

DOLLAR GENERAL CORP
Form 4
February 10, 2005

FORM 4

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

OMB APPROVAL

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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 *
TURNER CAL /TN

(Last) (First) (Middle)
100 MISSION RIDGE
(Street)

GOODLETTSVILLE, TN 37072

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
DOLLAR GENERAL CORP [DG]

3. Date of Earliest Transaction (Month/Day/Year)
02/09/2005

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director
____ Officer (give title below) Other (specify below)
Employee Advisor to the Board

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Common Stock | 02/09/2005 | | S ⁽¹⁾ | 400 D | \$ 22.16 | 9,031,589 | D |
| Common Stock | 02/09/2005 | | S ⁽¹⁾ | 100 D | \$ 22.24 | 9,031,489 | D |
| Common Stock | 02/09/2005 | | S ⁽¹⁾ | 100 D | \$ 22.22 | 9,031,389 | D |
| Common Stock | 02/09/2005 | | S ⁽¹⁾ | 100 D | \$ 22.21 | 9,031,289 | D |
| Common Stock | 02/09/2005 | | S ⁽¹⁾ | 100 D | \$ 22.19 | 9,031,189 | D |

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| | | | | | | | |
|--------------|------------|------------------------|-------|---|----------|--------------------------|---|
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 200 | D | \$ 22.17 | 9,030,989 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 500 | D | \$ 22.15 | 9,030,489 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 300 | D | \$ 22.14 | 9,030,189 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 500 | D | \$ 22.11 | 9,029,689 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 200 | D | \$ 22.12 | 9,029,489 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 100 | D | \$ 22.13 | 9,029,389 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 100 | D | \$ 22.1 | 9,029,289 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 200 | D | \$ 22.08 | 9,029,089 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 300 | D | \$ 22.06 | 9,028,789 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 200 | D | \$ 22.05 | 9,028,589 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 900 | D | \$ 22.03 | 9,027,689 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 1,700 | D | \$ 22.02 | 9,025,989 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 1,400 | D | \$ 21.93 | 9,024,589 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 2,100 | D | \$ 21.94 | 9,022,489 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 1,400 | D | \$ 21.99 | 9,021,089 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 2,000 | D | \$ 21.98 | 9,019,089 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 1,200 | D | \$ 21.95 | 9,017,889 | D |
| Common Stock | 02/09/2005 | <u>S⁽¹⁾</u> | 700 | D | \$ 21.92 | 9,017,189 ⁽²⁾ | D |

| | | | | | | | |
|--------------|--|--|--|--|--|---------|---|
| Common Stock | | | | | | 500,000 | I |
|--------------|--|--|--|--|--|---------|---|

By Cal
Turner, Jr.
Annuity
Trust
2004-1

| | | | |
|--------------|-----------|---|---|
| Common Stock | 338,811 | I | By Hurley Calister Turner, Jr. 1994 Trust |
| Common Stock | 586,552 | I | By Elizabeth Turner Campbell 1994 Trust |
| Common Stock | 758,836 | I | By Spouse |
| Common Stock | 6,343,780 | I | By Turner Children Trust |
| Common Stock | 10,265 | I | By IRA |
| Common Stock | 11,533 | I | By 401(k) |

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

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 control number.

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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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| | | | | | | Code | V | (A) | (D) |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--------------------------------|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |

TURNER CAL /TN
100 MISSION RIDGE
GOODLETTSVILLE, TN 37072

Employee Advisor to the Board

Signatures

/s/ Susan S. Lanigan, by Power of
Attorney

02/10/2005

__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) This sale was made pursuant to the terms and conditions of a Rule 10b5-1 Sales Plan, which the reporting person entered into on June 24, 2004.
 - (2) Due to technical restrictions imposed by the on-line filing system, the reporting person will file another Form 4 to report additional transactions that occurred on February 9, 2005.

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.