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STIFEL FINANCIAL CORP Form 4 January 21, 2010 FORM 4 Innited StateS SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 Check this box if no longer subject to Section 16. Form 4 or Form 4 or Form 5 obligations may continue. See Instruction 1(b).											
(Print or Type Resp	oonses)										
HIMELFARB RICHARD J Sym			Symbol	2. Issuer Name and Ticker or Trading Symbol STIFEL FINANCIAL CORP [SF]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Date of	f Earliest Tr	ansaction			(Chec.	k all applicable	e)	
(Month			(Month/D	1/20/2010				X Director 10% Owner X Officer (give title Other (specify below) below) Director			
	(Street)			ndment, Da nth/Day/Year	-	l		6. Individual or Jo Applicable Line) _X_ Form filed by O	One Reporting Pe	rson	
BALTO, MD 2	.1212							Form filed by M Person	lore than One Ke	porting	
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative	Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned	
	Transaction Da Ionth/Day/Year	r) Executio any		3. Transactic Code (Instr. 8) Code V	4. Securi on(A) or Di (Instr. 3, Amount	spose	d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common Stock 01	/20/2010			М	6,294	A	\$0	192,850	D		
Common	/20/2010			F	2,352	D	\$ 54.89	190,498	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. Transactio Code (Instr. 8)	5. Number out Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		(Instr. 3 and 4)		8. D Se (Ii
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock Units	\$ 0	01/20/2010		М	6,294	02/10/2009(1)	(2)	Common Stock	6,294	

Reporting Owners

Reporting Owner Name / Addres	Relationships							
	Director	10% Owner	Officer	Other				
HIMELFARB RICHARD J 116 TAPLOW ROAD BALTO, MD 21212	Х		Director					
Signatures								
RICHARD HIMELFARB	01/21/201	0						
**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) Units vest 100% three years from the grant date.
- (2) No expiration date for these Units.

Person

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.