

**DENHILL**  
B I N O C U L A R S

MB

**J.A. DAVIS & SON LTD**

OF DENMARK HILL + LONDON S.E.5

MB

## INTRODUCTION

Every year more and more people are buying DENHILL Binoculars. Backed by Raymond Glendenning, who not only recommends them, but actually uses them for his commentaries, they represent the pick of the Continental manufacturers.

It is small wonder that Raymond Glendenning in his recommendation says:—

“For absolute clarity of detail and widest possible angle of vision essential to me, I use DENHILL Binoculars. These excellent Glasses help me to give you a really clear picture of what is happening. I recommend anybody to follow my example and use DENHILL Binoculars. \_\_\_\_\_



A handwritten signature in black ink, appearing to read 'Raymond Glendenning'.

Do read our new booklet “HOW TO CHOOSE A BINOCULAR” with Foreword by Raymond Glendenning. This has been specially written to help you to choose the right binocular for your needs, whether it be for racing, hiking, touring, bird-watching or sailing.

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**NOTE.**—Whether the full amount or only the deposit is sent, ALL Binoculars are covered by our 14 days free approval terms. Credit terms are shown by each Binocular and consist of the deposit, followed by the approval payment and then eight equal monthly payments.

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**J. A. DAVIS & SON LTD., 94-104 DENMARK HILL, S.E.5**

## The DENHILL 8 x 25

Price £10 . 19 . 6

5/- Deposit    15/- on approval  
and 26/6 Monthly

MB



The new improved all purpose model, embodying the latest 1957 results of optical research. Wide field of view, bending bar and centre wheel focus. Extra large ocular lens with adjustable eyepiece. Coated lens giving full light advantage. Excellent results in all weather conditions. PASSED BY THE INSTITUT D'OPTIQUE OF PARIS. Effective object lens 25mm. Field of View 105 ft. at 1,000 ft. Weight without case 17 oz. Size 4½" x 5½". Factor 48. Complete with Solid English Leather Case, Sling and Lanyard.

AND *For the Ladies*. This glass can be supplied in either Burgundy or Ascot Grey, durable finish. Exactly the same specification as above.

“The modern glass for the modern lady.”—Write for approval.

### Note for DENHILL BINOCULARS by Raymond Glendenning

“And at the post, Peperium wins The Chester Cup easily with Seaplane just holding off Eastern Emperor's late challenge, fourth is Running Water, then comes Roches Fleuries, Corydalis, etc., and last of all, Double Oxer.” And as the sixteen runners went past the post, I named them all. People often ask me how it's done. Well, good binoculars, a quick eye and tongue, but most of all, plenty of homework. You see, the commentator has no time to think of colours as horses flash past at forty miles an hour. So the colours of the riders have to be memorised and my method is to paint them on a series of cards like playing cards. In the few days before the race I shuffle them up and keep on dealing them out naming each horse as its colour appears.

On the actual race day—the cards have finished their job. When the horses appear, the right name springs to my tongue as I see each individual racing silk because it's been well and truly memorised.

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**THE BINOCULAR SPECIALISTS FOR OVER 50 YEARS**

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## The DENHILL 8 x 30

Price £12 . 12 . 0

7/6 Deposit    17/6 on approval  
and 30/- Monthly

This new model combines the ideal magnification with good light-transmitting power and a wide field of view. The precise adjustment of the fine bloomed lens assures the highest accuracy and perfect optical performance in use. Centre wheel adjustment with eyepiece focus. Bending bar. Perfect definition and brilliant luminosity. Effective object lens 30 mm. Field of view 110 ft. at 1,000 ft. Weight without case 17½ oz. Size 4½" x 5". Factor 50.4. Complete with Solid English Leather Case, Shoulder Sling and Lanyard.



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**J. A. DAVIS & SON LTD., 94-104 DENMARK HILL, S.E.5**

