

Maynard Steven M  
Form 4  
March 30, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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

(Last) (First) (Middle)

C/O STURM RUGER & CO  
INC., 1 LACEY PLACE

(Street)

SOUTHPORT, CT 06890

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
STURM RUGER & CO INC [RGR]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/29/2011

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

VP of Lean Business Dev.

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**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	03/29/2011	03/29/2011	M <sup>(1)</sup>		10,000	A	\$ 8.23	81,576	I <sup>(2)</sup>	with spouse
Common Stock	03/29/2011	03/29/2011	F <sup>(1)</sup>		5,774	D	\$ 22.26	75,802	I <sup>(2)</sup>	with spouse
Common Stock	03/29/2011	03/29/2011	M <sup>(1)</sup>		20,000	A	\$ 8.69	95,802	I <sup>(2)</sup>	with spouse
Common Stock	03/29/2011	03/29/2011	F <sup>(1)</sup>		11,825	D	\$ 22.26	83,977	I <sup>(2)</sup>	with spouse
Common Stock	03/29/2011	03/29/2011	M <sup>(1)</sup>		5,614	A	\$ 8.69	89,591	I <sup>(2)</sup>	with spouse

Edgar Filing: Maynard Steven M - Form 4

Common Stock    03/29/2011    03/29/2011    F<sup>(1)</sup>    3,320    D    \$ 22.26    86,271    I<sup>(2)</sup>    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.**

SEC 1474  
(9-02)

**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)	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 8.23	03/29/2011	03/29/2011	M	10,000	04/28/2009	04/28/2018	Common Stock	10,000
Common Stock (Right to Buy)	\$ 8.69	03/29/2011	03/29/2011	M	20,000	<u>(3)</u>	03/02/2019	Common Stock	20,000
Employee Stock Option (Right to Buy)	\$ 8.69	03/29/2011	03/29/2011	M	5,614	03/02/2010	03/02/2019	Common Stock	5,614

## 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

03/30/2011

\_\_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 57,000 shares held by Mr. Maynard's spouse; the remainder are held jointly with Mr. Maynard's spouse.

The options are exercisable in five annual installments of 10,000 shares each. The first installment became exercisable on March 2, 2010  
(3) and the second installment became exercisable on March 2, 2011. The remaining three installments become exercisable on March 2, 2012, March 2, 2013 and March 2, 2014, respectively.

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.