

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
 Estimated average burden hours per response... 0.5

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 Price		
Common Stock	08/10/2006		S		10,612 D \$ 15	D	2,004,882
Common Stock	08/10/2006		S		152,918 D \$ 15.05	D	1,851,964
Common Stock	08/10/2006		S		300 D \$ 15.06	D	1,851,664
Common Stock	08/10/2006		S		100 D \$ 15.07	D	1,851,564
	08/10/2006		S		1,700 D	D	1,849,864

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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.

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SEC 1474
(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)
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
				Code	V (A) (D)				

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.

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