

AMERICA THE GREATEST®

America is the greatest nation in the world because she has allowed her citizens the opportunity to develop their "Potential for Greatness." Citizens such as
BERNARD M. BARUCH.

Born: August 19, 1870 (Leo),
the second of four sons
in Camden, South Carolina.

Died: June 20, 1965.

Father: Simon Baruch, physician
and surgeon.

Mother: Belle (Wolfe) Baruch.

Education: City College of New York.

Accomplishment: Financier, Statesman.



BERNARD M. BARUCH

Bernard Baruch lived in Camden, South Carolina, on the family plantation until he was eleven years old, when he moved to New York City. He went to public schools, then to City College of New York, where he was a star athlete. His father wanted him to be a physician, but Bernard was interested in business. In 1890, he started a job for \$3.00 a week as a broker's boy for the firm of A.A. Houseman and Co.

On his own, he made a study of investing, contracts, business law, etc., and developed a keen ability to evaluate situations and anticipate events. By 1896, he had a one-eighth partnership in the firm and, after brilliant speculation, retired from A.A. Houseman a multimillionaire.

For the next fourteen years, he invested in newly growing firms and compounded his millions. In 1918, President Wilson appointed him to be Chairman of the War Industries Board, and during the 1920's he gave invaluable advice to Presidents Harding, Coolidge, and Hoover.

Prior to the 1929 crash, Baruch took most of his money out of stocks. He was one of Roosevelt's top advisors, especially in the Office of War Mobilization. After World War II, he was appointed United States Representative to the United Nations Atomic Energy Commission.

In later years he made a park bench in Lafayette Park (across from the street from the White House) his unofficial office, where he gave sage advice to American and world leaders. Throughout his life, Bernard Baruch was a philanthropist, donating millions to worthy causes.

A nation is as great as the sum total of the greatness of its individuals. America offers her people more opportunity to develop their "Potential for Greatness" than any other nation on earth. I challenge you to develop yours!

Today we honor BERNARD M. BARUCH. Tomorrow could we honor you?

Dr. Michael R. Loss.

DR. MICHAEL R. LOSS
President, America the Greatest®, Inc.