SEC Form 4	
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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL									
OMB Number:	3235-0287								
Estimated average bur	den								
hours per response:	0.5								

	Address of Reporting	Person*	2. Issuer Name and Ticker or Trading Symbol <u>PC CONNECTION INC</u> [PCCC]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
HALL DAVID				X Director X 10% Owner				
(Last)	(First) (Middle)		3. Date of Earliest Transaction (Month/Day/Year) 10/28/2003	X Officer (give title Other (specify below) below) Vice Chairman of the Board				
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)				
-			—	X Form filed by One Reporting Person				
(City)	(State)	(Zip)		Form filed by More than One Reporting Person				

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 Disposed Of 5)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership		
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)		
Common Stock	10/28/2003		S		200	D	\$10.03	463,800	D			
Common Stock	10/28/2003		S		141	D	\$10.04	463,659	D			
Common Stock	10/28/2003		S		200	D	\$10.06	463,459	D			
Common Stock	10/28/2003		S		100	D	\$10.1	463,359	D			
Common Stock	10/28/2003		S		100	D	\$10.14	463,259	D			
Common Stock	10/28/2003		S		100	D	\$10.21	463,159	D			
Common Stock	10/28/2003		S		100	D	\$10.33	463,059	D			
Common Stock	10/28/2003		S		100	D	\$9.5	462,959	D			
Common Stock	10/28/2003		S		200	D	\$9.52	462,759	D			
Common Stock	10/28/2003		S		159	D	\$9.55	462,600	D			
Common Stock	10/28/2003		S		100	D	\$9.56	462,500	D			
Common Stock	10/28/2003		S		100	D	\$9.571	462,400	D			
Common Stock	10/28/2003		S		100	D	\$ <u>9.6</u>	462,300	D			
Common Stock	10/28/2003		S		100	D	\$9.61	462,200	D			
Common Stock	10/28/2003		S		200	D	\$9.64	462,000	D			
Common Stock	10/28/2003		S		200	D	\$9.71	461,800	D			
Common Stock	10/28/2003		S		100	D	\$9.8 1	461,700	D			
Common Stock	10/28/2003		S		100	D	\$9.82	461,600	D			
Common Stock	10/28/2003		S		200	D	\$9.83	461,400	D			
Common Stock	10/28/2003		S		100	D	\$ <u>9.9</u>	461,300	D			
Common Stock	10/28/2003		S		200	D	\$9.91	461,100	D			
Common Stock	10/28/2003		S		100	D	\$9.98	461,000	D			
Common Stock								8,169,094	I	By Trust		

 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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)

		Ta	ble II - Deriva (e.g., p					ired, Disp options, o			I Or	y Owned			
1. Title of	2.	3. Transaction	3A. Deemed	4.ode		(6A)Nu	m(160e)r	ExDatisEbler	isDatatlee and		aSolidiares	8. Price of	9. Number of	10.	11. Nature
(Instr. 3)	of Respises Price of Derivative Security	eØMonth/Day/Year)	Execution Date, if any (Month/Day/Year)	Transd Code (8) benefic	Instr.	Deriv Secu Acqu (A) or Dispo of (D) (Instr	rities ired osed 3. 3. 4	-Expiration Do (Month/Day/) or indirectly.	(ear) <u>Ei</u> <u>Fa</u>	Securi Ctand 4)	ties ving agnon, <u>A</u> t ty (Instr. 3	Derivative Security (Instr. 5) torney-In-	Securities Beneficially	Ownership Form: Direct (D) or Indirect 3() (Instr. 4)	of Indirect Beneficial Ownership (Instr. 4)
* If the form	is filed by mo	e than one reportir	g person, see Instr	uction 4	1 (b)(v)										
** Intentiona	l misstatemer	ts or omissions of	acts constitute Fed	leral Cri	iminal \	/iolatic	ons Se	e 18 U.S.C. 10	001 and 15 L	J.S.C. 7	Bff(a).				
Note: File th	ree copies of	this Form, one of w	hich must be manu	ally sigi	ned. If	space	is insu	fficient, see Ir	struction 6 for	or proce	dure.				
Persons wh	o respond to	the collection of	information conta	ined in Code	this fo	rm ar (A)	e not i (D)	equired to re Date Exercisable	spond unle Expiration Date	ss the f	orm displa Amount or Number of Shares	iys a currer	tly valid OMB I	lumber.	