

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* <u>BURKE RICHARD T</u> (Last) (First) (Middle) 690 E. LAMAR BLVD #400 (Street) ARLINGTON TX 76011 (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 <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below) |
| | 3. Date of Earliest Transaction (Month/Day/Year) 01/28/2005 | |
| | 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 | | | | | | | | 1,969,500 ⁽¹⁾ | 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 | Amount or Number of Shares | | | | |
| Options | \$19.33 | | | | | | | 01/29/2004 | 01/29/2014 | Common Stock | 37,500 | | 315,000 | D | |
| Options | \$1.33 | | | | | | | 12/15/2000 | 12/15/2010 | Common Stock | 75,000 | | 315,000 | D | |
| Options | \$6.67 | | | | | | | 01/29/2003 | 01/29/2013 | Common Stock | 15,000 | | 315,000 | D | |
| Warrants | \$5.33 | | | | | | | 02/18/1998 | 02/18/2013 | Common Stock | 150,000 | | 315,000 | D | |
| Warrants | \$5.33 | | | | | | | 04/03/2002 | 04/03/2012 | Common Stock | 37,500 | | 315,000 | D | |
| Options | \$25 | 01/28/2005 | | A | | 15,000 | | 01/28/2005 | 01/28/2015 | Common Stock | 15,000 | (2) | 330,000 | D | |
| Options | \$30 | 01/28/2005 | | A | | 15,000 | | 01/28/2005 | 01/28/2015 | Common Stock | 15,000 | (2) | 345,000 | D | |
| Options | \$35 | 01/28/2005 | | A | | 15,000 | | 01/28/2005 | 01/28/2015 | Common Stock | 15,000 | (1) | 360,000 | D | |
| Options | \$40 | 01/28/2005 | | A | | 15,000 | | 01/28/2005 | 01/28/2015 | Common Stock | 15,000 | (2) | 375,000 | D | |
| Options | \$45 | 01/28/2005 | | A | | 15,000 | | 01/28/2005 | 01/28/2015 | Common Stock | 15,000 | (2) | 390,000 | D | |
| Options | \$50 | 01/28/2005 | | A | | 15,000 | | 01/28/2005 | 01/28/2015 | Common Stock | 15,000 | (2) | 405,000 | D | |
| Options | \$55 | 01/28/2005 | | A | | 15,000 | | 01/28/2005 | 01/28/2015 | Common Stock | 15,000 | (2) | 420,000 | D | |

Explanation of Responses:

- Includes 15,000 shares of common stock owned by Mr. Burke's spouse. Mr. Burke disclaims beneficial ownership of such shares.
- Issued pursuant to FCFS stock option plan.

Richard T. Burke 02/01/2005
 ** 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.