

LEFTON ROBERT E  
Form 4  
January 05, 2005

**FORM 4**

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

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
LEFTON ROBERT E

(Last) (First) (Middle)

PSYCHOLOGICAL ASSOCIATES, INC., 8112 MARYLAND AVE., SUITE 300

(Street)

ST. LOUIS, MO 63105

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
STIFEL FINANCIAL CORP [SF]

3. Date of Earliest Transaction  
(Month/Day/Year)  
01/03/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 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 Ownership (Instr. 4)
				(A) or (D)	Amount (D) Price		
Common Stock					15,105	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)**

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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. 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 Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Stock Option (Option to Buy)	\$ 20.22	01/03/2005		A	1,000	<u>(1)</u>	01/03/2015	Common Stock	1,000
Phantom Stock Units	\$ 0					01/29/2002	01/29/2012	Common Stock	128
Phantom Stock Units	\$ 0					05/09/2002	05/09/2012	Common Stock	97
Phantom Stock Units	\$ 0					10/28/2002	10/28/2012	Common Stock	199
Phantom Stock Units	\$ 0					01/30/2003	01/30/2013	Common Stock	208
Phantom Stock Units	\$ 0					03/03/2003	03/03/2013	Common Stock	541
Phantom Stock Units	\$ 0					04/01/2003	04/01/2013	Common Stock	179
Phantom Stock Units	\$ 0					05/01/2003	05/01/2013	Common Stock	172
Phantom Stock Units	\$ 0					05/12/2003	05/12/2013	Common Stock	195
Phantom Stock Units	\$ 0					06/01/2003	06/01/2013	Common Stock	166
Phantom Stock	\$ 0					07/01/2003	07/01/2013	Common Stock	168

Units						
Phantom Stock Units	\$ 0	08/01/2003	08/01/2013	Common Stock	171	
Phantom Stock Units	\$ 0	08/06/2003	08/06/2013	Common Stock	425	
Phantom Stock Units	\$ 0	09/01/2003	09/01/2013	Common Stock	161	
Phantom Stock Units	\$ 0	10/01/2003	10/01/2013	Common Stock	863	
Phantom Stock Units	\$ 0	01/01/2004	01/01/2014	Common Stock	618	
Phantom Stock Units	\$ 0	<u>(2)</u>	<u>(3)</u>	Common Stock	3,366	
Stock Option (Option to Buy)	\$ 7.8	<u>(4)</u>	01/02/2012	Common Stock	1,333	
Stock Option (Option to Buy)	\$ 8.7	<u>(5)</u>	01/30/2013	Common Stock	1,333	
Stock Option (Option to Buy)	\$ 13.89	<u>(6)</u>	02/03/2014	Common Stock	1,333	
Stock Option (Option to Buy)	<u>(7)</u>	<u>(8)</u>	<u>(9)</u>	Common Stock	7,006	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LEFTON ROBERT E PSYCHOLOGICAL ASSOCIATES, INC. 8112 MARYLAND AVE., SUITE 300 ST. LOUIS, MO 63105	X			

## Signatures

By: Forrest M. Smith For: Robert E.  
Lefton

01/05/2005

\_\_Signature of Reporting Person

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) Options vest in 20 percent increments on 1/3/06, 1/3/07, 1/3/08, 1/3/09 and 1/3/10.
  - (2) Units vest quarterly over a one year period.
  - (3) No expiration date for these Units.
  - (4) Options vest in 20% increments on 1/2/03, 1/2/04, 1/2/05, 1/2/06 and 1/2/07.
  - (5) Options vest in 20% increments on 1/3/04, 1/3/05, 1/3/06, 1/3/07 and 1/3/08.
  - (6) Options vest in 20% increments yearly from the grant date.
  - (7) Various exercise prices.
  - (8) Currently exercisable.
  - (9) Various expiration dates.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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