

HARTE HANKS INC
 Form 4
 November 12, 2004

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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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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SEC 1474
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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. Number of Derivative Securities Owned Following Transaction (Instr. 6)
				Code V (A) (D)		Date Exercisable Expiration Date	Title Amount or Number of Shares		

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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