



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

October 4, 2011

Via E-mail

Mr. James M. Zemlyak
Chief Financial Officer
Stifel Financial Corp.
One Financial Plaza
501 North Broadway
St. Louis, MO 63102

**RE: Stifel Financial Corp.
Forms 10-K and 10-Q for the Fiscal Year/Period Ended December 31, 2010
and June 30, 2011
Filed February 28, 2011 and August 9, 2011
File No. 1-09305**

Dear Mr. Zemlyak:

We have completed our review of your filings. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filings and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filings to be certain that the filings include the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Jonathan Wiggins

Jonathan Wiggins
Staff Accountant