



Weddings 2017

Publish your special event in Journal-Spectator, Express

Announcing your engagement or your upcoming wedding in your local newspaper is an effective way to share your big news with friends, family and your community. It also makes for a special keepsake.

The *Wharton Journal-Spectator* and the *East Bernard Express* make it easy and affordable to share the news of your big day with everyone with our prepared packets.

Each packet includes forms to publish your engagement, wedding or shower. Packets may be picked up at our office located at 115 W. Burlison St., Wharton or found online at www.journal-spectator.com/site/forms.

The cost for an engagement announcement is \$50 in the *Wharton Journal-Spectator* and \$45 in the *East Bernard Express*. Anything over 12 inches will be charged at a rate of \$8.75 per column inch in the *Wharton Journal-Spectator* and \$6.40 per column inch in the *East Bernard Express*. To publish a photo with your announcement we will charge an additional \$15.

The cost for a wedding announcement is \$75 in the *Wharton Journal-Spectator* and \$65 in the *East Bernard Express*. Anything over 12 inches will be charged at a rate of \$8.75 per column inch in the *Wharton Journal-Spectator* and \$6.40 per col-



umn inch in the *East Bernard Express*. To publish a photo with your announcement we will charge an additional \$15.

The cost for a party or shower announcement is \$35 in the *Wharton Journal-Spectator* and \$30 in the *East Bernard Express*. Anything over 12 inches will be

charged at a rate of \$8.75 per column inch in the *Wharton Journal-Spectator* and \$6.40 per column inch in the *East Bernard Express*. To publish a photo with your announcement we will charge an additional \$15.

Please feel free to use the forms provided and attach additional pages as needed.

Photos should be good quality in color or black and white. Color is preferred. Photos published in the newspaper will be printed in black and white but will be shown in color in the online edition of the newspapers. We strongly suggest digital photos, which can be emailed or turned in on a Secure Digital (SD) memory card.

Please note that photos taken on cell phones do not print well. We will have your photo ready for pick up two weeks after it is published.

Those who wish to fill the form by hand are asked to please write legibly.

Engagement announcements should be turned in at least a month prior to the wedding date. We cannot guarantee a specific issue for publication.

Wedding announcements should be turned in the week before the wedding. Wedding announcements turned in more than two weeks after the event will run as space allows. Wedding photos should be turned in with the story but may be sub-

mitted within two weeks of the wedding date. We don't suggest to wait to turn in your wedding form until you have the photo. Turn your announcement in as promptly as possible for it to be considered timely. Any wedding announcement turned in a month after the wedding date will be shortened to exclude descriptions.

For wedding photos, we do not suggest full-length photos as the details and embellishments on wedding dresses do not print clearly. Close-up images are preferred.

Please make sure to list full names of the bride and the groom as well as anyone else mentioned.

Those who go by nicknames or a different name may include it in parenthesis. The bride or a representative of the bride (such as a mother) must sign any and all forms.

The shower and party forms may be turned in as the events occur. We will run the shower announcements as promptly as possible.

If you have any questions or need additional forms, please do not hesitate to call us at 979-532-8840 or email us at lifestyle@journal-spectator.com.

This is a special moment for you and your family and we want to help make your wedding even more memorable by sharing the event with our readers.

What's inside

Page	Story
2	Announcement forms
4	Master the wedding save-the-date
6	Tips for trimming up the wedding guest list
7	Throw a casual wedding to remember

Extra copies of this section are available throughout the year (while supplies last).

Editor and Publisher
Bill Wallace

Managing Editor
Keith Magee

Staff Writer
Evelyn Carriere

Advertising Manager
Rachel Cavazos
Production and Design
Rachel Cavazos

115 W. Burlison St.
Wharton, TX 77488
979-532-8840

www.journal-spectator.com

This publication is owned and published by the *Wharton Journal-Spectator* and the *East Bernard Express*. All rights reserved. Reproduction in any form, whole or part without consent is prohibited.



Live Oak Haven

West Columbia, TX 77486 | Janice Teykl 979-742-3317

Master the wedding save-the-date

Many couples' weddings take more than a year to plan. Couples want all of the special people in their lives to witness their vows, and giving guests advance notice can ensure as many loved ones as possible attend the ceremony.

