

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 11/04/04 for the Period Ending 11/04/04

Address	100 MISSION RIDGE GOODLETTSVILLE, TN, 37072
Telephone	6158554000
CIK	0000029534
Symbol	DG
SIC Code	5331 - Retail-Variety Stores
Industry	Discount Stores
Sector	Consumer Cyclical
Fiscal Year	02/02

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

Current Report

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): November 4, 2004

Dollar General Corporation

(Exact Name of Registrant as Specified in Charter)

Tennessee

001-11421

61-0502302

(State or Other Jurisdiction
of Incorporation)

(Commission File Number)

(I.R.S. Employer
Identification No.)

100 Mission Ridge
Goodlettsville, Tennessee

37072

(Address of Principal Executive Offices)

(Zip Code)

Registrant's telephone number, including area code: (615) 855-4000

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 2.02. RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On November 4, 2004, Dollar General Corporation (the "Company") issued a news release regarding sales results for the four-week, 13-week and 39-week periods ended October 29, 2004, as well as new store openings and store closings and the planned conference call and webcast regarding third quarter earnings. The news release is attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

ITEM 7.01. REGULATION FD DISCLOSURE

The information set forth in Item 2.02 above is incorporated herein by reference.

ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS

- (a) Financial Statements of businesses acquired. N/A
- (b) Pro Forma Financial Information. N/A
- (c) Exhibits. See Exhibit Index immediately following the signature page hereto.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: November 4, 2004

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan
Susan S. Lanigan
Senior Vice President, General Counsel and
Corporate Secretary

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99	News release dated November 4, 2004.

Contact:
Emma Jo Kauffman
(615) 855-5525

**DOLLAR GENERAL REPORTS INCREASED OCTOBER SALES;
OPENS 81 NEW STORES;
ANNOUNCES THIRD QUARTER CONFERENCE CALL AND WEBCAST**

GOODLETTSVILLE, Tenn. – November 4, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the October four-week period ended October 29, 2004, equaled \$591.0 million compared with \$531.9 million last year, an increase of 11.1 percent. Same-store sales for the October period increased 3.0 percent. The average customer purchase in October was approximately \$8.53 compared to \$8.37 in the same period last year. Customer transactions in same-stores increased approximately 1.7 percent.

October sales by major merchandise category were as follows:

	FY 2004 Percent of Sales	FY 2003 Percent of Sales	Est. Same-Store Sales Change
Highly Consumable	66%	63%	+7%
Seasonal	14%	15%	-4%
Home Products	11%	12%	-5%
Basic Clothing	9%	10%	-7%

For the 13-week period ended October 29, 2004, Dollar General total retail sales increased 11.5 percent to \$1.9 billion from \$1.7 billion in the same period a year ago. Same-store sales for the thirteen-week period increased 3.4 percent.

For the 39 weeks ended October 29, 2004, Dollar General total retail sales increased 11.4 percent to \$5.5 billion from \$4.9 billion in the same period a year ago. Same-store sales for the 39 weeks increased 3.2 percent.

New Store Openings

The Company opened 80 Dollar General stores and one Dollar General Market during the four-week period ended October 29, 2004. The Company closed four Dollar General stores during the period. Year-to-date, the Company has opened 633 Dollar General stores and six Dollar General Markets and has closed 82 Dollar General stores.

Earnings Conference Call Information

Dollar General is scheduled to announce earnings for the third quarter ended October 29, 2004, on Wednesday, December 1, 2004. The Company will host a conference call on Wednesday, December 1, 2004, at 10 a.m. EST to discuss the quarter's results. The security code for the conference call is "Dollar General." If you wish to participate, please call (334) 260-2280 at least 10 minutes before the conference call is scheduled to begin. The call will also be broadcast live online at www.dollargeneral.com. A replay of the conference call will be available until 5 p.m. EST on Wednesday, December 15, online or by calling (334) 323-7226. The replay pass code is 73518650.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 7,257 neighborhood stores as of October 29, 2004. Dollar General stores offer convenience and value to customers by offering consumable basic items that are frequently used

and replenished, such as food, snacks, health and beauty aids and cleaning supplies, as well as a selection of basic apparel, housewares and seasonal items at everyday low prices. The Company store support center is located in Goodlettsville, Tennessee. Dollar General's Web site can be reached at www.dollargeneral.com.

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