Edgar Filing: DILLARD ALEX - Form 4

| DILLARD AI Form 4 January 04, 20 | | | | | | | | | | | | | |
|---|---|--|---|---------------|------|---------------------------------------|---------------------|----------------|--|--|---|--|--|
| FORM | Л | | | | | | | | | OMB AF | PPROVAL | | |
| CUNIVI 4 UNITED STATES SECURITIES AND EXCHANGE CON Washington, D.C. 20549 | | | | | | | OMMISSION | OMB Number: | 3235-0287 | | | | |
| Check this if no longe | | U | | | | Expires: | January 31, 2005 | | | | | | |
| subject to Section 16 Form 4 or Form 5 obligations may contin | F CHANG Section 16 Public Uti of the Inv | SECU (a) of t lity Ho | Estimated average burden hours per response 0 | | | | | | | | | | |
| <i>See</i> Instruct 1(b). | ction | 50(11) | | estine | in C | Joinpuny | 1100 | 01 19 10 | , | | | | |
| (Print or Type Re | esponses) | | | | | | | | | | | | |
| | | | 2. Issuer Name and Ticker or Trading Symbol DILLARDS INC [DDS] | | | | | | 5. Relationship of Reporting Person(s) to Issuer | | | | |
| (Last) | (First) (| Middle) | 3. Date of Earliest Transaction (Cl | | | | | | (Check | eck all applicable) | | | |
| 1600 CANTRELL ROAD | | | (Month/Day/Year) 12/31/2010 | | | | | | X Director 10% Owner X Officer (give title Other (specify below) below) President | | | | |
| | (Street) | | 4. If Amen Filed(Month | | | Original | | | 6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M | ne Reporting Pe | rson | | |
| | CK, AR 72201 | (7:-) | | | | | | | Person | | | | |
| (City) | (State) | (Zip) | | I - Non 3. | -De | | | - | iired, Disposed of, | | • | | |
| 1.Title of Security (Instr. 3) | | Transaction Date 2A. Deemed Aonth/Day/Year) Execution Date, if any (Month/Day/Year) | | | | 4. Securi n(A) or Di (Instr. 3, | ispose | d of (D) | 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) | | |
| Common | | | | Code | V | Amount | (D) | Price | (Insu: 5 and 4) | | | | |
| Class A | 12/10/2010 | | | G | V | 2,100 | D | \$0 | 716,918 | D | | | |
| Common Class A | 12/31/2010 | | | А | | 243 | А | \$ 37.93 | 717,161 | D | | | |
| Common Class A - Retirement Plan | | | | | | | | | 72,160 | D | | | |
| Common Class A | | | | | | | | | 41,496 <u>(1)</u> | D | | | |
| | | | | | | | | | 36,000 <u>(4)</u> | I | Spouse | | |

| Common Class A | | |
|-------------------|----------------------|---|
| Common Class A | 26,215 <u>(3)</u> | D |
| Common Class B | 3,985,776 <u>(2)</u> | D |
| Common Class A | 295,014 <u>(5)</u> | D |

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.

 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) | 4. Transacti Code (Instr. 8) | 5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | ate | Amou Under Secur | le and int of rlying ities . 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr |
|---|---|---|---------------------------------------|---|---------------------|--------------------|------------------------|---|---|--|
| | | | Code V | (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | |

Reporting Owners

| Reporting Owner Name / Addre | SS | Relationships | | | | | | | |
|---|------------|---------------|-----------|-------|--|--|--|--|--|
| | | 10% Owner | Officer | Other | | | | | |
| DILLARD ALEX 1600 CANTRELL ROAD LITTLE ROCK, AR 72201 | Х | | President | | | | | | |
| Signatures | | | | | | | | | |
| /s/ Alex Dillard | 01/03/2011 | | | | | | | | |

<u>**</u>Signature of Reporting 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).
- (1) 41,496 Shares By W.D. Company. Reporting person owns 27.93%. This is W.D. Co.'s entire interest.
- (2) 3,985,776 Class B Shares By W.D. Company. Reporting person owns 27.93%. This is W.D. Co.'s entire interest.
- (3) Co-Trustee and co-beneficiary of WTD Exemption Trust.
- (4) Owned by Spouse
- (5) Co-Trustee of WTD Exemption Trust

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.