

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* HALL RICHARD H _____ (Last) (First) (Middle) C/O RUSH ENTERPRISES INC 555 IH 35 SOUTH _____ (Street) NEW BRAUNFELS TX 78130 _____ (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol RUSH ENTERPRISES INC \TX\ [RUSH]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Vice President		
			3. Date of Earliest Transaction (Month/Day/Year) 01/22/2004					
			4. If Amendment, Date of Original Filed (Month/Day/Year)					
			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common	01/22/2004		M		1,132	A	\$4.313	1,290	D	
Class A Common	01/22/2004		S		1,132	D	\$9.9484	158	D	
Class A Common	01/22/2004		M		1,500	A	\$5.5	1,658	D	
Class A Common	01/22/2004		S		1,500	D	\$9.9484	158	D	
Class A Common	01/22/2004		M		582	A	\$5.75	740	D	
Class A Common	01/22/2004		S		582	D	\$9.9484	158	D	
Class A Common	01/22/2004		M		325	A	\$3.5	483	D	
Class A Common	01/22/2004		S		325	D	\$9.9484	158	D	
Class B Common	01/22/2004		M		1,132	A	\$4.313	1,135	D	
Class B Common	01/22/2004		S		1,132	D	\$9.9797	3	D	
Class B Common	01/22/2004		M		1,500	A	\$5.5	1,503	D	
Class B Common	01/22/2004		S		1,500	D	\$9.9797	3	D	
Class B Common	01/22/2004		M		582	A	\$5.75	585	D	
Class B Common	01/22/2004		S		582	D	\$9.9797	3	D	
Class B Common	01/22/2004		M		325	A	\$3.5	328	D	
Class B Common	01/22/2004		S		325	D	\$9.9797	3	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Option (right to buy)	\$4.313	01/22/2004		M			1,132	(1)	03/25/2007	Class A Common	1,132	\$4.313	0	D	
Option (right to buy)	\$5.5	01/22/2004		M			1,500	(2)	03/13/2008	Class A Common	1,500	\$5.5	0	D	

**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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Option (right to buy)	\$5.75	01/22/2004		M			582	(3)	03/15/2009	Class A Common	582	\$5.75	293	D	
Option (right to buy)	\$3.5	01/22/2004		M			325	(4)	03/15/2010	Class A Common	325	\$3.5	650	D	
Option (right to buy)	\$4.313	01/22/2004		M			1,132	(1)	03/25/2007	Class B Common	1,132	\$4.313	0	D	
Option (right to buy)	\$5.5	01/22/2004		M			1,500	(2)	03/13/2008	Class B Common	1,500	\$5.5	0	D	
Option (right to buy)	\$5.75	01/22/2004		M			582	(3)	03/15/2009	Class B Common	582	\$5.75	293	D	
Option (right to buy)	\$3.5	01/22/2004		M			325	(4)	03/15/2010	Class B Common	325	\$3.5	650	D	

Explanation of Responses:

1. The options vested in three equal installments on 3/25/00, 3/25/01 and 3/25/02.
2. The options vested in three equal installments on 3/13/01, 3/13/02 and 3/13/03.
3. The options vest in three equal installments. The options vested with regard to 291 shares on 3/15/02; and 291 shares on 3/15/03. The options will vest with regard to the remaining 293 shares on 3/15/04.
4. The options vest in three equal installments. The options vested with regard to 325 shares on 3/15/03. The remaining options will vest in increments of 325 shares on 3/15/04 and 3/15/05.

Steven L. Keller, Attorney-in-Fact 01/26/2004

** 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.