

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

(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 |