

A.C. Moore Arts & Crafts, Inc.  
 Form 4  
 August 14, 2006

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**PARKER JOHN E**

2. Issuer Name and Ticker or Trading Symbol  
**A.C. Moore Arts & Crafts, Inc.  
 [ACMR]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
**08/10/2006**

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
 \_\_\_ Officer (give title below) \_\_\_ Other (specify below)

**C/O A.C. MOORE ARTS & CRAFTS, INC., 130 A.C. MOORE DRIVE**

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 \_\_\_X\_\_\_ Form filed by One Reporting Person  
 \_\_\_ Form filed by More than One Reporting Person

**BERLIN, NJ 08009**

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V Amount or (D) Price   |   |  |                                   |
| Common Stock                    | 08/10/2006                           |  | S                              | 10,612 D \$ 15  | 2,004,882   | D  |                                   |
| Common Stock                    | 08/10/2006                           |  | S                              | 152,918 D \$ 15.05  | 1,851,964   | D  |                                   |
| Common Stock                    | 08/10/2006                           |  | S                              | 300 D \$ 15.06  | 1,851,664   | D  |                                   |
| Common Stock                    | 08/10/2006                           |  | S                              | 100 D \$ 15.07  | 1,851,564   | D  |                                   |
|                                 | 08/10/2006                           |  | S                              | 1,700 D   | 1,849,864   | D  |                                   |

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|              |            |   |        |   |          |           |   |
|--------------|------------|---|--------|---|----------|-----------|---|
| Common Stock |            |   |        |   | \$ 15.08 |           |   |
| Common Stock | 08/10/2006 | S | 600    | D | \$ 15.1  | 1,849,264 | D |
| Common Stock | 08/10/2006 | S | 600    | D | \$ 15.12 | 1,848,664 | D |
| Common Stock | 08/10/2006 | S | 600    | D | \$ 15.13 | 1,848,064 | D |
| Common Stock | 08/10/2006 | S | 18,255 | D | \$ 15.15 | 1,829,809 | D |
| Common Stock | 08/10/2006 | S | 1,500  | D | \$ 15.16 | 1,828,309 | D |
| Common Stock | 08/10/2006 | S | 177    | D | \$ 15.17 | 1,828,132 | D |
| Common Stock | 08/10/2006 | S | 500    | D | \$ 15.18 | 1,827,632 | D |
| Common Stock | 08/10/2006 | S | 1,100  | D | \$ 15.19 | 1,826,532 | D |
| Common Stock | 08/10/2006 | S | 100    | D | \$ 15.2  | 1,826,432 | D |
| Common Stock | 08/10/2006 | S | 600    | D | \$ 15.23 | 1,825,832 | D |
| Common Stock | 08/10/2006 | S | 400    | D | \$ 15.24 | 1,825,432 | D |
| Common Stock | 08/10/2006 | S | 34,988 | D | \$ 15.25 | 1,790,444 | D |
| Common Stock | 08/10/2006 | S | 300    | D | \$ 15.26 | 1,790,144 | D |
| Common Stock | 08/10/2006 | S | 200    | D | \$ 15.27 | 1,789,944 | D |
| Common Stock | 08/10/2006 | S | 100    | D | \$ 15.28 | 1,789,844 | D |
| Common Stock | 08/10/2006 | S | 200    | D | \$ 15.3  | 1,789,644 | D |
| Common Stock | 08/10/2006 | S | 1,745  | D | \$ 15.31 | 1,787,899 | D |
| Common Stock | 08/10/2006 | S | 21,545 | D | \$ 15.75 | 1,766,354 | D |
| Common Stock | 08/10/2006 | S | 100    | D | \$ 15.76 | 1,766,254 | D |
|              | 08/10/2006 | S | 300    | D |          | 1,765,954 | D |

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|              |            |  |   |        |       |          |           |   |
|--------------|------------|--|---|--------|-------|----------|-----------|---|
| Common Stock |            |  |   |        | \$    |          |           |   |
|              |            |  |   |        | 15.77 |          |           |   |
| Common Stock | 08/10/2006 |  | S | 7,675  | D     | \$ 15.8  | 1,758,279 | D |
| Common Stock | 08/10/2006 |  | S | 400    | D     | \$ 15.82 | 1,757,879 | D |
| Common Stock | 08/10/2006 |  | S | 50,895 | D     | \$ 15.85 | 1,706,984 | D |
| Common Stock | 08/10/2006 |  | S | 4,200  | D     | \$ 15.91 | 1,702,784 | D |
| Common Stock | 08/10/2006 |  | S | 2,000  | D     | \$ 15.92 | 1,700,784 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

PARKER JOHN E  
C/O A.C. MOORE ARTS & CRAFTS, INC.  
130 A.C. MOORE DRIVE  
BERLIN, NJ 08009

X

## Signatures

/s/ Amy Rhoades, by Power of  
Attorney

08/14/2006

\_\_Signature of Reporting Person

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).

### Remarks:

This is the first of two Forms 4 reporting transactions which occurred on August 10, 2006.

The filing of this Statement shall not be construed as an admission (a) that the person filing this Statement is, for the purposes

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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