Edgar Filing: STURM RUGER & CO INC - Form 4

STURM RU Form 4 January 20,	JGER & CO INC 2012	2					
FORM		STATES SEC	IDITIES AND		COMMERION	-	PPROVAL
	UNITED		ashington, D.C		LOWINISSION	OMB Number:	3235-0287
Check this box if no longer subject to Section 16. Form 4 or Form 5 Eiled pursuant to Se			NGES IN BEN SECURITIE	ES		Expires: Estimated a burden hou response	•
obligati may con <i>See</i> Inst 1(b).	ons ntinue. Section 17	(a) of the Public	· /	Company Act of	f 1935 or Sectior	1	
(Print or Type	Responses)						
1. Name and FIFER MI	Address of Reporting CHAEL O	g Person <u>*</u> 2. Iss Symbo	uer Name and Ticko l	5. Relationship of Reporting Person(s) to Issuer			
			RM RUGER & C	(Check all applicable)			
(e of Earliest Transac n/Day/Year) /2012	_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below) President & CEO			
			mendment, Date Ori	6. Individual or Joint/Group Filing(Check			
			Ionth/Day/Year)		Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip) T	bla I Non Doriva	tivo Socuritios A o	uired, Disposed of,	or Bonoficial	ly Ownod
1.Title of	2 Transaction Dat				- · - ·	6.	7. Nature of
Security (Month/Day/Year) Exec (Instr. 3) any		Execution Date, i	Transactionor Dis Code (Instr	ransactionor Disposed of (D) ode (Instr. 3, 4 and 5) nstr. 8)		O. Ownership Form: Direct (D) or Indirect (I)	Indirect Beneficial Ownership (Instr. 4)
			a 1 ··· ·	(A) or	Transaction(s) (Instr. 3 and 4)	(Instr. 4)	
Common	01/10/2012	01/10/2012	Code V Amo	\$		T	with
Stock	01/19/2012	01/19/2012	S <u>(1)</u> 700	D 39.781	4 228,452	Ι	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)	3	Date	Amou Unde Secur	le and unt of rlying ities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code N	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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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	01/20	0/2012				
**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 700 shares were sold in lots on 1/19/12 at a weighted average price of \$39.7814, with actual sales prices ranging from \$39.76 to \$39.82. 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.