

TELEGRAPHIC ADDRESS.
"BOUSSOD, LONDON."
TELEPHONE N^o 3689.



BOUSSOD, VALADON & CO.
SUCCESSORS

General Pitt Rivers

Dear Sir,

We find that the cost of sending our chief operator from Paris to you will be £25, in addition to the ordinary charges for the plate. For a plate measuring 12 inches x 8 inches, giving an engraved surface of about 10 x 6½, our terms are £26, without any lettering, and printing

3475

London:

116 & 117, New Bond Street.

July 22, 1887.

W.

on India paper would come to about 1/- per copy if not less than 50 were ordered at one time.

We are, dear Sir,

Yours faithfully

Bonnest Valadon & Co
perth.

THE CABLE.

Established 1893.

THE LEADING ILLUSTRATED AGRICULTURAL PAPER.

Edited by THE EARL OF WINCHILSEA.

SATURDAY,

ONE PENNY.



THE CABLE, as is implied by its motto, "a three-fold cord is not quickly broken," is the organ of all three classes of agriculturists—Landowners, Farmers, and Labourers. Established in March, 1893, by Lord Winchilsea with the object of rousing agriculturists to unite for the defence of their common interests, THE CABLE at once took up a leading position, which has been strengthened by every succeeding issue. While aiming at the formation of a strong Agricultural Party in Parliament, THE CABLE seeks to inculcate a spirit of sympathy between class and class, believing that the lot of agriculturists may be raised as much by mutual concessions as by the lever of legislation.

A FEW PRESS OPINIONS.

The Field, in reviewing the first number, wrote: "No penny journal that we have ever seen, agricultural or otherwise, bears such a handsome appearance."
The Daily Telegraph described the paper as "vigorously written and well illustrated."
The Morning Post considered "the number well made up."
The Evening News and Post said, "It is a very readable and well-printed publication."
Lloyd's Weekly News remarked:—"The newspaper is bright and cheerful, and has an opportunity of doing great good in the country."
The Newcastle Chronicle observed:—"THE CABLE is in all respects a wonderful pennyworth, even in these days of cheap literature."
The Leeds Mercury said:—"The paper is well got up, and its contents are varied."
The Western Morning News said:—"THE CABLE is light and bright and readable."

A FEW PRIVATE OPINIONS.

The MARQUIS OF SALISBURY, K.G., in the course of an interview, described THE CABLE as a capital paper, and asked how it was possible to produce it at a penny?
 The Right Hon. HENRY CHAPLIN, M.P. (late Minister of Agriculture), said "I always read THE CABLE, and here is a copy of it on my table."
 CANON BLACKLEY said:—"It is the only paper I read through."
 Mr. W. T. STEAD (Editor of *Review of Reviews*) described it as "Lord Winchilsea's admirable paper."

WHAT OUR ADVERTISERS SAY.

ST. LEONARD'S POULTRY FARM, Ringwood, Hants:—"With reference to our advertisement appearing in your columns, Captain Gordon Watson and myself wish to offer you our thanks for the really remarkable number of answers, and, better still, business resulting from them which we obtained through THE CABLE. THE CABLE fairly distanced several far longer-established papers."
 H. F. LOCKE-KING, Esq., Billingshurst, Sussex:—"I am sending you rather a longer advertisement than probably you anticipated, but I believe your paper is a good medium. The little advertisement I put in about 'Abies Douglassi' has been most successful."
 Messrs. HILLSDON & HILLSDON, Folkestone:—"There is no paper published in this country (so far as we are concerned) that brings such good results as THE CABLE."
 ANDERSON & SONS, Mill Hill Gardens, Long Sutton:—"As an advertising medium THE CABLE beats any Paper we have used."

Please Note that all matter intended for the current issue should reach THE CABLE Office by mid-day, Wednesday.

Amad.

*6/6 sent
for ensuing year.
Jan. 26/95.*

30, FLEET STREET,

LONDON, E.C.

Jan 12th 1895.

Dear Sir

The term for which you ordered the cable to be forwarded to you, having expired, I beg to ask the favour of a renewal order. Hoping to receive your esteemed commands.

*I remain
Yours obediently*

Wm Wau

Lt. Gen. Pitt-Rivers