

Olive Dickason is One Reason Why More and More Women Are Reading The Woman's Globe and Mail

Every Thursday, more and more Ontario women read *The Woman's Globe and Mail* — and read it thoroughly. They do so for several reasons: it is their own newspaper, *the only one of its kind* in the area it covers, and it contains articles, features and news of special and particular interest to women.

Distinguished writers — like Olive Dickason — contribute articles that are authoritative as well as interesting, in every issue of *The Woman's Globe and Mail*. Features like these, by writers of this calibre, result in a very definite feeling of trust between reader and newspaper—an atmosphere of confidence that goes beyond editorial matter and carries right through to advertising. Many national and retail advertisers have discovered this fact to their profit . . . Have you?

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