

INCREASED BUSINESS LEADS TO EXPANSION

Kays Brothers Ltd. Formally Opens Today



EXPANSION MEANS FIRM NOW HAS FIVE TIMES AS MUCH SPACE AVAILABLE
(Left to Right are, Gladys Dirant, Abraham Dirant and Emmanuel, Peter, James and Louis Kays)

The name and the location are different, but the owners are the same and customers can be assured of the efficiency and dependability that come from 13 years of experience as the firm

BRISTOL

Mrs. Josephine Lapierre, widow of the late Gus Lapierre died recently in Charlottetown. The former Josephine Deagle she resided here for many years.
Mrs. Katie Rossiter, spent the easter weekend in the city with her daughter and son-in-law, Mr. and Mrs. John Butler.
The teachers in this vicinity were in the city last week to attend their convention.
Mrs. Charlie Mosher, and two daughters were visitors to the city last week along with Mr. and Mrs. C. S. MacEwen, and Mr. and Mrs. Francis Fitzgerald and two daughters.

Kays Brothers Limited formally opens in its new location today.
The firm was formerly known as the Keefe Drug Company and under that name won the confidence of the public during slightly more than 13 years of service at 86 Queen Street, having opened there Feb. 1, 1949. The new quarters, several times the size of the old, are located just down the street at 45 Queen.
Kays Brothers Limited was incorporated in March of this year with the six brothers the principal shareholders. The president and manager of the firm is Paul Kays while George is vice-president and Gabriel is secretary-treasurer. The other brothers are Emmanuel, James and Louis.
Kays, in association with Paul. The drug company was purchased from George R. Keefe. George and Gabriel joined the business in 1951 and were later joined by Emmanuel, Louis and James.
"Ever increasing business" is the reason the firm has moved to its new location.
President Paul Kays says the move became a necessity as it became more and more obvious the old location simply wasn't big enough to handle the rapidly expanding volume of business being done.
The new site means that orders will be filled more quickly and more orders than ever before can be handled easily and efficiently.

available at the old location. The new site includes in addition to the main display area, a sample room, a shipping room, a warehouse and offices.
The firm is not only increasing its available selling space, but also eventually intends to expand its line of products. Dealing mainly in wholesale drug supplies, Kays Brothers intend to expand their small-ware and appliance lines.
The firm not only supplies drug stores on the Island — some 20 in all—but also sells to firms in the Magdalen Island and part of Nova Scotia.
It has three salesmen to handle the flow of business from these areas. George Kays covers the Charlottetown area where the majority of Island drugs are located. Jack Stevenson covers the western part of the Island as well as the Magdalen Islands and Nova Scotia and Gabriel Kays covers the area from Summerside to the eastern end of the Island.
Apart from the sales staff the firm has six other employees in the Charlottetown store. These include, four other brothers Emmanuel, James, Louis and Peter; and Gladys Dirant and Abraham Dirant.

INCREASED BUSINESS
Originally the Keefe Drug Company was purchased by the father of the brothers, Elias Kays, in association with Paul. The drug company was purchased from George R. Keefe. George and Gabriel joined the business in 1951 and were later joined by Emmanuel, Louis and James.
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Best Wishes
KAYS BROS. LTD.
PLUMBING and HEATING
W. L. McKenna Co. Ltd.
Plumbing and Heating Contractors
Charlottetown



KAYS BROS. SALESMEN COVER P.E.I., MAGDALENS AND PART OF N.S.
(Left to Right are, George Kays, Gabriel Kays and Jack Stevenson)



PAUL KAYS

Best Wishes
to
Kays Bros.
on their
official opening!
we supply:
● rubber and vinyl products
● Engineering products
Viceroy Manufacturing Company Limited
Toronto Ontario

Congratulations
and
Best Wishes
to
Kays Bros. Ltd.
The makers of
"Ex - Lax"
the chocolate laxative

North-Rite Ltd. . . .
Makers of fine pens:
Best Wishes to
Kays Bros. Ltd.
on their program
of expansion.
North-Rite Ltd.
St. Lambert Quebec

FOR TENSE
NERVOUS HEADACHE
ANACIN
FAST PAIN RELIEF
HEADACHE, COMMON COLIC,
ARTHRITIS AND RHEUMATIC PAIN
BUY THE ECONOMICAL FAMILY SIZE - \$1.29
ALSO 89¢ 53¢ & 26¢
Congratulations
To Kays Bros.
On Their Official Opening

Salutations
and
Best Wishes
to
Kays Bros. Ltd.
on the opening of
their new premises . . .
another location
in which you can buy
the finest of photographic
products made by AnSCO!
ANSCO
OF CANADA LTD.

KAYS BROS. LTD. MOVE TO NEW, LARGER WAREHOUSE!

...Thank You and Welcome...

On behalf of Kays Bros. I would like to take this opportunity to thank our many friends in the retail trade who by their continued loyal support have made possible our growth over the years and the opening of our newly renovated warehouse. To these retailers in particular, and to all retailers in general, we would like to extend an invitation to you to come in and help us celebrate the opening of our new quarters. Refreshments will be served Wednesday and throughout the balance of the week. Please come in and help us make this a memorable event.

Paul Kays, President



Paul Kays, Pres., Kays Bros.

A Statement of Policy

In this age of unrest and confusion in the business world at both the wholesale and retail level, we would like to clarify our position with this statement of future policy.
This firm intends following a policy of confining sales efforts to legitimate retail dealers. We will support this trade by having our travellers call and offer a fair and equitable price, as well as assistance, in selection and disposal of the many lines of merchandise to be made available.
We intend to continue this policy as long as we continue to receive the very fine and loyal support of the retail trade which we have enjoyed in the past.

Kays Bros. Ltd.
Cumulative Redeemable
First Preferred Shares
This class of share was issued to be made available to dealers and any other interested persons as an attractive investment. The management would be pleased to discuss and explain this matter more fully with interested parties.

PRODUCTS AVAILABLE TO RETAILERS

- | | |
|----------------------------|--|
| Drug sundries | Sony Transceivers |
| Toiletries | Light Bulbs (G.E.) |
| Baby Supplies | Small appliances |
| Smokers supplies | Phillips & Ronson electric razors |
| Fishing equipment | Paper Mate, Northrite, Scripto Pens |
| AnSCO cameras and film | Watches (Timex, Westclox, and Waltham) |
| Confectioneries | Clocks (Westclox electric & spring) |
| Paper products | Picnic supplies |
| Greeting cards | Notions |
| Stationery supplies | Walleis |
| School supplies | Sun glasses |
| Insecticides | Poly bags (plain and printed) |
| Veterinary products | Gift ware |
| Radios (Phillips and Sony) | |
| Tape recorders (Sony) | |

an invitation . . .
... to call and see our new warehouse is extended to each and every one of you! We'll be glad to see you.
Free Coffee and Donuts
supplied by Lanes Bakeries
Wednesday, May 9th
and the remainder of the week

45 Queen St., Charlottetown
Wholesale Drugs - Sundries - Smallwares