

STIFEL FINANCIAL CORP
 Form 4
 May 29, 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

(Last) (First) (Middle)

65 E GOETHE ST APT 6W

(Street)

CHICAGO, IL 60610

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 05/28/2008

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)	Price		
Common Stock	05/28/2008		S	2,400	D \$ 55.98	21,377	D

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)

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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. Pr Deriv Secur (Instr	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Phantom Stock Units	\$ 0					04/01/2002	04/01/2012	Common Stock	32
Phantom Stock Units	\$ 0					09/03/2002	09/03/2012	Common Stock	32
Phantom Stock Units	\$ 0					01/02/2003	01/02/2013	Common Stock	189
Phantom Stock Units	\$ 0					01/30/2003	01/30/2013	Common Stock	208
Phantom Stock Units	\$ 0					02/03/2003	02/03/2013	Common Stock	177
Phantom Stock Units	\$ 0					03/03/2003	03/03/2013	Common Stock	175
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

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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	511	
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	
Phantom Stock Units	\$ 0	<u>(1)</u>	<u>(2)</u>	Common Stock	10,070	
Stock Option (Option to Buy)	\$ 7.8	<u>(3)</u>	01/02/2012	Common Stock	1,333	
Stock Option (Option to Buy)	\$ 8.7	<u>(4)</u>	01/30/2013	Common Stock	1,333	
Stock Option (Option to Buy)	\$ 13.89	<u>(5)</u>	01/02/2014	Common Stock	1,333	
Stock Option (Option to Buy)	\$ 20.22	<u>(6)</u>	01/03/2015	Common Stock	1,000	
Stock Option (Option to Buy)	\$ 38.25	<u>(7)</u>	01/03/2016	Common Stock	1,000	
Stock Option (Option to Buy)	<u>(8)</u>	<u>(9)</u>	<u>(10)</u>	Common Stock	2,666	

