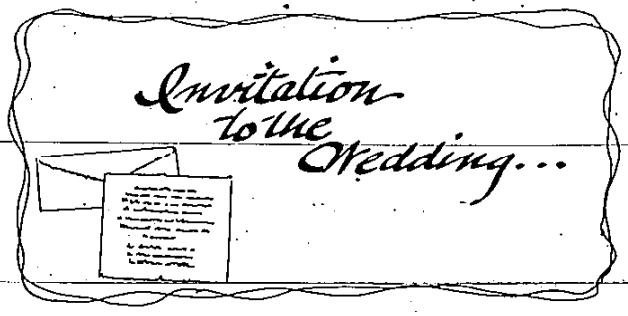
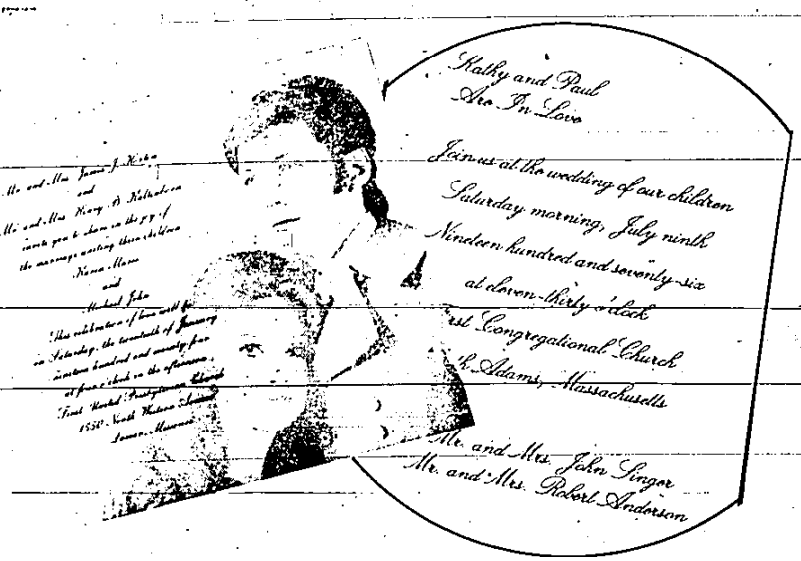




When the wedding invitation you receive in the mail reads:

Katherine and Richard
Are In Love
So They're Getting Married

you know that one of the last bastions of custom and propriety has been violated.

In the most recent edition of **The Bride's Book of Etiquette** the authors write, "There is no procedure connected with a wedding which is more bound by tradition and etiquette than the issuing of invitations and announcements. Ingenuity and individuality have no place here. The wording is set by the laws of etiquette, as are the stationery and the engraving."

The vast majority of 1973's brides and grooms will continue to choose the standard type of invitations to their weddings. But for the couple who wants something off-beat, there is now a selection of invitations which run the gamut from slightly different to contemporary to way out.

For the past few years, pictures of the bride and groom have made their way onto some invitations and announcements though the wordings remained essentially true to the formal code. Now there are other invitations with a modern, contemporary look which may or may not retain the formal language.

The modern bride may choose to announce her wedding on paper of muted blue or brown, perhaps with embossed initials.

One sample invitation has "To live, to love, to help together" embossed on the front cover with a regulation kind of announcement within. Another maintains "Love Is A Commitment."

Those who want to retain the formal invitation but make its language more in keeping with the contemporary, less formal life-style which marks this era might choose an inscription: "Our joy will be more complete if you share in the marriage of our daughter Marilyn to Mr. Edward J. Franklin" with the time, place and date in accord with the standard.

Another modern, but informal invitation reads: "Mr. and Mrs. Stanley Jackson want you to share in their happiness and join them when Sue Jackson and Frank Owen will be married." On still another of the newer-style announcements both sets of parents announce the wedding.

