FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: Estimated average burden hours per response: 0.5

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

Name and Address of Reporting Person* NYLIN WILLIAM C JR						2. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN]									eck all applic Directo	cable) or	orting Person(s) to Issu 10% Ow				
(Last) 3295 CC	(Last) (First) (Middle) 3295 COLLEGE STREET					3. Date of Earliest Transaction (Month/Day/Year) 01/05/2007									X Officer (give title Other (specify below) Executive Vice Chairman/ COO						
(Street) BEAUMONT TX 77701 (City) (State) (Zip)					- 01	4. If Amendment, Date of Original Filed (Month/Day/Year) 01/09/2007 tive Securities Acquired, Disposed of, or Benefic									6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person						
1. Title of Security (Instr. 3) 2. Transact Date (Month/Day)					action	2A Ex	2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr.		4. Securities Acquired (A) of Disposed Of (D) (Instr. 3, 4 a 5)				5. Amount of Securities Beneficially Owned Following		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership		
									Code	v	Amount	(A) or (D)	Price		Reported Transaction(s) (Instr. 3 and 4)				(Instr. 4)		
Common Stock 01/05/2					/2007	007			M		28,070	A	\$8.	21	28,070		D				
Common Stock															230,885		I		Trustee for Family Limited Partnership		
			Table II								posed of, converti			-	Owned			,			
Derivative Security (Instr. 3)	2. Conversior or Exercise Price of Derivative Security		3A. Deen Executio if any (Month/D	n Date,	4. Transa Code (8)				6. Date Exerci Expiration Dat (Month/Day/Ye		ıte	7. Title and Amou of Securities Underlying Derivative Securi (Instr. 3 and 4)		Derivative Security		9. Num derivat Securit Benefic Owned Followi Report Transa (Instr. 4	ive ties cially ing ed ction(s)	10. Owners Form: Direct (I or Indire (I) (Instr	nip of Be O) Ov ct (In	Nature Indirect eneficial wnership nstr. 4)	
					Code	v	(A)	(D)	Date Exercis	able	Expiration Date	Title	Amou or Numl of Share	ber							
Common	\$8.21	01/05/2007			M			28,070	(1)		07/15/2011	Common Stock 28,		70	\$0 ⁽²⁾	0		D			

Explanation of Responses:

- 1. This Employee Stock Option to acquire 28,070 shares of Common stock was granted on July 15, 2001, and vested in five equal annual installments on July 15, 2002, 2003, 2004, 2005 and 2006.
- 2. Not a required reportable field. SEC software requires a dollar amount; use zeroes per SEC.

/s/ William C. Nylin, Jr.

01/09/2007

** Signature of Reporting Person

Date

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

- * 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.