To be certain that guests have ample notice to clear their schedules, many couples now turn to save-the-date cards, which announce weddings well in advance of the actual wedding day.

Save-the-date cards once were reserved only for weddings that required travel or special circumstances, such as destination weddings. But such cards have now become commonplace for all weddings. That's because many people plan vacations or business trips anywhere from four to six months in advance. Busy people require plenty of notice to include this important date on their calendars, particularly when wedding dates fall during popular travel seasons or around the holidays.

Kleinfeld Bridal, a premiere New York bridal boutique, says that save-the-date cards are typically mailed six to eight months prior to the wedding, though some are sent as early as a year before the big day. Once a date and a location is secured, save-the-dates can be ordered and mailed.

Save-the-date cards require couples

to assemble their guest lists well in advance of the wedding. The leading bridal resource The Knot notes that everyone who will get a wedding invitation should also receive a save-the-date card. There's no turning back once cards are sent, so couples will need to be certain everyone they want to attend is getting advanced notice.

It's acceptable to mail save-the-date cards even if some wedding day details are still up in the air. Guests really only need to know the date and location of the wedding. Couples also can use the save-the-date card to direct invitees to a wedding website where guests can learn the details of the wedding as they unfold.

RSVP information does not need to be included on the save-the-date card.

Save-the-date cards are much less formal than invitations, so couples can have fun with them. They can showcase couples' clever personalities or funny quirks. Keep in mind it is in poor taste to mention gifts or registries on save-the-date cards. There will be plenty of time to direct guests to registries later on.

Couples are increasingly turning to save-the-date cards when planning their weddings to make sure busy friends and family will have enough time to make plans to attend their weddings.



BEFORE YOU SAY "I DO" 

Think and Consider Warning Signs of Domestic Violence:

- Does the other person put you down either privately or in front of your friends?
- Does the other person make you afraid or fearful by what they say or do?
- Does the other person try to keep you from friends or family, maybe saying you don't need them?
- Has the other person ever threatened you or hit/slapped/choked/pushed you?
- Does the other person discount your ideas/goals/thoughts/feelings?

CALL THE CRISIS CENTER **1-800-451-9235** | **979-531-1300**
 for Help and Answers to Your Questions! **24 Hour Hotline** | **Wharton**

Wharton County Fairgrounds

Three options available for special events, wedding receptions, birthday parties, reunions, showers, etc.

In the heart of Wharton County between El Campo & Wharton.

Crescent Hall	Director's Room
Capacity 800-900 people	Capacity 100-125 people
Crescent Community Center	
Capacity 250-275 people	



**For Bookings Call:
979-677-3350**

Selections On the Square

Come by and set up your *Bridal Registry* with us!

We offer...
 Crystal, China,
 Casual Dinnerware,
 Serving Pieces,
 Flatware, Stemware

And...
 Jon Hart,
 Consuela,
 Willow Tree

Free Gift Wrap & Delivery!

104 S. Houston • Wharton
 (979) 532-0877




Cakes for all Occasions

Ruby Hoffmann

Weddings - Showers - Birthdays - Quinceañeras



Texas Licensed • Nacogdoches, Texas • 979-758-3532 • rjhoffmann50@gmail.com



Photo Courtesy: Christine Meeker

The Orchard

at Caney Creek

923 COUNTY ROAD 235, WHARTON, TEXAS
 281.944.3331 • WWW.CANEY-CREEK.COM
 INDOOR & OUTDOOR • LODGING AVAILABLE

Whatever your season or *style*, the Orchard at Caney Creek is the *perfect* setting for your *perfect day*.



