

Raymond L. Sines & Associates

ADVERTISING



291 Geary Street • San Francisco, Calif. • SUtter 1-8137

June 16, 1953

Mrs. H. Takahashi,
1661 Post St.,
San Francisco 15.

Dear Mrs. Takahashi:

Our compliments on your ad in June Interiors. It is most attractive, and should produce inquiries.

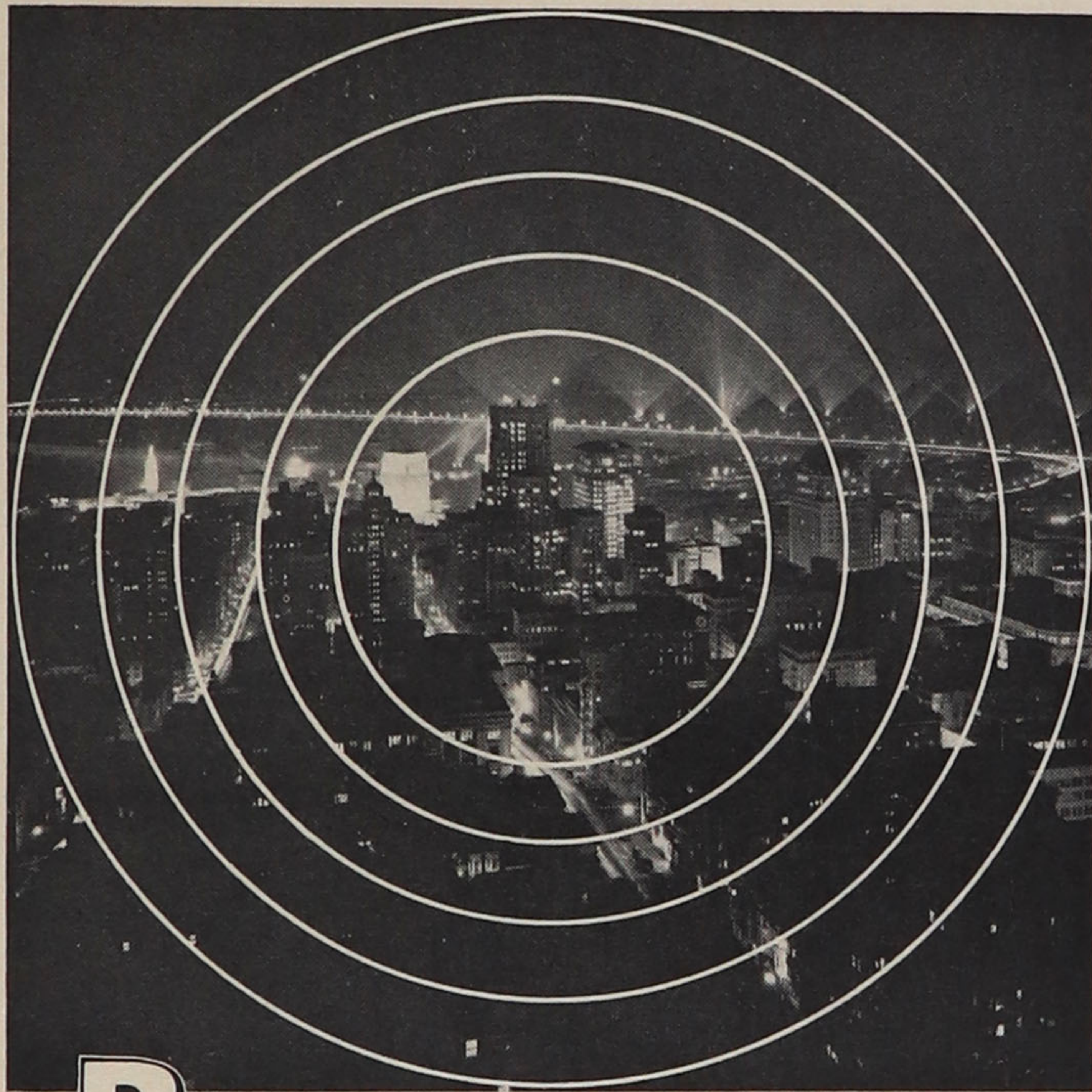
The enclosed reprints from various business papers indicate that we, too, believe "it pays to advertise." Hope you will take time out to look them over.

I shall telephone you the early part of next week in the hope you will permit me to pick you and Mr. Takahashi up for a visit to our office, and a brief discussion on what Mr. Sines believes may be in order toward attaining your goal.

Cordially,

Beth Norman
Beth Norman

BN/hs



Beautiful bullseye!

Whether your bullseye is the Bay Area or bigger, whether your budget a thousand a year or a million, call us into the firing line! ☆ For some years, Raymond L. Sines and Associates has produced advertising for San Francisco Bay Area clients. Necessarily we've worked with local appropriations; we've had to hit our mark with the first shot. ☆ We're proud of our wide experience in the retail field where results must be immediate... fortunate, we feel, in having to make little bullets do the job of a big barrage. ☆ Today many of our clients' targets are the entire West and beyond. We still aim carefully and conserve our ammunition... we believe it takes marksmanship as well as salesmanship to produce effective advertising!



