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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

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Jeffrey Feinberg

April 12, 2002

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Date

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