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

Form 10-Q

(Mark One)

ÞQUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended July 31, 2010

or

"TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from to

Commission File Number 1-14035

Stage Stores, Inc. (Exact name of registrant as specified in its charter)

NEVADA (State or other jurisdiction of incorporation or organization) 91-1826900 (I.R.S. Employer Identification No.)

10201 Main Street, Houston, Texas (Address of principal executive offices) 77025 (Zip Code)

(800) 579-2302

(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant: (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes b No o

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes o No o

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer or

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a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer o Accelerated filer b Non-accelerated filer o Smaller reporting company o

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes o No þ

As of September 2, 2010, there were 37,687,876 shares of the registrant's common stock outstanding.

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References to a particular year are to Stage Stores Inc.'s fiscal year, which is the 52- or 53-week period ending on the Saturday closest to January 31st of the following calendar year. For example, a reference to "2009" is a reference to the fiscal year ended January 30, 2010 and a reference to "2010" is a reference to the fiscal year ending January 29, 2011. 2009 and 2010 are 52-week years.

## PART I - FINANCIAL INFORMATION

#### ITEM 1.

#### FINANCIAL STATEMENTS

# Stage Stores, Inc. Condensed Consolidated Balance Sheets (in thousands, except par value) (Unaudited)

July 31, 2010

	5	uly 51, 2010		Janu	ary 50, 2010	,
ASSETS						
Cash and cash equivalents	\$	83,026		\$	93,714	
Merchandise inventories, net		338,899			306,360	
Prepaid expenses and other current assets		30,471			27,095	
Total current assets		452,396			427,169	
Property, equipment and leasehold improvements,						
net		327,870			342,001	
Intangible asset		14,910			14,910	
Other non-current assets, net		16,990			16,351	
Total assets	\$	812,166		\$	800,431	
LIABILITIES AND STOCKHOLDERS' EQUITY						
Accounts payable	\$	115,012		\$	100,602	
Current portion of debt obligations		13,122			12,726	
Accrued expenses and other current liabilities		63,895			69,688	
Total current liabilities		192,029			183,016	
Long-term debt obligations		31,491			38,492	
Other long-term liabilities		101,609			102,877	
Total liabilities		325,129			324,385	
Commitments and contingencies						
Common stock, par value \$0.01, 100,000 shares						
authorized,		560			561	
56,820 and 56,080 shares issued, respectively		568			561	
Additional paid-in capital		510,918			501,800	
Less treasury stock - at cost, 18,554 and 18,071		(205.025	``		(000.070	``
shares, respectively		(295,035	)		(288,079	)
Accumulated other comprehensive loss		(5,765	)		(5,897	)
Retained earnings		276,351			267,661	

January 30, 2010

Total stockholders' equity	487,037	476,046
Total liabilities and stockholders' equity	\$ 812,166	\$ 800,431

The accompanying notes are an integral part of these financial statements.

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## Stage Stores, Inc. Condensed Consolidated Statements of Operations (in thousands, except earnings per share) (Unaudited)

	Thirteen Weeks Ended		Twenty-Six Weeks Ended	
	July 31, August 1,		July 31,	August 1,
	2010	2009	2010	2009
Net sales	\$345,019	\$341,737	\$685,061	\$675,303
Cost of sales and related buying, occupancy				
and distribution expenses	240,869	241,540	491,016	490,623
Gross profit	104,150	100,197	194,045	184,680
Selling, general and administrative expenses	86,355	83,854	170,204	167,460
Store opening costs	379	465	1,835	1,651
Interest expense, net of income of \$21 and \$15				
for the thirteen weeks and \$50 and \$76				
for the twenty-six weeks, respectively				