

SCHLAFLY J JOSEPH
 Form 4
 May 25, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
 SCHLAFLY J JOSEPH

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)
 40 LOREN WOODS
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 11/17/2006

____ Director
 ____ Officer (give title below) 10% Owner
 ____ Other (specify below)
 Director of a Major Subsidiary

ST. LOUIS, MO 63124
 (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 Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/17/2006		G		300	D	\$ 38.49	35,387	D	
Common Stock	12/14/2006		G		930	D	\$ 40.5	34,457	D	
Common Stock	12/15/2006		G		130	D	\$ 40.77	34,327	D	
Common Stock	05/23/2007		S		2,000	D	\$ 50.645	28,451	D	
Common Stock	05/24/2007		S		100	D	\$ 51.01	28,351	D	

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- (1) Units vest 100% three years from the grant date.
- (2) No expiration date for these Units.
- (3) Various exercisable dates.

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