FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number: 3235-0287

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0.5

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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		Reporting Person*		2. Issuer Name <b>and</b> Ticker or Trading Symbol CONNS INC CONN									5. Relationship of Reporting Person(s) to Issuer (Check all applicable)									
FRAIN	<u>CTHOM</u>											X Director		ctor		10% Owner		ner				
(Last) (First) (Middle)						3. Date of Earliest Transaction (Month/Day/Year)									X Office below		er (give title w)			Other (specify below)		
3295 CO	10	10/10/2006									Chairman / CEO											
(Street)						4. If Amendment, Date of Original Filed (Month/Day/Year)									6. Individual or Joint/Group Filing (Check Applicable Line)							
BEAUMONT TX 77701				L												X Form filed by One Reporting Person						
(City) (State) (Zip)					-	Form filed by M Person										More than One Reporting						
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																						
1. Title of Security (Instr. 3)  2. Transact Date (Month/Day						Execution if any	Deemed cution Date, ny nth/Day/Year)		3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and				Beneficia Owned F		s For ally (D) ollowing (I) (		Ownership rm: Direct ) or Indirect (Instr. 4)		7. Nature of Indirect Beneficial Ownership	
						Code	v	Am	ount	(A) or Price			Reported Transaction(s) (Instr. 3 and 4)				(Instr. 4)					
Common Stock 10/10/2006						;			S		2	0,000	D	\$20.510	)9	580,	580,000		D			
Common Stock 10/10/2006						;			S		2	0,000	D	\$20.5106		338,279(1)		<b>I</b> (1)		The Frank Descendants Trust #2 <sup>(1)</sup>		
	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 Derivative Security	3. Transaction Date (Month/Day/Year)	Exec if an	Deemed cution Date, y nth/Day/Year)		saction (Instr.	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Exp	Date Ex Diration Onth/Da	Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4)		Der Sec (Ins	Price of erivative ecurity nstr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s (Instr. 4)		10. Ownersh Form: Direct (D or Indire (I) (Instr.	nip o B ) O ct (I	1. Nature of Indirect Beneficial Dwnership Instr. 4)	
					Code		(A)	(D)	Dat	e ercisah		Expiration Date	Title	or Number of Shares								

## Explanation of Responses:

1. Mr. Frank is the trustee of the named Trust and exercises sole voting power and sole dispositive power, but Mr. Frank has no pecuniary interest in these shares, and disclaims beneficial ownership in these shares.

/s/ Thomas J. Frank, Sr.

10/11/2006

\*\* Signature of Reporting Person

Date

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

- $^{\star}$  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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.