FIRST CASH FINANCIAL SERVICES INC
Form 4
October 25, 2006

FORM 4

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

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

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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).

(Print or Type Responses)

1. Name and Address of Reporting Person *
BURKE RICHARD T

(Last) (First) (Middle)

690 EAST LAMAR BLVD., SUITE 400

(Street)

ARLINGTON, TX 76011

(City) (State) (Zip)

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

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

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 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 (1)	D	
Common Stock	10/24/2006		S		13,000	D	$ 21.44	2,939,000 (1)	D	

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

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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. D 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

BURKE RICHARD T
690 EAST LAMAR BLVD., SUITE 400 X
ARLINGTON, TX 76011

Signatures

/s/ Richard T. Burke	10/25/2006
**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) Includes 15,000 shares of common stock owned by Mr. Burke's spouse. Mr. Burke disclaims beneficial ownership of such shares.

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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