

Edgar Filing: STURM RUGER & CO INC - Form SC 13G

STURM RUGER & CO INC  
Form SC 13G  
November 06, 2008

SCHEDULE SC 13G

Under the Securities Exchange Act of 1934  
(Amendment No.)

Sturm, Ruger and Co. Inc.

-----  
(Name of Issuer)

Common

-----  
(Title of Class of Securities)

864159108

-----  
(CUSIP Number)

November 3, 2008

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(Date of Event Which Requires Filing of this Statement)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes)

Item 1(a) NAME OF ISSUER / IRS Identification Number:  
Sturm, Ruger & Co Inc / 06-0633559

Item 1(b) ADDRESS OF ISSUERS PRINCIPAL EXECUTIVE OFFICES  
1 Lacey Place  
Southport, CT 06490

Item 2(a) NAME OF PERSON FILING  
The London Company

Item 2(b) ADDRESS OF PRINCIPAL BUSINESS OFFICE  
1801 Bayberry Court  
Suite 301  
Richmond, VIRGINA 23226

Item 2(c) CITIZENSHIP  
Virginia Corporation

Item 2(d) TITLE OF CLASS OF SECURITIES  
Common

Item 2(e) CUSIP NUMBER

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Item 3 FILED PURSUANT TO RULE 13d-1(b)  
SEC USE ONLY  
(e)  Investment Adviser registered under Section 203 of the  
Investment Advisers Act of 1940

Item 4 OWNERSHIP  
(a) Amount beneficially owned: 1,009,091 shares  
  
(b) Percent of class: 5.19%  
(i) sole power to vote or to direct the vote  
The London Company 1,009,091 shares  
(ii) shared power to vote to direct the vote  
0 shares  
(iii) sole power to dispose or to direct the disposition of  
The London Company 1,009,091 shares  
(iv) shared power to dispose or to direct the disposition of  
0 shares

Item 5 Ownership of Five Percent or Less of a Class:  
If this statement is being filed to report the fact  
that as of the date hereof the reporting person has  
ceased to be the beneficial owner of more than five  
percent of the class of securities, check the  
following [ ]

Item 6 1,009,091 of the shares with respect to which this report is  
filed are owned by a variety of investment advisory clients of The  
London Company, which clients are entitled to receive dividends on and  
the proceeds from the sale of such shares. No client is known to own  
more than 5% of the class.

Item 7 Not applicable

Item 8 Not applicable

Item 9 Not applicable

Item 10 CERTIFICATION

By signing below I certify that, to the best of my knowledge and  
belief, the securities referred to above were acquired in the ordinary  
course of business and were not acquired for the purpose of and do not  
have the effect of changing or influencing the control of the issuer or  
such securities and were not acquired in connection with or as a  
participant in any transaction having such purposes or effect.

After reasonable inquiry and to the best of my knowledge and belief, I  
certify that the information set forth in this statement is true,  
complete and correct.

SIGNATURE	/s/ Louise Bald
PRINT	Louise Bald Chief Compliance Officer
DATE	November 6, 2008