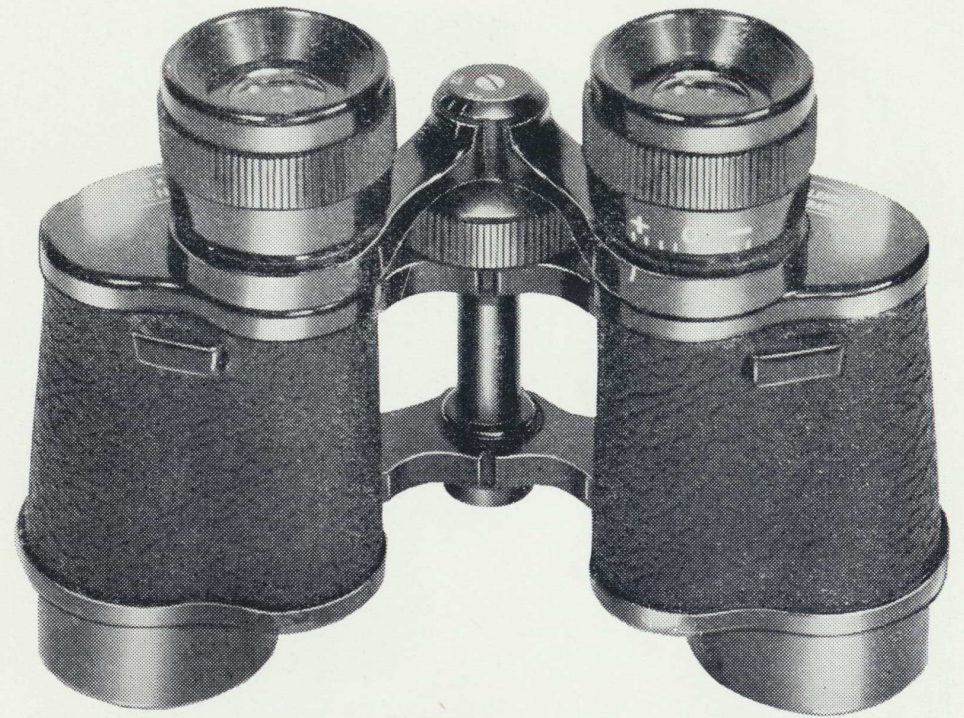
# The DENHILL 8 x 32

MB

Price £12 . 19 . 6

10/- Deposit    22/6 on approval  
and 30/- Monthly

The new Coated lens gives the latest scientific achievement essential for the highest light transmission for day or night use. Here is a new 1957 superb light weight, wide angle model of high precision, efficiency and power. Centre screw focus. One adjustable eyepiece and jointed bars in compact form, unexcelled for general use. Optical specification: Effective object lens 32 mm. Field of view 107 ft. at 1,000 ft. Weight without case 16½ oz. Size 4¼" x 5¾". Factor 48.8. Complete in Leather Case with Shoulder Sling and Lanyard.



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## The DENHILL 8 x 40

Price £17 . 17 . 0

12/6 Deposit    22/6 on approval  
and 42/6 Monthly

A rather special wide angle glass for general and marine use. Centre wheel focus and one adjustable eyepiece. This glass with its Bloomed lenses and prisms makes the best use of all the light rays, allowing 40 per cent. more light to travel through the glass. Field of view 114 yards at 1,000 yards, enabling a steady performance over a long period. Weight 21 oz. Size 5" x 5 $\frac{1}{4}$ ". Factor 52.0. Complete in Solid English Leather case with Lanyard and Sling.

### Note for DENHILL BINOCULARS by Raymond Glendenning

*Yachting takes me back to Helsinki—to the hours I spent afloat on the island studded waters of the fiord watching those tiny "International Class" Dinghies jockeying for position and the best of the breeze: getting up as close to the line as they dared, edging, tacking and then, as the starting gun boomed, thirty or forty of them nosing up the first stretch.*

*It's a tricky job, manoeuvring these craft, for the crew consists of one man and, apart from keeping a hand on the tiller and adjusting the sheets he has to spend half his time sitting over the side to balance the boat. On then to the various turning buoys—keeping well ahead of them—the only way of distinguishing them being often by the number on the sail. Yes, identification was tricky and good glasses were a necessity.*

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**J. A. DAVIS & SON LTD., 94-104 DENMARK HILL, S.E.5**

## The DENHILL 10 x 35

MB

Price £17 . 17 . 0

12/6 Deposit    22/6 on approval  
and 42/6 Monthly

Specially designed for swift manipulation and recognition of fast moving objects. Racing Motorists, Aircraft Spotters and Yachtsmen will especially appreciate this light weight, powerful model. Perfect definition and marginal brightness are assured by the scientifically Bloomed lens, so that rapid location and identification can be relied upon. Bending bar, centre wheel focus and adjustable eye-piece are all incorporated and the widest of fields achieved. Size 6" x 6½". Weight without case 20 oz. Field of view 95 ft. at 1,000 ft. Perfect in every optical detail. Factor 54.0. Complete with Solid English Leather Case, Sling and Lanyard.



