

WARD MEL
Form 4
December 30, 2005

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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

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 *
WARD MEL

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

3. Date of Earliest Transaction (Month/Day/Year)
12/28/2005

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
SVP, Real Estate

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

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

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount or Price | | |
| Common Stock | 12/28/2005 | | M | | 6,250 A \$ 9.17 | 6,250 | D |
| Common Stock | 12/28/2005 | | M | | 6,251 A \$ 10 | 12,501 | D |
| Common Stock | 12/28/2005 | | M | | 749 A \$ 10.83 | 13,250 | D |
| Common Stock | 12/28/2005 | | M | | 6,250 A \$ 10.83 | 19,500 | D |
| Common Stock | 12/28/2005 | | S | | 19,500 (1) D \$ 30 | 0 | D |

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

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(9-02)

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. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option (Right to Buy) | \$ 9.17 | 12/28/2005 | | M | 6,250 | 08/24/2005 08/24/2011 | Common Stock | 6,250 |
| Stock Option (Right to buy) | \$ 10 | 12/28/2005 | | M | 6,251 | 08/24/2005 08/24/2011 | Common Stock | 6,251 |
| Stock Option (Right to buy) | \$ 10.83 | 12/28/2005 | | M | 749 | 08/24/2004 08/24/2011 | Common Stock | 749 |
| Stock Option (Right to buy) | \$ 10.83 | 12/28/2005 | | M | 6,250 | 08/24/2005 08/24/2011 | Common Stock | 6,250 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|------------------|-------|
| | Director | 10% Owner | Officer | Other |
| WARD MEL 10201 S. MAIN STREET HOUSTON, TX 77025 | | | SVP, Real Estate | |

Signatures

/s/ Richard E. Stasyszen, Attorney in Fact for Mel
Ward

12/30/2005

__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).
- (1) This sale was made pursuant to a pre-established, written plan for trading securities pursuant to Rule 10b5-1 adopted by the Securities Exchange Act of 1934
Includes all derivative securities currently owned by the reporting person including those previously reported as well as options to purchase 7,720 shares of the issuer's common stock received by the reporting person on August 19, 2005 as a result of the three-for-two split of the issuer's common stock payable as a stock dividend to all holders of record of the issuer's common stock at the close of business on August 4, 2005 and the antidilution provisions of the issuer's Amended and Restated 2001 Equity Incentive Plan approved by the issuer's shareholders on June 3, 2004.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.