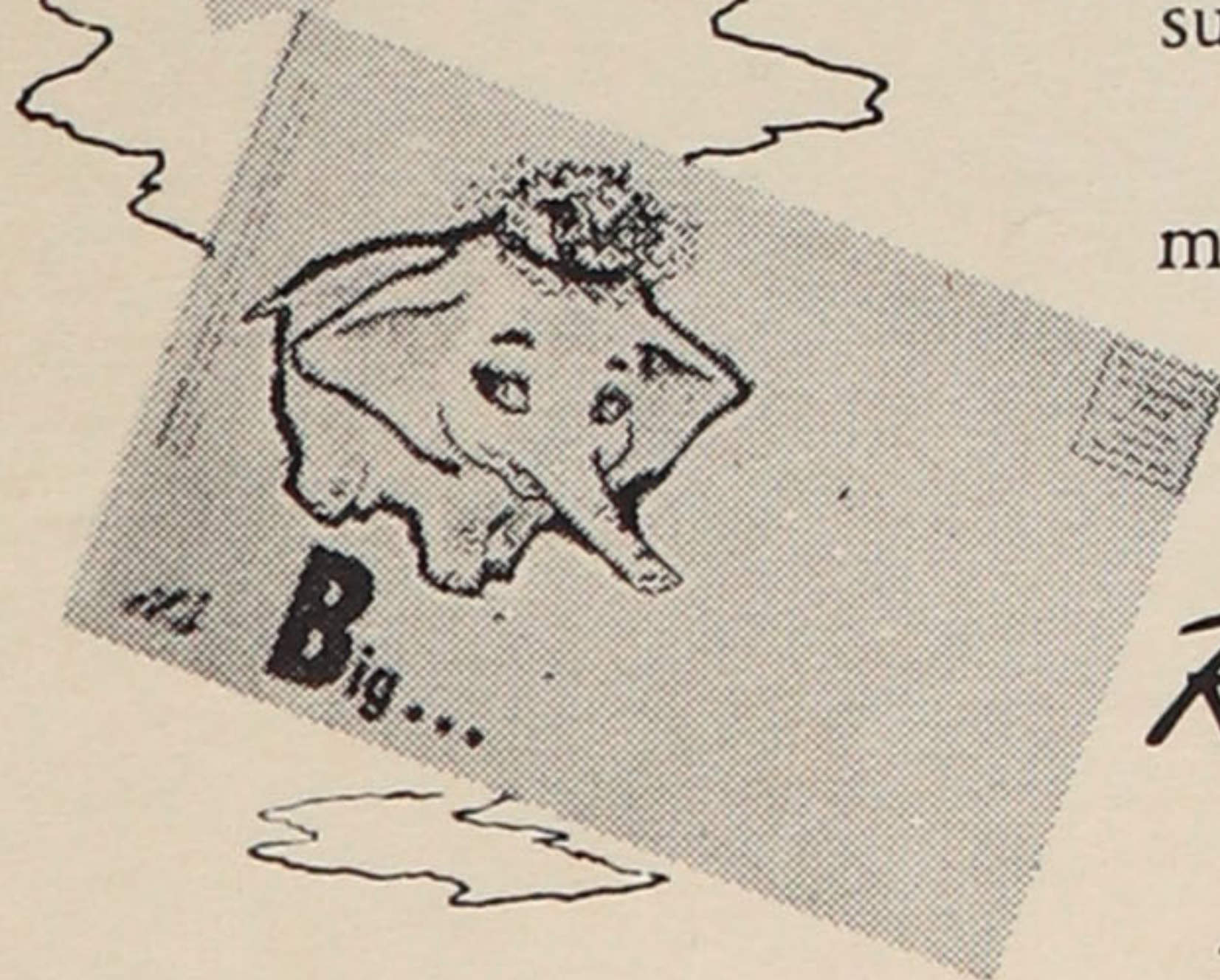
