

VALUE OF MONEY

John Ruskin 1819- 1900

It's unwise to pay too much. But it's worse to pay too little. When you pay too much, you lose a little money, that's all.

When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the things it was bought to do.

The common law of business balance, prohibits paying a little and getting a lot.

If you deal with the lowest bidder, it is well to add something for the risk you run. And if you can do that, you will have enough to pay for something better.

There is hardly anything in the world that someone can't make a little worse and sell a little cheaper, and people who consider the price alone are this man's, lawful prey.

The bitterness of poor quality remains long, even after the sweetness of low price is forgotten.

John Ruskin (February 8, 1819 – January 20, 1900) was an English author, poet and artist, although more famous for his work as art critic and social critic. Ruskin's essays on art and architecture were extremely influential in the Victorian and Edwardian eras.