

August 30, 2010

via U.S. mail and facsimile

Andrew T. Hall
Chief Executive Officer
Stage Stores, Inc.
10201 Main Street
Houston, TX

**Re: Stage Stores, Inc.
Form 10-K for Fiscal Year Ended January 30, 2010
File No. 1-14035**

Dear Mr. Hall:

We have completed our review of your Form 10-K and related filings and have no further comments at this time.

Sincerely,

John Reynolds
Assistant Director
Office of Beverages, Apparel and
Health Care Services