

BOB HOYE
MARCH 23, 2021

Financial Promotions

“So long as the stock is going up, the public will believe the most preposterous story.”

– Bob Hoye, 1980s.

“Penny Stocks are Booming, which is Good News for Swindlers”

– *The New York Times*, March 17, 2021.

WHY THE STOCK EXCHANGE IS LIKELY TO HAVE MORE AND GREATER FRAUDS IN IT THAN ANY OTHER MARKET

There is a set of peculiarly crafty sellers finds ready to its hand a race of peculiarly foolish buyers such as not to be found in other markets.

From the first projector who funds the mine, or acts for the state, to far down among the dealers who sell the stock there is a lore varied in form, but united in object, all meant to sell the stock. And they do sell it.

In an ordinary produce market there is nothing like this. No dealer, however skilled, can there introduce an unknown and untried commodity for which he himself paid nothing, and sells it at a high price.

A quiet, simple, parsimonious person in the country is exactly what the active, greedy and mendacious dealer wishes to meet with. And there is a practically unlimited supply of such persons.

There is a class of unskilled “outsiders” far exceeding those in any other market.

– *The Economist*, March 27, 1875