STIFEL FINANCIAL CORP

Form 4

February 14, 2005

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB

3235-0287 Number:

OMB APPROVAL

January 31, Expires: 2005 Estimated average

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if no longer subject to Section 16. Form 4 or Form 5

Check this box

obligations may continue. See Instruction

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

Common

Stock

1(b).

(Print or Type Responses)

1. Name and Ad SCHLAFLY	Symbol	•			5. Relationship of Reporting Person(s) to Issuer			
		STIFE	L FINANC	CIAL CORP [SF]	(Cho	eck all applicable	e)	
(Last)	(First) (M	(iddle) 3. Date of	of Earliest Tra	ansaction				
		(Month/	Day/Year)		Director	10%	6 Owner	
40 LOREN V	02/11/2	02/11/2005			Officer (give titleX Other (specify below)			
					· · · · · · · · · · · · · · · · · · ·	of a Major Subs	idiary	
	4. If Am	4. If Amendment, Date Original			6. Individual or Joint/Group Filing(Check			
	Filed(Mo	Filed(Month/Day/Year)			Applicable Line) _X_ Form filed by One Reporting Person			
ST. LOUIS,	MO 63124				Form filed by Person	More than One Ro	eporting	
(City)	(State) (Zip) Tab	le I - Non-D	erivative Securities Ac	cquired, Disposed	of, or Beneficia	lly Owned	
1.Title of	2. Transaction Date	2A. Deemed	3.	4. Securities	5. Amount of	6. Ownership	7. Nature of	
Security	(Month/Day/Year)	Execution Date, if	Transacti	onAcquired (A) or	Securities	Form: Direct	Indirect	
(Instr. 3)		any	Code	Disposed of (D)	Beneficially	(D) or	Beneficial	
		(Month/Day/Year	(Instr. 8)	(Instr. 3, 4 and 5)	Owned	Indirect (I)	Ownership	
					Following	(Instr. 4)	(Instr. 4)	
				(\Delta)	Reported			

(A)

or

Price

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

Transaction(s)

(Instr. 3 and 4)

D

29,414

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Code V Amount (D)

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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. Transactic Code (Instr. 8)	5. Number proof Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exerci Expiration Dat (Month/Day/Y	te	7. Title and a Underlying S (Instr. 3 and	Securities
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Phantom Stock Units	\$ 0	02/11/2005		A	2,040	<u>(1)</u>	(2)	Common Stock	2,040
Phantom Stock Units	\$ 0	02/11/2005		A	510	01/01/2008	(2)	Common Stock	510
Stock Option (Option to Buy)	\$ 7.1875					(3)	02/02/2009	Common Stock	10,500

Reporting Owners

Reporting Owner Name / Address	Relationships
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Director 10% Owner Officer Other

SCHLAFLY J JOSEPH 40 LOREN WOODS ST. LOUIS, MO 63124

Director of a Major Subsidiary

Signatures

J JOSEPH SCHLAFLY III 02/14/2005

**Signature of Reporting 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) Phantom Stock Units vest in 33 1/3% increments on 1/1/06, 1/1/07 and 1/1/08.
- (2) No expiration date for these Units.
- (3) Various exercisable dates.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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