

"My car needed a new automatic transmission. Took it to an alley garage that agreed to do the job for \$25 less than an authorized dealer. The 'new' transmission lasted 1,800 miles. And the garage wouldn't make it right."

"For months I ate at a real greasy spoon trying to save money. The place wasn't clean, the food wasn't good, the service—well, you couldn't call it that—and the clientele was a bunch of down-at-heel-ers. One day a friend persuaded me to join him for lunch at one of the best restaurants in town. He ordered the businessman's lunch, so I did too. I was amazed at what I got: good food, good service, good atmosphere, and for just a little more than I had been paying at the greasy spoon. I learned a big lesson."

There were many other replies. One fellow reported that he got in trouble with the Bureau of Internal Revenue because he used a "bargain" accountant; another went to a cut-rate doctor and later learned he had received a completely wrong diagnosis. Others related the costs of going second class in home repairs, hotels, and other goods and services.

Of course, I've heard the argument many times "but I can't afford to go first class." The simplest answer is: you cannot afford to go any other way. Certainly in the long run, going first class actually costs you less than going second class. Then, too, it's better to have fewer things and have quality than to have many things and have junk. It's better, for example, to have one really good pair of shoes than to have three pairs of second-class shoes.

People rate you for quality, often subconsciously perhaps. Develop an instinct for quality. It pays. And it costs no more, often costs less, than second class.