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

(Print or Type Responses)

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

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Report BEYSTEHNER JOHN J				r Trading Symb VICE INC [		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director10% Owner XOfficer (give title below)Other (specify below) Senior / Vice President					
(Last) (First) 55 GLENLAKE PARKW	3. Date of Earli 11/01/2004	est Transa	ction	(Month/Day/Y	ear)						
(Street) ATLANTA, GA 30328	4. If Amendme	nt, Date O	rigina	al Filed(Month/Da	ay/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City) (State)	(Zip)		Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned								
1.Title of Security (Instr. 3)	Date E (Month/Day/Year) an	ny	ed 3. Date, if 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)		Beneficial Ownership	
			Code	v	Amount	(A) or (D)	Price		or Indirect (I) (Instr. 4)	(Instr. 4)	
Class A Common Stock	09/21/2004		G	V		D	\$ 75.06	122,371.4467	D		
Class A Common Stock	11/01/2004		А		2,041.0915	А	\$ 78.7	124,412.5382	D		
Class A Common Stock									I <u>(1)</u>	Child I (2)	
Class A Common Stock	10/11/2004		<u>ј(3)</u>	v		D	\$ 76.3	0	I (1)	Child II (2)	
Class A Common Stock									I <u>(1)</u>	Child III (2)	
Class A Common Stock									I (1)	Spouse (2)	
Class B Common Stock									I <u>(1)</u>	Child I (2)	
Class B Common Stock	10/11/2004		յ <u>(3)</u>	V		D	\$ 76.3	0	I <u>(2)</u>	Child II	
Class B Common Stock									I (1)	Child III (2)	

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

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

(e.g., puts, cans, warrants, options, convertible securities)															
1. Title of	2.	3. Transaction	3A. Deemed	4.	5.			6. Date Exer	cisable	7. Tit	le and	8. Price of	9. Number of	10.	11. Nature
Derivative	Conversion	Date	Execution Date, if	Transactio	n N	umbe	er	and Expirati	on Date	Amou	unt of	Derivative	Derivative	Ownership	of Indirect
Security	or Exercise	(Month/Day/Year)	any	Code	of	f		(Month/Day	/Year)	Unde	rlying	Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	D	eriva	tive			Secur	rities	(Instr. 5)	Beneficially	Derivative	Ownership
	Derivative				S	ecurit	ties			(Instr	. 3 and		Owned	Security:	(Instr. 4)
	Security				Α	cquir	ed			4)			Following	Direct (D)	
						A) or							1	or Indirect	
						ispos							Transaction(s)	< / <	
						f (D)							(Instr. 4)	(Instr. 4)	
					· ·	nstr.	· ·								
					4,	, and	5)								
											Amount				
								Date	Expiration		or				
								Exercisable		<sup>11</sup> Title	Number				
								Exercisable	Date		of				
				Code V	/ (.	A)	(D)				Shares				

### **Reporting Owners**

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
BEYSTEHNER JOHN J 55 GLENLAKE PARKWAY, NE ATLANTA, GA 30328			Senior	Vice President				

## Signatures

John J. Beystehner	11/01/2004
**Signature of Reporting Person	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) Shares are held for the benefit of the person designated.
- (2) Reported for information purposes only. The undersigned disclaims any beneficial ownership in these shares.
- (3) Is no longer a member of the household.

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.