

Title:

Federated Prepares to Absorb May Department Stores

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406

Summary:

The American retailing industry is witnessing the absorption of The May Department Stores Company

Keywords:

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Article Body:

The American retailing industry is witnessing the absorption of The May Department Stores Company

When Federated announced their interest in acquiring May earlier this year, not too many people

**With the pending acquisition we know the following:**

- All 330 May's stores will be converted to the Macy's brand.

- Long time brand names such as Filene's, Hecht's, and Kaufmann's will disappear.

- Lord and Taylor, with 58 stores, will remain a brand and could be expanded, as well as Marshall Field's.

- The 243 David's Bridal stores, 453 After Hours Formalwear stores, and 11 Priscilla of Boston stores.

Analysts are concerned that the bigger Macy's brand may run into some difficulty. Long accustomed to

It has been forecast that federal approval will be given by the end of the third quarter, just in time for

Regardless, 2006 will shape up as a year of change with recognized store brand names such as Federated

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