

FIRST CASH FINANCIAL SERVICES INC

Form 4

October 25, 2006

**FORM 4**

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

OMB APPROVAL

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**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 \*  
**BURKE RICHARD T**

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 EAST LAMAR BLVD., SUITE 400**

3. Date of Earliest Transaction (Month/Day/Year)  
**10/23/2006**

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

(Street)  
**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 Indirect Beneficial Ownership (Instr. 4)
				Code V Amount (A) or (D) Price			
Common Stock	10/23/2006		S	37,000 D \$ 21.47	2,952,000 <sup>(1)</sup>	D	
Common Stock	10/24/2006		S	13,000 D \$ 21.44	2,939,000 <sup>(1)</sup>	D	

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)

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**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)	8. I. De. Sec. (In	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options	\$ 20					01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 12.5					01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 9.67					01/29/2004	01/29/2014	Common Stock	75,000
Warrants	\$ 2.67					04/03/2002	04/03/2012	Common Stock	75,000
Options	\$ 3.33					01/29/2003	01/29/2013	Common Stock	30,000
Options	\$ 17.5					01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 15					01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 15					12/20/2005	12/20/2015	Common Stock	30,000
Options	\$ 19					12/20/2005	12/20/2015	Common Stock	30,000
Options	\$ 0.67					12/15/2000	12/15/2010	Common Stock	150,000
Options	\$ 17					12/20/2005	12/20/2015	Common Stock	30,000
Warrants	\$ 2.67					02/18/1998	02/18/2013	Common Stock	300,000

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

