

Key Abbreviations

ACC	Advertising Club of China (Zhongguo guanggao gonghui)
AAA	Association of Advertising Agencies
ACAA	Association for Chinese Advertising Agencies (Zhonghua guanggao shanghai)
BAT	British-American Tobacco Company
CCAA	China Commercial Advertising Agency (Huashang guanggao gongsi)
CP	<i>China Press</i>
CWR	<i>China Weekly Review</i>
FC	French Concession
MRFE	<i>Millard's Review of the Far East</i>
NCH	<i>North China Herald</i>
SB	<i>Shenbao</i>
SCMP	<i>South China Morning Post</i>
SMA	Shanghai Municipal Archives
SMC	Shanghai Municipal Council
WRFE	<i>Weekly Review of the Far East</i>
YMCA	Young Men's Christian Association
LMS	Lu Meiseng
LSL	Lu Shoulun
WYB	Wang Yingbin
YJW	Yao Junwei
ZYN	Zheng Yaonan
ZZP	Zhang Zhuping

