

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)
August 14, 2006

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**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events

On August 14, 2006, the Company issued a press release regarding the appointment of Thomas P. Sullivan to be Vice President of Operations - Newport, effective immediately. A copy of the press release is furnished as Exhibit 99.1 to the Current Report on Form 8-K and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

Exhibit No.	Description
99.1	Press release of Sturm, Ruger & Company, Inc. dated August 14, 2006, regarding the appointment of Thomas P. Sullivan to be Vice President of Operations - Newport.

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: August 14, 2006



STURM, RUGER & CO., INC.

SOUTHPORT, CONNECTICUT 06890 U.S.A.

FOR IMMEDIATE RELEASE

STURM, RUGER ANNOUNCES APPOINTMENT OF THOMAS P. SULLIVAN TO VICE PRESIDENT OF OPERATIONS - NEWPORT

SOUTHPORT, CT – August 14, 2006 – Sturm, Ruger & Company, Inc., (NYSE: RGR) is pleased to announce the appointment of Thomas P. Sullivan to serve as Vice President of Newport Operations, effective immediately. He will be in charge of and responsible for management of both our firearms manufacturing and Pine Tree Castings facilities.

Tom Sullivan graduated with a BSME from Illinois Institute of Technology in 1983. Thereafter, he received his SMME from Massachusetts Institute of Technology and his MBA from the University of Chicago. Prior to coming to Sturm, Ruger & Co, Inc., he was Vice President of Lean Enterprise at IMI Norgren Ltd, at which he developed and implemented a Global Strategy Deployment Process and Global Manufacturing strategy.

“The Board of Directors has mandated necessary changes to meet the overwhelming demand for our quality Ruger products. In short, the Company is ‘going lean’ and is working to reduce or eliminate waste, scrap, rework, or unneeded inventories,” said Sturm, Ruger President Stephen L. Sanetti. “Tom has been engaged in the transformation and management of efficient manufacturing operations for over 20 years. His previous experience in lean manufacturing is in direct concert with the top-to-bottom overhaul of all processes that is currently taking place in our Newport, New Hampshire facility. While many changes have already occurred at the facility, Tom’s knowledge and familiarity with the ‘lean concept’ will spawn additional necessary changes at an accelerated pace, with the goal of rapidly improving the efficiency of all Newport operations. We welcome him aboard and are excited at the prospect of an accelerated pace of change,” Sanetti concluded.

Sturm, Ruger is the nation’s leading manufacturer of high-quality firearms for recreation and law enforcement, and a major producer of precision steel investment castings. Sturm, Ruger is headquartered in Southport, CT, with plants and foundries located in Newport, NH and Prescott, AZ.

Sturm, Ruger & Co., Inc.
Arms Makers for Responsible Citizens®