Edgar Filing: STURM RUGER & CO INC - Form 4

STURM RU Form 4 March 23, 2	UGER & CO INC 2012	C								
	ЛЛ							OMB AF	PROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMB Number:	3235-0287		
Check t if no lor subject Section Form 4 Form 5	SECU	ANGES IN BENEFICIAL OWNERSHI SECURITIES				Expires: Estimated a burden hour response	•			
Form 5 obligations may continue. See Instruction 1(b). 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 * FIFER MICHAEL O2. Issuer Name and Ticker or Trading Symbol5. Relationship of Issuer						-	Reporting Person(s) to			
		STURM RUGER & CO INC [RGR]			[RGR]	(Check all applicable)				
(Mont			Date of Earliest Transaction Month/Day/Year) 3/22/2012			_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below) President & CEO				
			4. If Amendment, Date Original			6	6. Individual or Joint/Group Filing(Check			
			ed(Month/Day/Ye	Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip)		D 1 4	a					
						-	ired, Disposed of,		-	
1.Title of Security (Instr. 3)	2. Transaction Dat (Month/Day/Year)		Code	Transactionor Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V	Amount	(A) or (D)	Price \$	Transaction(s) (Instr. 3 and 4)	(Instr. 4)		
Common Stock	03/22/2012	03/22/2012	S <u>(1)</u>	25,000	D	45.7333 (2)	213,530	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)			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						
1	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	03/2	3/2012					
**Signature of Reporting Person	D	ate					
Evalenction of Deene		_					

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 3/22/12 at a weighted average price of \$45.7333, with actual sales prices ranging from \$45.33 to \$46.25. 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.