

STIFEL FINANCIAL CORP  
Form 4  
October 12, 2007

**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)  
10/11/2007

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)
			Code	V Amount (A) or (D) Price			
Common Stock	10/11/2007		M	1,505 A \$ 8.1207	21,279	D	
Common Stock	10/11/2007		F	196 D \$ 62.06	21,083	D	

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

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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. Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Stock Option (Option to Buy)	<u>(1)</u>	10/11/2007		M	1,505	<u>(2)</u>	<u>(3)</u>	Common Stock	1,505
Phantom Stock Units	\$ 0					01/02/2002	01/02/2012	Common Stock	200
Phantom Stock Units	\$ 0					01/29/2002	01/29/2012	Common Stock	166
Phantom Stock Units	\$ 0					02/01/2002	02/01/2012	Common Stock	181
Phantom Stock Units	\$ 0					03/01/2002	03/01/2012	Common Stock	174
Phantom Stock Units	\$ 0					04/01/2002	04/01/2012	Common Stock	163
Phantom Stock Units	\$ 0					05/01/2002	05/01/2012	Common Stock	156
Phantom Stock Units	\$ 0					05/09/2002	05/09/2012	Common Stock	126
Phantom Stock Units	\$ 0					06/01/2002	06/01/2012	Common Stock	154
Phantom Stock Units	\$ 0					07/01/2002	07/01/2012	Common Stock	165
Phantom Stock	\$ 0					07/23/2002	07/23/2012	Common Stock	161

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Units						
Phantom Stock Units	\$ 0	08/01/2002	08/01/2012	Common Stock		172
Phantom Stock Units	\$ 0	09/03/2002	09/03/2012	Common Stock		161
Phantom Stock Units	\$ 0	10/01/2002	10/01/2012	Common Stock		165
Phantom Stock Units	\$ 0	10/28/2002	10/28/2012	Common Stock		199
Phantom Stock Units	\$ 0	11/01/2002	11/01/2012	Common Stock		174
Phantom Stock Units	\$ 0	12/02/2002	12/02/2012	Common Stock		177
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 Units	\$ 0	07/01/2003	07/01/2013	Common Stock	168
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

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BEDA BRUCE A 65 E GOETHE ST APT 6W CHICAGO, IL 60610		X		

## Signatures

By: Forrest M. Smith For: Bruce A.  
Beda 10/12/2007

\*\*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) Various exercise prices.
- (2) Options vest over time.
- (3) 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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