

# DEBLOIS BROTHERS OPEN NEW BUSINESS PREMISES

## Expanding Business to be Housed In Bright Attractive Office and Large Well Equipped Warehouse

### Management Invites Inspection of New Quarters Out of Town Friends Will Find Convenient Rest Room, Supplied With Writing and Reading Material

Tangible evidence of their faith in the future of this province, the country and the Empire is shown in the recent erection of a splendid new building by DeBlois, Brothers, one of the largest wholesale and export firms in Eastern Canada. The new warehouse and office, the most modern in the Maritime Provinces, is located on the corner of Queen and Water Streets in Charlottetown.

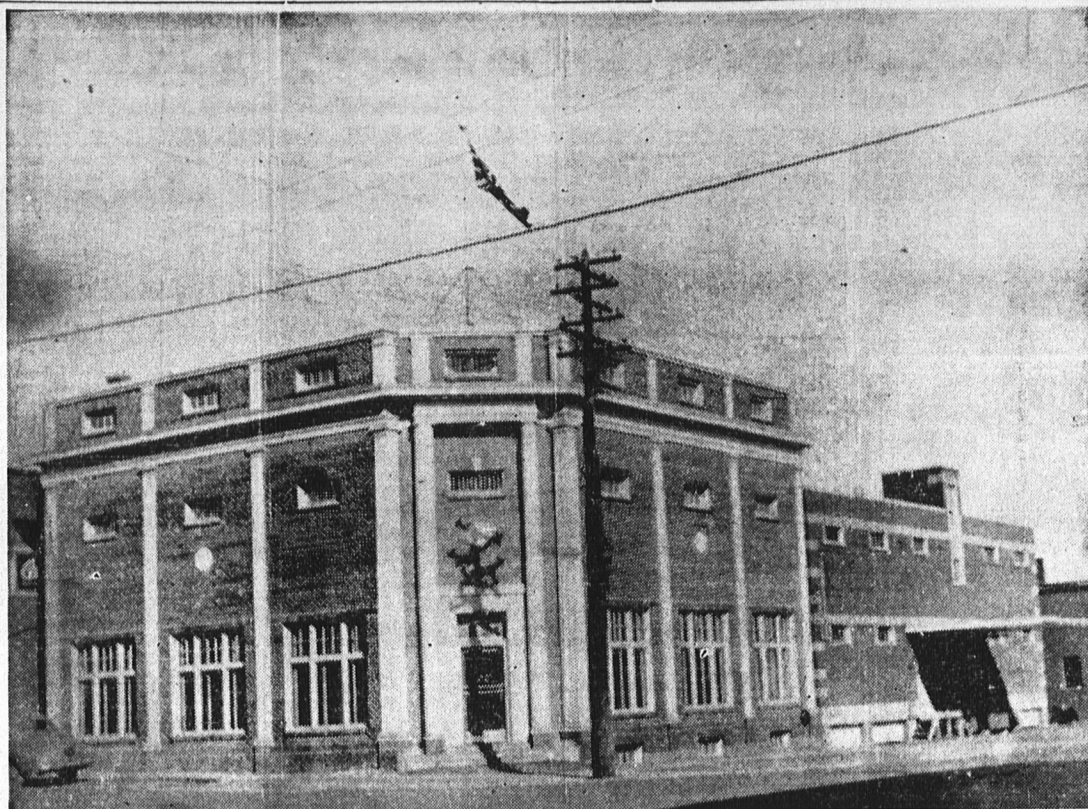
With years of successful business experience to its credit, this outstanding mercantile firm went "all out" in its faith in the future of this community and invested thousands of dollars to build the new plant. It is purely an Island firm with all the directors being natives of this province.

#### HISTORY OF FIRM

The history of the firm of DeBlois Brothers is one of steady growth, success and fair dealing. To Hon. George D. DeBlois and his brother Noel H. DeBlois, with the other directors, goes the credit for building up the present splendid re-



NOEL H. DEBLOIS Vice-President



Above is a front view of DeBlois Bros. new offices and warehouse on the corner of Queen and Water Streets, Charlottetown. The architecture combining utility with beauty adds much to the business facilities of the city. Left and right are two interior views of the business office showing the spacious design and pleasing arrangement.

with the main office is the shipping department. Here all orders shipped to retailers and others are checked by an efficient staff.

