#### WHISLER PATRICIA K

Form 4

November 29, 2010

## FORM 4 IINI

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

OMB Number: 3235-0287

**OMB APPROVAL** 

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005

Form 4 or Form 5 obligations may continue.

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

2. Issuer Name and Ticker or Trading

Symbol

burden hours per response... 0.5

Estimated average

5. Relationship of Reporting Person(s) to

Issuer

*See* Instruction 1(b).

(Print or Type Responses)

WHISLER PATRICIA K

1. Name and Address of Reporting Person \*

		BUC	CKLE INC	[BKE]			(Chec	k all annlicah	le)	
(M			3. Date of Earliest Transaction (Month/Day/Year) 11/24/2010				(Check all applicable)  Director 10% Owner _X_ Officer (give title Other (specify below)  VP WOMEN'S MERCHANDISING			
	(Street)		Amendment, I Month/Day/Ye		al		o. Individual or Jo Applicable Line)	int/Group Fil	ing(Check	
KEARNE					_X_Form filed by One Reporting PersonForm filed by More than One Reporting Person					
(City)	(State) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned						ally Owned			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year	Code	4. Securit our Dispos (Instr. 3, 4	ed of (		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	11/24/2010		M	15	A	\$ 4.0033	165,770	D		
Common Stock	11/24/2010		M	12,829	A	\$ 3.9989	178,599	D		
Common Stock	11/24/2010		M	37,156	A	\$ 2.2656	215,755	D		
Common Stock	11/24/2010		S	50,000	D	\$ 38.1595	165,755	D		
Common Stock							1,649.03	I	By Husband	

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Common Stock	394	I	By Dependent 2
Common Stock	394	I	By Dependent 3

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. Transactio Code (Instr. 8)	5. Number of orDerivative 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)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Purchase)	\$ 4.0033 (1)	11/24/2010		M	15 (2)	<u>(7)</u>	02/03/2011	Common Stock	15 <u>(2)</u>
Stock Option (Right to Purchase)	\$ 3.9989 (3)	11/24/2010		M	12,829 ( <u>4)</u>	<u>(7)</u>	02/02/2012	Common Stock	12,829 (4)
Stock Option (Right to Purchase)	\$ 2.2656 (5)	11/24/2010		M	37,156 (6)	(8)	02/01/2013	Common Stock	37,156 (6)

## **Reporting Owners**

Reporting Owner Name / Address	Relationships
Reporting Owner Maine / Address	

Director 10% Owner Officer Other

WHISLER PATRICIA K 2407 W 24TH STREET KEARNEY, NE 68845

VP WOMEN'S MERCHANDISING

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### **Signatures**

Karen B. Rhoads by Power of Attorney 11/29/2010

\*\*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).
- Exercise price was originally reported as \$20.51. Exercise price has been adjusted in accordance with the terms of the stock option plan to (1) reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.
- Number of stock options granted was originally reported as 25,200. Number of stock options outstanding has been adjusted in accordance (2) with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.
- Exercise price was originally reported as \$20.50. Exercise price has been adjusted in accordance with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.
- Number of stock options granted was originally reported as 27,900. Number of stock options outstanding has been adjusted in accordance (4) with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.
- Exercise price was originally reported as \$16.60. Exercise price has been adjusted in accordance with the terms of the stock option plan to (5) reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.
- Number of stock options granted was originally reported as 25,200. Number of stock options outstanding has been adjusted in accordance (6) with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.
- (7) Options became exercisable 100 percent on 6/2/2005.
- (8) Options became exercisable 100 percent on 4/1/2005.

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.

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