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FIRST CASH FINANCIAL SERVICES INC  
Form 8-K  
July 16, 2004

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

Current Report Pursuant  
to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): July 15, 2004

First Cash Financial Services, Inc.

-----  
(Exact name of registrant as specified in its charter)

Delaware

-----  
(State or other jurisdiction of incorporation)

0-19133

75-2237318

-----  
(Commission File Number)

-----  
(IRS Employer Identification No.)

690 East Lamar Blvd., Suite 400, Arlington, Texas 76011

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(Address of principal executive offices, including zip code)

(817) 460-3947

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(Registrant's telephone number, including area code)

Item 5. Other Events and Regulation FD Disclosure

First Cash Financial Services, Inc. issued a press release dated July 15, 2004 announcing that the Board of Directors had approved a stock repurchase program. A copy of the release is furnished as Exhibit 99.1 to this report. All information in the press release is furnished but not filed.

Item 7. Financial Statements and Exhibits

- (a) Financial Statements of Business Acquired. Inapplicable.
- (b) Pro Forma Financial Information. Inapplicable.
- (c) Exhibits

Exhibit Number	Exhibit Description
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99.1	Press Release dated July 15, 2004

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the

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undersigned thereunto duly authorized.

Dated: July 15, 2004

FIRST CASH FINANCIAL SERVICES, INC.  
(Registrant)

/s/ R. DOUGLAS ORR

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R. Douglas Orr  
Chief Accounting Officer