

ALBERTO CULVER CO

Form 4

February 08, 2005

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Marino Vincent James

(Last) (First) (Middle)

42 STEEPLE RIDGE COURT

(Street)

OAKBROOK, IL 60523

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
02/08/2005

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
X Officer (give title ____ Other (specify
below) below)
Pres, A-C Con. Prod. WorldWide

6. Individual or Joint/Group Filing(Check
Applicable Line)
X 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 Indirect Beneficial Ownership (Instr. 4)		
			Code	V	Amount	(A) or (D)	Price		
Common Stock	02/08/2005		M		5,625	A	\$ 16.625	43,410	D
Common Stock	02/08/2005		M		7,500	A	\$ 21.77	50,910	D
Common Stock	02/08/2005		S		300	D	\$ 54.75	50,610	D
Common Stock	02/08/2005		S		1,700	D	\$ 54.76	48,910	D
Common Stock	02/08/2005		S		1,800	A	\$ 54.77	47,110	D

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Common Stock	02/08/2005	S	1,100	A	\$ 54.78	46,010	D
Common Stock	02/08/2005	S	1,300	A	\$ 54.79	44,710	D
Common Stock	02/08/2005	S	4,000	A	\$ 54.8	40,710	D
Common Stock	02/08/2005	S	200	A	\$ 54.81	40,510	D
Common Stock	02/08/2005	S	1,625	A	\$ 54.82	38,885	D
Common Stock	02/08/2005	S	1,100	A	\$ 54.83	37,785	D

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

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SEC 1474
(9-02)

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. Amount or Number of Shares	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 16.625	02/08/2005		M		5,625		<u>(1)</u>	09/30/2010	Common Stock	5,625
Employee Stock Option (right to buy)	\$ 21.77	02/08/2005		M		7,500		<u>(2)</u>	09/30/2011	Common Stock	7,500

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Marino Vincent James 42 STEEPLE RIDGE COURT OAKBROOK, IL 60523			Pres, A-C Con. Prod. WorldWide	

Signatures

/Vincent J.
Marino/ 02/08/2005

__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) The options vest in four equal annual installments beginning on September 30, 2001.
- (2) The options vest in four equal annual installments beginning on September 30, 2002.

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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