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DILLARD AL Form 4 October 31, 20							
FORM	4					OMB AF	PROVAL
	• UNITED S'		RITIES AND EX shington, D.C. 2(COMMISSION	OMB Number:	3235-0287
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). StateMent of CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES 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						Expires:January 31, 2005Estimated average burden hours per response0.5	
(Print or Type Res	sponses)						
1. Name and Add DILLARD AI	dress of Reporting Pe LEX	Symbol	r Name and Ticker or RD'S, INC. [DDS	c	5. Relationship of I Issuer		
(Last)	(First) (Mi		f Earliest Transaction	L	(Check	all applicable)
1600 CANTR	ELL ROAD	(Month/E 10/29/2	Day/Year) 018		X Director X Officer (give below)		Owner r (specify
LITTLE ROC	(Street) CK, AR 72201		endment, Date Origina nth/Day/Year)	al	6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M Person	ne Reporting Per	rson
(City)		Zip) Tabl	le I - Non-Derivative	Securities Aco		or Beneficial	v Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	e 2A. Deemed	3.4. SecuTransaction(A) orCode(Instr. 3)	rities Acquired Disposed of (D) 3, 4 and 5) (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
Common Class A	10/29/2018		A 107	A \$ 74.49	1 011 860	D	
Common Class A - Retirement Plan					1,545	D	
Common Class A					41,496 <u>(1)</u>	I	See Footnote
Common Class A					7,300 (2)	Ι	See Footnote

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Common Class A				36,000	<u>(3)</u> I	(2) See Fo	ee ootnote	
Reminder: Report on a separate line for Table	11 - Derivative Securities Acqu	Persons informa required displays number uuired, Dispo	s who res ation cont d to respo s a curren r. osed of, or	spond to the tained in this ond unless th ntly valid OM Beneficially O	form are he form IB control	not (9	1474 9-02)	
1. Title of2.3. TransacDerivativeConversion(Month/D)Securityor Exercise(Instr. 3)Price of Derivative Security	(e.g., puts, calls, warrants, ction Date 3A. Deemed Day/Year) Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number	6. Date Exercis Expiration Dat (Month/Day/Y	te Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
		Code V			Expiration Date	Amoun or Title Number of Shares		
Reporting Owners								
Reporting Owner Name / Address		ips Officer	Other					

DILLARD ALEX		
1600 CANTRELL ROAD	Х	President
LITTLE ROCK, AR 72201		

Signatures

/s/ Alex Dillard 10/31/2018 **Signature of Date Reporting Person

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).

These shares are held by W.D. Company, Inc. The reporting person owns 27.9% of W.D. Company, Inc. and is one of its directors and officers. W. D. Company, Inc. also holds 3,985,776 shares of Class B Common Stock, which are convertible into shares of Class A Common Stock on a one-for-one basis.

- (2) Trustee of GST Trust
- (3) Owned by Spouse

Remarks:

Remarks: The reporting person disclaims beneficial ownership of the shares reported herein as indirectly beneficially owned,

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.