



Artificial Teeth.



W. SUTTON GARDNER,

Head Office: CHELTENHAM.

Artificial Teeth.

The Oldest Business of the Kind in the County.

IN several respects the very successful business carried on by Mr. W. Sutton Gardner, Laurel House, St. George's Place, Cheltenham, is unique; it was not only the first business of the kind in Gloucestershire to establish branches in other towns, but it to-day extends over a wider territory than any other similar firm in the county, and probably in the South or West of England. In view of its quite remarkable growth and its distinctive character, a brief

has so long enjoyed in Cheltenham, where his head office is still maintained. Although some of these towns are a considerable distance apart they all receive Mr. Gardner's personal supervision, a task which, as may be readily seen, is a sufficient tax upon anyone's energy.

As has been stated, few businesses of the kind in this district are able to maintain so large a number of branches, each of which forms a very important part of the whole. These branches were established from time to time as the business expanded, for the greater con-

interior of the two houses is connected, thus affording separate entrances and exits for patrons and for the assistants. The various departments—including the reception and waiting rooms, and the spacious work rooms (one of which was erected last year)—are all admirably arranged, and are excellently lighted and attractively furnished.

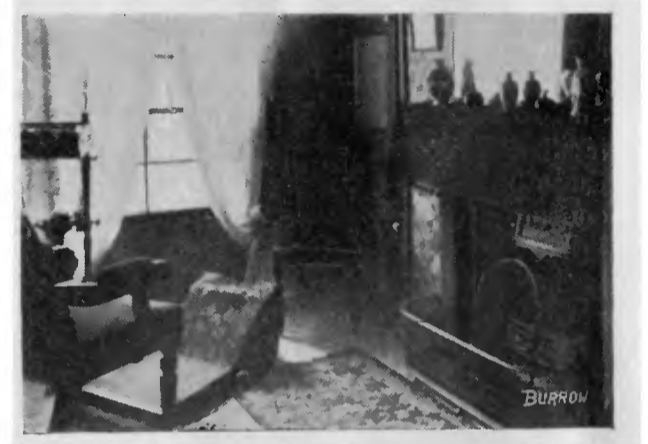
A particularly interesting department is the stock room, where are kept at all times thousands of teeth, from which any desired colour, shape, or size may be selected. Indeed, the entire building embodies every convenience that Mr. Gardner's experience could suggest, and nothing seems to have been left undone which could add to the facilities for executing work, or for securing the comfort of patrons. It should be added that he requires a staff of five, one of whom



Stockroom 1.



Laurel House, St. George's Place, (Near Free Library), Cheltenham.



Room 3.

description of the origin and history of the business will therefore be of interest to the general reader.

In the following reference, however, mention can be made of but few of the more interesting features connected with the origin, development and present importance of the business. It would require much more space than is at our disposal to give anything like a detailed description of its unbroken growth from year to year, or to fully indicate the points to which this growth has been due.

venience of patrons, and there is now scarcely a corner of the county which Mr. Gardner does not serve as effectively as the town in which the business originated. If it continues to increase as it does at the present rate, the establishment of still more branches may be imperative, and it would not be surprising if it became, in the course of a few years, the leading business of the character in the entire country.

It may be well to state, in passing, that patrons who find it more convenient to use any of the branches will find there the same facilities that could be obtained in the head establishment.

A distinguishing feature of the business is now, as it has always been, the attention given to every case.

It is gratifying to know that the extensive business has been built up wholly through

lives on the premises in order to ensure immediate attention to patrons at any hour. Even with this staff it is difficult to meet the demands created by the wide connection which has been established in every part of the county. It is to be regretted that limited space precludes a more extended description of the Cheltenham office, as well as of the more important branches.

Mr. Gardner owes his gratifying success both to his work and to the fact that he personally oversees every detail of his business. Every



Room 2.



Room 1.



Workroom 2.

The business was established in Cheltenham in 1891 by Mr. W. Sutton Gardner, the present energetic proprietor. Mr. Gardner started with the great advantage of having served three years with one firm and two years with another, with further experience in the North of England. He was no less fortunate in possessing an unusual degree of energy, and during the early days of his venture frequently travelled at night to devote the whole day to patrons living in other towns. At the present time he maintains branches in not fewer than nine or ten Gloucestershire towns, including Cirencester, Stroud, Gloucester, Nailsworth, Tewkesbury, Winchcombe, Bourton-on-Water, Stow-on-the-Wold, Tetbury, also Malmesbury. It will be seen that these towns are the most important in the district over which the business extends, and in each of these he has succeeded in establishing as high a reputation as that he

principles from which no deviation is made for the sake of temporary gain.

The main offices and workrooms at Cheltenham (a portion of which is shown in one of the accompanying engravings) are of the most complete description, giving every indication of a very prosperous business. The premises extend over the entire first floor of two large adjoining houses, Mr. Gardner recently finding it necessary to acquire the second house to gain the additional room needed by himself and staff. The

patron can have the advantage of a personal interview, and in many cases he performs the required work with his own hands. His agreeable personal traits and unquestioned integrity have also been an appreciable factor. He is materially assisted by Mrs. Sutton Gardner, who devotes her whole time to the important secretarial work inseparable from so extensive a business, and to attendance on callers, the latter being a very desirable innovation, particularly for lady patrons.

Accompanying this brief article are several engravings made specially for this publication, and kindly loaned us by Mr. Gardner.