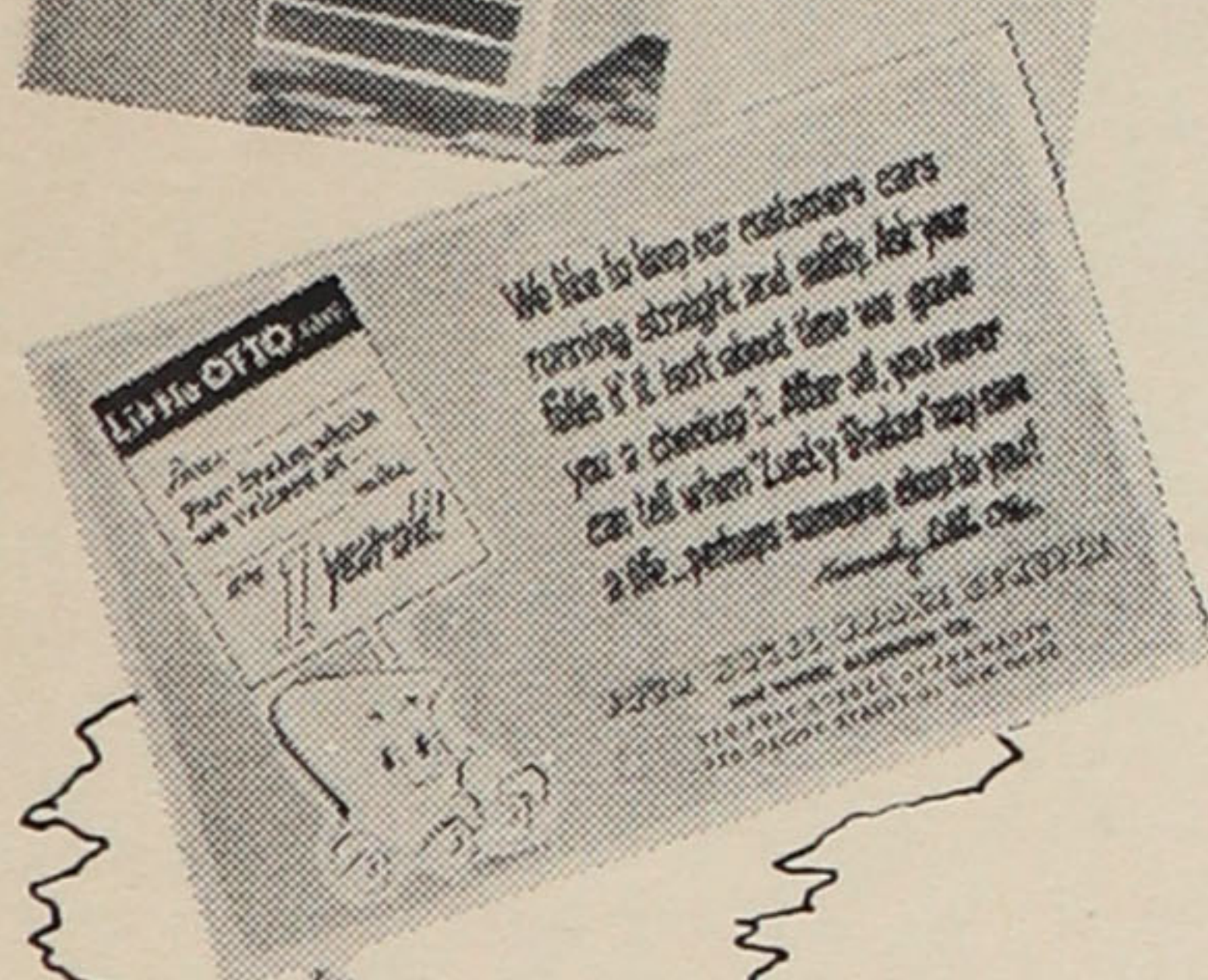
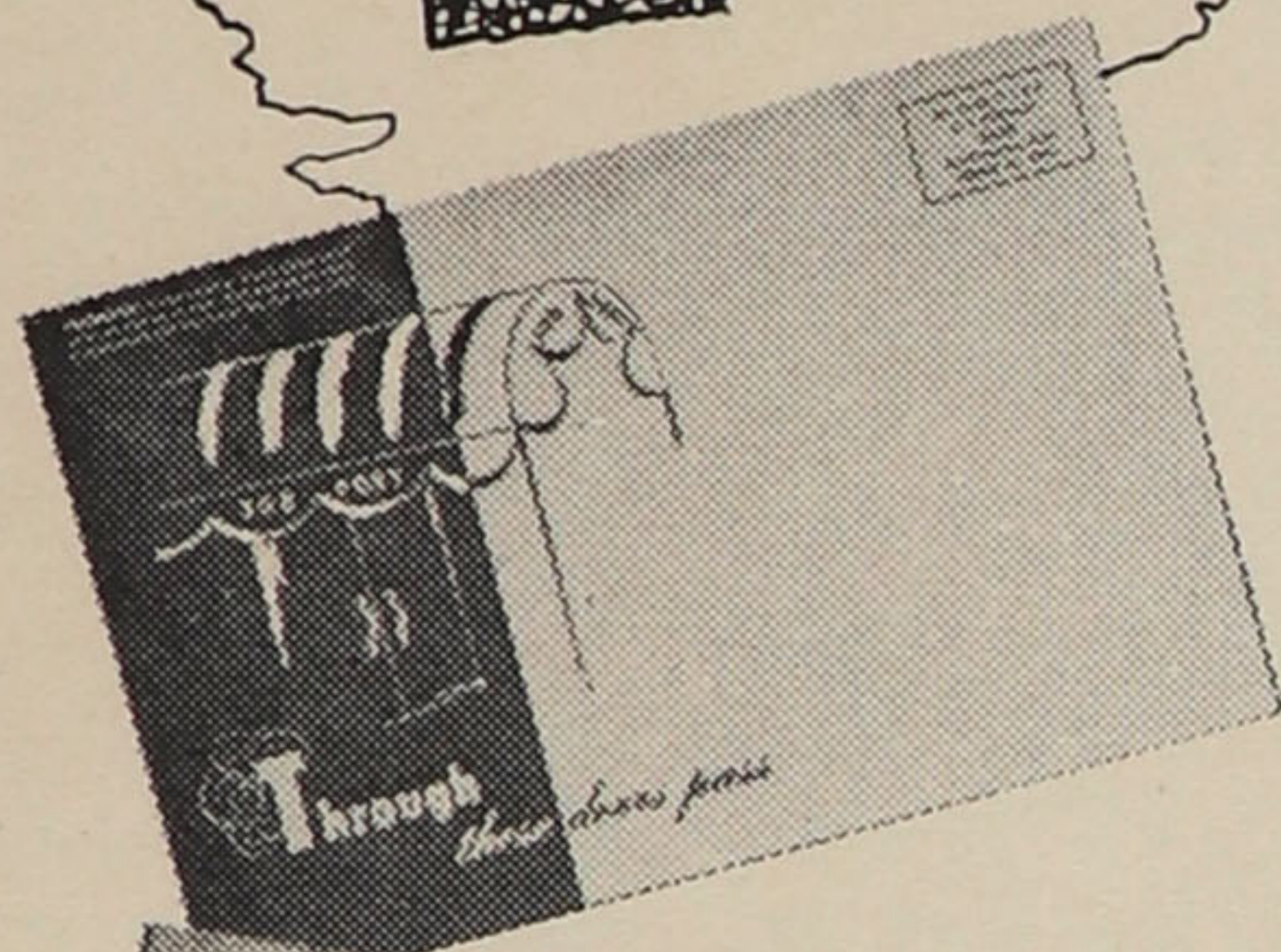
Raymond L. Sines & Associates

