

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)
July 27, 2004

STURM, RUGER & COMPANY, INC.
(Exact Name of Registrant as Specified in its Charter)

DELAWARE
(State or Other Jurisdiction of
Incorporation)

001-10435
(Commission File Number)

06-0633559
(IRS Employer Identification
Number)

ONE LACEY PLACE, SOUTHPORT, CONNECTICUT 06890
(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code **(203) 259-7843**

N/A

(Former Name or Former Address, if Changed Since Last Report)

Item 5. Other Events and Required FD Disclosure

On July 27, 2004, the Company issued a press release to stockholders and other interested parties regarding the declaration of a quarterly dividend of \$0.10 per share payable on September 15, 2004 to stockholders of record as of September 1, 2004. A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K and incorporated herein by reference.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

STURM, RUGER & COMPANY, INC.

By: /S/ THOMAS A. DINEEN
Name: Thomas A. Dineen
Title: Principal Financial Officer,
Treasurer and Chief Financial
Officer

Dated: July 29, 2004

INDEX TO EXHIBITS

| Exhibit Number | Description |
|-----------------------|--|
| 99.1 | Press release of Sturm, Ruger & Company, Inc., dated July 27, 2004, reporting the declaration of a quarterly dividend of \$0.10 per share payable on September 15, 2004 to stockholders of record as of September 1, 2004. |



STURM, RUGER & CO., INC.

SOUTHPORT, CONNECTICUT 06890 U.S.A.

July 27, 2004

FOR IMMEDIATE RELEASE

Contact:

Mr. Thomas A. Dineen
Treasurer and Chief Financial Officer
Sturm, Ruger & Company, Inc.
(203) 259-7843

STURM, RUGER & COMPANY, INC. DECLARES QUARTERLY DIVIDEND

SOUTHPORT, CONNECTICUT, July 27 - Sturm, Ruger & Company, Inc. (NYSE: RGR) announced today that its Board of Directors voted to declare a quarterly dividend of \$0.10 per share on the Company's issued and outstanding shares of common stock. This cash dividend will be paid on September 15, 2004 to stockholders of record as of September 1, 2004. This will permit the Company to continue the modernization of manufacturing processes upon which many of its newly-announced products depend.

"This year has seen the Company introduce an unprecedented number of new products," commented Chairman William B. Ruger, Jr., "and more are planned before year's end. Production of new and improved products utilizing new and more efficient processes necessarily begins at a slower pace than usual, and this has led to an erosion of our margins. This is why our operations netted a \$0.02 loss in the second quarter, even as sales increased slightly," he continued.

"Under these circumstances, we felt it fiscally prudent to decrease the dividend rate in order to give us the operational flexibility to ameliorate what we believe to be a temporary situation which should improve. We trust our shareholders will understand, and urge them to closely watch our future progress," he concluded.

(MORE)

Sturm, Ruger was founded in 1949. Since 1950 it has never failed to show an annual profit and has never required financing from outside sources. The Company is the nation's leading manufacturer of high-quality firearms for recreation and law enforcement, and a major producer of precision steel and titanium investment castings components for consumer industries. Sturm, Ruger is headquartered in Southport, CT, with plants and foundries located in Newport, NH and Prescott, AZ.

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