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## MR. MERCHANT

This community may be divided into three classes: the few hundred RICH, who seldom respond to advertising, the thousand or so very poor who CANNOT, and the great Middle Class, whose incomes range from $\$ 600$ to $\$ 6,000$. Wise is the merchant who caters to this thrifty, self-respecting, cash-paying multitude, which is the BACKBONE of business, and without whom there would not be retail trade enough to keep up the stores in one city block. The Tacoma Times covers this great clientele more thoroughly than ALL other papers combined. Do you desire the proof.

## Ask An Advertiser!

