

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
— it cannot be done.

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

John Ruskin (1819-1900)