

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

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

1. Name and Address of Reporting Person* <u>POWELL PHILLIP E</u> _____ (Last) (First) (Middle) <u>690 E LAMAR BLVD</u> _____ (Street) <u>ARLINGTON TX 76011</u> _____ (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>FIRST CASH FINANCIAL SERVICES INC [FCFS]</u>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: right;">Chairman & CEO</p>		
			3. Date of Earliest Transaction (Month/Day/Year) <u>02/17/2004</u>					
			4. If Amendment, Date of Original Filed (Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/17/2004		M		12,000	A	\$10	72,000	D	
Common Stock	02/17/2004		S ⁽¹⁾		12,000	D	\$32	60,000	D	
Common Stock	02/17/2004		M		77,100	A	\$4.625	137,100	D	
Common Stock	02/17/2004		S ⁽¹⁾		77,100	D	\$32.07	60,000	D	
Common Stock	02/18/2004		M		8,900	A	\$4.625	68,900	D	
Common Stock	02/18/2004		S ⁽¹⁾		8,900	D	\$32	60,000	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Options	\$10	02/17/2004		M		12,000		04/12/1999	04/12/2009	Common Stock	12,000	(2)	721,000	D	
Warrants	\$4.625	02/17/2004		M		77,100		01/15/1996	01/15/2011	Common Stock	77,100	(2)	643,900	D	
Warrants	\$4.625	02/18/2004		M		8,900		01/15/1996	01/15/2011	Common Stock	8,900	(2)	635,000	D	
Options	\$29							01/29/2004	01/29/2014	Common Stock	75,000		635,000	D	
Options	\$20.05							10/01/2003	10/01/2013	Common Stock	100,000		635,000	D	
Warrants	\$4.625							01/15/1996	01/15/2011	Common Stock	100,000		635,000	D	
Warrants	\$8							04/03/2002	04/03/2012	Common Stock	150,000		635,000	D	
Warrants	\$8							02/18/1998	02/18/2013	Common Stock	60,000		635,000	D	
Warrants	\$10.1							04/04/2003	04/04/2013	Common Stock	100,000		635,000	D	
Warrants	\$11.5							05/09/2003	05/09/2013	Common Stock	50,000		635,000	D	

Explanation of Responses:

- 1. Sale for purposes of personal financial planning.
- 2. Issued pursuant to employee stock option plan.

Phillip E. Powell

02/19/2004

** Signature of Reporting Person

Date

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

* 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.

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 Number.