#### Main Warehouse

Adjacent to the shipping office is the lower floor of the warehouse. Its 140 x 75 foot space is filled with merchandise for Prince Edward Island retailers and also with export produce for Canada and the United States. Feed flour and sugar is kept on this floor while canned goods and packages are stored on the second floor which occupies the

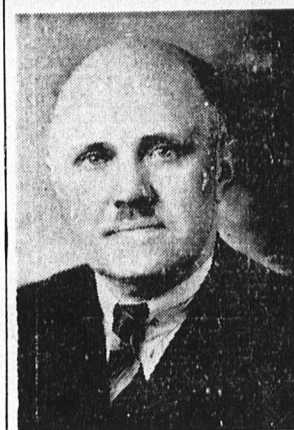
five part in all activities designed for the betterment of the city and province. He is noted for his generous gifts to all worthwhile causes.

For six years he held the honored position of Lieutenant Governor of Prince Edward Island. During this time he retired from business to devote his entire energy to the position. When his term of office was concluded he returned to take an active part in the business.

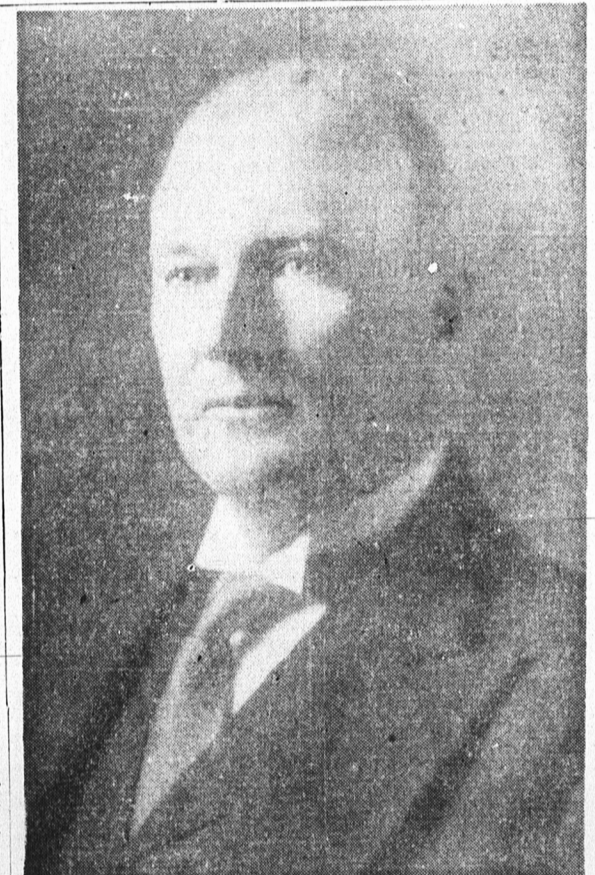
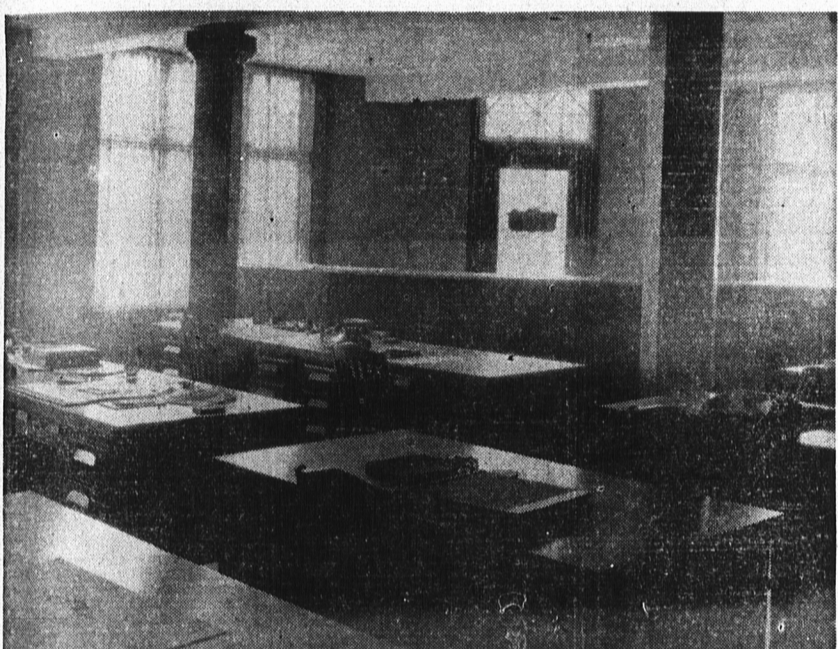
Mr. N. H. DeBlois, before entering in partnership with his brother worked for six years in the Bank of Montreal. He left this position in 1915 to join with his brother in the wholesale business. One year later he went overseas as a private with the 5th Seige afterwards the 8th Seige Battery from Charlottetown. He returned to the province two and one-half years later after serving up the line for 15 months. He suffered from shell shock and gas. Returning, he again entered the business where he remained ever since. He is one of the directors of the firm and is a past president of the Prince Edward Island Board of Underwriters and was also at one time president of the Maritime Wholesalers and Distributors Association. Mr. DeBlois is keenly interested in fishing and golfing.

