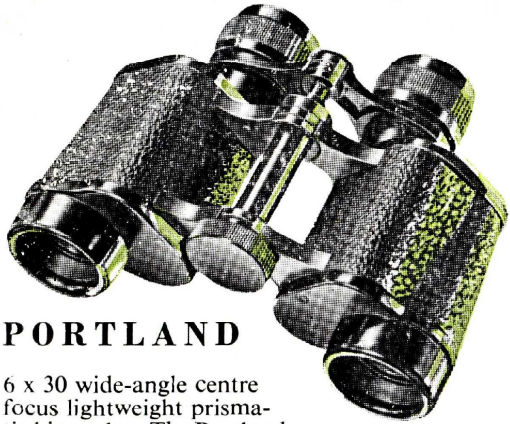
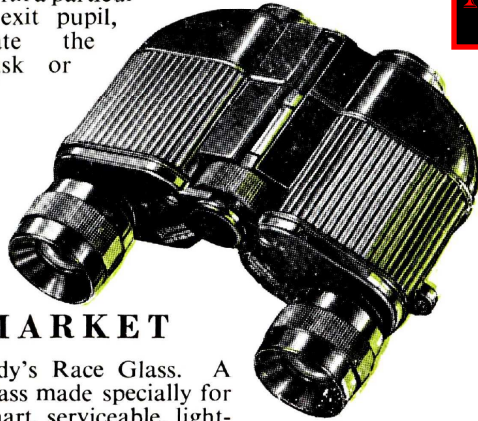


Investment for lifelong enjoyment



PORTLAND

6 x 30 wide-angle centre focus lightweight prismatic binocular. The Portland has coated lenses, which combined with a particularly large exit pupil, accommodate the eye in dusk or darkness.



NEWMARKET

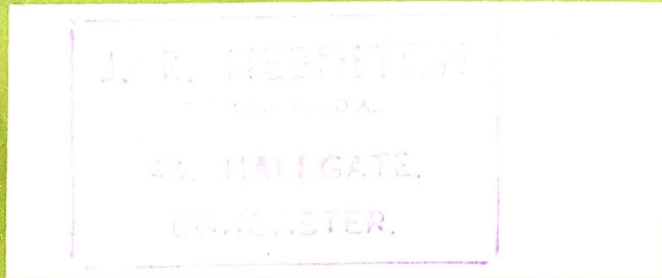
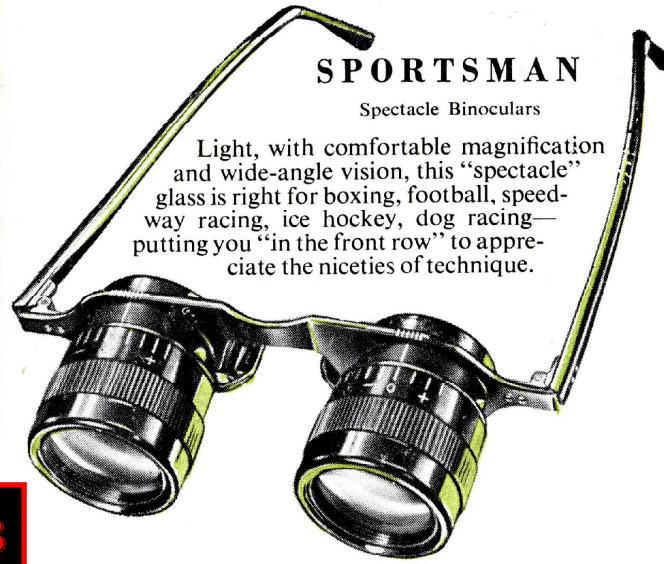
7 x 21 Lady's Race Glass. A Kershaw glass made specially for ladies. Smart, serviceable, lightweight and small enough to slip into a handbag. The slightly smaller field of view is amply compensated by coated prisms and lenses giving extra luminosity.

MB

SPORTSMAN

Spectacle Binoculars

Light, with comfortable magnification and wide-angle vision, this "spectacle" glass is right for boxing, football, speedway racing, ice hockey, dog racing—putting you "in the front row" to appreciate the niceties of technique.



KERSHAW BINOCULARS

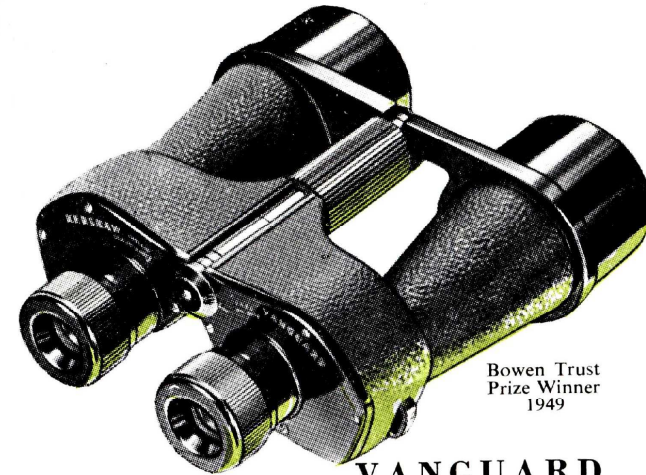
KERSHAW - SOHO (SALES) LTD.

