

Maynard Steven M  
Form 4  
August 05, 2011

**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 \*  
Maynard Steven M

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)  
08/05/2011

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

VP of Lean Business Dev.

(Street)

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

SOUTHPORT, CT 06890

(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 <sup>(2)</sup>	08/05/2011	08/05/2011	M <sup>(1)</sup>	40,000 A \$ 13.39	126,271	I <sup>(2)</sup>	with spouse
Common Stock <sup>(2)</sup>	08/05/2011	08/05/2011	F <sup>(1)</sup>	28,463 D \$ 27.18	97,808	I <sup>(2)</sup>	with spouse
Common Stock <sup>(2)</sup>	08/05/2011	08/05/2011	M <sup>(1)</sup>	7,500 A \$ 13.39	105,308	I <sup>(2)</sup>	with spouse
Common Stock <sup>(2)</sup>	08/05/2011	08/05/2011	F <sup>(1)</sup>	5,337 D \$ 27.18	99,971	I <sup>(2)</sup>	with 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)

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 Share
Common Stock Option	\$ 13.39	08/05/2011	08/05/2011	M <sup>(1)</sup>	40,000	<sup>(3)</sup> 04/24/2017	Common Stock	40,000
Employee Stock Option (Right to Buy)	\$ 13.39	08/05/2011	08/05/2011	M <sup>(1)</sup>	7,500	04/28/2010 04/24/2017	Common Stock	7,500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Maynard Steven M C/O STURM RUGER & CO INC., 1 LACEY PLACE SOUTHPORT, CT 06890			VP of Lean Business Dev.	

## Signatures

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

08/05/2011

\*\*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.
- (2) Includes 13,700 shares held directly by Mr. Maynard, 57,000 shares held by Mr. Maynard's spouse, and the remainder held jointly with Mr. Maynard's spouse.

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1. The options are exercisable in five annual installments of 10,000 shares each. The first four installments became exercisable on April (3) 24, 2008, April 24, 2009, April 24, 2010, and April 24, 2011 respectively, and the remaining installment becomes exercisable on April 24, 2012.

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.