

UNITRIN INC  
Form 8-K  
October 12, 2004

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

**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): 10/08/2004**

**Unitrin, Inc.**

(Exact Name of Registrant as Specified in its Charter)

**Commission File Number: 001-18298**

**DE**  
(State or Other Jurisdiction of  
Incorporation or Organization)

**95-4255452**  
(I.R.S. Employer  
Identification No.)

**One East Wacker Drive  
Chicago, IL 60601**  
(Address of Principal Executive Offices, Including Zip Code)

**312-661-4600**  
(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act(17CFR240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act(17CFR240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act(17CFR240.13e-4(c))
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## Edgar Filing: UNITRIN INC - Form 8-K

Items to be Included in this Report

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### Item 8.01. Other Events

On October 8, 2004, Jerrold V. Jerome, a member of the Board of Directors of Unitrin, Inc. (the "Company"), adopted a written trading plan pursuant to Securities and Exchange Commission Rule 10b5-1, under which he will sell up to 30,000 shares of the Company's common stock over a six-month period. Mr. Jerome adopted the 10b5-1 plan in connection with his personal estate planning process.

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### Signature(s)

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.

Unitrin, Inc.

Date: October 12, 2004.

By: /s/ Scott Renwick

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Scott Renwick  
Senior Vice President