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## The DENHILL 10 x 50

Price £25 . 19 . 6

20/- Deposit    27/6 on approval  
and 62/6 Monthly

Magnifying 10 times, these superb glasses make an object 1,000 yards away appear to be only 100 yards distant. Ideal for Yachting, Natural History Study and all pursuits involving long distances. The 50 mm. object lens gives an extremely wide range of view and allows full light capacity to deal with difficult climatic conditions. Designed to meet the requirements of the connoisseur demanding the best obtainable in performance and build; the finest Bloomed Lenses of scientific perfection are employed. Centre screw focus with registered adjustable eyepiece. Magnification 10x. Object lens 50 mm. Field of view at 1,000 yards, 112 yards. Size 6" x 7". Weight of Binoculars 28 oz. Factor 64.0. Complete in Solid English Leather Case with Lanyard and Slings.



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**J. A. DAVIS & SON LTD., 94-104 DENMARK HILL, S.E.5**



## The DENHILL 12 x 40

MB

Price £19 . 19 . 0

15/- Deposit    25/- on approval  
and 47/6 Monthly

This wide angle squat prism gives extra power and range essential to many modern requirements, and its high power and light weight offer excellent service. Centre wheel focus, one adjustable eyepiece. Jointed bars and extra large ocular lens give high precision and power in compact form enhanced by the bloomed lens for high light transmission. Object lens 40 mm. Field of view 107 ft. at 1,000 ft. Weight without case 24 oz. Size  $4\frac{1}{2}'' \times 6\frac{3}{4}''$ . Factor 73.2. Complete in Solid English Leather Case with Shoulder Sling and Lanyard. Magnification 12 x. AS SUPPLIED TO THE ADMIRALTY EXPERIMENTAL WORKS AT GOSPORT.



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**THE BINOCULAR SPECIALISTS FOR OVER 50 YEARS**

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## The DENHILL 20 x 40

**MB**

**Price £18 . 18 . 0**

**15/- Deposit    20/- on approval  
and 45/6 Monthly**

Can you use a Binocular of 20 times magnification ? If you can, the illustrated 20 x 40 Naval model gives you the finest of this type. Extreme hand steadiness is required to operate and bring out to perfection the really wonderful results obtainable. Having mastered that steadiness there is of course nothing comparable to give the tremendous range, clarity of view and depth of focus. Compact in size : 8" x 6". With centre screw focus and registered adjustable eyepiece, light weight, 19 oz., leather covered body and balanced to the highest scientific degree, it will give a performance unparalleled in Binocular construction. Factor 52.0. Complete in Case, with Lanyard and Slings.



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## The DENHILL 20 x 50

Price £22 . 19 . 6

17/6 Deposit    27/6 on approval  
and 55/- Monthly

The new improved 20 × 50 Denhill Binocular illustrated here takes you to the “front row of the stalls” for all sporting or special events. Extreme hand steadiness is required, but once achieved, there is nothing to match the splendour and magnificence of depth, field of view and power. Bloomed lens for extra light transmission and the large object lens give amazing detail. Centre screw focus for easy adjustment. Factor 60.0  
Light weight : 36 ozs. Complete in case with Lanyard and Sling.

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**J. A. DAVIS & SON LTD., 94-104 DENMARK HILL, S.E.5**

# AND NOW THE DENHILL MONOCULARS

**MB**



For high speed spotting and ideal for greyhound racing, fish or deer stalking, the handy pocket Monocular is extremely useful. We are now able to offer you the two most popular sizes in these glasses at prices comparable to the DENHILL Binoculars, which have already proved themselves over the years. Light weight, and remarkable for their clarity, although of course giving no stereoscopic effect, these prismatic Monoculars are worth your consideration if for any reason you cannot select a binocular. Both are complete with lanyard and case.

## 8 X 25 MONOCULAR

Price £6 . 15 . 0

5/- deposit

9/6 on approval

16/- Monthly

Size : 4 ins.

Weight : 5½ ozs.

## 10 X 35 MONOCULAR

Price £10 . 17 . 6

5/- deposit

12/6 on approval

26/6 Monthly

Size : 6 ins.

Weight 8½ ozs.



