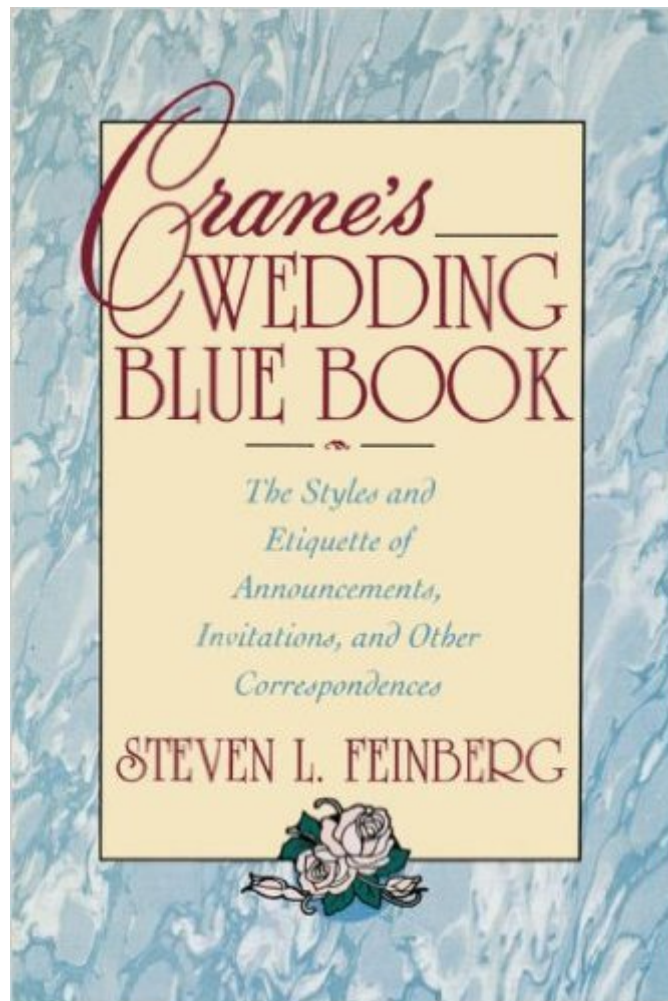


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# Crane's Wedding Blue Book: The Styles And Etiquette Of Announcements, Invitations And Other Correspondences



## Synopsis

No one brings the knowledge, elegance, and good taste to weddings and wedding stationary that Crane does. From announcing the engagement to writing that final thank you note, Crane has helped thousands of brides prepare for, and create the mood for, their special days. Now, with Crane's Wedding Blue Book, every bride can have a private consultation with the best in the business. Steven L. Feinberg directs customer development for Crane & Co. and travels extensively, giving workshops and seminars on stationary style and etiquette.

## Book Information

Paperback: 160 pages

Publisher: Fireside (April 14, 1993)

Language: English

ISBN-10: 0671796410

ISBN-13: 978-0671796419

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 9.6 ounces

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (11 customer reviews)

Best Sellers Rank: #900,675 in Books (See Top 100 in Books) #32 in [Books > Crafts, Hobbies & Home > Weddings > Etiquette](#) #572 in [Books > Reference > Etiquette > Etiquette Guides & Advice](#) #45516 in [Books > Education & Teaching > Schools & Teaching](#)

## Customer Reviews

From the very beginning of the book, the author has a chip on his shoulder. Basically, Feinberg works for Crane's Stationery. Okay, fine. However, he almost immediately feels the need to discredit any etiquette maven who has said that you don't need a complete set of obscure, engraved stationery to generate proper correspondence. However, if there's something wedding-related that you want to do in style, there's a good chance that he'll have an answer for you. Wedding, shower and party invitations; thank-you notes; reaffirmations of vows; etc. If you want to do it with engraved stock, he'll happily give you the proper way to do it. And if you happen to get that stock from Crane's, all the better, right? Granted, the author is still a stickler for wording conventions and will give you a flat-out "No" on many current standards. Examples abound, and I believe there's a section on how to address certain political figures. This book could be a handy reference to hand around between couples as more and more of your peers marry. Concise with a good index, the author's execution, if not his motives, are presented quite smoothly.

This, along with its stationary version, "Crane's Blue Book of Stationery", have been the standard for creating invites and stationary for many years. Trust me, there's not much that isn't covered in these two books for creating layouts for stationary or invitations. These give you a foundation for proper wording and order from all of the major stuff you'd expect to all of the little things that most of us never consider until we get a cranky call because we missed something or worded it poorly. By having something already in print you can show the customer for approval before you even start, you save yourself and your customers hours (or even days) of frustration. The only thing I wish was in them that isn't currently covered is the proper wording/etiquette for same sex marriages. Maybe they could be added as an addendum or in future versions of these fine books. I don't run into the need all that often, but it would be nice to know I am wording things properly for those couples too. If you see yourself using this a lot, you might consider getting the hard cover edition rather than the paperback, the binding is a lot more durable. You may want to photocopy certain pages or wording to have on hand for customers to view,

My mother is a very typical, Southern, 50-something. When I got married she insisted that I have every single invited guest's full name (including middle names). She was also a stickler about how the invitations were addressed. As a less traditional 20-something, I had NO IDEA how to properly address invitations. What about singles? Singles with fiancées? Married friends who kept their maiden names? This book addresses each of these scenarios and was a LIFESAVER for me. I give it as a gift to every friend who gets married. It is a must-have in my opinion.

I think this book is most useful for its explanation of how the envelopes for wedding invitations are addressed (i.e. who's name goes first, what do you write on the inner envelope, etc.) I even found out how to address one to an Archdeacon! It also has helpful Q & A sections.

Fabulous resource - Emily Post would be proud!! This was the exact resource I was looking for!

This little book (in size only) is a great help with anything concerned with wedding-related stationery tasks from the engagement onward and even awkward situations like recalling invites when a wedding is cancelled. I used to manage a Hallmark store where we did many, many wedding invitations and I found this book to be invaluable especially when there were brides who wanted to make it up as they went along- one could just refer to the book and bring them back to reality...

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