

# Congratulations, Boys' Life

On 100+ Years of Great Reading



**Boys' Life** has INSPIRED America's youth with great reading since 1911. And reading is a survival skill.

**Boys' Life** is ESSENTIAL to good Scouting with its compelling, entertaining, and educational material; quality Scout program delivery; and proven increases in membership retention.

**Boys' Life** creates an ENGAGED group of young leaders.

Make it your goal for every PACK, TROOP, and TEAM in your council to qualify as a **100% Boys' Life Unit** by encouraging all units to be on the Unit Budget Plan (No. 524-426)—it makes **Boys' Life** automatic.



*Today's Readers, Tomorrow's Leaders*