### Note for "DENHILL" BINOCULARS by Raymond Glendenning

*At Bisley where I broadcast just after the war conditions were extremely difficult—the targets were static and one needed powerful glasses to spot the results of each hit. If you use this type you really need to steady your arms and elbows on something really solid. But at Bisley, if there isn't the moving thrill of the Cup Final, the silence is just as tense, with each staccato crack making or marring the endeavour to win until the laughing cheering happy scene when the winner is carried shoulder high in the famous "Chair" by his unsuccessful rivals. Truly an unusual but great sports thrill.*

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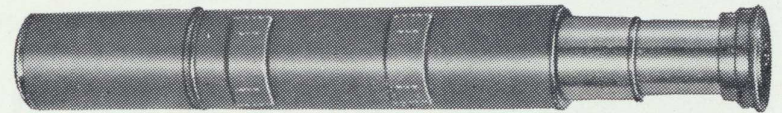
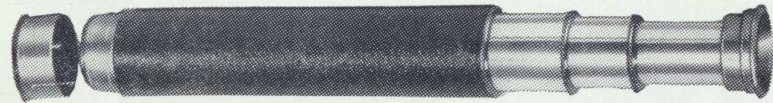
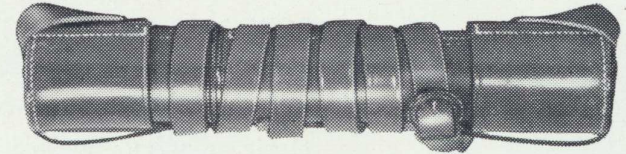
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# DENHILL "VENUS" & "JUPITER" TELESCOPES

## THE NEW RANGE OF DENHILL TELESCOPES

Here at last is a selection of Telescopes of British manufacture—and who else in the world makes a finer Telescope than the British craftsman, whose experience extends over 200 years? We have specially commissioned these latest additions to complete the full range of DENHILL.



**Price £3 . 15 . 0**

**5/- Deposit and 9/6 Monthly**

The Denhill "VENUS" Pocket Telescope. A 3-draw Pocket Telescope, body covered black morocco grain leather, draw tubes polished brass with metal object glass cap, other parts oxydised finish. A superb pocket instrument which is extremely popular for all sports including miniature rifle range.

Optical Specification :—

Diameter of Object Glass .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1"
Magnification .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	x18
Field of view in angle .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1° 45 minutes
Field of view at 1,000 yards .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	29 yards
Length closed .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	6¼"
Length open .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	17"
Weight .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	10½ ozs.

**Price £9 . 9 . 0**

**22/6 Deposit and 22/- Monthly**

The Denhill "JUPITER" regulation pattern signalling or rifle range Telescope. Suitable for all sports and a particularly popular Telescope for the rifle range, etc. The "Jupiter" is a 2 draw Telescope with body covered real tan leather with leather caps and slings. All metal parts oxydised finish. Superb optical performance.

Optical Specification :—

Diameter of Object Glass .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1¾"
Magnification .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	x25
Field of view in angle .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2°
Field of view at 1,000 yards .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	34 yards
Length closed .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	10½"
Length open .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	25½"
Weight .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	29 ozs.

**J. A. DAVIS & SON LTD., 94-104 DENMARK HILL, S.E.5**

**And now . . . .**

## **THE NEW EXCITING GERMAN DENHILL DE LUXE**

As a result of the constant demand for a Prismatic Binocular of German manufacture, conforming however to all the general principles of the DENHILL range, particularly in price, we are now able to offer the



### **DENHILL DE LUXE**

Binocular in the three most popular sizes :

**8 x 30, 10 x 35 and 10 x 50**

These were produced last year for the first time in this country and we have been fortunate in obtaining extra supplies to meet the very heavy demand.

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**THE BINOCULAR SPECIALISTS FOR OVER 50 YEARS**

# The **NEW** GERMAN DENHILL DE LUXE

## The **DENHILL DE LUXE 8 x 30** **Wide Angle**



**Price £21 . 0 . 0**

**20/- Deposit    22/6 on approval  
and 50/- Monthly**

Here at last and produced at a reasonable price is the first of the three NEW 1957 range of GERMAN DENHILL DE LUXE. Made with all the scientific accuracy and optical efficiency of the German binocular manufacturers, the 8 x 30 wide angle gives astonishing results. Fully bloomed for extra light transmission, with centre screw focus and adjustable eyepiece, fully bending bar and complete with plastic eye and lens caps for added protection. A superb Glass of which you can be proud. Size  $6\frac{3}{4}'' \times 4\frac{3}{4}''$ . Weight  $19\frac{3}{4}$  ozs. without case. Field of view (note this) 150 yards at 1,000 yards. Factor 68. Complete in English made solid leather case, lanyard and sling.



