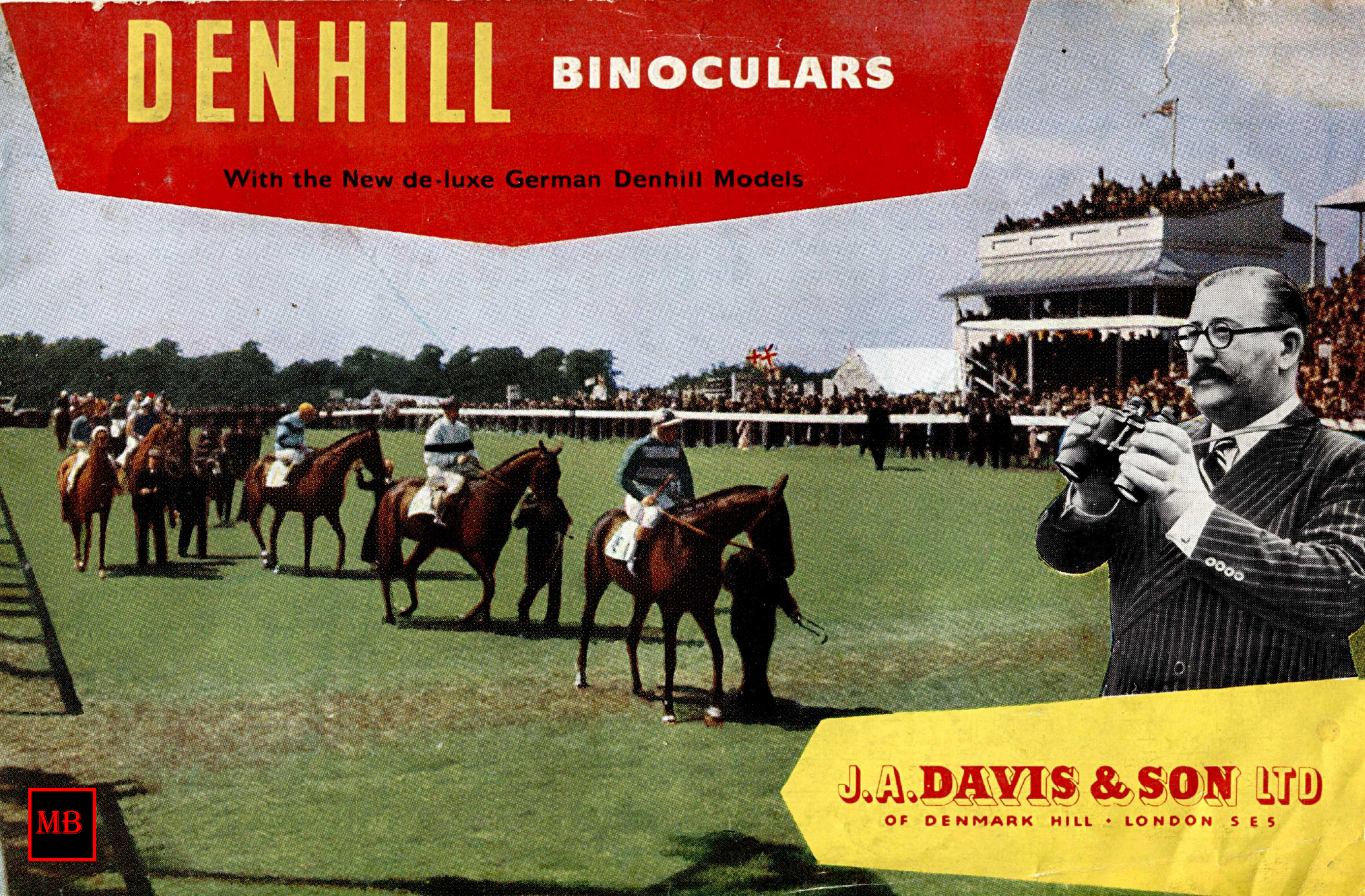


DENHILL BINOCULARS

With the New de-luxe German Denhill Models



J.A. DAVIS & SON LTD
OF DENMARK HILL • LONDON S E 5

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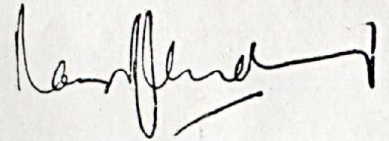
INTRODUCTION

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 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.”



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 own needs, whether it be for racing, hiking, touring, bird watching or sailing.

SOME OF THE MANY UNSOLICITED TESTIMONIALS RECEIVED FROM SATISFIED CLIENTS :

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Hawick,
Roxburghshire.

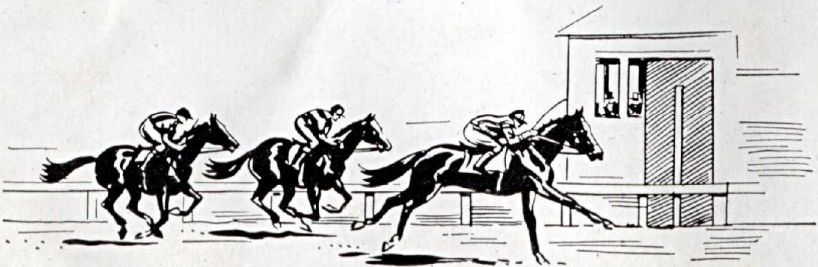
Dear Sirs,

Thank you very much for the early despatch of the Denhill Binoculars received in perfect condition.

I have inspected and tried them and I think they are a really superb instrument.

Thanking you once again.

I am, yours truly, M. G.
Continued on back page.



