

1952

Weddings Without Worries

Nancy Voss
Iowa State College

Follow this and additional works at: <http://lib.dr.iastate.edu/homemaker>



Part of the [Home Economics Commons](#)

Recommended Citation

Voss, Nancy (1952) "Weddings Without Worries," *The Iowa Homemaker*: Vol. 32 : No. 2 , Article 11.

Available at: <http://lib.dr.iastate.edu/homemaker/vol32/iss2/11>

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.

Your Bridal Secretary Plans

Weddings Without Worries

By Nancy Voss

Technical Journalism Junior

"YOU'VE got that ring on your finger, that starry look in your eyes and that wonderful feeling of being in love. And now starts the planning for the most wonderful day of your life . . . your wedding day. But this is a time you should be happy and free from worry of mistakes or bothersome details. Why not let someone else do the worrying for you . . . someone who knows what's right and knows how to make a beautiful wedding that you and your lucky groom will remember forever.

"If you're planning to be married soon, come in and see Miss Vera Romance, our bridal consultant, who will be happy to plan your wedding from beginning to end. She *knows* what's right and will be glad to help you."

This is a quote from an ad in a bridal magazine. Bridal consultants are becoming more and more common and now almost every department store or bridal shop of any size employs someone to give advice and help brides specifically. Some of the largest department stores in the bigger cities also have special "groom's consultants" who give advice, proper etiquette procedure and just general moral support.

ISC graduate's job

An Iowa State graduate, Elizabeth Ann Butler Vancisin, better known as "Lizan," now has the exciting job of Bridal Gift Secretary at Dayton's Department Store in Minneapolis, Minnesota. Her job entails meeting the bride-to-be and helping her select her silver, crystal, and china from the many possible patterns. As an added aid to the bride, she keeps a file of the gifts received and the gifts preferred by the bride. This enables the bride's friends to purchase gifts for her that she hasn't already received and lessens the possibility of her receiving too many of one kind of gift. Possible shower gifts, suggested by the bride herself, are also put on file for her friends' convenience.

Lizan tries to fit the bride's pattern in silver, crystal and china to each girl's individual needs and tastes. "Sometimes this can be very difficult but it is always very interesting," she says.

So you see, there are all kinds of services offered to the bewildered bride-to-be. Whether or not you have a bridal consultant to help you plan your wedding is a matter of personal choice.

Aid given

There is a great deal of variation in the amount of help bridal consultants give. Some of those in the



Elizabeth Ann Butler Vancisin, Bridal Secretary at Dayton's, talks over proper wedding procedure with a prospective bride

larger cities where there are many formal weddings do everything for the bride from arranging for the church, taking care of the bridesmaids' gifts and sending out the invitations to buying and arranging transportation for the honeymoon and equipping the apartment for the returning couple. This type of consultant, of course, is much more expensive and does everything but go to the showers given for the bride.

Other consultants which are more commonly found in the midwest simply help the bride buy her gown and attendants' dresses, offer advice in picking a trousseau and give little tips of etiquette which the busy bride sometimes forgets. This consultant makes sure the dresses for both the bride and her attendants are at the church on time and helps in getting the wedding party ready.

Most brides are thrilled over planning their own wedding and like it to be a day which they have worked out with their groom. However there are many details involved in a wedding which an inexperienced person may forget or be in doubt about. A bridal consultant is often helpful in this case. While most brides don't feel that they want all of the details of their wedding handled for them, it is reassuring to know that there is someone working with her who knows the proper procedure and who doesn't have butterflies in her stomach.