ADVERTISING

291 Geary Street • San Francisco, Calif.



Let the
mailman
be your
Salesman!



Don't take him for granted because you see him every day! HE'S the salesman that "neither snow, nor hail nor sleet deters on his appointed rounds."

Direct mail alone has sired many advertising success stories...and no budget...however large...

should overlook its importance. Call on the mailman to carry your message. Call on us to prepare

it. We'd like to add YOUR name to our list of successes directly attributable to this tried and true

method of contact.



Raymond L. Sines & Associates

ADVERTISING
291 Geary Street • San Francisco, Calif.



What you have to sell has intrinsic qualities that place it apart from its competitors. You know these differences—but does the public?

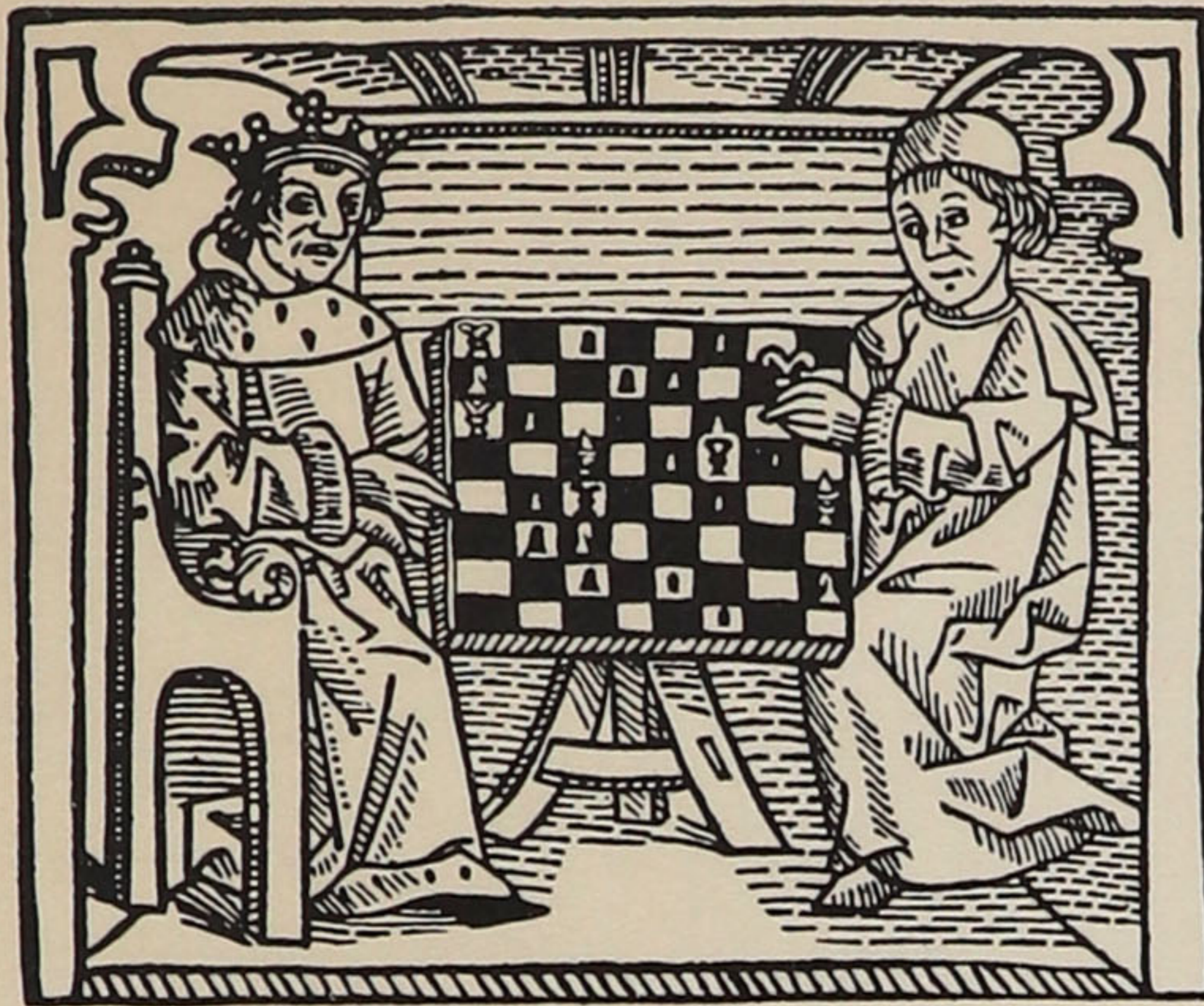
Does your advertising simply, forcefully, sell your product alone, or does it generalize and apply just as well to your competition? Stop and consider—has something important been left unsaid; can you point as proudly to your publicity as to what you produce? Select an advertising agency that searches out and sells the specifics, built on the sales successes it has helped satisfied clients achieve!

Typography by Jim Melvin Trade Compositors



Raymond L. Sines & Associates

ADVERTISING
291 Geary Street • San Francisco, Calif.



"The Playe of Chesse"—Printed by William Caxton, 1482

Moving merchandise *is our game*

... and we know it takes more than a pretty picture and a few well chosen words! It takes MERCHANDISING . . . and advertising techniques are but a means to the end. With a comprehensive point of view that embraces all the elements that must attend a final sale, Raymond L. Sines and Associates is as ready, willing and ABLE to build sales organizations, and create outstanding labels, package design and point-of-sale displays, as we are to buy time and space in all media. This attitude, backed by experience, pays dividends in mutual progress.

