

DICKS SPORTING GOODS INC
 Form 4
 November 17, 2006

FORM 4

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

OMB APPROVAL

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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 *
 NEWLIN WILLIAM R

2. Issuer Name and Ticker or Trading Symbol
 DICKS SPORTING GOODS INC [DKS]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 300 INDUSTRY DRIVE, RIDC
 PARK WEST
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 11/16/2006

____ Director
 Officer (give title below)
 ____ 10% Owner
 ____ Other (specify below)
 Exec. VP/Chief Admin. Officer

PITTSBURGH, PA 15275

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

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

(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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, par value \$.01 per share	11/16/2006		M		12,500	A	\$ 35.95
Common Stock, par value \$.01 per share	11/16/2006		M		23,000	A	\$ 25.25
Common Stock, par value \$.01 per share	11/16/2006		M		25,000	A	\$ 18.38

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per share							
Common Stock, par value \$.01 per share	11/16/2006	S	1,000	D	\$ 56.1	62,090	D
Common Stock, par value \$.01 per share	11/16/2006	S	100	D	\$ 56.07	61,990	D
Common Stock, par value \$.01 per share	11/16/2006	S	400	D	\$ 56.06	61,590	D
Common Stock, par value \$.01 per share	11/16/2006	S	28,100	D	\$ 56	33,490	D
Common Stock, par value \$.01 per share	11/16/2006	S	1,000	D	\$ 55.96	32,490	D
Common Stock, par value \$.01 per share	11/16/2006	S	900	D	\$ 55.85	31,590	D
Common Stock, par value \$.01 per share	11/16/2006	S	400	D	\$ 55.8	31,190	D
Common Stock, par value \$.01 per share	11/16/2006	S	1,800	D	\$ 55.75	29,390	D
Common Stock, par value \$.01 per share	11/16/2006	S	500	D	\$ 55.67	28,890	D
Common Stock, par value \$.01 per share	11/16/2006	S	2,500	D	\$ 55.65	26,390	D
Common Stock, par value \$.01 per share	11/16/2006	S	1,500	D	\$ 55.6	24,890	D

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Common Stock, par value \$.01 per share	11/16/2006	S	200	D	\$ 55.51	24,690	D	
Common Stock, par value \$.01 per share	11/16/2006	S	4,000	D	\$ 55.5	20,690	D	
Common Stock, par value \$.01 per share	11/16/2006	S	2,000	D	\$ 55.47	18,690	D	
Common Stock, par value \$.01 per share	11/16/2006	S	1,100	D	\$ 55.46	17,590	D	
Common Stock, par value \$.01 per share	11/16/2006	S	2,500	D	\$ 55.3	15,090	D	
Common Stock, par value \$.01 per share	11/16/2006	S	5,000	D	\$ 55.2	10,090	D	
Common Stock, par value \$.01 per share	11/16/2006	S	5,000	D	\$ 55.1	5,090	D	
Common Stock, par value \$.01 per share	11/16/2006	Z	2,500	D	\$ 55	2,590	D	
Common Stock, par value \$0.01 per share						3,040	I ⁽²⁾	by spouse

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

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

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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)	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 35.95	11/16/2006		M	12,500	03/02/2009 ⁽³⁾ 03/02/2015	Common Stock, par value \$0.01 per share	12,500
Stock Option (Right to Buy)	\$ 25.25	11/16/2006		M	23,000	01/21/2008 ⁽³⁾ 01/21/2014	Common Stock, par value \$0.01 per share	23,000
Stock Option (Right to Buy)	\$ 18.38	11/16/2006		M	25,000	09/22/2006 ⁽⁴⁾ 09/22/2013	Common Stock, par value \$0.01 per share	25,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
NEWLIN WILLIAM R 300 INDUSTRY DRIVE RIDC PARK WEST PITTSBURGH, PA 15275			Exec. VP/Chief Admin. Officer	

Signatures

/s/ William R.
Newlin

11/17/2006

**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).

(1) This amount includes 2,490 shares acquired under the Dick's Sporting Goods, Inc. Employee Stock Purchase Plan through the date of this filing.

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- These shares are owned by the reporting person's wife; the reporting person disclaims beneficial ownership of these shares, and the
- (2) inclusion of such shares shall not be an admission that the reporting person is the beneficial owner for purposes of Section 16 under the Exchange Act.
 - (3) The option vests 25% annually over a four-year period in equal increments.
 - (4) 50% of the option vested on September 22, 2004, 25% vested on September 22, 2006, and the remaining 25% vested on September 22, 2006.

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.