

Reid Kevin B. Sr
 Form 4
 August 15, 2011

FORM 4

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

OMB APPROVAL

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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

2. Issuer Name and Ticker or Trading Symbol
 STURM RUGER & CO INC [RGR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 C/O STURM RUGER & CO INC., 1 LACEY PLACE

3. Date of Earliest Transaction (Month/Day/Year)
 08/12/2011

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 VP & General Counsel

(Street)
 SOUTHPORT, CT 06890

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	08/12/2011	08/12/2011	M ⁽¹⁾		3,750	A	\$ 13.39
Common Stock	08/12/2011	08/12/2011	F ⁽¹⁾		2,636	D	\$ 28.13
Common Stock	08/12/2011	08/12/2011	M ⁽¹⁾		15,000	A	\$ 8.23
Common Stock	08/12/2011	08/12/2011	F ⁽¹⁾		8,984	D	\$ 28.13
Common Stock	08/12/2011	08/12/2011	M ⁽¹⁾		13,000	A	\$ 8.23

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

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)

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)	Title	Amount or Number of Share
Employee Stock Option (Right to Buy)	\$ 13.39	08/12/2011	08/12/2011	<u>M</u> ⁽¹⁾		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> ⁽¹⁾		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> ⁽¹⁾		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> ⁽¹⁾		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, 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.