FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington, D.C. 20549	
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OMB APPROVAL 3235-0287 Estimated average burden hours per response: 0.5

See

See

Footnote(1)

Footnote(2)

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

intended to satisf defense condition 1(c). See Instruct	ns of Rule 10b5-													
1. Name and Address of Reporting Person* DILLARD WILLIAM T II (Last) (First) (Middle)					ssuer Name and Tic ILLARD'S, IN	<u>IC.</u> [DDS]		eck all applicable) Director	ting Person(s) to Issuer 10% Owner e Other (specify below)			
1600 CANTREL	` '	(ivildale)	,	4. If Amendment, Date of Original Filed (Month/Day/Year)							CEO, CHAIR	MAN OF BC	OARD	
Street) LITTLE ROCK	AR	72201									6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person Form filed by More than One Reporting			
(City)	(State)	(Zip)	on Doriva	vative Securities Acquired, Disposed of, or Beneficially Owned										
		ie i - iv			1	_	u, Di		-		_	1	I	
I. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/					2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of 5)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
						Code V		Amount (A) or (D)		Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Common Class A 08/26/20				24		A		25	A	\$354.25	917,035	D		
Common Class A	N Datirament Pla	n									0	D		

	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)	of 2. 3. Transaction 3A. Deemed 4. Transaction bate Execution Date, If any Code (Instr.					5. Nu of Deriv Secu Acqu (A) o Dispo of (D) (Instr	vative rities pired r osed)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Ownership Form: Direct (D) or Indirect (I) (Instr. 4	Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

Common Class A

Common Class A

- 1. These shares are held by W.D. Company, Inc. The reporting person owns 27.4% 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

Remarks:

The reporting person disclaims beneficial ownership of the shares reported herein as indirectly beneficially owned, except to the extent of his pecuniary interest therein.

08/28/2024 /s/ William T. Dillard II

41,496(1)

7,300(2)

** Signature of Reporting Person Date

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

- * 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.

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 Number.