

the kind of clothing that really makes me feel right and that causes others to look up to me?"

That question puzzles many people. It plagued me for a long time. But the answer is really a simple one: *Pay twice as much and buy half as many.* Commit this answer to memory. Then practice it. Apply it to hats, suits, shoes, socks, coats—everything you wear. Insofar as appearance is concerned, quality is far more important than quantity. When you practice this principle, you'll find that both your respect for yourself and the respect of others for you will zoom upward. And you'll find you're actually ahead money-wise when you pay twice as much and buy half as many because:

1. Your garments will last more than twice as long because they are more than twice as good, and as a rule they will show "quality" as long as they last.
2. What you buy will stay in style longer. Better clothing always does.
3. You'll get better advice. Merchants selling \$200 suits are usually much more interested in helping you find the garment that is "just right" for you than are merchants selling \$100 suits.

Remember: Your appearance talks to you and it talks to others. Make certain it says, "Here is a person who has self-respect. He's important. Treat him that way."

You owe it to others—but, *more important, you owe it to yourself*—to look your best.