Edgar Filing: STURM RUGER & CO INC - Form 4

	GER & CO INC										
Form 4	012										
August 02, 2										PROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMMISSION	OMB OMB Number:	3235-0287		
Check th if no lon subject to Section 7 Form 4 of Form 5 obligation may con <i>See</i> Instr 1(b).	ger o 16. or Filed pur ons tinue.	suant to S a) of the I	AT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES nt to Section 16(a) of the Securities Exchange Act of 1934, f the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940						Expires:January 31, 2005Estimated average burden hours per response0.5		
(Print or Type	Responses)										
1. Name and Address of Reporting Person <u>*</u> FIFER MICHAEL O			8]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
							KONJ				
()				(Month/Day/Year) 07/31/2012				X Director 10% Owner X Officer (give title Other (specify below) below) President & CEO			
(Street)			4. If Amendment, Date Original				(6. Individual or Joint/Group Filing(Check			
I SOUTHPORT, CT 06890				-				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Tab	le I - Non-l	Derivative	Secur	ities Acau	ired, Disposed of,	or Beneficial	lv Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	ed Date, if	3.		ies Ac ed of (quired (A) (D) 5) Price	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)	
Common Stock	07/31/2012	07/31/20)12	S <u>(1)</u>	25,000	D	\$ 50.298 (2)	188,530	Ι	with spouse	

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.

 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. Transact Code (Instr. 8)	5. tionNumber of) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	;	Date	Amou Unde Secur	le and unt of rlying tities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code N	7 (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Edgar Filing: STURM RUGER & CO INC - Form 4

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
FIFER MICHAEL O C/O STURM, RUGER & CO., INC. 1 LACEY PLACE SOUTHPORT, CT 06890	Х		President & CEO				
Signatures							
/s/ Leslie M. Gasper, attorney-in-fact	08/02	2/2012					
**Signature of Reporting Person	D	ate					

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) Sale made pursuant to a 10b5-1 plan.
- (2) A total of 25,000 shares were sold in lots on 7/31/12 at a weighted average price of \$50.298, with actual sales prices ranging from \$49.75 to \$50.56. Additional sales information is available upon proper request.

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.