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 area 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
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, develop-
ment 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.

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

The main offices and workrooms at Chelten-
ham (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 addi-
tional room needed by himself and staff. The
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
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
overssees every detail of his business. Every
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.