

BEDA BRUCE A
Form 4
January 15, 2008

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 *
BEDA BRUCE A

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)
65 E GOETHE ST APT 6W
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
01/15/2008

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

CHICAGO, IL 60610
(City) (State) (Zip)

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

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 Beneficial Ownership (Instr. 4)
				(A) or (D)	Code V	Amount	(D) Price

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

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 control number.

SEC 1474
(9-02)

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	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Underlying Securities (Instr. 3 and 4)
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Derivative Security		Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares
		Code	V (A) (D)				
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	942
Phantom Stock Units	\$ 0			01/01/2004	01/01/2014	Common Stock	674
Stock Option (Option to Buy)	\$ 7.8			<u>(1)</u>	01/02/2012	Common Stock	1,333
Stock Option (Option to Buy)	\$ 8.7			<u>(2)</u>	01/30/2013	Common Stock	1,333
Stock Option (Option to Buy)	\$ 13.89			<u>(3)</u>	01/02/2014	Common Stock	1,333
Stock Option (Option to Buy)	\$ 20.22			<u>(4)</u>	01/03/2015	Common Stock	1,000
Stock Option (Option to Buy)	\$ 38.25			<u>(5)</u>	01/03/2016	Common Stock	1,000
Stock Option (Option to Buy)	<u>(6)</u>			<u>(7)</u>	<u>(8)</u>	Common Stock	2,666