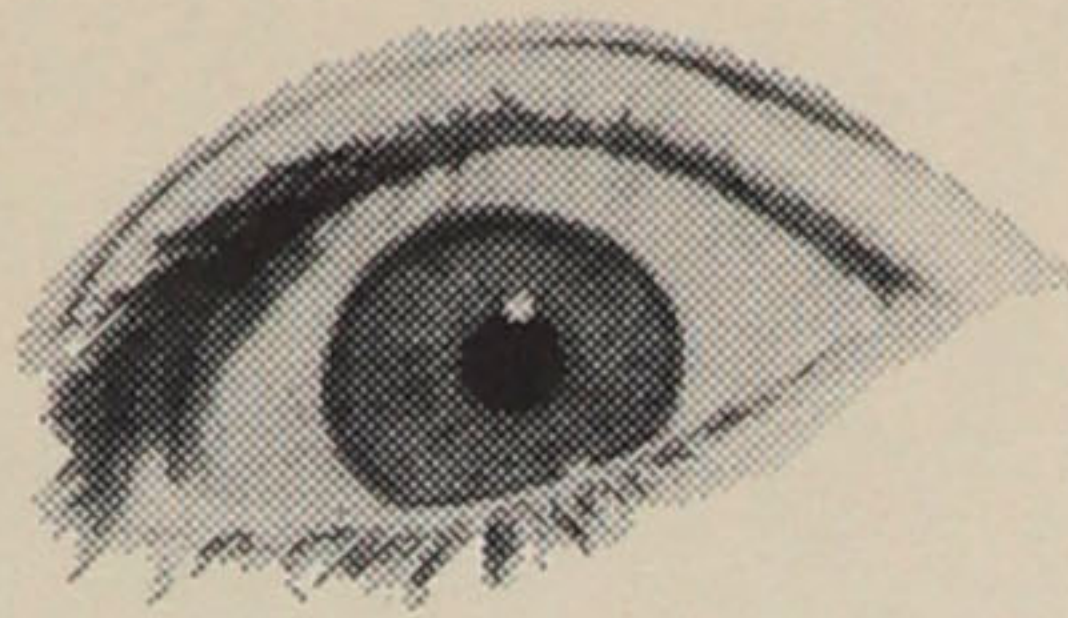


Raymond L. Sines & Associates

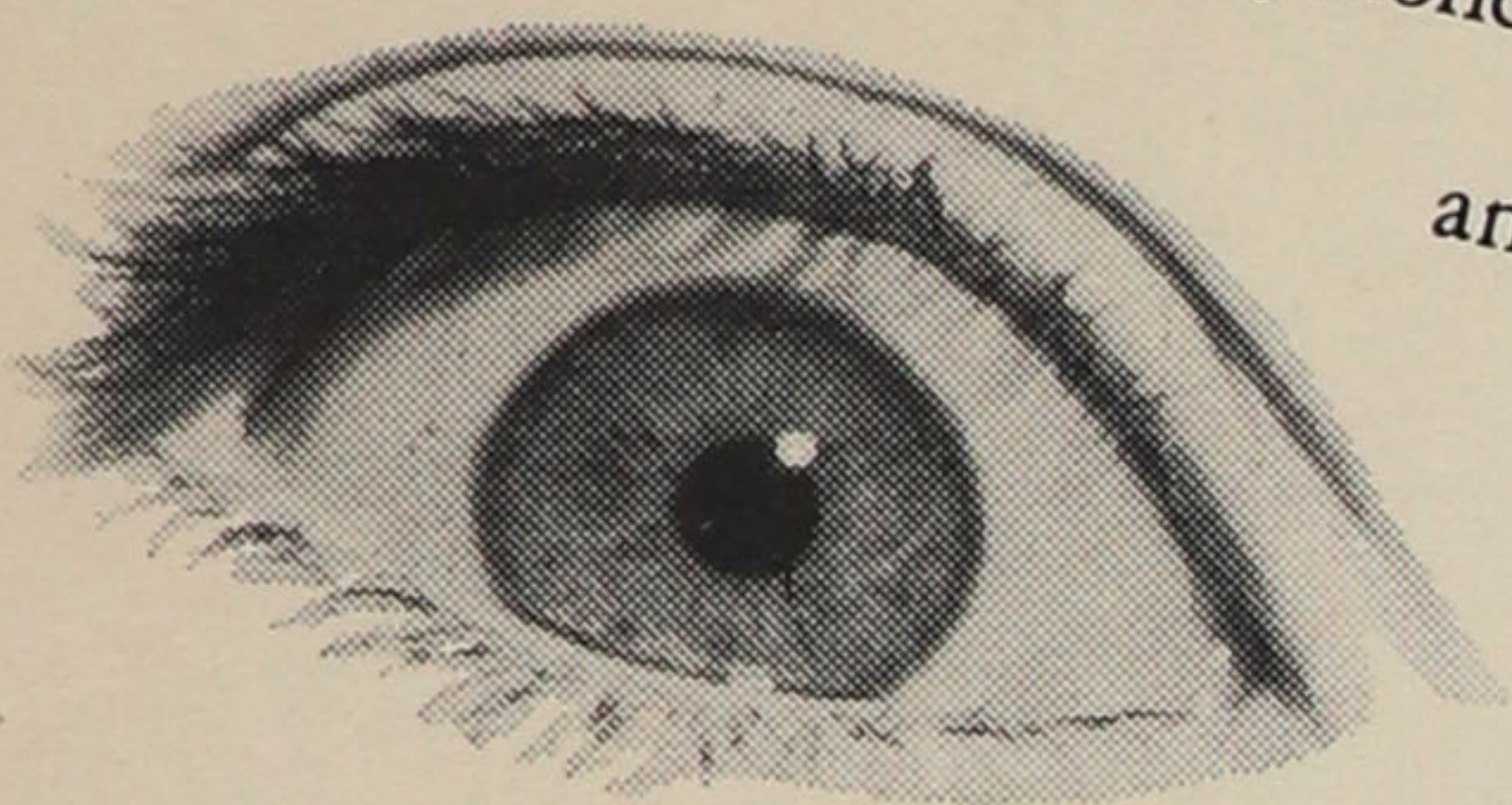
ADVERTISING

291 Geary Street • San Francisco, Calif.

THE EYES HAVE IT

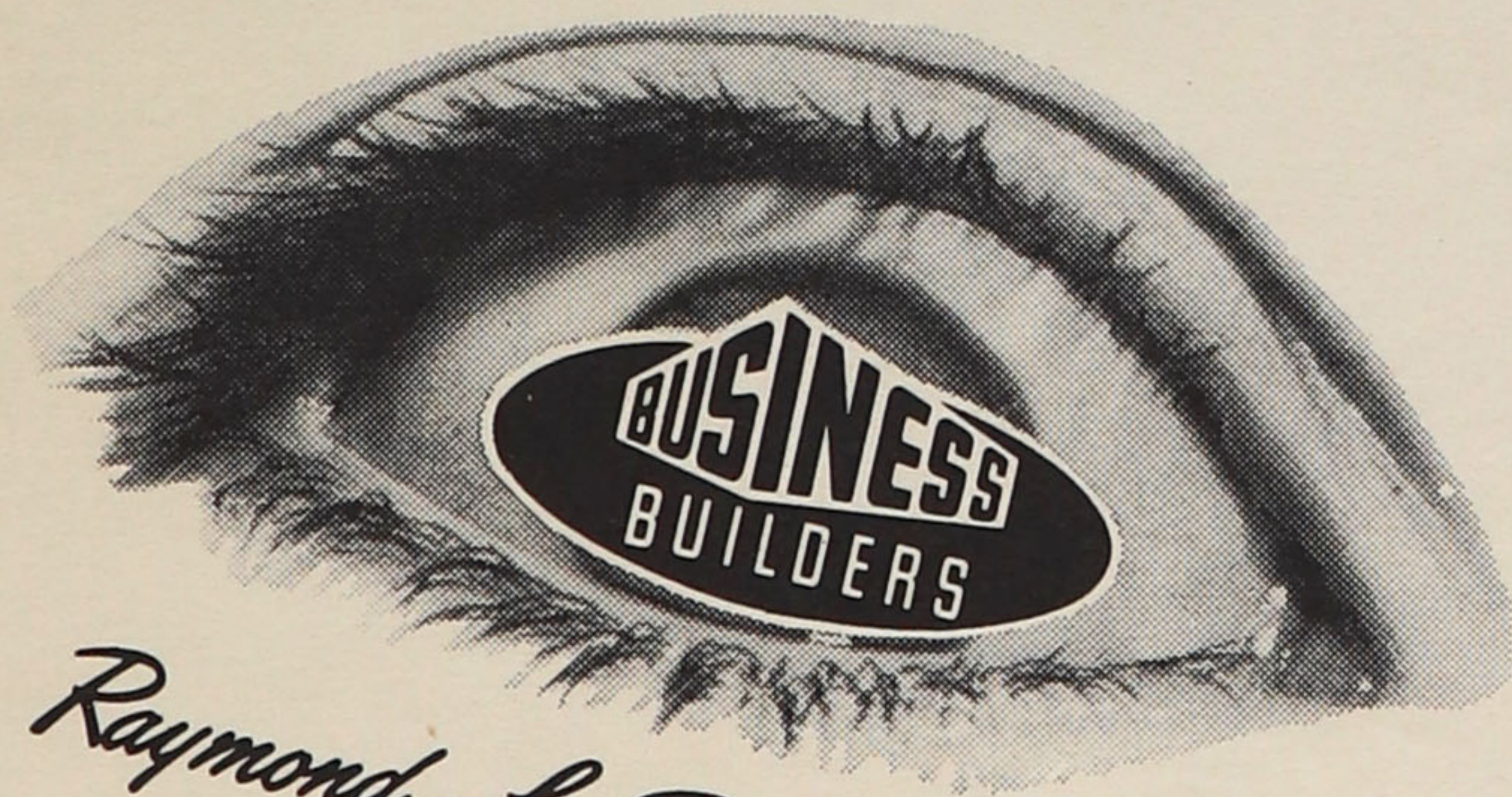


Mind retains 80% of what
is seen... 20% of what is heard. Easier seen... quicker sold!



Raymond L. Sines & Associates' artists
and photographers create graphic
attention-arresters... our
writers paint persuasive word pictures
... our account executives see sales

problems clearly, and apply knowledge and
experience to solving them. Shouldn't the fusion of such talents
be of assistance to YOU? If the AYES have it...
call us... now!



Raymond L. Sines & Associates
A D V E R T I S I N G
291 Geary St. San Francisco SUtter 1-8137

