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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

(Print or Ty	pe Response	es)																			
1. Name and Address of Reporting Person * KRONICK SUSAN D (Last) (First) (Middle)				FE	. Issuer EDER/ D]								INC .	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X Officer (give title below) Other (specify below)							
					3. Date of Earliest Transaction (Month/Day/Year) 03/23/2007											Vice Chair					
		(Street)		4.]	If Ame	ndme	nt, Da	te Ori	ginal	Filed	(Month/I	ay/Ye	ear)					up Filing(Che	ck Applicable	e Line)	
CINCIN	NATI, OH	45202															One Reporting More than One	Person Reporting Person	1		
(Cit		(State)	(Zip)				Ta	ble I -	Non	-Deri	vative	Secu	rities	Acqu	ired,	Disposed	l of, or Ben	eficially Ow	ned		
1.Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Year		E ar) aı	2A. Deemed Execution Date, if any (Month/Day/Year)			(Instr. 8)			4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)				Own Tran		ving Report		6. Ownership Form: Direct (D)	of l Bei	Nature Indirect neficial mership		
						Code		V	Amour		A) or (D)	Price	or Indirect (I) (Instr. 4)								
Common Stock														3,		3,593 (1)			Í	By 40 Pla	1(k)
Domin 1	Panert	separate line for eac	sh along of	ion 1	once -	.11		dina - 41	×	ind:	otly										
Reminder:	Report on a	separate fine for each	en class of securit	ies b	enencia	illy o	wnea	directi	F	Perso contai	ns wh ined ir	this	s forr	n are	not	required	of inform I to respon ontrol num	nd unless t		C 147	4 (9-02)
			Table II		rivativo g., puts,										y Ow	ned					
1. Title of Derivative Security (Instr. 3)	Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, it		4. 5. Nu f Transaction of Code Deriv (Instr. 8) Secu Acqu (A) o Disp (D)		5. Num of Derive Secur Acqui (A) on Dispo (D)	Jumber vivative vivities quired or posed of str. 3, 4,		Date E piratio	exercisa n Date	ercisable and Date y/Year)			le and int of rlying ities . 3 and	, ;		9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Owner Form of Deriva Securi Direct or Indi	rship of Bottive O (In (D) arect	11. Natu of Indire Benefici Ownersh (Instr. 4)
					Code	v	(A)	(D)			Exp	iration e		Title		Amount or Number of Shares					
Options to Purchase Common Stock		03/23/2007			A		29,44			(2)	03/	23/2	2017	Com Sto		29,444	\$ 0	29,444	D		
Repor	rting O	wners																			
Reporting Owner Name / Address				ector	Relationships ctor 10% Owner Officer						ier										
KRONICK SUSAN D C/O FEDERATED DEPARTMENT STORES 7 WEST SEVENTH STREET CINCINNATI, OH 45202				CCIOI					e Chair												
Signa	tures																				
/s/Christe	opher M. K	Celly, as attorney-	-in-fact for Sus	an k	Kronic	k pu	rsuan	t to a	Pov	ver of	f Attoı	ney			03/	/27/200	7				
			**Signature of Repor			•										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) Reflects matching contributions under the Issuer's 401(k) plan, derived by dividing the value of the undivided interest of the reporting person in the applicable investment fund as of March 23, 2007 by \$46.51, the stock price of such date.

(2) Grant to reporting person of options to purchase 29,444 shares of common stock under the Issuer's 1995 Executive Equity Incentive Plan. The options become exercisable in 25% increments on March 23, 2008, March 23, 2009, March 23, 2010 and March 23, 2011.

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.