

BROWN FORMAN CORP

Form 4

October 28, 2004

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
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(Print or Type Responses)

1. Name and Address of Reporting Person *
BROWN W L LYONS JR

2. Issuer Name **and** Ticker or Trading
Symbol
BROWN FORMAN CORP [BFA,
BFB]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)

850 DIXIE HIGHWAY

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
10/26/2004

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

LOUISVILLE, KY 40210

(City) (State) (Zip)

4. If Amendment, Date 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
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)
Class B Common (1)					20,974	D	
Class B Common					3,300	I	Partnership/Hebe
Class B Common					924,017	I	Trust/Partnership
Class B Common	10/26/2004		S(2)	22,650 D \$ 44.8	2,888,319.6	I	Trust/Remainder
Class B Common	10/26/2004		S(2)	6,000 D \$ 44.9	2,882,319.6	I	Trust/Remainder

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Class B Common	10/26/2004	<u>S(2)</u>	5,900	D	\$ 44.91	2,876,419.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	2,600	D	\$ 44.92	2,873,819.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	200	D	\$ 44.93	2,873,619.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	400	D	\$ 44.94	2,873,219.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	2,300	D	\$ 44.95	2,870,919.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	100	D	\$ 44.96	2,870,819.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	500	D	\$ 44.97	2,870,319.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	200	D	\$ 44.98	2,870,119.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	100	D	\$ 44.99	2,870,019.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	214,000	D	\$ 45	2,656,019.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	6,400	D	\$ 45.01	2,649,619.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	2,000	D	\$ 45.02	2,647,619.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	300	D	\$ 45.03	2,647,319.6	I	Trust/Remainder
Class B Common	10/26/2004	<u>S(2)</u>	1,800	D	\$ 45.04	2,645,519.6	I	Trust/Remainder
Class B Common	10/27/2004	<u>S(2)</u>	1,400	D	\$ 44.49	2,644,119.6	I	Trust/Remainder
Class B Common	10/27/2004	<u>S(2)</u>	600	D	\$ 44.5	2,643,519.6	I	Trust/Remainder
Class B Common	10/27/2004	<u>S(2)</u>	600	D	\$ 44.72	2,642,919.6	I	Trust/Remainder
Class B Common	10/27/2004	<u>S(2)</u>	700	D	\$ 44.79	2,642,219.6	I	Trust/Remainder
Class B Common	10/27/2004	<u>S(2)</u>	2,000	D	\$ 44.84	2,640,219.6	I	Trust/Remainder
Class B Common	10/27/2004	<u>S(2)</u>	2,200	D	\$ 44.9	2,638,019.6	I	Trust/Remainder
	10/27/2004	<u>S(2)</u>	100	D		2,637,919.6	I	Trust/Remainder

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Class B Common					\$ 44.94				
Class B Common	10/27/2004	S ⁽²⁾	1,600	D	\$ 44.95	2,636,319.6	I	Trust/Remainder	
Class B Common	10/27/2004	S ⁽²⁾	25,500	D	\$ 45	2,610,819.6	I	Trust/Remainder	
Class B Common						26,898	I	by Spouse	

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.

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. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
BROWN W L LYONS JR 850 DIXIE HIGHWAY LOUISVILLE, KY 40210	X

Signatures

Nelea A. Absher Attn. in Fact for: W.L. Lyons
Brown, Jr. 10/28/2004

 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) Filing of this form should not be construed as an admission that the filing person is for purposes of Section 16 of the Securities Exchange Act of 1934, the "beneficial owner" of any equity securities held in a limited partnership or trust.
- (2) These shares were sold by the W.L. Lyons Brown, Jr. Trust. The sales were effected pursuant to instructions given to the trustee pursuant to a Rule 10b5-1 trading plan.

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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