



## Bernard Baruch

“The main purpose of  
the stock market is to  
**make fools of as many  
men as possible.**”



**Bernard Mannes Baruch (1870 – 1965)** was an **American financier and stock investor** who, after his success in business, put his knowledge and experience to the service of U.S. Presidents **Woodrow Wilson** and **Franklin D. Roosevelt** on economic matters and became a **philanthropist**. Baruch began as a **broker** before becoming a partner in **A.A. Housman & Company**. With his earnings, he bought a seat on the **New York Stock Exchange** and, thanks to this investment, piled up a fortune before the age of 30 via **speculation in the sugar market**. By 1903 Baruch had his own brokerage firm and was nicknamed "**The Lone Wolf of Wall Street**" on account of his refusal to join any financial house.

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