## Edgar Filing: FREEMAN JAME I - Form 4

FREEMAN J.	AME I										
Form 4											
October 26, 2											
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COM						OMMISSION	OMB AP OMB Number:	PROVAL 3235-0287			
Check this	box	vv asi	Washington, D.C. 20549						January 31,		
if no longe subject to Section 16 Form 4 or	SIAIEME	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES							Expires: 2009 Estimated average burden hours per response 0.5		
Form 5 obligations may contin <i>See</i> Instruct 1(b).	s Section 17(a)	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									
(Print or Type Re	esponses)										
1. Name and Ad FREEMAN J	Symbol	2. Issuer Name <b>and</b> Ticker or Trading Symbol DILLARDS INC [DDS]				5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First) (Mic		3. Date of Earliest Transaction				(Check all applicable)				
1600 CANTI	(Month/Da	(Month/Day/Year) 10/25/2010				_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below) Senior VP, CFO					
			If Amendment, Date Original led(Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting				
LITTLE ROO	CK, AR 72201						Person	ore than One Rej	porting		
(City)	(State) (Z	<sup>ip)</sup> Table	I - Non-De	rivative S	ecurit	ies Acqu	uired, Disposed of,	or Beneficiall	y Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3. Transactio Code (Instr. 8) Code V	(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 Class A	10/25/2010		A	180	(D) A	\$ 27.33	407,358	D			
Common Class A - Retirement Plan							17,889	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.

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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. Transactio Code (Instr. 8)	5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur 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 / Address	Relationships						
	Director	10% Owner	Officer	Other			
FREEMAN JAME I 1600 CANTRELL ROAD LITTLE ROCK, AR 72201	Х		Senior VP, CFO				
Signatures							
/s/ James I.	0/0//0010						

10/26/2010 Freeman \*\*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).

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.