

ROCK ROBERT H
Form 4
February 02, 2005

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
ROCK ROBERT H

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
1313 LAFAYETTE ROAD
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
02/01/2005

Director 10% Owner
 Officer (give title below) Other (specify below)

GLADWYNE, PA 19035

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

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

(City) (State) (Zip)

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)
Common Stock	02/01/2005		M	V A	Amount \$ 8.9167	Price 23,549	D
Common Stock	02/01/2005		S		\$ 52.7	22,022	D
Common Stock	02/01/2005		S		\$ 52.72	19,022	D
Common Stock	02/01/2005		S		\$ 52.705	18,022	D
Common Stock	02/01/2005		S		\$ 52.62	16,022	D
Common Stock	02/01/2005		S			15,022	D

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Common Stock					\$	52.581	
Common Stock	02/01/2005	S	3,000	D	\$ 52.4	12,022	D
Common Stock	02/01/2005	S	1,000	D	\$ 52.31	11,022	D
Common Stock	02/01/2005	S	1,000	D	\$ 52.324	10,022	D
Common Stock	02/01/2005	S	3,000	D	\$ 52.55	7,022	D
Common Stock	02/01/2005	S	1,000	D	\$ 52.52	6,022	D
Common Stock	02/01/2005	S	2,000	D	\$ 52.5	4,022	D
Common Stock	02/01/2005	S	1,000	D	\$ 52.45	3,022	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
Director Stock Option (Right to Buy)	\$ 8.9167	02/01/2005		M	20,527	<u>(1)</u> 10/30/2005	Common Stock	20,527

Reporting Owners

Reporting Owner Name / Address Relationships

Reporting Owners

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Director 10% Owner Officer Other

ROCK ROBERT H
1313 LAFAYETTE ROAD X
GLADWYNE, PA 19035

Signatures

/James M. Spira/Attorney-in-fact for Robert H.

Rock

02/02/2005

__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 October 30, 1996.

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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