

ELLIOTT THINKSHEETS

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In "Conversations after Coffee" after worship last Sunday, each of us presented a personal sketch of an ad inviting both to God & to the church. One of our decisions was for combining continuity (some part of the ad the same time after time) & change some part different each time. That put me in mind of the series I here reproduce three items of.

For a Presbyterian church in Northern Westchester Co., NY, artist **John Lefton** designed the series, working with **Mel Hartzler**.

## COMMENTS:

1. Note the **continuity** in the lower panel, the **change** in the upper panel.

2. Said John to me, speaking of the lower panel, "Always ask for action!" He's a free-lance Madison Avenue graphic artist of deep Christian dedication (a graduate of my Midlife Exploration Seminar in connection with his N.Y. Theological Seminary laity degree, the Master of Professional Studies--as is Mel Hartzler).

3. While other papers were explored, the church used mainly the PENNYSAYER, by far the least expensive. If it has good readership where you live (as it does here on Cape Cod), use it! (Clockwise starting left, these ads were 12.20.89, 1.3.90, & 1.10.90.)

4. Effective? Meaning what? First: noticed, read. Definitely yes. Considerable response, about twenty known to have come to worship to check the church out....Costly? Covered by only a couple of new members: THINK AHEAD! Pray ahead. Plan ahead.

## How complete is your child's education?

Can public education alone do the job? Over 25% of our membership is actively involved in our vibrant Christian Education Program.

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**The First Presbyterian Church of Katonah**

31 Bedford Road,  
Katonah NY 10536  
(914) 232-4568

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questions

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BEST TIME TO CALL

## Take some good advice: Come to church Sunday!

You've listened to anchormen, pitchmen and politicians. Isn't it time you tuned in on yourself?

Join us for worship, music and fun . . . find out what you've been missing!

Write or phone today for your copy of the booklet "Statements of Faith."

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From Food Pantry to Counseling to Intercultural Outreach, we support many projects and extend the hand of love and caring.

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