

EDWARDS A G INC  
Form 8-K  
September 25, 2003

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of report (Date of earliest event reported):

**September 25, 2003**

A.G. EDWARDS, INC

•  
(Exact Name of Registrant as Specified in Charter)

Delaware

001-08527

43-1288229

(State or Other Jurisdiction  
of Incorporation)

(Commission File Number)

(IRS Employer  
Identification Number)

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One North Jefferson Avenue,  
St. Louis Missouri

63103

(Address of Principal Executive Offices)

(Zip Code)

Registrant's telephone number, including area code:

(314) 955-3000

Item 5. Other Events.

Filed herewith is an announcement of A.G. Edwards' "Marketing Initiative" to reach out to investors with the firm's new logo, tagline, a stepped-up advertising presence and continued client-first philosophy, as contained in a press release dated September 24, 2003. While a definite amount has not been determined, A. G. Edwards expects this initiative to cost approximately \$20 million on an annual basis.

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

(c) Exhibit

99 "Gateway Initiative" press release dated September 24, 2003.

Signature

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

Date: September 25, 2003

A.G. Edwards, Inc.  
Registrant

By: /s/ Douglas L. Kelly  
Douglas L. Kelly  
Chief Financial Officer

Exhibit Index

Exhibit No.

Description

99 "Gateway Initiative" press release dated September 24, 2003.