Edgar Filing: HOFFMAN JAMES E - Form 4

HOFFMAN JA	MES E									
Form 4 November 19, 2	004									
FORM 4	1							OME	B APPROVA	AL.
Washington, D.C. 20549						SION	OMB Number	: 3235	-0287	
Check this bo if no longer subject to Section 16. Form 4 or	x STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES							ed average hours per	ry 31, 2005 0.5	
Form 5 obligations may continue. See Instruction 1(b). 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 Resp	onses)									
HOFFMAN JAMES E Symbol				r or Trading CORP [LN	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last) PO BOX 2568	(First) (Middle)					Director 10% Owner XOfficer (give title Other (specify below) below) EXECUTIVE VICE PRESIDENT				
(Street) 4. If Amendment, Date O Filed(Month/Day/Year) MADISON, WI 53701				r) Applicable Line) _X_ Form filed by C				oint/Group Filing(Check One Reporting Person More than One Reporting		
(City)	(State) (Zip)	Tabla I N	on Dorivot	ivo Soouriti		uired, Dispo	cod of	or Bonofi	cially Awno	d
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3. Transacti Code	4. Securitie orDisposed o (Instr. 3, 4	s Acq f (D)	uired (A) or	5. Amo Securi Benefi Owneo Follow Report Transa	ount of ties cially d ving	6. Ownership Form:	7. Nature of Indirect Beneficial Ownership
COMMON DRIP							1,498	;	D	
401(k)							1,697	.9076	D	
COMMON IN STREET							12,75	50	D	
COMMON (RESTRICTED)) 11/18/2004		J <u>(1)</u>	38.4662	А	\$ 27.1898	4,022	2.7914	D	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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required to respond unless the form displays a currently valid OMB control number.

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. Transacti 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)	n 7. Title and A Underlying Se (Instr. 3 and 4
				Code V	(A) (D)	Date Exercisable Expiration Dat	e Title
DEFERRED COMMON STOCK	\$ 0	11/18/2004		J <u>(2)</u>	162.34	08/08/1988 <u>(3)</u> 08/08/1988 <u>(</u>	3) COMMON

Reporting Owners

Reporting Owner Name / Address	Relationships					
I B	Director	10% Owner	Officer	Other		
HOFFMAN JAMES E PO BOX 2568 MADISON, WI 53701			EXECUTIVE VICE PRESIDENT			
Signatures						

F. J. Buri as POA for <u>**Signature of</u> Reporting Person 11/19/2004 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 reporting person acquired 38.4662 shares under the company's dividend reinvestment plan, pursuant to a dividend reinvestment transaction exempt from Section 16 under Rule 16a-11.
- (2) The reporting person acquired 162.34 shares under the company's dividend reinvestment plan, pursuant to a dividend reinvestment transaction exempt from Section 16 under Rule 16a-11.
- (3) Units are to be settled upon reporting person's retirement.

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.