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
Instruction 1(b).

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

1. Name and Address of Reporting Person* FRANK THOMAS J SR						2. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN]									5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last)	(First) (Middle)				3. Date of Earliest Transaction (Month/Day/Year) 12/02/2004									X X	Officer (give title below)		10% Owner Other (specify below) an / CEO			
(Street) BEAUMONT TX 77701 (City) (State) (Zip)					4. If	4. If Amendment, Date of Original Filed (Month/Day/Year)									6. Indiv Line) X	Forn Forn	al or Joint/Group Filing (Check Applicable orm filed by One Reporting Person orm filed by More than One Reporting erson			
Table I - Non-Deriva 1. Title of Security (Instr. 3) 2. Transact Date						tion 2A. Deemed				uired, Disposed of, or Benefi 3.					or		ount of	6. Ownersh		7. Nature
(Month/Da						y/Year) if any (Month/Day/Year)			Code (Amount (A) or		(A) or	Pric		Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		(D) or Indirect (I) (Instr. 4)		Beneficial Ownership (Instr. 4)
Common Stock 12/02/2						2004			S ⁽¹⁾		20,000		D	\$1	7.75	790,009		D		
Common Stock																4	60,143	I	T F	By the IJF Retained Annuity Irust #2
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)	3A. Deem Execution if any (Month/Da	n Date, ay/Year)	4. Transa Code (8)		ion of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Expiration (Month/D	on Date		Amount of Securities Underlying Derivative Security (Instr. and 4) Amoun or Number of		nstr. 3	t		9. Number of derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Owners Form: Direct (I or Indire (I) (Insti	nip o E O) C	11. Nature of Indirect Beneficial Ownership (Instr. 4)

Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on September 2, 2004

12/06/2004 /s/ Thomas J. Frank, Sr.

** 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.