

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

(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

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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.

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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> <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

