

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 | |
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|--|--|---|
| 1. Name and Address of Reporting Person * BARRON ALAN <hr/> (Last) (First) (Middle) 690 E LAMAR BLVD 400 <hr/> (Street) ARLINGTON TX 76011 <hr/> (City) (State) (Zip) | 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) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chief Operating Officer |
| | 3. Date of Earliest Transaction (Month/Day/Year) 03/03/2004 | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | |

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 | 03/03/2004 | | M | | 27,000 | A | \$13 | 162,653 | D | |
| Common Stock | 03/03/2004 | | M | | 15,000 | A | \$10 | 172,653 | D | |
| Common Stock | 03/03/2004 | | S | | 42,000 | D | \$35.17 | 135,653 | D | |
| Common Stock | 03/04/2004 | | S | | 2,400 | D | \$35.86 | 133,253 | D | |
| Common Stock | 03/04/2004 | | S | | 8,500 | D | \$35.97 | 124,753 | D ⁽¹⁾ | |
| Common Stock | | | | | | | | 1,000 | I | Owned by son |

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 |
| Warrants | \$13 | 03/03/2004 | | M | | | 27,000 | 06/03/2003 | 06/03/2013 | Common Stock | 27,000 | (2) | 123,000 | D | |
| Options | \$10 | 03/03/2004 | | M | | | 15,000 | 04/12/1999 | 04/12/2009 | Common Stock | 15,000 | (2) | 108,000 | D | |
| Options | \$29 | | | | | | | 01/29/2004 | 01/29/2014 | Common Stock | 45,000 | | 108,000 | D | |
| Options | \$20.05 | | | | | | | 10/01/2003 | 10/01/2013 | Common Stock | 50,000 | | 108,000 | D | |
| Warrants | \$13 | | | | | | | 06/03/2003 | 06/03/2013 | Common Stock | 13,000 | | 108,000 | D | |

Explanation of Responses:

- 1. Shares held in IRA account of Mr. Barron's spouse.
- 2. Issued pursuant to employee stock option plan.

Alan Barron

03/05/2004

** 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.