

LAVIN BERNICE E
Form 4
January 18, 2005

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
LAVIN BERNICE E

(Last) (First) (Middle)

C/O ALBERTO-CULVER
COMPANY, 2525 ARMITAGE
AVENUE

(Street)

MELROSE PARK, IL 60160

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ALBERTO CULVER CO [ACV]

3. Date of Earliest Transaction
(Month/Day/Year)
01/17/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Vice Chmn, Sec. and Treas.

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or 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. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock					150,300	I	FN3 FN8 (3) (8)
Common Stock					80,010	I	FN5 FN8 (5) (8)
Common Stock	01/17/2005		J	688,265 D	(10) 1,159,361	I	FN7 FN8 (7) (8)
Common Stock	01/17/2005		J	688,265 D	(9) 840,639	I	FN1 FN8 (1) (8)
Common Stock					80,010	I	FN6 FN8 (6) (8)

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Common Stock		80,010	I	FN4 FN8 (4) (8)
Common Stock		80,010	I	FN2 FN8 (2) (8)

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

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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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LAVIN BERNICE E C/O ALBERTO-CULVER COMPANY 2525 ARMITAGE AVENUE MELROSE PARK, IL 60160	X	X	Vice Chmn, Sec. and Treas.	

Signatures

/James M. Spira/Attorney-in-fact for Bernice E. Lavin
Date: 01/18/2005

__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) Held by the undersigned as co-trustee of a trust dated 12/18/87 for the benefit of the undersigned's spouse.***

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- (2) Held by the undersigned as co-trustee of a trust dated 11/14/89 for the benefit of one of the undersigned's grandchildren.***
- (3) Held by the undersigned as co-trustee of a trust dated 10/20/72 for the benefit of one of the undersigned's children.***
- (4) Held by the undersigned as co-trustee of a trust dated 11/14/89 for the benefit of one of the undersigned's grandchildren.***
- (5) Held by the undersigned as co-trustee of a trust dated 11/14/89 for the benefit of one of the undersigned's grandchildren.***
- (6) Held by the undersigned as co-trustee of a trust dated 11/14/89 for the benefit of one of the undersigned's grandchildren.***
- (7) Held by the undersigned as a co-trustee of a trust dated 12/18/87 for her benefit.
On January 21, 2004, the Board of Directors of Alberto-Culver Company approved a 50% stock dividend to holders of record on the close of business on February 2, 2004, payable on February 20, 2004. The transactions and holdings on this Form 4 reflects the 50% stock dividend.
- (8) Transferred by the undersigned as co-trustee of a trust dated 12/18/87 for the benefit of the undersigned's spouse to a limited partnership.***
- (9) Transferred by the undersigned as a co-trustee of a trust dated 12/18/87 for her benefit to a limited partnership.
- (10)

Remarks:

***The filing of this report shall not be deemed an admission by the undersigned that she is the beneficial owner of these securities.

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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