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FEINBERG JEFF
Form SC 13G
April 15, 2002

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

SCHEDULE 13G
Under the Securities Exchange Act of 1934

Amendment No.: *

Name of Issuer: Stage Stores Inc. (STGS)

Title of Class of Securities: Common Stock, par value \$.01 per
share

CUSIP Number: 85254C305

(Date of Event Which Requires Filing of this Statement)

April 9, 2002

Check the appropriate box to designate the rule pursuant to which
this Schedule is filed:

/ / Rule 13d-1(b)
 /X/ Rule 13d-1(c)
 / / Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP Number: 85254C305

1. Name of Reporting Person
I.R.S. Identification No. of Above Person

Jeffrey Feinberg

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c/o JLF Asset Management, LLC

2. Check the Appropriate Box if a Member of a Group

- a.
- b. X

3. SEC Use Only

4. Citizenship or Place of Organization

United States

Number of Shares Beneficially Owned by Each Reporting Person
With:

5. Sole Voting Power:

0

6. Shared Voting Power:

1,005,000

7. Sole Dispositive Power:

0

8. Shared Dispositive Power:

1,005,000

9. Aggregate Amount Beneficially Owned by Each Reporting Person

1,005,000

10. Check Box if the Aggregate Amount in Row (9) Excludes
Certain Shares

2

11. Percent of Class Represented by Amount in Row (9)

5.03%

12. Type of Reporting Person

IN

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Item 1(a) Name of Issuer: Stage Stores Inc. (STGS)

(b) Address of Issuer's Principal Executive Offices:

10201 Main Street
Houston, TX 77025

Item 2(a) - (c). Name, Principal Business Address, and
Citizenship of Persons Filing:

Jeffrey Feinberg
c/o JLF Asset Management, LLC

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153 E. 53rd Street; 51st Floor
New York, New York 10022

(d) Title of Class of Securities: Common Stock, par value,
\$.01 per share

(e) CUSIP Number: 85254C305

Item 3. If this statement is filed pursuant to Rule
13d-1(b)(1) or 13d-2(b) or (c) check whether the person
filing is:

- (a) / / Broker or dealer registered under Section 15 of
the Act,
- (b) / / Bank as defined in Section 3(a)(6) of the Act,
- (c) / / Insurance Company as defined in
Section 3(a)(19) of the Act,
- (d) / / Investment Company registered under Section 8
of the Investment Company Act,
- (e) / / Investment Adviser registered under Section 203
of the Investment Advisers Act of 1940,
- (f) / / Employee Benefit Plan, Pension Fund which is
subject to the provisions of the Employee
Retirement Income Security Act of 1974 or
Endowment Fund,
- (g) / / Parent Holding Company, in accordance with Rule
13d-1(b)(ii)(G),
- (h) / / Savings association as defined in Section 3(b)
of the Federal Deposit Insurance Act,

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- (i) / / Church plan excluded from the definition of an
investment company under Section 3(c)(14) of
the Investment Company Act,
- (j) / / Group, in accordance with Rule 13d-
1(b)(1)(ii)(H).

If this statement is filed pursuant to Rule 13d-1(c), check
this box. /X/

Item 4. Ownership.

(a) Amount Beneficially Owned: 1,005,000 shares
owned by Jeffrey Feinberg d/b/a JLF Asset
Management, LLC

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(b) Percent of Class: 5.03% by Jeffrey Feinberg
d/b/a JLF Asset Management, LLC

(c) Jeffrey Feinberg d/b/a JLF Asset Management,
LLC: 1,005,000 shares with shared power to vote
or to direct the vote; 0 shares with sole power
to vote or to direct the vote; 1,005,000 shares
with shared power to dispose or to direct the
disposition of; 0 shares with the sole power to
dispose or to direct the disposition of

Item 5. Ownership of Five Percent or Less of a Class.

N/A

Item 6. Ownership of More than Five Percent on Behalf of
Another Person.

N/A

Item 7. Identification and Classification of the Subsidiary
Which Acquired the Security Being Reported by the
Parent Holding Company.

N/A

Item 8. Identification and Classification of Members of the
Group.

N/A

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Item 9. Notice of Dissolution of the Group.

N/A

Item 10.

Certification for Rule 13d-1(c): By signing below I
certify that, to the best of my knowledge and belief, the
securities referred to above were not acquired and are not
held for the purpose of or with the effect of changing or
influencing the control of the issuer of the securities and
were not acquired and are not held in connection with or as
a participant in any transaction having that purpose or
effect.

After reasonable inquiry and to the best of my
knowledge and belief, I certify that the
information set forth in this statement is true,

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complete and correct.

/s/ Jeffrey Feinberg

Jeffrey Feinberg

April 12, 2002

Date

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