

Reid Kevin B. Sr  
Form 4  
August 15, 2011

**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 \*  
Reid Kevin B. Sr

(Last) (First) (Middle)

C/O STURM RUGER & CO INC., 1  
LACEY PLACE

(Street)

SOUTHPORT, CT 06890

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

STURM RUGER & CO INC [RGR]

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

08/12/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

VP & General Counsel

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 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 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	08/12/2011	08/12/2011	M <sup>(1)</sup>		3,750	A	\$ 13.39
Common Stock	08/12/2011	08/12/2011	F <sup>(1)</sup>		2,636	D	\$ 28.13
Common Stock	08/12/2011	08/12/2011	M <sup>(1)</sup>		15,000	A	\$ 8.23
Common Stock	08/12/2011	08/12/2011	F <sup>(1)</sup>		8,984	D	\$ 28.13
Common Stock	08/12/2011	08/12/2011	M <sup>(1)</sup>		13,000	A	\$ 8.23

Edgar Filing: Reid Kevin B. Sr - Form 4

Common Stock	08/12/2011	08/12/2011	<u>F</u> <sup>(1)</sup>	7,786	D	\$ 28.13	38,262	D
Common Stock	08/12/2011	08/12/2011	<u>M</u> <sup>(1)</sup>	4,990	A	\$ 8.69	43,252	D
Common Stock	08/12/2011	08/12/2011	<u>F</u> <sup>(1)</sup>	3,035	D	\$ 28.13	40,217	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.**

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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Employee Stock Option (Right to Buy)	\$ 13.39	08/12/2011	08/12/2011	<u>M</u> <sup>(1)</sup>		3,750		04/28/2010	04/24/2017	Common Stock	3,750
Employee Stock Option (Right to Buy)	\$ 8.23	08/12/2011	08/12/2011	<u>M</u> <sup>(1)</sup>		15,000		04/28/2009	04/28/2018	Common Stock	15,000
Employee Stock Option (Right to Buy)	\$ 8.23	08/12/2011	08/12/2011	<u>M</u> <sup>(1)</sup>		13,000		<u>(2)</u>	04/28/2018	Common Stock	13,000
Employee Stock Option (Right to Buy)	\$ 8.69	08/12/2011	08/12/2011	<u>M</u> <sup>(1)</sup>		4,990		03/02/2010	03/02/2019	Common Stock	4,990

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Reid Kevin B. Sr C/O STURM RUGER & CO INC. 1 LACEY PLACE SOUTHPORT, CT 06890			VP & General Counsel	

## Signatures

/s/ Leslie M. Gasper,  
attorney-in-fact

08/15/2011

\_\_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) Represents cashless exercise of vested stock options.

The options are exercisable in five annual installments of 13,000 shares each. The first three installments became exercisable on April 28,

(2) 2009, April 28, 2010 and April 28, 2011, respectively, and the remaining two installments become exercisable on April 28, 2012 and April 28, 2013, respectively.

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.