

**“So I am leaving in your hands
the only thing that matters now
—and God bless you.”**

THAT is part of a letter the Editor of the Woman's Home Companion received from a reader. It is but one of four thousand letters very much like it.

To be exact, 4,100 letters came (and more are coming daily) in imme-

mediate response to an announcement in the February Companion of a service to families of soldiers who seek news of boys in France.

A second announcement and description of this remarkable service is in the March Companion.

Four thousand appealing letters

filled with heart breaking *true* stories too intimate and sacred to quote here—pleading for information about four thousand big strapping American boys in France.

Stop and think that over for a moment. What sort of a magazine is this that brings such words from its readers as those quoted above? What must be the attitude toward this magazine that mothers and young wives and girl sweet-hearts will confide in it in this manner?

Confidence. That is it. A confidence that is bred of long and sincere service. When the Companion described this new service, its readers knew that the service would be rendered. And they responded—in numbers really remarkable, considering the

limited list of American boys not heard from.

The Companion is proud of having more-than-a-million readers—but it is far more proud of what created and holds those readers.

It is a worth-while feeling to have evidence that, in the hearts of these more than a million women, other magazines can not replace the Companion—any more than your host of acquaintances can replace your *one real* friend.

The Companion has the same confidence in its readers that its readers have in it.

That should mean something to you, too—that confidence which more than a million women readers place in the Woman's Home Companion. And that confidence which the Woman's Home Companion places in its readers.

In the March Issue of the
Woman's Home Companion

Roland Phillips

describes the search in France for
soldiers, killed, wounded, sick,
missing, or not heard from.

This search is being carried on by
the American Red Cross Bureau
of Communication

of which

Mr. Phillips, the Companion's
contributor, is a member.

Read—

“Perhaps I Can Help You”
in the March Companion

WOMAN'S HOME COMPANION

THE CROWELL PUBLISHING COMPANY

WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
FARM AND FIRESIDE