DILLARD ALEX

Form 4 January 13, 2005

FORM 4

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

OMB Number:

Estimated average

burden hours per

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005

3235-0287

0.5

OMB APPROVAL

Section 16. Form 4 or Form 5 obligations may continue. See Instruction

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

response...

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * DILLARD ALEX			2. Issuer Name and Ticker or Trading Symbol DILLARDS INC [DDS]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
(Last)	(Last) (First) (Middle)		3. Date of Earliest Transaction	(Sheen all applicable)		
			(Month/Day/Year)	X Director 10% Owner		
1600 CANTRELL ROAD			01/11/2005	X Officer (give title Other (specify below)		
				President		
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person		
LITTLE ROCK, AR 72201				Form filed by More than One Reporting Person		

(City)	(State)	(Zip) Tab	le I - Non-	Derivative S	Securi	ties Acquire	d, Disposed of, o	r Beneficially	Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securitie orDisposed o (Instr. 3, 4	f (D)	uired (A) or	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount	(D)	Price	(Ilisti. 3 and 4)		
Common Class A	12/24/2004		G	2,400	D	\$ 26.097	388,612	D	
Common Class A	01/11/2005		M	200,000	A	\$ 18.125	588,612	D	
Common Class A	01/11/2005		F	164,387	D	\$ 26.455	424,225	D	
Common Class A	01/11/2005		M	160,000	A	\$ 10.4375	584,225	D	
Common Class A	01/11/2005		F	101,591	D	\$ 26.455	482,634	D	

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Common Class A	01/11/2005	M	165,000	A	\$ 15.74	647,634	D	
Common Class A	01/11/2005	F	127,207	D	\$ 26.455	520,427	D	
Common Class A	01/11/2005	G	10,000	A	\$ 26.455	530,427	D	
Common Class A	01/13/2005	A	393	A	\$ 26.38	530,820	D	
Dillard's Capital Trust 1 7.5% Capital Securities						18,000	D	
Common Class A						58,072	D	
Common Class A						41,496	D	
Common Class B						3,985,776	D	
Common Class A	01/11/2005	G	10,000	D	\$ 26.455	26,011	I	Owned by Spouse

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474

(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transacti Code (Instr. 8)	Acquired (ADisposed of	Derivative Securities		6. Date Exercisable and Expiration Date (Month/Day/Year)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title
Employee Stock Option	\$ 18.125	01/11/2005		M		200,000	12/10/1999	12/10/2006	Common Class a
Employee Stock	\$ 26.455	01/11/2005		A	164,387		01/11/2005	12/10/2006	Common Class A

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Employee Stock Option	\$ 10.4375	01/11/2005	M		160,000	12/15/2000	12/15/2007	Common Class A
Employee Stock Option	\$ 26.455	01/11/2005	A	101,591		01/11/2005	12/15/2007	Common Class A
Employee Stock Option	\$ 15.74	01/11/2005	M		165,000	04/25/2001	05/24/2011	Common Class A
Employee Stock Option	\$ 26.455	01/11/2005	A	127,207		01/11/2005	05/24/2011	Common Class A

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
DILLARD ALEX							
1600 CANTRELL ROAD	X		President				
LITTLE ROCK, AR 72201							

Signatures

Alex Dillard 01/13/2005

**Signature of Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Remarks:

Common Class A 58,072 Shares in Dillard's 401K Plan

Common Class A 41,496 Shares By W.D Company. Reporting person owns 27.93% interest in W.D. Co.. This is W.D. Common Class B 3,985,776 Shares By W.D. Company. Reporting person owns 27.93% interest in W.D. Co.. This is W.I.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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