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[21705003]

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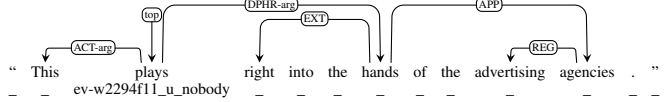
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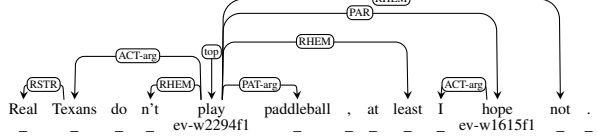
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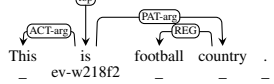
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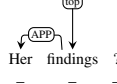
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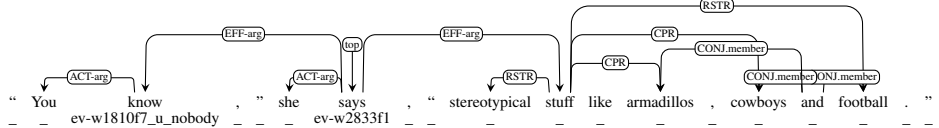
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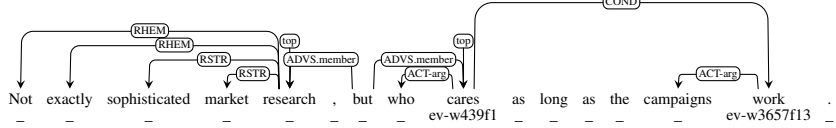
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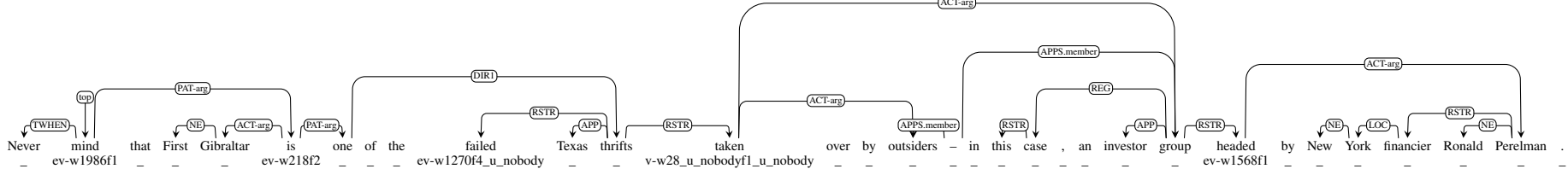