Photo Courtesy: Dana Fernandez



*Bridal Registry
& Tuxedo Rentals*

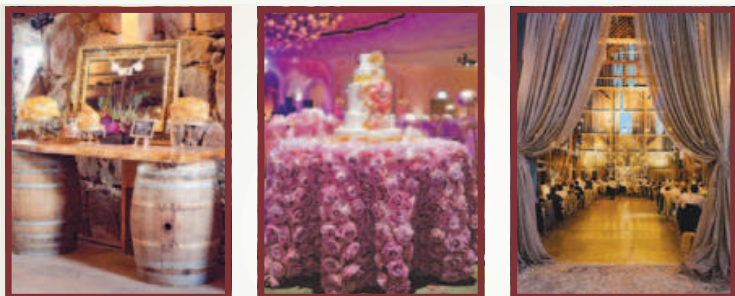
 246 W Milam St
Wharton, TX 77488
979-532-3250
Mon-Fri: 10-5:30
Sat: 10-4
Sun: CLOSED
kandddesign.com



**Let Select Imports help you
furnish & decorate your
new home together!**

**423 E. BOLING HWY. • (979) 532-0011
selectimportfurniture.com**

Elegant Occasions



Fresh Flowers • Chair Covers • Napkins • Table Linens • Chargers • Sashes • Table Decor

We can make your special event a dream with a touch of elegance.

208 W. Jackson | Call for appointment | 979-332-1339

elegantoccasionsbyterry.com

Tips for trimming the wedding guest list

Weddings are a time to celebrate, and many couples hope to invite as many people as possible to share their excitement. A 2014 study by researchers at the University of Denver found that couples who invite at least 150 guests to the wedding may have happier marriages. The study examined 418 people who were single at the beginning of the study and married five years later. It found that 47 percent of those people who had gotten married in front of at least 150 guests had "high-quality marriages," while those with 50 or fewer guests fell short.

While guests make weddings more enjoyable, and may increase the propensity to enjoy a more successful marriage, couples must be practical and consider their wedding budgets when creating their guest lists. The average American wedding includes 120 guests, according to a 2015 Newlywed Survey released by WeddingWire. Couples who are finding it difficult to create and pare down their guest lists can employ the following tips.

♥ **Create initial lists.** When jotting down potential guests' names, write down everyone you want to invite, regardless of budget. Then list the must-have guests for the wedding. This should include the family and friends with whom you interact on a regular basis. Create a separate column for guests who don't make the must-have list.

♥ **Separate friends from friends' friends.** If you don't see people outside of events set up by mutual friends, you should not feel obligated to invite those people to the wedding. They are more likely friends of your friends and not your close friends.

♥ **Know the guest list ceiling.** Catering halls or reception rooms often can only accommodate a certain number of people. Know this number before making a final list. The limits of the space may serve as the catalyst for trimming the guest list.

♥ **Consider coworkers carefully.** Think about whether you'd still be friends with your coworkers if the company dissolved tomorrow. If not, you should not feel obligated to invite them.

♥ **Have we met?** If you don't remember interacting with a person (your parent's long lost friend from high school) or the person has never met your significant other, then they probably can be cut. If parents insist on inviting someone you barely remember, they should help defray the costs.

♥ **Cut out the kids.** Even though children's dinner costs may be lower than adults', inviting children can significantly increase the guest list. A no-child policy at the reception can save money.

♥ **Avoid uncomfortable situations.** Unless you have remained particularly close, keep former boyfriends and girlfriends off of the guest list.

♥ **Ask for an unbiased opinion.** Give the editing pen to someone else if you cannot make a decision. This person may help weed out extraneous guests.

Paring down a wedding guest list can be a difficult process, but couples should work together and respect each other's concerns when creating their final list.



New Beginnings

YOUR COMPLETE FORMAL SHOP

We do our best to make your occasion special, and help your dreams come true.

Everything for your Prom & More!

- Tuxedo Rental • Shoes
- Bridesmaid Gowns • Bridal Gowns
- Mothers Dresses •
- Quinceañera Gowns
- 1st Communion Dresses •
- Jewelry • Veils
- Silk Florals • Wedding Accessories
- Bridal Party Gifts •
- Wedding Rentals
- In House Alterations •

Monday – Friday

10:00 AM – 5:30 PM

Saturday

9:00 AM – 3:00 PM

CLOSED ON TUES. & SUN.

115 Monserratte

El Campo • 543-1661

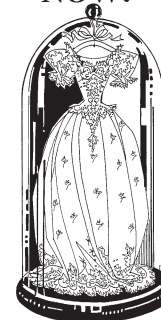
Michele Zahn & Ruby Kunz, Owners

www.newbegbridal.com

Your Wedding Gown DESERVES Preservation

Your WEDDING GOWN can last as long as the memory if it is Cleaned and Heirloomed

NOW!



