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