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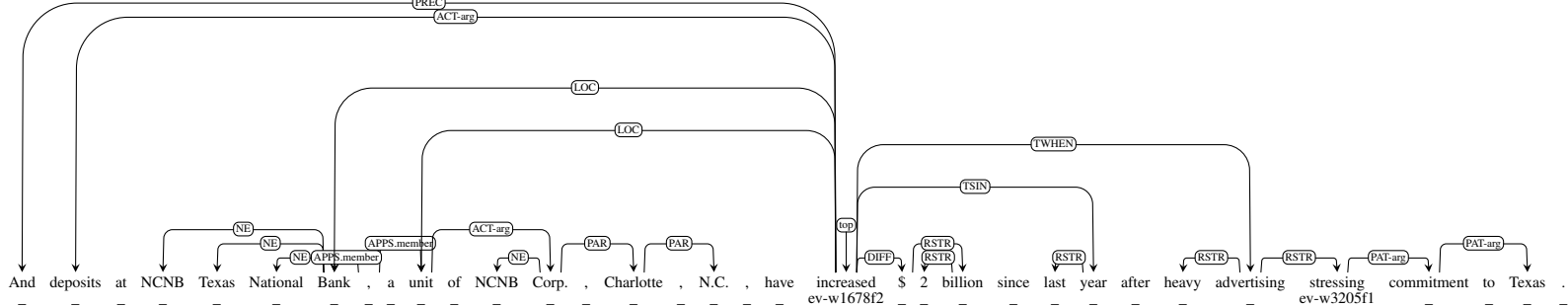
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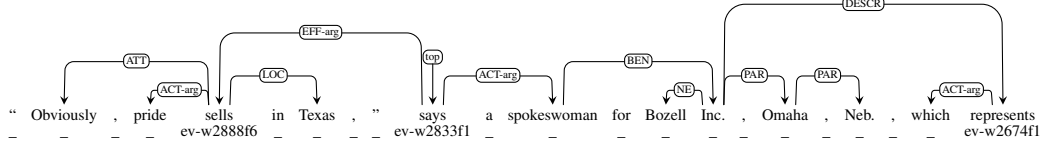
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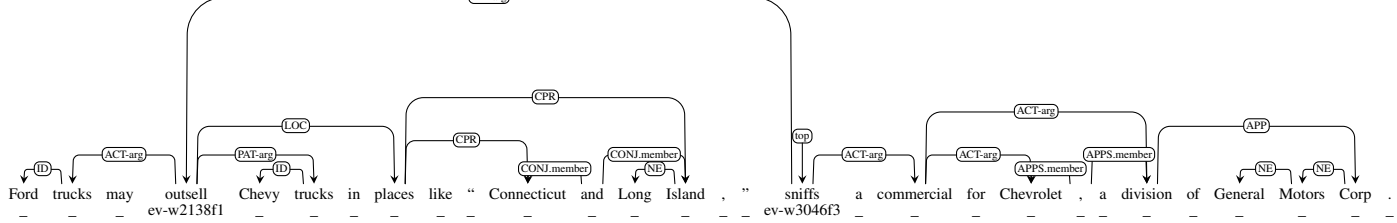
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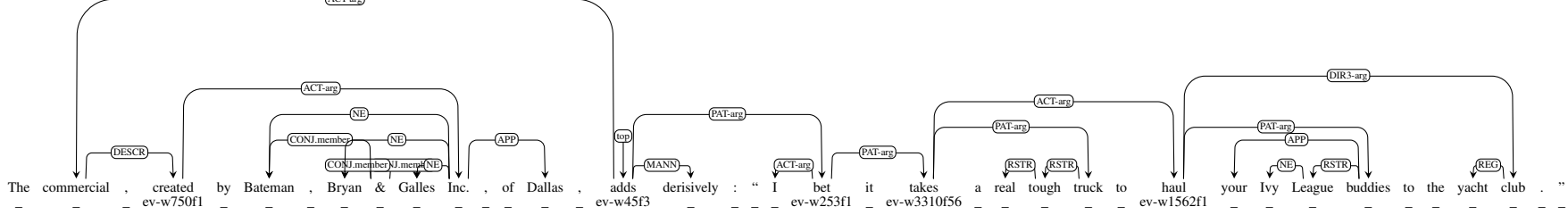
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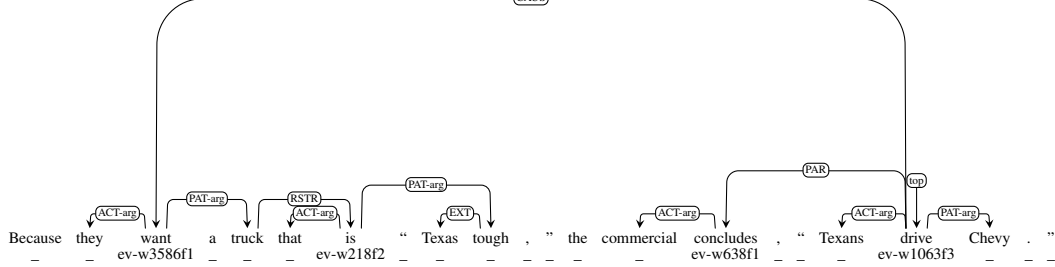
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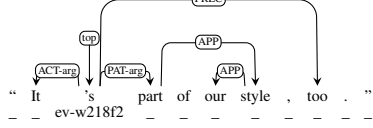
[21705034]



[21705035]



[21705037]



[21705038]

According to several ad-agency sources , newcomers to the Texas banking market are spending a combined \$ 50 million this year to woo Texans .

