

# SECURITIES AND EXCHANGE COMMISSION

## FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

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### FILER

#### **YACKTMAN ASSET MANAGEMENT CO/IL**

CIK: **905567** | IRS No.: **363780592** | State of Incorporation: **IL** | Fiscal Year End: **1231**  
Type: **13F-HR** | Act: **34** | File No.: **028-03760** | Film No.: **1696698**

#### Mailing Address

*303 WEST MADISON STREET  
STE 1925  
CHICAGO IL 60606*

#### Business Address

*303 WEST MADISON STREET  
SUITE 1925  
CHICAGO IL 60606  
3122011200*

<TABLE>

FORM 13F INFORMATION TABLE											
NAME OF ISSUER	TITLE OF CLASS	CUSIP	VALUE	SHARES/	SH/	PUT/	INVTMT	OTHER	VOTING AUTHORITY		
			(x\$1000)	PRN AMT	PRN	CALL	DSCRETN	MANAGERS	SOLE	SHARED	NONE
<S>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>
American Express Co.	common	025816109	291	7500	SH		SOLE				7500
American Home Prod.	common	026609107	329	5600	SH		SOLE				5600
Anheuser Busch Co.	common	035229103	1632	39608	SH		SOLE		3216		36392
Arbitron, Inc.	common	03875Q108	529	21940	SH		SOLE				21940
Bandag, Inc. Cl. A	common	059815308	2550	109000	SH		SOLE		98500		10500
Belo Corp.	common	080555105	273	14500	SH		SOLE				14500
Berkshire Hathaway Cl. A	common	084670108	7842	113	SH		SOLE				113
Berkshire Hathaway Cl. B	common	084670207	1334	580	SH		SOLE				580
Bristol Myers Squibb	common	110122108	408	7800	SH		SOLE				7800
CenturyTel Inc.	common	156700106	1691	55800	SH		SOLE				55800
Ceridian Corp.	common	15677T106	2103	109700	SH		SOLE				109700
Clorox	common	189054109	7934	234378	SH		SOLE		116672		117706
Dentsply Int'l Inc.	common	249030107	17487	394300	SH		SOLE		219000		175300
Department 56, Inc.	common	249509100	8003	1046200	SH		SOLE		839400		206800
Energizer Holdings	common	29266R108	524	22849	SH		SOLE		4000		18849
Equifax Inc.	common	294429105	1401	38200	SH		SOLE				38200
Federal Home Loan	common	313400301	7696	113100	SH		SOLE		6200		106900
First Data Corp.	common	319963104	17590	273350	SH		SOLE		68000		205350
First Health Group	common	320960107	6780	281100	SH		SOLE		130000		151100
Franklin Covey Co.	common	353469109	4876	886545	SH		SOLE		752500		134045
Gannett Company	common	364730101	1028	15600	SH		SOLE		1000		14600
Gartner Group Cl. A	common	366651107	513	46600	SH		SOLE				46600
Gartner Group Cl. B	common	366651206	1320	143457	SH		SOLE		143041		416
General Electric Co.	common	369604103	921	18900	SH		SOLE		8700		10200
H&R Block	common	093671105	9431	146100	SH		SOLE		77000		69100
Hospitalities Prop. Tr.	common	44106M102	1425	50000	SH		SOLE		50000		
IMS Health	common	449934108	228	8000	SH		SOLE		8000		
Interpublic Group Co.	common	460690100	1124	38300	SH		SOLE		3600		34700
Intimate Brands	common	461156101	2760	183140	SH		SOLE		74150		108990
Jenny Craig, Inc.	common	224206102	870	580000	SH		SOLE		580000		
Johnson & Johnson	common	478160104	3770	75400	SH		SOLE		26800		48600
K Swiss Cl. A	common	482686102	1882	78000	SH		SOLE		63000		15000
Lancaster Colony Corp.	common	513847103	10682	323900	SH		SOLE		184100		139800
M&F Worldwide	common	552541104	450	117000	SH		SOLE		117000		
Marsh & McLennan Co.	common	571748102	505	5000	SH		SOLE				5000
Masco Corp.	common	574599106	1735	69500	SH		SOLE				69500
NOVA Corporation	common	669784100	3208	102000	SH		SOLE				102000
Pfizer Inc.	common	717081103	637	15900	SH		SOLE				15900
Philip Morris Cos.	common	718154107	14520	286100	SH		SOLE		137400		148700
Procter & Gamble Co.	common	742718109	1832	28722	SH		SOLE		1336		27386
Ralston Purina Group	common	751277302	1869	62250	SH		SOLE		12000		50250
Reynolds & Reynolds	common	761695105	1712	78000	SH		SOLE				78000
Russ Berrie & Co.	common	782233100	4438	150950	SH		SOLE		107000		43950
SBC Communications	common	78387G103	422	10526	SH		SOLE				10526
ServiceMaster Co.	common	81760N109	3249	270788	SH		SOLE		146200		124588
Sturm Ruger	common	864159108	452	46100	SH		SOLE		40000		6100
Torchmark Corp.	common	891027104	1090	27100	SH		SOLE		7100		20000
Tupperware Corp.	common	899896104	937	40000	SH		SOLE		40000		
U.S. Bancorp	common	902973106	229	10049	SH		SOLE		10049		
Unilever NV NY (NEW)	common	904784501	319	5357	SH		SOLE		5357		
Valassis Comm'ns.	common	918866104	1208	33750	SH		SOLE		30000		3750
Verizon Comm'cations	common	92343V104	235	4392	SH		SOLE				4392
Viad Corp.	common	92552R109	1309	49600	SH		SOLE				49600
Waddell & Reed Cl. A	common	930059100	215	6776	SH		SOLE				6776
Waste Management Inc.	common	94106L109	3378	109600	SH		SOLE		60000		49600
Wells Fargo & Co.	common	949746104	394	8480	SH		SOLE				8480
Wesco Financial Co.	common	950817106	3813	10960	SH		SOLE				10960

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