



## Classified Housestyle

### **General notes**

#### **Abbreviations**

Must be avoided in all lineage announcements E.g. 'you're' should be 'you are', 'can't' should be 'cannot'.

#### **Ampersands (&)**

Never use ampersands in lineage adverts, always use the word 'and'.

#### **Rest in peace**

R.I.P. or "rest in peace" should not be used in either of these forms as it is a Christian form of expression. It should only be accepted as 'may he/she rest in peace' or 'may he/she rest peacefully'

#### **Talking to the deceased**

Jewish Chronicle policy is that it is not acceptable to address the dead from the columns of a newspaper, therefore we will not accept expressions addressed directly to them such as 'we will never forget you,' this should be 'we will never forget him/her'

#### **Use of God**

Announcements should not make demands of God or speak directly to God. The Jewish Chronicle's policy on this is the same as talking to the deceased (see above). Expressions such as 'God bless him' are not accepted. This should be 'may God bless him.'

## Quotes

Only accept attributable quotes. The author of the quote is also required

## Wedding anniversaries

China	-	20 years
Silver	-	25 years
Pearl	-	30 years
Coral	-	35 years
Ruby	-	40 years
Sapphire	-	45 years
Golden	-	50 years
Emerald	-	55 years
Diamond	-	60 years
Platinum	-	70 years

The anniversary headings are for people announcing their own wedding anniversaries. Those who are wishing relatives mazeltov or congratulations on wedding anniversaries go under the 'congratulations' heading.

Either:

*.....are happy to announce the 50<sup>th</sup> anniversary of their wedding, which took place on .....1938*

Or:

*.....are happy to announce 50 years of their marriage which was solemnised (celebrated) on .....1938*

## Vat and charity ads

**Please note that advertisements placed on-line will be charged VAT at Standard Rate. Please e-mail your advertisement instead to [announcements@thejc.com](mailto:announcements@thejc.com) if you are claiming exemption from VAT.**

Advertisements for fund raising events or appeals for **registered charities** such as Norwood, Magen David Adom, etc, where the invoice is going directly to the registered charity may be zero-rated (no VAT) where a validly registered charity number is given.

VAT is applicable on all to sales to the following countries unless a valid EU VAT registration number is proved at the point of sale (if not VATable please email [announcements@thejc.com](mailto:announcements@thejc.com) )

Austria	AU Including Jungholtz and Mittelberg
Belgium	BE
Cyprus	CY
Denmark	DK
Czech Republic	CZ
Estonia	EE
Finland	FI
France	Fr including Monaco and Corsica
Germany	DE
Greece	GR
Hungary	HU
Ireland	IE excluding Northern Ireland which is part of the UK
Italy	IT including Sardinia
Latvia	LV
Lithuania	LT
Luxembourg	LX
Malta	MT
Netherlands	NL
Poland	PL
Portugal	PT including Madeira and the Azores
Slovenia	SI
Slovak Republic	SK
Spain	ES including the Balearic islands (Majorca, Ibiza & Menorca)
Sweden	SE
United Kingdom	UK

Australia, Canada, Israel, New Zealand, South Africa, Switzerland and the USA are not liable to VAT. In any event, please email the advertisement to [announcements@thejc.com](mailto:announcements@thejc.com) if you do not think VAT should be chargeable.

## Kith & kin sort codes

The relationship of the first named person to the deceased.

0	Husband
1	Wife
2	Sons
3	Daughters
4	Stepsons
5	Stepdaughters
6	Father
7	Mother
8	Grandchildren
9	Great-grandchildren
A	Brothers
B	Sisters
C	Grandparents
D	Sons-in-law
E	Daughters-in-law
F	Father-in-law
G	Mother-in-law
H	Uncles
I	Aunts
J	Nephews
K	Nieces
L	Cousins
M	Brothers-in-law
N	Sisters-in-law
O	Mechutanim (parents of deceased's son-in-law or daughter-in-law)
P	Mechutan (Male parent of deceased's son-in-law or daughter-in-law)
Q	Mechutanista (female parent of deceased's son-in-law or daughter-in-law)
R	Friends
S	Communal Organisations
T	Masonic or other lodges
U	Ladies Societies
V	Business associates

## **Abbreviations for use in property, accommodation & seeking friendship lineage**

**DO NOT** abbreviate single words in lineage advertisements. The following phrases that are made up of two or more words can be abbreviated in the form shown if required by the advertiser:

Central heating	c.h. or g.c.h. or f.g.c.h.
Non kosher	n.k.
Non orthodox	n.o.
Non smoker	n.s.
Off street parking	o.s.p.
Or near offer	o.n.o.
Own drive in	o.d.i. or o.d.
Per annum	p.a.
Per calendar month	p.c.m.
Per month	p.m.
Per week	p.w.
Self contained	s.c.
Semi detached	s.det.
Washing machine	wash.m.
Water closet	w.c.
Male/ female	m/f
Fully furnished	f.f.
Purpose built	p.b.

All above should be charged as one word.

