



A Scout is Friendly

NORMAN ROCKWELL

1894–1978 | AMERICAN

Oil on canvas | Painted 1943

Signed "Norman Rockwell" (lower right)

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MEDIUM

Oil on canvas

DATED

Painted 1943

DIMENSIONS

Canvas: 32 1/2" high x 21 1/2" wide Frame: 45 1/2" high
x 34 1/2" wide x 2 1/2" deep

SIGNED

"Norman Rockwell" (lower right)

Norman stated that his experience on the staff of *Boys' Life*

*“...helped me build some confidence in myself
at a time when I needed courage, needed to
believe in myself.”*

— Norman Rockwell

A Scout is Friendly

Norman Rockwell captured the heart and soul of America in the 20th century like no other artist. This iconic work, entitled *A Scout is Friendly*, comes from the artist's decades-long connection to the Boy Scouts of America—a relationship that would define some of his most significant images. Rockwell believed the Scouts embodied the nation's highest values, and his narrative depictions of these young men stand among the most profound and coveted images he ever created.

Rockwell created this work for the 1943 Boy Scouts of America calendar produced by Brown & Bigelow. *A Scout is Friendly* shows a helpful Scout fulfilling his duty in an everyday moment. As he guides the elderly couple through a city map, their young grandson looks on in quiet admiration. In quintessential Rockwell fashion, each character comes to life with extraordinarily relatable, human details.

Rockwell's relationship with the Boy Scouts of America extended for more than six decades, during which his calendar illustrations and contributions to *Boys' Life* became visual touchstones for countless American households. Notably, he accepted no royalties for these commissions, assigning all reproduction rights to the organization. It was a gesture that affirmed his deep belief in the Scouts and the virtues they instilled.

Norman Rockwell stands as America's most beloved illustrator, whose work transcended commercial art to become a defining visual narrative of 20th-century American life. His Brown & Bigelow calendar series ranks alongside his *Saturday Evening Post* covers as works that elevated him from celebrated illustrator to national institution.

Rockwell's extraordinary ability to find profound meaning in everyday moments earned him the Presidential Medal of Freedom in 1977, the highest civilian honor bestowed upon American citizens. Museums worldwide, including the Norman Rockwell Museum in Stockbridge, Massachusetts, preserve and celebrate his legacy as an artist who documented American values, aspirations and the tender moments that unite us all.



DATED

Painted 1943

SIGNED

"Norman Rockwell" (lower right)

DIMENSIONS

Canvas: 32 1/2" high x 21 1/2" wide (82.55 x 54.61 cm) Frame: 45 1/2" high x 34 1/2" wide x 2 1/2" deep (115.57 x 87.63 x 6.35 cm)

Provenance & Literature

PROVENANCE

Collection of the Boy Scouts of America

M.S. Rau, New Orleans

LITERATURE

Boy Scouts of America Calendar , Brown & Bigelow Co., Saint Paul, Minnesota, 1943, n.p., illustrated

W. Hillcourt, *Norman Rockwell's World of Scouting*, New York, 1977, p. 136

M. Moline, *Norman Rockwell Encyclopedia* , Indianapolis, Indiana, 1979, p. 222, fig. 8-22, illustrated

L.N. Moffatt, *Norman Rockwell: A Definitive Catalogue* , Vol. I, Stockbridge, Massachusetts, 1986, pp. 276-77, no. A63, illustrated

J. Csatari, *Norman Rockwell's Boy Scouts of America* , New York, 2009, pp. 42-3, illustrated

Brown & Bigelow Calendar, 1943

Boy Scouts of America Calendar, Brown & Bigelow Co., Saint Paul, Minnesota, 1943, n.p. — the present work reproduced as the calendar image, here in a copy issued by the Bramley Storage Company of Cleveland, Ohio.



Illustrated in Hillcourt

W. Hillcourt, *Norman Rockwell's World of Scouting*, New York, 1977, p. 136 — the present work illustrated lower left as *A Scout is Friendly*, 1943.