Mortimer House, 37-41 Mortimer Street, London, W.1
 A Company within the J. Arthur Rank Organisation.
 Product of British Optical & Precision Engineers Ltd.

An Investment for lifelong enjoyment



BINOCULARS



Bowen Trust
 Prize Winner
 1949

VANGUARD

Entirely new type of central bridge. Finger-light focusing gives rock-steady vision during any adjustment. Patented concealed focusing movement weatherproof construction, coated lenses and wide field of view make Vanguard the finest binoculars at sea or on land, by day or by night.

Choice of 7x, 10x or 12x magnification.



BINOCULARS *An Investment for lifelong enjoyment*



RELIANT

9 x 36 extra wide-angle new construction lightweight prismatic binoculars; coated lenses; recessed centre focusing wheel; internal focusing mechanism makes it entirely weatherproof. The field of view is extra-wide, yet the magnification has just that little more to bring out fine detail.



MONARCH

10 x 40 and 12 x 40 extra-wide angle centre-focus prismatic binoculars; coated lenses. The "Monarch" is pre-eminent wherever high magnification and extra light transmission are essential. Widely used in racing circles and particularly suited for bird watching, hunting, etc.



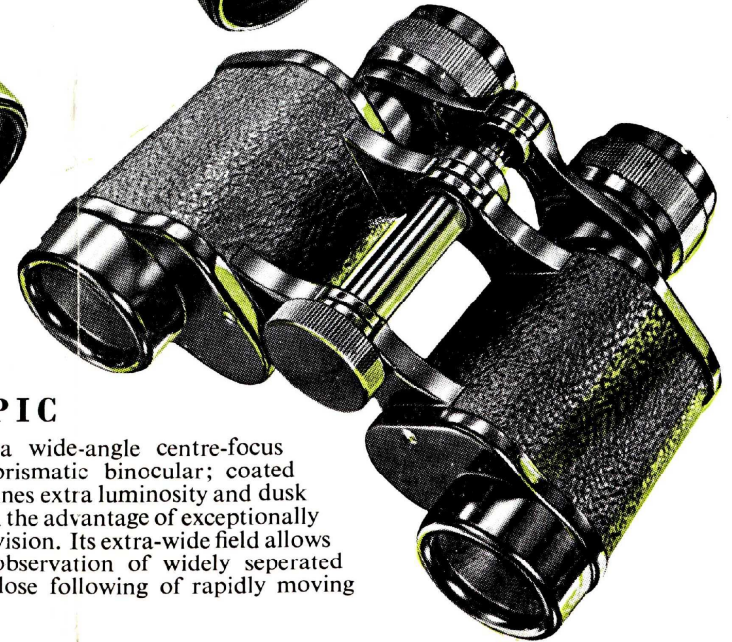
RENOWN

7 x 30 extra wide-angle lightweight prismatic binocular; coated lenses; exclusive recessed centre wheel. Internal weatherproof focusing mechanism. Extremely wide field of view and rock-steady viewing even in fading light.



OLYMPIC

8 x 30 extra wide-angle centre-focus lightweight prismatic binocular; coated lenses; combines extra luminosity and dusk visibility with the advantage of exceptionally large field of vision. Its extra-wide field allows continuous observation of widely separated points and close following of rapidly moving objects.



REVISED PRICES

Kershaw Binoculars

Vanguard	...	12	×	50	...	£48.	0.	8.
Vanguard	...	10	×	50	...	£47.	0.	8.
Vanguard	...	7	×	50	...	£44.	0.	8.
Monarch	...	12	×	40	...	£33.	11.	4.
Monarch	...	10	×	40	...	£31.	6.	4.
Reliant	...	9	×	36	...	£32.	15.	4.
Renown	...	7	×	30	...	£31.	8.	9.
Olympic	...	8	×	30	...	£29.	15.	5.
Portland	...	6	×	30	...	£25.	18.	11.
Newmarket		7	×	21	...	£17.	4.	0.
Elite	...	—			...	£3.	2.	5.
Sportsman	...	—			...	£6.	8.	10.
Magnifiers—Stand					...	£1.	19.	6.
Magnifiers—Desk					...	£1.	9.	6.
Magnifiers—Pocket					...		14.	6.

*Above prices include Leather Cases and
Purchase Tax.*

15th April, 1953