



Artificial Teeth.

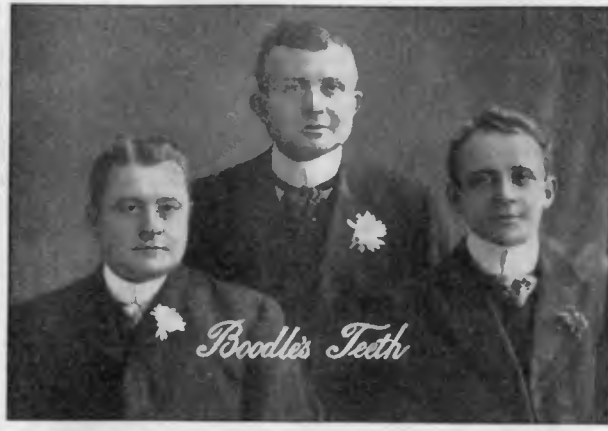


**D. GORE BOODLE & CO., LTD.,
GLOUCESTER.**

**The Largest Manufacturers of Artificial
Teeth in the West of England.**

ALTHOUGH nearly everyone in Gloucestershire is familiar with the name of D. Gore Boodle and Company, Limited—"Boodle's Teeth,"—the largest manufacturers of artificial teeth in the West of England, but few have any conception of the very rapid growth or present extent of their business. A brief reference to the Company's history will, therefore, be of interest to the general public, as well as to the large number of patrons throughout this and the adjoining counties.

The business was established on a small scale something over five years ago by Mr. D. Gore Boodle, in the premises still occupied by the Company in Queen Street, at the corner of Bell Lane. At the date of establishment but a small part of the room now required was necessary, several alterations having been since made to afford additional room and increased facilities. Coincident with the enlargement of these premises, which are now, and which will continue to be, the Company's headquarters, branches were from time to time established at various points throughout the county, for patrons who cannot always find it convenient to visit Gloucester. At the present time these branches include Lydney, Cinderford, Tewkesbury, Stroud, Nailsworth, Cirencester, Sharpness and Cheltenham, and it is clearly foreseen



Members of the Firm.

to do only high-class work. The plates in which the sets of teeth are actually made and mounted are particularly interesting. Here one may see every process from the first rough cast to the highly-finished set. All of this work is performed, of necessity, by workmen of fine mechanical skill, under the supervision of an expert who was for years connected with one of the largest English manufacturers of teeth in London. The skilful extraction of teeth, the construction of gold plates, the more intricate building up of the American system of gold crown, bar and bridge work, and all fitting operations as well as the manufacture of sets are performed by men whose experience has been gained in some of the highest class establishments in the world. In all a force of nearly twenty are constantly employed.

In inspecting the Queen Street premises, which may be taken as a type of all the branches as well, one is impressed with the scrupulous cleanliness everywhere apparent. Every instrument is sterilised immediately after being used, and each patron is given a new antiseptic napkin, which is destroyed when the operation is finished. The clothing worn by the operators, the floors and walls, and, in fact, everything in and about all the departments gives evidence of the same care.

A feature which should be referred to in passing is the exceptionally liberal treatment extended by the Company to poorer patrons, who, while given the benefit of cash prices, are allowed their own time to make their payments. For those who cannot afford to make any payment at all an hour each day is set aside, during which they are given exactly the same treatment that would be given to the wealthiest patron. To all persons gratuitous advice is offered at any time.

It need scarcely be added that the Company have adopted the latest methods and appliances for avoiding the pain and discomfort so often dreaded by persons who have no acquaintance with the present day scientific methods.



No. 1, Palace Yard.

that it will soon be necessary to open still others. Not only has the business grown at a quite remarkable rate—as may be readily inferred from the establishment of seven branches in five years—but this growth has been continuous and uninterrupted.

As is the case in every business, production on a large scale conserves both economy and efficiency. Owing to the great number for whom Messrs. D. Gore Boodle and Company, Limited, have supplied teeth, they have been enabled not only to adopt appliances and methods which could not be afforded by a firm having but a small number of patrons, but the cost to each patron is correspondingly reduced. In this respect, indeed, the Company may be fairly said to have conferred a great favour upon the public, as they have popularised the work of making and fixing of artificial teeth. It is but a few years ago that a really good set of teeth could only be obtained at a sum which was absolutely prohibitory to the great majority of people. By discarding the restrictions of professional ethics, and by making the supplying of teeth a business, the Company have been enabled to make and properly fit a set of teeth at but half their former cost.

Any one who thinks that strict business methods and fine practical attainments are not compatible should visit Messrs. D. Gore Boodle and Company's, Limited, premises in Queen Street. These premises, which comprise two tastefully-furnished reception rooms, an operating room, several large and well-equipped laboratories and work-rooms, and an office, give every indication of having been fitted up



HEAD OFFICE, GLOUCESTER.
(Originally the sole establishment.)

They have their own local anaesthetics, besides the best obtainable instruments, and every operation is rendered as nearly painless as possible, and one has but to recall what the industry was but a few years ago to realise how much modern science has done in this direction.

Although the business has made a quite remarkable growth since its establishment five years ago, and is still increasing, the pressure of work has at no time brought with it inferior service. On the contrary, it has been the consistent policy of the Company to gain a much more than ephemeral success, and their work has invariably been distinguished by its high character. They realise that there can be no more effective advertisement than a satisfied patron, and every order is given the most conscientious care. Mr. D. Gore Boodle, who personally attends to patrons, has had great experience, enabling him to efficiently meet every requirement. He adds to natural aptitude the results of wide observation and study. The management of the central office and the various branches devolves upon Mr. James Boodle, whose marked energy and acumen are reflected in the more than gratifying condition of the business.



Cheltenham Branch.

Gloucestershire Industries.

APART from the quite remarkable diversity of manufactured products, Gloucestershire industry has several peculiar features. A glance through the following pages will show that a number of industries therein described are exotics—that is, natural conditions for carrying them on are better elsewhere than here. Thus, slate quarried in the Welsh mountains is brought to Gloucester to be made into enamelled chimney pieces and other articles of use or ornament, no other city in the Kingdom having attained to our pre-eminence in this respect; wagons and railway carriages, made here of imported material, are largely sold in almost every civilized country on the Globe, notwithstanding the frequent disadvantage of heavy transportation charges; and so with pins, matches, walking-sticks, iron, brass and steel articles of all kinds, and many other products which it would seem could be more economically made in centres having either natural or acquired advantages. The success attending so many and diverse industries is sufficient comment on the intrinsic worth of the product.