

HARTE HANKS INC
 Form 4
 November 12, 2004

FORM 4

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

OMB APPROVAL

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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 *
FRANKLIN LARRY

(Last) (First) (Middle)
 200 CONCORD PLAZA DR.,
 SUITE 800
 (Street)

SAN ANTONIO, TX 78216

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
HARTE HANKS INC [HHS]

3. Date of Earliest Transaction
 (Month/Day/Year)
 11/09/2004

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
 Chairman of the Board

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) Code V | Amount or Price | | |
| Common Stock | 11/09/2004 | | S | 7,100 | D \$ 26.55 | 2,987,675 | D |
| Common Stock | 11/09/2004 | | S | 400 | D \$ 26.61 | 2,987,275 | D |
| Common Stock | 11/09/2004 | | S | 1,200 | D \$ 26.62 | 2,986,075 | D |
| Common Stock | 11/09/2004 | | S | 200 | D \$ 26.64 | 2,985,875 | D |
| Common Stock | 11/09/2004 | | S | 400 | D \$ 26.65 | 2,985,475 | D |

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| | | | | | | | | |
|--------------|------------|---|-------|---|----------|-----------|---|-------|
| Common Stock | 11/09/2004 | S | 400 | D | \$ 26.66 | 2,985,075 | D | |
| Common Stock | 11/09/2004 | S | 300 | D | \$ 26.7 | 2,984,775 | D | |
| Common Stock | 11/10/2004 | S | 300 | D | \$ 26.67 | 2,984,475 | D | |
| Common Stock | 11/10/2004 | S | 3,500 | D | \$ 26.68 | 2,980,975 | D | |
| Common Stock | 11/10/2004 | S | 600 | D | \$ 26.69 | 2,980,375 | D | |
| Common Stock | 11/10/2004 | S | 5,500 | D | \$ 26.7 | 2,974,875 | D | |
| Common Stock | 11/10/2004 | S | 2,000 | D | \$ 26.71 | 2,972,875 | D | |
| Common Stock | 11/10/2004 | S | 300 | D | \$ 26.72 | 2,972,575 | D | |
| Common Stock | 11/10/2004 | S | 200 | D | \$ 26.73 | 2,972,375 | D | |
| Common Stock | 11/10/2004 | S | 100 | D | \$ 26.74 | 2,972,275 | D | |
| Common Stock | 11/10/2004 | S | 900 | D | \$ 26.75 | 2,971,375 | D | |
| Common Stock | 11/10/2004 | S | 100 | D | \$ 26.79 | 2,971,275 | D | |
| Common Stock | 11/10/2004 | S | 200 | D | \$ 26.8 | 2,971,075 | D | |
| Common Stock | 11/10/2004 | S | 300 | D | \$ 26.81 | 2,970,775 | D | |
| Common Stock | 11/10/2004 | S | 400 | D | \$ 26.82 | 2,970,375 | D | |
| Common Stock | 11/10/2004 | S | 600 | D | \$ 26.9 | 2,969,775 | D | |
| Common Stock | | | | | | 55,000 | I | Trust |
| Common Stock | | | | | | 55,000 | I | Trust |

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

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(9-02)

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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. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| | | | | | | Code | V | (A) | (D) |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| FRANKLIN LARRY 200 CONCORD PLAZA DR., SUITE 800 SAN ANTONIO, TX 78216 | X | | Chairman of the Board | |

Signatures

Paul Steven Hacker, Power of Attorney
 11/11/2004
 **Signature of Reporting Person Date

Explanation of Responses:

- * 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).
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