Mr. A. Roderick Gillis another director entered the employ of DeBlois Brothers 24 years ago and has seen a tremendous expansion in the volume of business and the number of customers served. He commenced as a traveller but was later transferred to the office staff. Mr. Gillis looks back with happy memories to his many pleasant associations with customers whose friendship continued from his early days on the road.

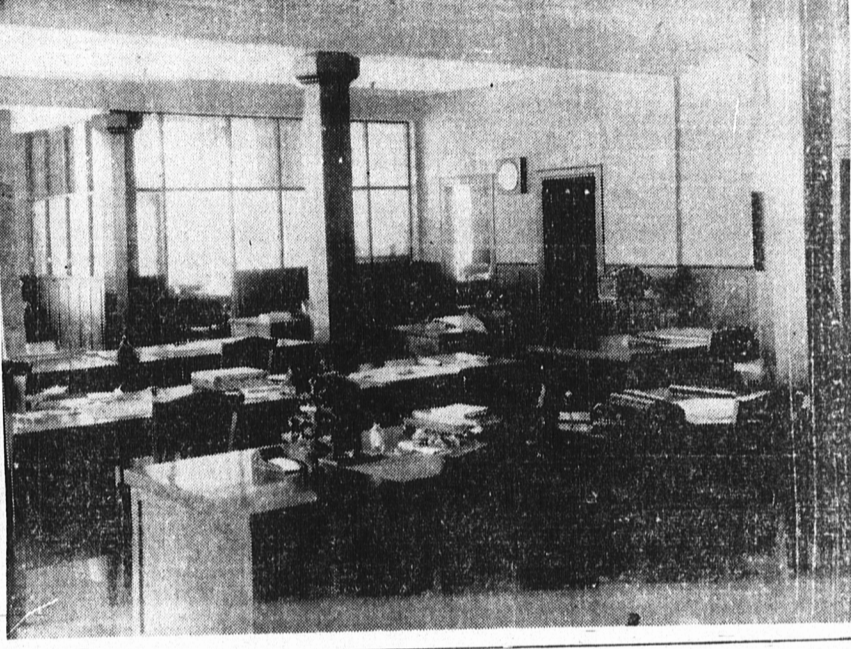
Mr. R. Patterson Forsythe was in the employ of Auld Brothers for



A. RODERICK GILLIS Director and Sales Manager



HONOURABLE GEORGE D. DEBLOIS President



WILLIAM A. READY Director

...serving in this honored position for six years, he returned to resume an active part in the business. Such was the expansion of the wholesale and export business that it was deemed necessary to have larger quarters and in July 1940 the erection of the present large building was commenced. On April 15 of this year the move to the new building took place.

...ed; The Hudson Bay Insurance Company and the Caledonia-American Insurance Company. It also represents the Maple Leaf Milling Company—the largest milling company in the British Empire.

#### The New Building

The new 140 x 75 foot structure is the largest wholesale warehouse in this province and is a credit to Charlottetown. The whole building has a floor space of 30,400 sq feet. The warehouse section of the building is a two-story structure while the office part comprises three storeys. Thousands of feet of Island lumber were used in the erection of the building. The office is made of brick and tile. It is 52 x 50 feet in size. In appearance it undoubtedly is one of the most

modern of its kind in Eastern Canada. Under the main office is a large concrete basement which is water proof and frost proof. Here as well as in two heated frost proof storeys above the office is stored perishable canned goods. The floors are made of hardwood and reinforced. Situated on the first floor is the spacious new office with its up-to-date furnishing. The office staff works in the pleasant atmosphere of a bright comfortable office. The private offices of directors, Hon. George D. DeBlois, Mr. N. H. DeBlois and Mr. A. R. Gillis adjoin the main office. The customers rest room, containing comfortable chairs, a writing table and other modern convenience, is also situated in this section of the building. Directly behind and connected

same space. A high standard of efficiency is attainable in handling incoming goods owing to the use of a railroad siding which passes the side doors of the building. Canadian National Railway cars are shunted to the doors, which roll upward and backwards, for unloading. The first floor is level with the Railway cars enabling the goods to be removed directly from the cars. A stationary escalator which shoots incoming goods from the car to the second floor is also a great convenience. There is also a portable escalator in the warehouse. Outgoing wholesale orders and exports are handled the same convenient way. A great majority of goods is also shipped by motor truck to Island merchants. This is loaded at another door under canopy into the waiting trucks. Facilities such as these greatly reduce handling charges and the saving is passed on to the retailer.



