

# John Ruskin

1819 – 1900

It is unwise to pay too much  
but it is unwise 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 you bought it 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.