

Cosentino John A Jr  
 Form 4  
 August 26, 2011

**FORM 4**

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

OMB APPROVAL

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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 \*  
 Cosentino John A Jr

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 08/25/2011

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

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

(Street)

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

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

SOUTHPORT, CT 06890

(City) (State) (Zip)

**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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	08/25/2011	08/25/2011	S	1,740 D	\$ 31.4983	61,325 (1)	D
Common Stock	08/25/2011	08/25/2011	S	317 D	\$ 31.3737	61,008 (1)	D
Common Stock	08/25/2011	08/25/2011	S	7,943 D	\$ 31.2038	53,065 (1)	D
Common Stock	08/26/2011	08/26/2011	S	5,000 D	\$ 32.3312	48,065 (1)	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

