

ACME OF

SUCCESS

IN 1890

THIRTY-FIVE YEARS
AGO

Patience

Patience

I came to this city (then a town) a poor, unknown, friendless boy—to be a clerk in what was then the largest House in Charlotte. It was very large for those times, as its annual sales reached what then was a princely sum—that of \$60,000 per annum. Friends I had none, nor had I much money. Saving the sum of \$140 which I deposited in the State Bank, standing where now stands Dr. McAden's drug store. It affords me much amusement now to look back with what solicitude I morning and evening looked at that Bank Building and its contents. I grew restless, however, of the monotony of clerkship, and in 1856 commenced with my late lamented partner, Mr. Rintels, a business for ourselves in the Mountains, with a joint **CASH CAPITAL OF \$550**. My motto then as **NOW**, and ever will be, the talismanic

P'S

VIZ:

Push

Pluck

Patience

Push

Push

Which, coupled with fair, honest, upright, business-like dealings, have been the **SHIBBOLETH OF MY SUCCESS**, so that to-day I have reached a point of success never dreamed of either by myself or by Charlotte's most sanguine optimist.

To-day I am on the vortex of such a successful business career that my friends and every honest lover of the Carolinas points to my establishment with honest pride and makes every well-wisher of successful effort say: "**BEHOLD** what with the talismanic **3 P's** can be accomplished in good old North Carolina.

In July, 1865, I rented as a Store what at one time was the Parlor of the residence of the late James Irvine, of the dimensions of 21x21 feet, and a pitch of ceiling 9 feet, or 441 superficial flooring space, (and it was as large as I could fill with goods,) bought an old plank partition out of which I put up shelves and a counter (there was no lumber then to be had to make shelves), and advanced thus step by step until today, I have reached a point where it requires a building 50x92 feet, of **FOUR** floors, and an annex of 75x92 feet to give me moderately sufficient space to do my business in; and when my store now in course of enlargement will be completed, I will have about 25,000 superficial feet of flooring space, and 116 counters of 40 feet long each, to hold the goods, which put lengthwise, one by the other, would reach the enormous length of 5,336 feet, or about $\frac{1}{8}$ of a mile.

It requires 3 **Book Keepers**, 2 **Packers**, 1 **Shipping Clerk**, 5 **Stock Keepers**, 2 **House Salesmen**, and 6 **Traveling Salesmen** to complete my force to keep business in motion. Such is a short history of my business in the past and present.

Visitors would not be true to themselves, to Charlotte, to North Carolina, if they failed to visit and inspect my establishment, so that when they go to their respective homes they may return not only as **BETTER**, but **WISER** by reason of having seen my Mammoth "Wholesale House," and be enabled to say to their friends and neighbors, that we have heard since our childhood day of the big concern of S. Wittkowsky, but we can exclaim as did Queen Sheba of old, that "The half had not been told" of the wonderful business and colossal proportions of the house of the undersigned.

Pluck

Pluck

Samuel Wittkowsky