

FIRST CASH FINANCIAL SERVICES INC

Form 4

February 17, 2005

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
LOVE JOE R

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 400

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
02/15/2005

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

ARLINGTON, TX 76011

(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)	
Common Stock	02/15/2005		S	10,000	D	\$ 26.4	180,109	D

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

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information contained in this form are not
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SEC 1474
(9-02)

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

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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	\$ 19.33					01/29/2004 01/29/2014	Common Stock	15,000
Options	\$ 6.67					04/12/1999 04/12/2009	Common Stock	37,500
Options	\$ 6.67					01/29/2003 01/29/2013	Common Stock	15,000
Warrants	\$ 5.33					02/18/1998 02/18/2013	Common Stock	150,000
Warrants	\$ 5.33					04/03/2002 04/03/2012	Common Stock	25,000
Options	\$ 25					01/28/2005 01/28/2015	Common Stock	10,000
Options	\$ 30					01/28/2005 01/28/2015	Common Stock	10,000
Options	\$ 35					01/28/2005 01/28/2015	Common Stock	10,000
Options	\$ 40					01/28/2005 01/28/2015	Common Stock	10,000
Options	\$ 45					01/28/2005 01/28/2015	Common Stock	10,000
Options	\$ 50					01/28/2005 01/28/2015	Common Stock	10,000
Options	\$ 55					01/28/2005 01/28/2015	Common Stock	10,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LOVE JOE R 690 E LAMAR BLVD 400	X			

ARLINGTON, TX 76011

Signatures

Joe R. Love

02/17/2005

__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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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