[21705039]

Meanwhile , surviving Texas banking institutions are busily pitching themselves as the only lenders who truly care about the state .

[21705042]

Supporting banks will sign a " Texas Declaration of Independents . "

[21705043]

But in introductory material for the campaign , the trade group urges members to " arm " for a " revolution " against big , out-of-state bank-holding companies .

[21705044]

A video sent to association members , featuring shots of the Alamo , cowboys , fajitas and a statue of Sam Houston , does n't mince words .

[21705045]

" Texans can sniff a phony a mile away , " the narrator warns outsiders .

[21705047]

Young & Rubicam 's Pact

[21705048]

Young & Rubicam , fighting charges that it bribed Jamaican officials to win the Jamaica Tourist Board ad account in 1981 , said it will no longer create the tourist board 's advertising .

[21705050]

Young & Rubicam has pleaded innocent to the charges .

[21705051]

The board would n't comment on its impending search for a new ad agency to handle its estimated \$ 5 million to \$ 6 million account .

[21705052]

Ad Notes ...

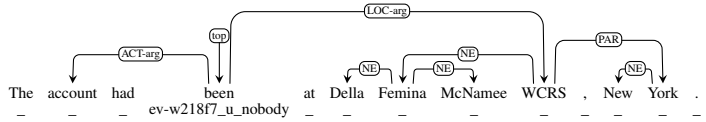
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NEW ACCOUNT :

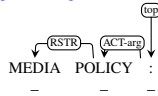
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Sunshine Biscuits Inc. , Woodbridge , N.J. , awarded its estimated \$ 5 million account to Waring & LaRosa , New York .

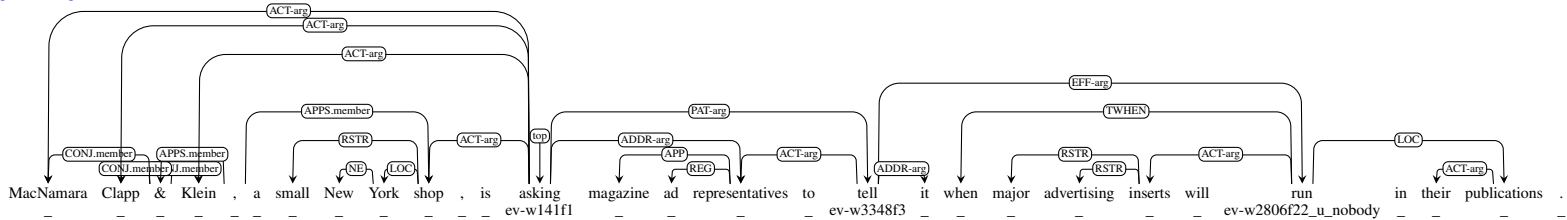
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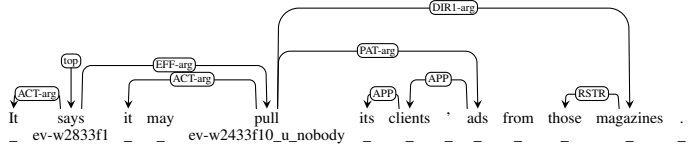
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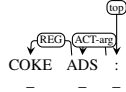
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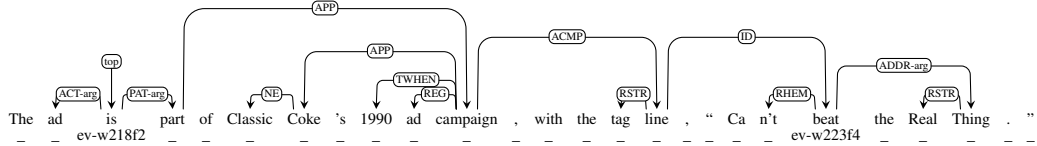
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[21705059]



[21705061]



[21705062]

