



. . .buying on the basis of lowest cost per year of service life

John Ruskin, the English philosopher, wrote:

It is unwise to pay too much, but it is worse to pay too little. When you pay too much, you lose a little money - that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot . . .”

There is nothing in the world that some man cannot make a little worse and sell a little cheaper, and he who considers price only is that man’s lawful prey

An analogy on making a purchase based on low cost only:

A grandfather was seated in an easy chair reading the newspaper when his young grandson noted: “Grandpa are those new shoes you have on?” The grandfather replied: “Yes, I just bought them yesterday.” The grandson then asked: “How much did they cost you?” The grandfather smiled and replied: “I won’t know until they wear out”.