COX THOMAS

Form 4

November 03, 2004

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB

3235-0287 Number:

OMB APPROVAL

January 31, Expires: 2005

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Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

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 may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

COX THOMAS Symbol			r Name and Ticker or Trading NDUSTRIAL DIRECT CO ISM					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last)	(First)	(Middle)	(Month/D	3. Date of Earliest Transaction (Month/Day/Year) 11/01/2004					Director 10% Owner Self-officer (give title Other (specify below) below) Senior Vice President of Sales			
	(Street)			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			
(City)	(State)	(Zip)	Tabl	e I - Nor	n-D	erivative	Secur	ities Acq	uired, Disposed o	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Year	Execution any	emed on Date, if /Day/Year)	Code (Instr. 8	8)	4. Securi on(A) or Di (Instr. 3,	ispose 4 and (A) or	d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Class A Common Stock, \$0.001 par value	11/01/2004			M	•	560	A	\$ 14.25	4,000	D		
Class A Common Stock, \$0.001 par value	11/01/2004			M		3,759	A	\$ 7.75	7,759	D		
Class A Common	11/01/2004			S		1,144	D	\$ 34	6,615	D		

Stock, \$0.001 par value (5)							
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	4	D	\$ 34.06	6,611	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	49	D	\$ 34.07	6,562	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	60	D	\$ 34.08	6,502	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	71	D	\$ 34.09	6,431	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	443	D	\$ 34.1	5,988	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	11	D	\$ 34.2	5,977	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	38	D	\$ 34.21	5,939	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	120	D	\$ 34.22	5,819	D
Class A Common Stock,	11/01/2004	S	136	D	\$ 34.23	5,683	D

\$0.001 par value (5)							
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	147	D	\$ 34.24	5,536	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	202	D	\$ 34.25	5,334	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	5	D	\$ 34.27	5,329	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	16	D	\$ 34.3	5,313	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	310	D	\$ 34.33	5,003	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	5	D	\$ 34.34	4,998	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	169	D	\$ 34.35	4,829	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	152	D	\$ 34.36	4,677	D
Class A Common Stock, \$0.001 par	11/01/2004	S	152	D	\$ 34.37	4,525	D

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value <u>(5)</u>							
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	376	D	\$ 34.38	4,149	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	147	D	\$ 34.39	4,002	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	98	D	\$ 34.4	3,904	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	49	D	\$ 34.41	3,855	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	5	D	\$ 34.42	3,850	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	11	D	\$ 34.44	3,839	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	27	D	\$ 34.46	3,812	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	44	D	\$ 34.47	3,768	D
Class A Common Stock, \$0.001 par value (5)	11/01/2004	S	54	D	\$ 34.48	3,714	D

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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.

SEC 1474 (9-02)

> 8. F Der Sec (Ins

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. Transactic Code (Instr. 8)	Secur Acqu (A) o Disp (D)	or or osed of r. 3, 4,	6. Date Exer Expiration D (Month/Day/	ate	7. Title and of Underlyi Securities (Instr. 3 and	ng
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options (right to buy) (1)	\$ 14.25	11/01/2004		M		560	(2)	10/14/2008	See Footnote	560
Options (right to buy) (1)	\$ 7.75	11/01/2004		M		3,759	(3)	10/19/2009	See Footnote	3,759

Reporting Owners

Reporting Owner Name / Address	Relationships
reporting o where runner runner	

Director 10% Owner Officer Other

COX THOMAS

Senior Vice President of Sales

Signatures

/s/ Thomas Cox 11/03/2004

**Signature of Date
Reporting Person

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).
- (1) Options to purchase Issuer's Class A common stock, \$.001 par value
- (2) An option to purchase 32,000 shares of the Issuer's common stock, par value \$.001 per share, was issued to the Reporting person under the Issuer's 1998 Stock Option Plan. One-fifth of such option became exercisable on each of October 14, 1999, October 14, 2000, October 14, 2000, October 14, 2000, October 20, 2000

Reporting Owners 5

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14, 2001, October 14, 2002 and October 14, 2003.

- An option to purchase 50,000 shares of the Issuer's common stock, par value \$.001 per share, was issued to the Reporting person under (3) the Issuer's 1998 Stock Option Plan. One-fifth of such option became exercisable on each of October 19, 2000, October 19, 2001, October 19, 2002, October 19, 2003 and October 19, 2004.
- (4) Class A Common Stock, \$.001 par value
 - Because the SEC's electronic filing system does not allow for the disclosure of more than 30 transactions on one Form 4, the Reporting
- (5) Person is filing 2 simultaneous Form 4's to report his reportable transactions all of which together shall be deemed a single report filed on this date. This is the 1st Form 4 of the 2 filings.

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.