- Dry Cleaning
- Airtight Containers
- Affordably Priced

Sunshine
LAUNDRY & DRY CLEANERS

101 E. Calhoun, El Campo
543-2381

Throw a casual wedding to remember

Elegant, lavish weddings provide moments couples will remember for years to come. But while such storybook ceremonies and receptions remain popular, casual affairs are gaining popularity.

According to the bridal resource The Knot, more and more couples are opting for less pageantry and more laid back panache when planning their weddings. For those who prefer something more intimate and more personalized, casual weddings may be right on target.

There are many advantages to having a “luxé with less” wedding, including the ability to break molds and impart more of the couple’s personality into the event.

Another advantage is the price tag. The average U.S. wedding, according to The Knot 2014 Real Weddings Study, costs \$31,213. In some urban areas, particularly New York City, average costs are three times that amount. Golden Girl Finance, a leader in financial digital media, has found that Canadian weddings average \$31,000 with honeymoon included. Although wedding costs have gone up, the average number of wedding guests has gone down. As such, certain couples might look to rein in other aspects of their wedding.

Transforming the festivities into a casual affair can help keep the overall budget low while still allowing for an exciting and enjoyable event. To put casual plans into motion, consider these ideas to help the wedding vision come to fruition.

Venue

Catering halls and other reception sites do a wonderful job of meeting the needs of their clientele. However, food and beverage costs are often the most expensive wedding expense. To reduce the per-guest cost and also incorporate some variety into their wedding days, couples can consider a venue change.



Look for locations couples to hire their own caterer, which may be a favorite restaurant or specialty food shop. The cost per person may decrease dramatically from the venue costs.

Changing the venue also enables couples to pick unique spots that may hold special meaning to them. For example, couples can choose the site of their first date or the location where their proposal took place.

Contrast

Enjoy a casual, free-spirited wedding that incorporates some aspects of formality in an off-beat way. Think about serving fast food, such as fried chicken or pizza, on fine china. Those wearing tuxedos and gowns can opt for casual footwear, such as athletic shoes. Place wildflowers in crystal vases. These are just some methods to give a rich feel without removing the fun element.

Personal Touches

Menus or wedding programs printed at home in a fun font can set the casual tone couples are looking for. Look for eclectic fabrics to use as gift tags or napkin holders. Hand-painted signs or a hodge-podge of picture frames can display pertinent information, such as itineraries or seating arrangements. Encourage friends or family to contribute a favorite menu item to the food offerings. A home-baked dessert can be delicious and budget-friendly.

Wardrobe

Clothing often indicates the formality of an occasion. Everyone from the wedding party to the guests can dress down. Sun-dresses can replace taffeta bridesmaids’ gowns. Guys can opt for tailored sports coats with jeans. Guests may feel comfortable in less formal attire that facilitates dancing and mingling.

Casual weddings are becoming more popular as many couples are playing down the party for various reasons.

Montgomery
Gallery & Frame

It's a day to remember,
FRAME it!

110 S. Houston Street • Wharton, Texas
979-532-3929

Judy's
Homemade Goodies
By: Judy Venclar

979-541-5981
Cell 979-332-4000

Wedding &
Decorated Cakes
for all occasions
Also try our delicious
Candy • Cookies • Rolls

J&M
Printing

Wedding Invitations
Bridal Shower Invitations
Save the Date's

813 E. Alabama St. Wharton, Tx
979-532-5240

FOR YOUR BRIDAL MAKEOVER CONTACT:

Jeanie Gunter
Independent Beauty Consultant

3125 CR 141 Wharton, TX 77488
jeugunter@gmail.com

979-533-1126
www.marykay.com/jgunter2

MARY KAY®

The Venue
on Church Street

*Elegant,
Southern Style.*

The Venue on Church Street is an event facility in the heart of charming, downtown Cuero, Texas. South Texas-meets-New Orleans-style décor will impress your guests.

The Venue is available for occasions big or small, weddings, reunions, banquets and meetings.



125 E Church Street • Cuero, Texas • (361) 243-1015
thevenueonchurchstreet.com

Kristi Gibson Photography