

WELCH JAMES S JR
Form 4
March 12, 2003

FORM 4

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

OMB APPROVAL

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Filed By
Romeo and Dye's
Section 16 Filer
www.section16.net

1. Name and Address of Reporting Person* Welch Jr, James S. (Last) (First) (Middle) 850 Dixie Highway (Street) Louisville, KY 40210 (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol Brown Forman Corporation (BFA & BFB)				6. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Senior Vice President Other (specify below)			
3. I.R.S. Identification Number of Reporting Person, if an entity (voluntary)			4. Statement for Month/Day/Year 03/10/03				7. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person			
			5. If Amendment, Date of Original (Month/Day/Year)							
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 & 5)			5. Amount of Securities Beneficially Owned Following Reported Transactions(s) (Instr. 3 & 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class B Common	03/10/03		S		1900	D	71.05	0	I	Trust for Children
Class B Common	03/10/03		S		100	D	71.06			

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).

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FORM 4 (continued) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Conversion or Exercise Price of	3. Transaction Date	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivatives	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 & 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially	10. Ownership Form	11. Nature of Indirect Beneficial Ownership
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(Instr. 3)	Derivative Security	(Month/Day/Year)	if any (Month/Day/Year)	(Instr. 8)		Securities (Acquired (A) or Disposed of (D))		Date Exer-cisable	Expira-tion Date	Title	Amount or Number of Shares	Owned Following Reported Transaction(s) (Instr. 4)	of Deriv-ative Security: Direct (D) or Indirect (I) (Instr. 4)	(Instr. 4)
				Code	V	(A)	(D)							
Non-Qualified Stock Option (right to buy)	50.44							05/01/03	04/30/10	Class B Common	8,443.0	8,443.0	D	
Non-Qualified Stock Option (right to buy)	61.25							05/01/01	04/30/08	Class B Common	2,637.0	2,637.0	D	
Non-Qualified Stock Option (right to buy)	62.25							05/01/02	04/30/09	Class B Common	5,859.0	5,859.0	D	
Non-Qualified Stock Option (right to buy)	64.22							05/01/05	04/30/12	Class B Common	3,769.0	3,769.0	D	
Non-Qualified Stock Option (right to buy)	68.33							05/01/04	04/30/11	Class B Common	3,704.0	3,704.0	D	
Non-Qualified Stock Option (right to buy)	100.00							05/01/06	09/01/07	Class B Common	300.0	300.0	D	

Explanation of Responses:

- (1) The sale was rescinded by the broker and should have not been reported.
- (2)

By: /s/ **John R. Edds** **03/12/03**
Attn. in Fact for: James S. Welch Jr. Date
 **Signature of Reporting Person

**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.

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