R. PATTERSON FORSYTHE Director



LEA G. TOOMBS Salesman



PERCY D. WORTH Salesman



NORMAN M. SAUNDERS Salesman



J. FULTON PIERCE Salesman



ROBERT A. DEBLOIS Salesman



LORNE L. NOONAN Export Branch



MISS HAZEL E. STEWART Accounting and Insurance Dept.



REGINALD E. KEMP Cashier



ESBEN ARNFAST Receiving Clerk



A. VERDUN TREDENICK Head Shipper

Broken Package Room On the lower floor, adjacent to the main warehouse is the Broken Package room. In this goods are assembled for shipping in less than case lots.

Mr. E. S. Blanchard of Charlottetown was the architect. The contract for the erection of the building was awarded to The Parsons Construction Co., Moncton under the capable direction of Mr. Ernest Legere. The plumbing and heating was done by Currie and Murray of Charlottetown, Chappell and Company also of this city did the electric wiring. Escalators for the building were installed by Hall and Stavert of Charlottetown. Office furniture and other furnishings were supplied by the following Charlottetown firms: H. M. Simpson, R. T. Holman, Ltd., Prowse Bros., Moore and MacLeod Ltd. and J. P. Crockett. A four thousand pound electric elevator was supplied by the firm of P. E. Stephenson and Company, Limited of St. John N. B.

The building is adequately equipped for fire prevention. A costly sprinkler system has been installed with pipes running through every section of the warehouse and office. These pipes are generously supplied with taps which are very sensitive to heat. More than the minimum amount of heat in any section of the building would melt the lead seal on these taps which would automatically start the sprinkler working.

Early last fall, as a patriotic gesture, DeBlois Brothers donated the use of their large new warehouse to the Carry On Canada Corps. This patriotic organization staged a highly successful dance in the building making use of both floors. Over 2,000 people attended the affair.

about 10 years and when that firm was taken over by DeBlois Brothers he remained as accountant to the new firm. He is now one of the directors. Mr. William A. Ready who is well known to merchants throughout the province, has been travelling for the firm for the past 18 years. He is also one of the directors. Prior to entering the employ of DeBlois Brothers, he worked with Sinclair and Stewart in Summerside.

#### Members of Staff

Mr. Lorne L. Noonan is in charge of the export branch of the business. He entered the employ of the firm on Sept. 5, 1927. Prior to this he was employed for eight years with the J. J. Hughes Company in Souris as accountant and bookkeeper. He is a native of Centerville, near Bedeque.

Mr. Reginald E. Kemp, the cashier, came to the firm from the Bank of Montreal in 1927. He has been with it ever since. Miss Hazel E. Stewart, who is in charge of the Accounting and Insurance Department left a position in Toronto in 1926 to enter the employ of the firm. She is a native of Charlottetown.

Mr. Esben Arnfast, the receiving clerk, has been employed with the firm for nine years. The sales staff consists of five efficient salesmen. They are Lea G. Toombs who has been with the firm one year; Percy D. Worth, ten years with the business; Norman M. Saunders, who joined the firm several months ago; Robert A. DeBlois, who has been with the business for the past four years and J. Fulton Pierce who has been with the firm since 1934. Mr. Pierce served five years on the office staff. He started his duties as office staff the city one year ago.

Mr. V. Tredenick, shipping clerk, has been with the firm for five years.

#### Personnel

Hon. George D. DeBlois, President of the firm, was born and educated in Charlottetown. Upon the death of his father in 1903 entered the office of Carvell Brothers. Mr. DeBlois always takes an ac-

putation of the firm. Close attention to business by them resulted in the establishment of a wholesale and insurance business which is one of the largest in the Maritime Provinces. Mr. George DeBlois, in 1915, in partnership with his brother, Mr. Noel H. DeBlois, started a wholesale and insurance business under the name of DeBlois Brothers at 55-57 Water Street. This firm, which has grown to such proportions, started in a small way. The year it opened the entire staff consisted of one clipper, one traveler and one office girl—the latter worked half the day only. However, the sound business methods adopted by the firm together with its record for fair dealings resulted in the rapid growth of the business and in 1919 it was able to take over the business of Auld Brothers. The entire stock was moved into the premises formerly occupied by Auld Brothers, 45-47 Queen Street and has remained there until April 15 of this year when it was moved to the new building. The foundation of the firm was the fire insurance business, which had been established by the late John MacEachern. This really gave them the start while the wholesale grocery business was being developed. Branching out into the export business shortly after commencing operations, DeBlois Brothers have built for themselves a world wide reputation in this line. Although they export potatoes and oats, it was the canned lobster trade which established them as a world. Besides the Canadian and American markets, they also enjoyed a large trade in lobsters with the United Kingdom, France and Sweden prior to the outbreak of war. In 1933, Hon. George D. DeBlois temporarily retired from the business to become Lieutenant Governor of Prince Edward Island, after