

FIRST CASH FINANCIAL SERVICES INC

Form 4

November 12, 2004

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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).

**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 \*  
**POWELL PHILLIP E**

2. Issuer Name and Ticker or Trading Symbol  
**FIRST CASH FINANCIAL SERVICES INC [FCFS]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**690 E LAMAR BLVD**  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**11/10/2004**

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

**ARLINGTON, TX 76011**

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

(City) (State) (Zip)

**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 or Price		
Common Stock	11/10/2004		M		35,500 A \$ 5.33	308,000	D
Common Stock	11/10/2004		M		75,000 A \$ 7.67	383,000	D
Common Stock	11/10/2004		M		39,500 A \$ 6.73	422,500	D
Common Stock	11/10/2004		S		150,000 D \$ 24.92	272,500	D
Common Stock	11/12/2004		M		10,500 A \$ 6.73	283,000	D

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Common Stock      11/12/2004      S      10,500      D      \$ 25.05      272,500      D

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

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(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable      Expiration Date	Title      Amount of Number of Shares
Warrants	\$ 5.33	11/10/2004		M	35,500	02/18/1998      02/18/2013	Common Stock      35,500
Warrants	\$ 7.67	11/10/2004		M	75,000	05/09/2003      05/09/2013	Common Stock      75,000
Warrants	\$ 6.73	11/10/2004		M	39,500	04/04/2003      04/04/2013	Common Stock      39,500
Warrants	\$ 6.73	11/12/2004		M	10,500	04/04/2003      04/04/2013	Common Stock      10,500
Options	\$ 19.33					01/29/2004      01/29/2014	Common Stock      112,500
Warrants	\$ 6.73					04/04/2003      04/04/2013	Common Stock      100,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
POWELL PHILLIP E 690 E LAMAR BLVD ARLINGTON, TX 76011	X		Chairman and CEO	

## Signatures

Phillip Powell

11/12/2004

\*\*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) Issued pursuant to stock option plan.

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