

RECORD EDWARD J
 Form 4/A
 April 11, 2011

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 *
 RECORD EDWARD J

2. Issuer Name and Ticker or Trading Symbol
 STAGE STORES INC [SSI]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 10201 MAIN STREET
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 03/29/2011

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 COO

HOUSTON, TX 77025
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)
 03/31/2011

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	03/29/2011		A	17,145 (1)	\$ 0	77,130	D
Common Stock	03/29/2011		F	4,535	\$ 18.72	72,595	D
Common Stock (2)	03/29/2011		A	11,700 (3)	\$ 0	84,295	D

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

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years from the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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