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**J. A. DAVIS & SON LTD., 94-104 DENMARK HILL, S.E.5**



# The **NEW GERMAN DENHILL DE LUXE**



## The **DENHILL DE LUXE** **10 x 35**

Price **£25 . 0 . 0**

**25/- Deposit    42/- on approval  
and 57/6 Monthly**

A most popular model at a remarkably low price, the second of the **NEW DENHILL DE LUXE** range of Glasses is our German 10 × 35. A magnificent glass for all viewers, and equally suitable for anyone who requires brilliant definition at long range. Fully bloomed, naturally, for extra light transmission, and with centre screw focus, adjustable eyepiece, fully bending bar and complete with the added protection given by the white plastic eye and lens cap. A glass for anyone. Size 6" × 6 $\frac{3}{4}$ ". Weight 18 ozs. without case. Field of view 105 yards at 1,000 yards. Factor 60. Complete in English made solid leather case, lanyard and sling.

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# The **NEW GERMAN DENHILL DE LUXE**

## The **DENHILL DE LUXE 10 x 50** **Wide Angle**

**Price £34 .10 . 0**

**30/- Deposit    57/6 on approval  
and 80/- Monthly**

The third of our NEW DENHILL DE LUXE range of GERMAN GLASSES is the 10 × 50 Wide Angle. One of the finest Glasses which we have stocked for some years, it is made with the brilliant scientific skill known only by and expected of the German manufacturers. Astonishing results of clarity and depth of vision can be obtained, fully bloomed or coated lenses with centre screw focus and adjustable eyepiece. Full bending bar and complete with plastic eye and lens caps for added protection. Size  $8\frac{1}{4}$ " × 7" Weight 37 ozs. without case. Field of view 125 yards at 1,000 yards. Factor 70. Complete in English made solid leather case, lanyard and sling.



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## PART EXCHANGE

We specialise in buying—and selling—Secondhand Binoculars. Our part exchange system has been flourishing for many years now, and many people have been delighted with their new Binocular part purchased with their old model, which they no longer required.

You may be assured of our highest possible offer and of any advice you may need to equip yourself for perfect viewing.

On the other hand we are fully able to clean and overhaul your Binocular if for sentimental or financial reasons you do not wish to part with it. Our charges are the lowest in the country, and you would be very surprised what the outlay of a few shillings will do to brighten the image and smarten up the appearance. New cases can also be made to your requirements.

If you have any queries on Binoculars to put to us, our experience will guarantee complete satisfaction. And remember—there is absolutely no obligation.

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### UNSOLICITED TESTIMONIALS

Dear Sirs,

I thank you very much for the Denhill 10 × 50 De Luxe Binoculars. I must say that I am really astounded by the wonderful results achieved by this glass. I am sure that several of my friends have decided in their minds to obtain a Binocular of the same size and quality. Please convey my thanks to your staff at your Office at Denmark Hill for the most courteous and helpful manner in which I have been received and dealt with for years.

Yours, etc.

*Continued overleaf*

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## THE BINOCULAR SPECIALISTS FOR OVER 50 YEARS

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UNSOLICITED TESTIMONIALS—continued from previous page.

Dear Sirs,

I should like to take this opportunity to thank you and to compliment you on the most efficient and prompt manner in which your staff handled this matter.

Yours, etc.

Dear Sirs,

I received the Denhill 12 × 40 Binoculars and I must say, after only two day's trial, that I am very well pleased with them. May I also thank you for your very prompt attention to the matter.

Yours, etc.

Dear Sirs,

Just a line to say how very pleased I am with my 10 × 35 Denhill. Every word you have claimed them to be is perfectly true; they are a very fine instrument and already I have spent many hours on the sea front watching the shipping in the Humber. Thanking you very much.

Yours, etc.

Dear Sirs,

Thanks for your booklet on "How to choose Binoculars." I think the guidance given if used intelligently is a silent salesman and I am fully satisfied that I have the Denhill for the purpose I need.

Yours, etc.

Dear Sirs,

Many thanks for the 8 × 32 Denhill Binoculars which I received in perfect condition just a week ago. Although conditions have not been good during the past week, I have tried them out and must say that I am delighted with my purchase. I shall not hesitate to recommend Denhill Binoculars to my friends. May I take this opportunity of thanking you for the assistance you have given me in choosing the Binocular most suitable for me.

Yours, etc.

Dear Sirs,

With reference to your letter. Over the week-end I have used the Denhill binoculars in varying conditions on the mountains in this area and I am absolutely delighted with their performance and most impressed in their comparison with binoculars of alleged higher magnification and much higher price which I have used from time to time. In fact these Denhills have everything which you claim.

Yours, etc.

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**J. A. DAVIS & SON LTD., 94-104 DENMARK HILL, S.E.5**