Photography by Henry Fagliano
Melgar Studios, San Francisco

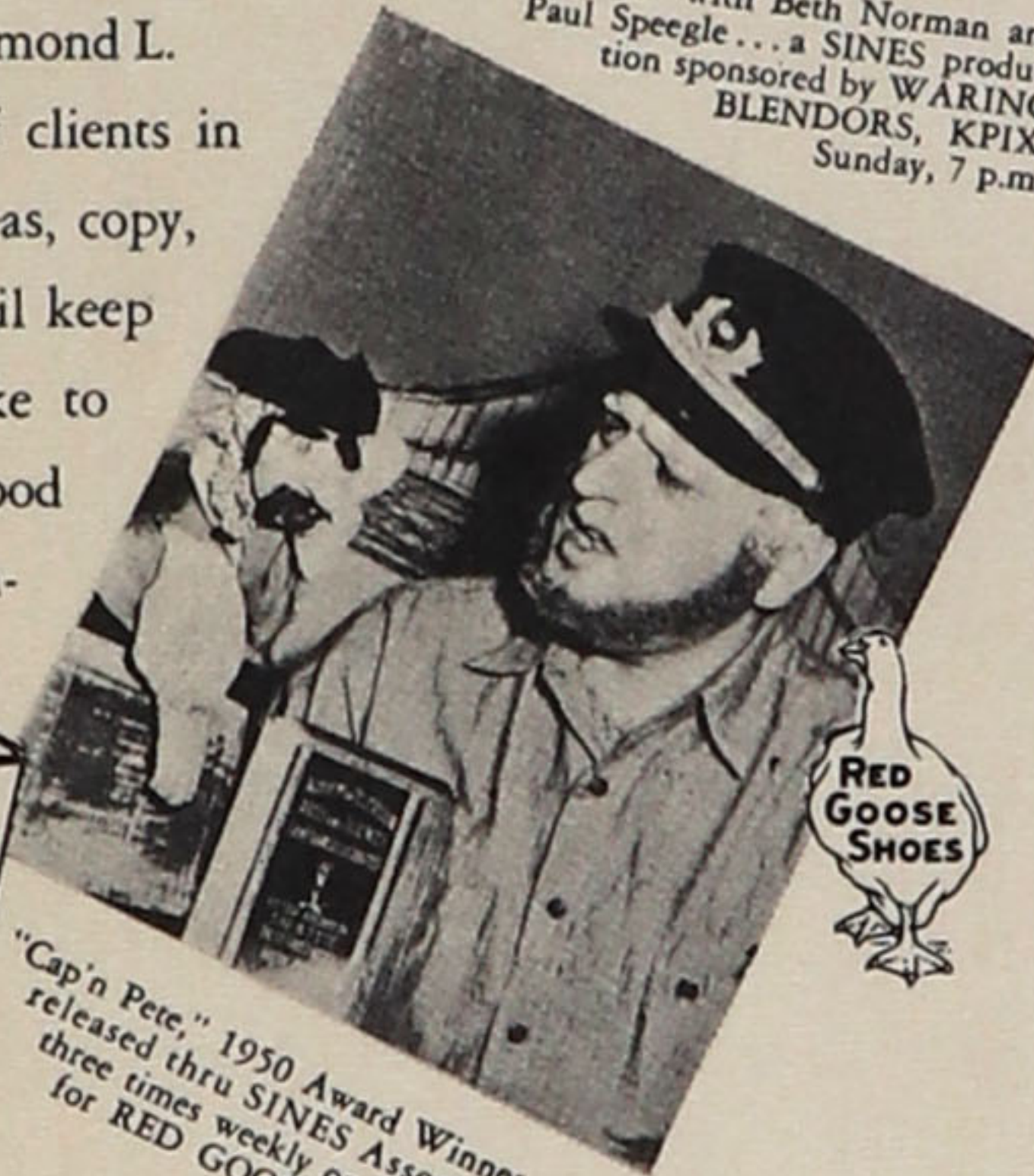
TV

also means
Tremendous Value!



"Stag at Eve" with Beth Norman and Paul Speegle... a SINES production sponsored by WARING BLENDERS, KPIX, Sunday, 7 p.m.

Television... properly planned and produced pays big returns... even on modest budgets! Raymond L. Sines and Associates has served a score of clients in this highly complex new medium. Our ideas, copy, graphic presentation and concern with detail keep costs down... sales records up! We'd like to show you how ingenious and inexpensive a good television idea can be... whether a spot campaign or Sines-produced prize-winning shows like the three displayed here.



"Cap'n Pete," 1950 Award Winner... released thru SINES Associates three times weekly on KRON for RED GOOSE SHOES



"POWOW INDIANS" conceived and produced by RAYMOND L. SINES AND ASSOCIATES for POWOW CLEANSER.



Truly Versatile....

Pulse ratings show the public likes our work... Dealer surveys and sales checks prove our ideas pay out. Within our organization are television specialists in timing, writing, art, music, lighting, staging, producing and filming... All are at your service!



Raymond L. Sines & Associates

ADVERTISING

291 Geary Street • San Francisco, Calif.

Packaging
the final
PUNCH
in selling!



In this "serve yourself" age, your package must *sell itself!* Today impulse buying is necessary to sales success—and your package must look like the best buy among its competitors. Newspaper advertising can show it—radio can *tell* about it—television can *reveal contents and demonstrate use*—outdoor and point of sale displays can *remind* the customer, but a good package is the *last word* . . . the *final punch* that rings the cash register bell. We believe an advertising agency should know how to produce good package design . . . Raymond L. Sines and Associates package designs have won national acclaim—and most important, continuing customer interest. Shown here, from our files, are examples of packages for cookies, candy, creamery butter and liquid cleanser. *What have you? We're interested.*

Photography by Henry Fagliano
Melgar Studios, San Francisco, Calif.



Raymond L. Sines & Associates

ADVERTISING

291 Geary Street • San Francisco, Calif.