

JAFFEE DANIEL S  
Form 4  
March 12, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
JAFFEE DANIEL S

2. Issuer Name and Ticker or Trading Symbol  
OIL DRI CORP OF AMERICA  
[ODC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
410 N. MICHIGAN AVE., SUITE 400  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/10/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
President and CEO

CHICAGO, IL 60611-4213

(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--------|---|--|-----------------------------------|
|                                 |                                      |  |                                | Code  | V | Amount |   |  |                                   |
| Common Stock                    | 03/10/2010                           |  | C <sup>(1)</sup>               |   |   | 4,984  | A \$ 0  | 4,984  | D <sup>(4)</sup>                  |
| Common Stock                    | 03/10/2010                           |  | S <sup>(3)</sup>               |   |   | 3,723  | D \$ 18   | 1,261  | D <sup>(4)</sup>                  |
| Common Stock                    | 03/10/2010                           |  | S <sup>(3)</sup>               |   |   | 1,117  | D \$ 18.01  | 144  | D <sup>(4)</sup>                  |
| Common Stock                    | 03/10/2010                           |  | S <sup>(3)</sup>               |   |   | 71     | D \$ 18.02  | 73   | D <sup>(4)</sup>                  |
| Common Stock                    | 03/10/2010                           |  | S <sup>(3)</sup>               |   |   | 73     | D \$ 18.03  | 0  | D <sup>(4)</sup>                  |

Edgar Filing: JAFFEE DANIEL S - Form 4

|              |            |              |        |   |           |        |       |           |
|--------------|------------|--------------|--------|---|-----------|--------|-------|-----------|
| Common Stock | 03/11/2010 | <u>C</u> (1) | 11,506 | A | \$ 0      | 11,506 | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 100    | D | \$ 18     | 11,406 | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 650    | D | \$ 18.01  | 10,756 | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 3,600  | D | \$ 18.02  | 7,156  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 100    | D | \$ 18.035 | 7,056  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 1,100  | D | \$ 18.04  | 5,956  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 100    | D | \$ 18.042 | 5,856  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 1,199  | D | \$ 18.05  | 4,657  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 100    | D | \$ 18.075 | 4,557  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 757    | D | \$ 18.08  | 3,800  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 4      | D | \$ 18.1   | 3,796  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 1,000  | D | \$ 18.105 | 2,796  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 303    | D | \$ 18.14  | 2,493  | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 1,793  | D | \$ 18.17  | 700    | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 300    | D | \$ 18.19  | 400    | D (4) |           |
| Common Stock | 03/11/2010 | <u>S</u> (3) | 400    | D | \$ 18.2   | 0      | D (4) |           |
| Common Stock |            |              |        |   |           | 0      | 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)**



## Edgar Filing: JAFFEE DANIEL S - Form 4

- (2) Exercise of employee stock options pursuant to the Oil-Dri Corporation of America 1995 Long-Term Incentive Plan in a transaction exempt under rule 16b-3.
- (3) Sale, pursuant to a written plan which satisfies the requirements of SEC Rule 10b5-1, of shares obtained through exercise of employee stock options.
- (4) See line below for balance following all transactions currently being reported.

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.