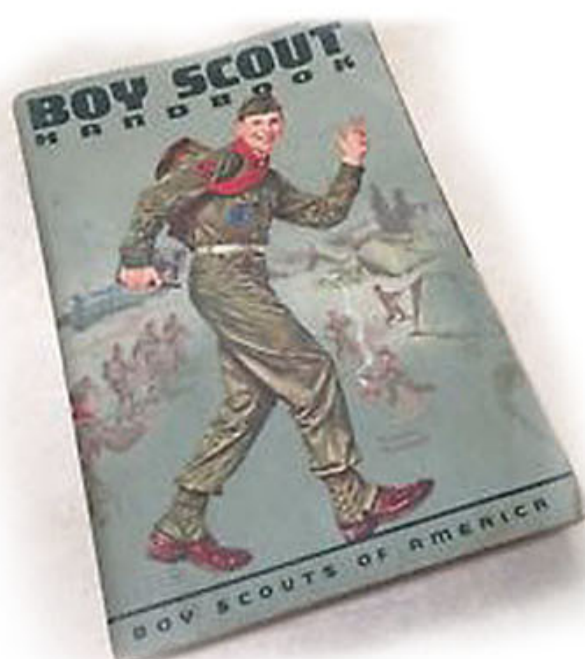
FEBRUARY, 1947: p. 83

The man who paints the Boy Scouts



This month PAGEANT's new color-picture series, *Pageant of Americans*, honors an institution both American and international: the Boy Scouts. Founded in England in 1908, Scouting was brought to the U. S. two years later and since has spread all over the world. Current U. S. active membership is more than 1,900,000.

The painting on PAGEANT's cover is from the 1947 Boy Scout calendar, which, like its predecessors of the past several years, is certain to be the most popular calendar in the country. During the year more than two million copies of it will be hung on the walls of offices, stores, schoolrooms and homes—a tribute to the place Scouting holds in American hearts.



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he paints Boy Scouts

Consciously or unconsciously, purchasers of the calendar also pay tribute to Norman Rockwell, who painted it. (He also does other calendars for Brown & Bigelow, the big St. Paul firm.) Rockwell has been associated with Scouting for more than a generation: he was one of the first art editors of *Boys' Life*, the Scout magazine, and since 1920 he has done the Scout calendar every year but two. His price per calendar has gone from \$200 to many times that.

Rockwell earns his pay. To millions of people he is the best painter in America. Some art critics dispute this, calling his work flat and uninteresting; but few can argue with the almost universal appeal of his calendars and *Saturday Evening Post* covers. The latter Rockwell has been painting, on an average of one every six weeks, since 1916; *Post* editors say nothing else they publish draws a consistently larger response.

Rockwell was born February 3, 1894, in New York City. He quit high school to study art and never went back. He has been married twice, now lives with his second wife and three children in Arlington, Vermont (population 1,200). Many of his neighbors there have served as models for his *Post* covers and illustrations. Some also appear in his most famous productions, the four wartime paintings depicting the Four Freedoms.

Though Rockwell could command fabulous sums for advertising illustration, he prefers to stick to calendar and *Post* work. At that, these have earned him more than \$1,000,000 in the last 20-odd years. So long as Americans continue to love their country, Norman Rockwell should be in demand.

