Instruction 1(b).

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL 3235-0287 Estimated average burden hours per response: 0.5

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

Name and Address of Reporting Person* DILLARD ALEX						2. Issuer Name and Ticker or Trading Symbol DILLARD'S, INC. [DDS]								Relationship of Repor (Check all applicable) X Director				. ,	Issuer Owner
(Last) (First) (Middle) 1600 CANTRELL ROAD					3. Date of Earliest Transaction (Month/Day/Year) 09/28/2020									X Officer (give title Other (specify below) President					
(Street) LITTLE ROCK AR 72201				4. If Amendment, Date of Original Filed (Month/Day/Year)									6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting						
(City) (State) (Zip)					tive Securities Acquired, Disposed of, or Benefi									Person					
			I - No					Acc	-	l, Dis	-	-			-			1	
Date				2. Transacti Date (Month/Day		2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr. 8)		4. Securities Acquire Disposed Of (D) (Inst 5)				5. Amount of Securities Beneficially Owned Following Reported		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership	
									Code	v	Amount	(A) or (D)	Price	,	Transact (Instr. 3 a	ion(s)			(Instr. 4)
Common Class A 09/28/20					20			A		322	Α	\$31	.99	1,006,862			D		
Common Class A - Retirement Plan															2,781			D	
Common Class A															41,4	96(1)			See Footnote ⁽¹⁾
Common Class A															7,300(2)			1 1	See Footnote ⁽²⁾
Common Class A														36,497(3)				See Footnote ⁽³⁾	
		Tal	ble II								osed of, c				Owne	d			
Security or Exercise (Month/Day/Year) if any			emed 4. tion Date, Trans		action (Instr. Securit Acquir (A) or Dispos of (D) (Instr. and 5)		rative rities ired r osed)	<u> </u>	Exer	cisable and	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)		10. Ownersh Form: Direct (D) or Indirec (I) (Instr.	Beneficial Ownership t (Instr. 4)	
					Code	v	(A)	(D)	Date Exerci	sable	Expiration Date	Title	Amour or Number of Shares	r					

Explanation of Responses:

- 1. These shares are held by W.D. Company, Inc. The reporting person owns 27.9% 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
- 3. Owned by Spouse.

Remarks:

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.

/s/ Alex Dillard 09/30/2020 ** 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.