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

The DENHILL 8 x 25

Cash Price £10 . 19 . 6

17/6 Deposit and 26/8 Monthly

The model with the all purpose appeal, embodying the latest results of optical research. Wide field of view. Bending bar and centre wheel focus. Extra large ocular lens with adjustable eyepiece. Bloomed or coated lens giving full light advantage. Excellent results in all weather conditions. Magnification x 8. 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 same specification as above.

"This glass is smart and ideal for ladies."—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

Page Three

The DENHILL 8 x 30

Cash Price £11 . 19 . 6

25/- Deposit and 28/4 Monthly



This model combines 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. Magnification x 8. 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

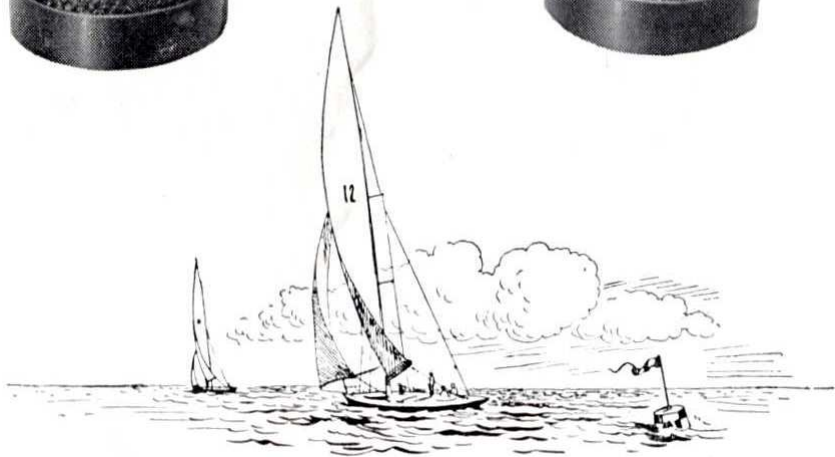


The DENHILL 8 x 40

Cash Price £16 . 16 . 0

32/6 Deposit and 40/- 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 5¼". Factor 52.0. Complete in Solid English Leather case with Lanyard and Sling.



MB

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

The DENHILL 10 x 35

Cash Price £17 . 17 . 0

35/- Deposit 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 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.



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.

THE BINOCULAR SPECIALISTS FOR OVER 50 YEARS

The DENHILL 10 x 50

Cash Price £25 . 19 . 6

55/- Deposit 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.



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

The DENHILL 12 x 40

Cash Price £18 . 18 . 0

35/- Deposit and 45/- Monthly

A wide angle squat prism to give extra power and range essential to modern requirements. This high powered light-weight model will 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. Magnification 12 x. Object lens 40 mm. Field of view 107 ft. at 1,000 ft. Weight without case 24 oz. Size $4\frac{1}{2}$ " x $6\frac{3}{4}$ ". Factor 73.2. Complete in Solid English Leather Case with Shoulder Sling and Lanyard.



THE BINOCULAR SPECIALISTS FOR OVER 50 YEARS

Page Nine

The DENHILL 15 x 40

Cash Price £19 . 19 . 0

39/6 Deposit and 47/6 Monthly



A particularly high power Binocular with all the advantages of a telescope, with the addition of a far wider field. As a night glass or for use in a dull light, this model is unsurpassed. Exceptionally large restful ocular lens with a brilliant 40 mm. objective will give critically sharp image to the margin. The Coated optical lens guarantees high light transmission. Registered bending bar, with centre wheel focus and right adjustable eyepiece. Size 7" x 6". Weight without case 26 oz. A most attractive glass for detailed examination of objects over long distances. Factor 54.0. English Leather Case. Shoulder Sling and Lanyard.

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.

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

The DENHILL 20 x 40

Cash Price £17 . 17 . 0

35/- Deposit and 42/6 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 in full 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, they will give a performance unparalleled in Binocular construction. Factor 52.0. Complete in Case, with Lanyard and Slings.



THE BINOCULAR SPECIALISTS FOR OVER 50 YEARS

Page Eleven

The DENHILL 20 x 50

Cash Price £21 . 0 . 0

40/- deposit and 50/- 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.

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

The **NEW 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 **NEW GERMAN**

DENHILL DE LUXE
Binocular in the three most popular sizes—
8 x 30, 10 x 35 and 10 x 50



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

Cash Price £21 . 0 . 0

40/- Deposit and 50/- Monthly

Here at last and produced at a reasonable price is the first of the three NEW 1956 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.



THE BINOCULAR SPECIALISTS FOR OVER 50 YEARS

The **NEW GERMAN DENHILL DE LUXE**

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

Cash Price £24 . 0 . 0

65/- Deposit and 55/- 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.

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

TESTIMONIALS—continued from page two.

MB

S. Wales.

Dear Sirs,

I have now had your 10 × 50 glass in my hands for a few days now, and I have decided to keep same.

I will readily agree with you that this glass is absolutely perfect, it is the best I have had with you yet. I am very pleased with it in every way, its lightness, clarity, wide field of view and so on.

May I say many thanks for your kind services.

Sirs, Remaining,
Yours faithfully,

Henley Park,
Normandy, Surrey.

Dear Sir,

On the completion of my purchase from your Company of a pair of Prismatic Binoculars, may I say that for genuine bargains, absolute trustworthiness and scrupulous integrity your firm cannot be excelled, and that your service is highly commendable.

Wishing you every success in the future.

I remain, Yours faithfully,
G. D.

Houghton,
Norfolk.

Dear Sirs,

I beg to acknowledge receipt of the 8 × 30 Denhill Binoculars by this morning's post. They are in every way up to specifications and I require no further trial than I have had this morning.

Yours faithfully, Y. R.

Rotherham.

Dear Sirs,

I am in receipt of Binoculars as ordered, with which I am highly delighted. Thank you for the efficient service you have given.

Yours faithfully, W. D.

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

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