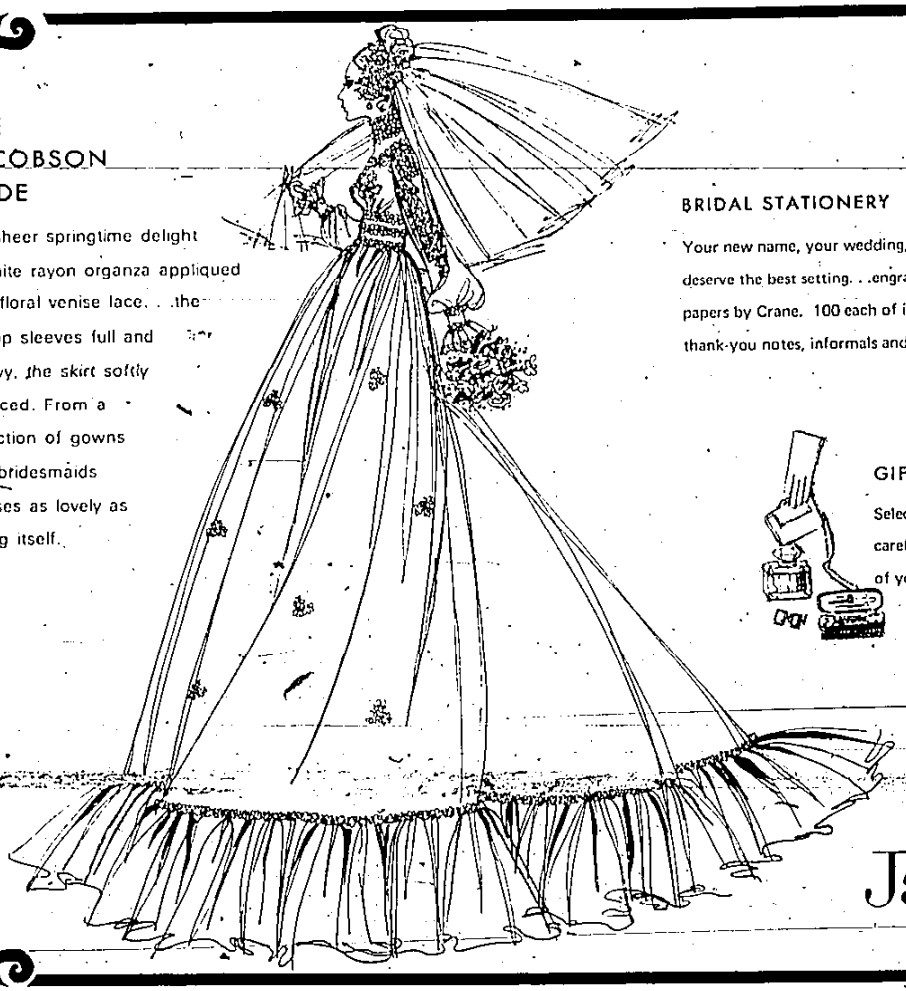
A simple printed announcement might seem appropriate following a small wedding such as: "Jim and Laurie were married on February twenty-seventh. Laurie's parents are George and Virginia Stevens of Philadelphia, Pennsylvania. We are so delighted that we wanted you to know. Joyce and Bob Parker."

Further out than a mere up-dating of the language are the psychedelic colors and pop art background on which it is proclaimed: "Kathy and Paul are in love. Join us at the wedding of our children. This celebration of love will be on ..." with details following. Other invitations feature cupids or hearts and flowers surrounding the wedding details.

But if yours is to be a traditional wedding, then the form for wedding invitations and announcements should be close to the standard. According to bridal consultants, the paper should be of excellent quality, either white or ivory, paneled or plain. Each invitation is enclosed in two envelopes and the inner one is never sealed. These should be mailed about three weeks before the wedding.

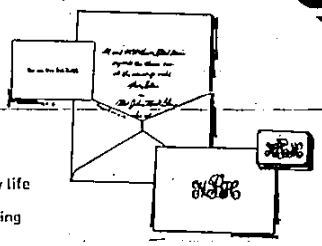
THE JACOBSON BRIDE

is a sheer springtime delight in white rayon organza appliqued with floral venise lace. . .the bishop sleeves full and billowy, the skirt softly flounced. From a collection of gowns and bridesmaids dresses as lovely as spring itself.



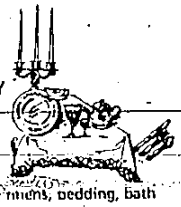
BRIDAL STATIONERY

Your new name, your wedding, your new life deserve the best setting. . .engraved wedding papers by Crane. 100 each of invitations, thank-you notes, informals and engraved die included.



GIFT COLLECTION

Select gifts for your wedding party from our large, carefully chosen collections, lasting remembrances of your life's happiest day.



GIFT REGISTRY

List your gift preferences in china, silver, crystal, linens, bedding, bath ensembles, furniture, home decorative pieces.

Jacobson's

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