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