**These are the only acceptable abbreviations.**

## A-Z

### American spellings

We use UK spellings e.g. **organisation** not organization, **programme** not program, **colour** not color etc

### Barmitzvah

Male confirmation. One word (**lower case b**) unless start of a sentence

### Batmitzvah

Female confirmation. One word (**lower case b**) unless start of a sentence

### Bat Chayil

Means "daughter of worth" (**two words lower case b and c**) unless start of a sentence, then cap B only.

### Booba/Nana

Grandmother (**lower case b**) unless the start of a sentence. Follow customer's copy for spelling.

### Born

When relating to the birth of a child

### Borne

As in "borne with great courage". Not bourn or bourne

### Broken hearted

Two words (**no hyphen**)

## Chol Hamoed

Intermediate days of Succot and Pesach; capital C and H

## Dates

**(Always month first followed by date)** e.g. January 1. This applies to Hebrew dates as well. No use of suffix such as nd., rd., th.

## Degrees

Full points between abbreviations of degrees such as B.A., B.Sc., B.Sc. (Econ), B.Sc (Hons), LL.B., LL.M., M.A., Ph.D. Only genuine degrees will be accepted in announcements. Degrees are not accepted in S&P forthcoming marriage headings but in the body copy only. DR. for Doctor. CLLR. for Counsellor and PROF. for Professor are accepted in S&P headings.

## Eshet chayil

Means "a women or worth" (**two words, lower case e and c,**) unless the start of a sentence, then cap E only.

## Family names

Mum, dad, sister, brother, grandparents, aunt, uncle etc., are always set in **lower case** throughout with the following exceptions:

1. Where they begin a sentence.
2. Aunt or Uncle are cap A and U where followed by a name that makes  
1. them into a title such as Aunty Jane or Uncle Fred  
2. Mum and Dad. Cap M or D where the parents actual name are not included

i.e.: *Cohen – Congratulations to Mum and Dad*  
*Cohen – Sam and Sylvia. Congratulations to mum and dad*

or

*we will always remember him – Mum and Dad*  
*we will always remember him – His mum Sylvia and dad Sam*

Auntie or Aunty, depending on customer's preference.

## **Festivals Etc**

House style spellings are:

*Chanukah*  
*Kol Nidre*  
*Lag b'Omer*  
*Pesach*  
*Purim*  
*Rosh Hashanah*  
*Shavuot*  
*Simchat Torah*  
*Succot*  
*Tisha b'Av*  
*Tu b'Shvat*  
*Yom Kippur*  
*Shabbat*  
*Yomtov*

Capital letters as indicated.

## **Gan Eden**

Means "Garden of Eden". Capital G and E

## **Gitte neshumah**

Means "a good soul". Two words, lower case g and d, unless start of a sentence, then cap G only.

## **God**

Use initial caps for pronouns – i.e: He, His, Him, etc. House style is to spell God in full and not G-d.

## **Hashem**

God. Cap H

## Heartbroken

Two words, hyphenated.

## Heaven

Lower case h, unless beginning of a sentence.

## Hebrew months

House spellings are:

*Tishri*

*Marcheshvan or Cheshvan*

*Kislev*

*Tevet*

*Shevat*

*Adar (in a leap year known as Adar Rishon or Adar Sheni)*

*Nisan*

*Iyar*

*Sivan*

*Tammuz*

*Av*

*Ellul*

Capital letters as indicated.

## Lifelong

One word

## Mazeltov

One word, (**lower case m**) unless the start of the sentence.

## Mechutanim

Collective name to describe the relationship between both sets of parents of a married couple. Lower case m unless the start of a sentence.

## **Mechutan**

Male (singular). The relationship of a father of someone to that person's in-laws.  
Lower case m unless the start of the sentence.

## **Mechutanista**

Female (singular). The relationship of a mother or someone to the person's in-laws.  
Lower case m unless start of a sentence.

## **Points of the compass**

Use lower case when indicating a general area: north-west London, eastern England, but initial caps when it is part of a title: The Eastern Counties Association of Progressive Synagogues. West End and East End (of London) are initial caps whenever used.

## **Rabbi**

Initial cap R only when followed by a name, otherwise lower case r. the same applies to reverend, minister, chazan and dayan. The same applies to the plural, i.e. chazanim, rabbonim, etc.

## **Seasons**

All lower case; spring, summer etc., unless the start of a sentence.

## **Sefer Torah**

Cap S and T, but not when sefer is used alone to mean a book (even a religious one)

## **Shabbat**

Cap S

## **Society**

Lower case s, unless the start of a sentence or part of a title: i.e. Society for Jewish Study.

## **Titles**

Titles of officials and officers do not carry initial caps: editor, treasurer, etc, unless the start of a sentence. The same applies to: chairman, president and honorary officers of communal organisations.

## **Whom**

Whom we loved, whom I respected, etc, **not** who.

## **Yahrzeit**

Hebrew anniversary of a death. Lower case y, unless start of a sentence .

## **Zeida**

Grandfather. Lower case z unless the start of a sentence, follow customer's copy for spelling.

## **Z'L**

Zion Lummud, all lower case and on apostrophe between Z & L