FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

| | | | | 3.1 12 - 4.1 | 2. Issuer Name and Ticker or Trading Symbol FIRST CASH FINANCIAL SERVICES INC [FCFS] 3. Date of Earliest Transaction (Month/Day/Year) 12/29/2006 4. If Amendment, Date of Original Filed (Month/Day/Year) tive Securities Acquired, Disposed of, or Benefication 2A. Deemed 3. 4. Securities Acquired (A) | | | | | | | | | | | | | | |
|---|---|--------------------------------------|---|---------------------|---|---------------------|---|---------------------------|--|-----------|-------------------------|--|--|--------------------|------------------------------------|--|--------------------------------------|--|--|
| Date (Month/D | | | | | Day/Year) if | | 2A. Deemed Execution Date, if any (Month/Day/Year) | | saction Dispose (Instr. 5) | | sed Of (D) (Instr. 3, 4 | | 4 and Securitie Beneficia Owned F Reported | | s ally ollowing I | Forn (D) o | n: Direct or Indirect nstr. 4) | of Indirect Beneficial Ownership (Instr. 4) | |
| | | | | 12/2 | 120/2006 | | | | Code | V | Amoun | (D) | PIII | | Transaction(s) (Instr. 3 and 4) | | | | |
| Common | Stock | 7 | Table II - | | | ive Securities Acqu | | | guired. D | v isno | 31,0 | | | 0 ⁽¹⁾ | | | 000 D | | |
| | | | | (e.g., | puts, | | s, wa | rran | ts, option | s, c | onvert | ible sec | urities | 5) | | | | | |
| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution I if any (Month/Day | Date, | 4. Transa Code (8) | | of Deriv Secu Acqu (A) o Disp | r osed) r. 3, 4 | 6. Date Exer Expiration I (Month/Day | ate | | 7. Title and Amou of Securities Underlying Derivative Securit (Instr. 3 and 4) | | Derivat Securit | | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction((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 | | oiration te | Title | Amoun or Numbe of Shar | r | | | | | |
| Options | \$20 | | | | | | | | 01/28/2005 | 01/ | 28/2015 | Common Stock | 30,00 | 00 | | 30,00 | 0 | D | |
| Options | \$12.5 | | | | | | | | 01/28/2005 | 01/ | 28/2015 | Common Stock | 30,00 | 00 | | 30,00 | 0 | D | |
| Options | \$9.67 | | | | | | | | 01/29/2004 | 01/ | 29/2014 | Common Stock | 75,00 | 00 | | 75,00 | 0 | D | |
| Warrants | \$2.67 | | | | | | | | 04/03/2002 | 04/ | 03/2012 | Common Stock | 75,00 | 00 | | 75,00 | 0 | D | |
| Options | \$3.33 | | | | | | | | 01/29/2003 | 01/ | 29/2013 | Common Stock | 30,00 | 00 | | 30,00 | 0 | D | |
| Options | \$17.5 | | | | | | | | 01/28/2005 | 01/ | 28/2015 | Common Stock | 30,00 | 00 | | 30,00 | 0 | D | |
| Options | \$15 | | | | | | | | 01/28/2005 | 01/ | 28/2015 | Common Stock | 30,00 | 00 | | 30,00 | 0 | D | |
| Options | \$15 | | | | | | | | 12/20/2005 | 12/ | 20/2015 | Common Stock | 30,00 | 00 | | 30,00 | 0 | D | |
| Options | \$19 | | | | | | | | 12/20/2005 | 12/ | 20/2015 | Common Stock | 30,00 | 00 | | 30,00 | 0 | D | |
| Options | \$0.67 | | | | | | | | 12/15/2000 | 12/ | 15/2010 | Common Stock | 150,0 | 00 | | 150,00 | 00 | D | |
| Options | \$17 | | | | | | | | 12/20/2005 | 12/ | 20/2015 | Common Stock | 30,00 | 00 | | 30,00 | 0 | D | |
| Warrants | \$2.67 | | | | | | | | 02/18/1998 | 02/ | 18/2013 | Common Stock | 300,0 | 00 | | 300,00 | 00 | D | |

Explanation of Responses:

1. Gift - Not Applicable

Remarks:

Charitable contribution to a private school on December 29, 2006.

/s/ Richard T. Burke

01/04/2007

** Signature of Reporting Person

Date

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 Number.

^{*} 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.