

| OMB APPROVAL                                 |           |
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**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

|  |  |   |
|--|--|---|
| 1. Name and Address of Reporting Person*<br><b>WESSEL RICK L</b><br><br>(Last) (First) (Middle)<br><b>690 E. LAMAR BLVD. #400</b><br><br>(Street)<br><b>ARLINGTON TX 76011</b><br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><b>FIRST CASH FINANCIAL SERVICES INC</b><br><b>[ FCFS ]</b> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)<br><input checked="" type="checkbox"/> Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><b>Vice Chairman &amp; President</b> |
|  | 3. Date of Earliest Transaction (Month/Day/Year)<br><b>08/14/2006</b>                                      |   |
|  | 4. If Amendment, Date of Original Filed (Month/Day/Year)   | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><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                    | 08/14/2006                           |  | M                              |   | 109,600   | A          | \$9.67 | 489,800   | D  |   |
| Common Stock                    |                                      |  |                                |   |   |            |        | 1,500   | I  | Owned by son  |

**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                                    | \$9.67   | 08/14/2006                           |  | M                              |   | 109,600  |     | 01/29/2004   | 01/29/2014      | Common Stock  | 109,600                    | \$0  | 60,000   | D   |  |
| Options                                    | \$15   |                                      |  |                                |   |  |     | 12/20/2005   | 12/20/2015      | Common Stock  | 90,000                     |  | 90,000   | D   |  |
| Options                                    | \$12.5   |                                      |  |                                |   |  |     | 01/28/2005   | 01/28/2015      | Common Stock  | 82,000                     |  | 82,000   | D   |  |
| Options                                    | \$15   |                                      |  |                                |   |  |     | 01/28/2005   | 01/28/2015      | Common Stock  | 90,000                     |  | 90,000   | D   |  |
| Warrants                                   | \$2.67   |                                      |  |                                |   |  |     | 04/03/2002   | 04/03/2012      | Common Stock  | 153,800                    |  | 153,800  | D   |  |
| Options                                    | \$20   |                                      |  |                                |   |  |     | 01/28/2005   | 01/28/2015      | Common Stock  | 90,000                     |  | 90,000   | D   |  |
| Options                                    | \$19   |                                      |  |                                |   |  |     | 12/20/2005   | 12/20/2015      | Common Stock  | 90,000                     |  | 90,000   | D   |  |
| Options                                    | \$17.5   |                                      |  |                                |   |  |     | 01/28/2005   | 01/28/2015      | Common Stock  | 90,000                     |  | 90,000   | D   |  |
| Warrants                                   | \$3.84   |                                      |  |                                |   |  |     | 05/09/2003   | 05/09/2013      | Common Stock  | 240,000                    |  | 240,000  | D   |  |
| Options                                    | \$17   |                                      |  |                                |   |  |     | 12/20/2005   | 12/20/2015      | Common Stock  | 90,000                     |  | 90,000   | D   |  |

Explanation of Responses:

**Remarks:**

Shares and per share amounts reflect 2-for-1 stock split effective Feb. 22, 2006.

/s/ Rick L. Wessel

08/15/2006

\*\* 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.