

**MEMO# 5334**

November 22, 1993

## **NEW CONSUMER BROCHURE**

November 22, 1993 TO: BOARD OF GOVERNORS NO. 109-93 SALES FORCE MARKETING COMMITTEE NO. 55-93 UNIT INVESTMENT TRUST COMMITTEE NO. 57-93 UNIT INVESTMENT TRUST MEMBERS NO. 46-93 RE: NEW CONSUMER BROCHURE

Enclosed is a new ICI consumer brochure entitled On Track with Unit Investment Trusts. This colorful brochure explains how these fixed portfolios of preselected bonds or stocks offer investors an attractive alternative to direct purchases of securities. The brochure examines how UITs work, the various types available, and describes the benefits of UIT investments. This brochure has been cleared for use as generic sales material by the National Association of Securities Dealers, Inc. (NASD). Guidelines will accompany orders. Additional copies are available at 25 cents each. Please use the enclosed order form for orders. Your firm's name and logo may be imprinted on the back of this brochure. Call Elizabeth Velte in ICI's Public Information & Marketing Department at 202/955-8417 through December 16 and at 202/326-5800 thereafter for more information about our imprinting service. Please call Laurie Strollo with any questions or comments at 202/955-3533 through December 16 and at 202/326-5800 thereafter. Sue Duncan Assistant Vice President Director of Publishing

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