Illustrated in Moline

M. Moline, *Norman Rockwell Encyclopedia*, Indianapolis, Indiana, 1979, p. 222, fig. 8-22.



8-20



8-23

1941:
Boy Scouts of America,
"A Scout is Helpful"
[fig. 8-20]

1942:
Boy Scouts of America,
"A Scout is Loyal"
[fig. 8-21]

1943:
Boy Scouts of America,
"A Scout is Friendly"
[fig. 8-22]

1944:
Boy Scouts of America,
"We Too Have a Job
To Do"
[fig. 8-23]

1945:
Boy Scouts of America,
"I Will Do My Best"
[fig. 8-24]

American Fire Insurance
and Indemnity Group,
"American Way"

Brown & Bigelow, "The
Land of the Free"



8-21



8-24

1946:
Boy Scouts of America,
"A Guiding Hand"
[fig. 8-25]

First National Bank of
South River, New
Jersey, Memory
Calendar, "O'er the Land
of the Free"
[fig. 8-26]

John Morrell & Co.'s
Tom Sawyer calendar with
illustrations similar to
those in the book *THE
ADVENTURES OF TOM
SAWYER* (1936)
[fig. 8-27A-J,
I and J on next page]



8-22



A-21

Illustrated in Moffatt

L.N. Moffatt, *Norman Rockwell: A Definitive Catalogue*, Vol. I, Stockbridge, Massachusetts, 1986, pp. 276-77, no. A63 — the present work illustrated upper right among the Boy Scout calendar paintings.



Museum Comparable

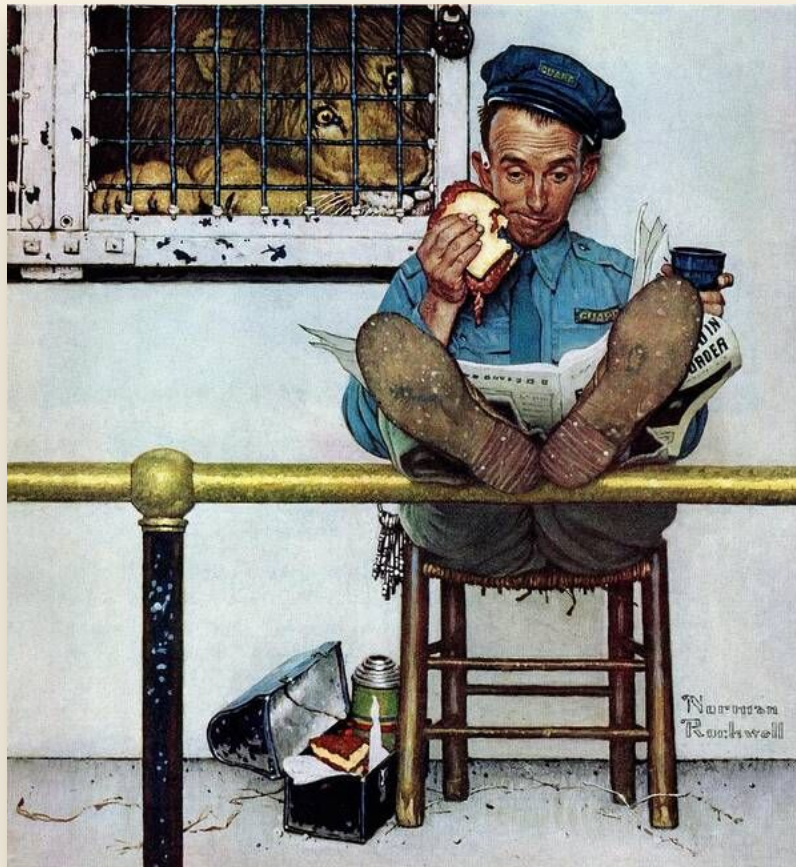


The Metropolitan Museum of Art, New York

Expressman

1924 — Cover illustration for *The Saturday Evening Post*, 29 August 1925

Museum Comparable



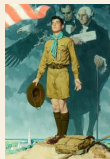
The Metropolitan Museum of Art, New York

Lion and Zookeeper

1954 — The Met Collection, New York

Auction Comparables

Comparable Rockwell Scouting subjects sold at auction.



A Scout is Loyal

1940 — Oil on canvas — 99.06 x 68.58 cm (39 x 27 in.)

Coeur d'Alene Art Auction, Lot 170 — 27 July 2013

\$4,281,000



Boys and Girls First Aid Week

1926 — Oil on canvas — 71.8 x 61.6 cm (28 1/4 x 24 1/4 in.)

Sotheby's New York — American Art, Lot 36 — 21 May 2014

\$2,965,000