

**UNITED STATES
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)
October 19, 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 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers

On October 20, 2006, the Company issued a press release announcing the election of Michael O. Fifer as Director of the Company, effective immediately. Michael Fifer joined the Company as Chief Executive Officer on September 25, 2006. Prior to joining Sturm, Ruger, Michael Fifer held a variety of executive management positions in companies serving consumer, technology and industrial markets. Mr. Fifer also served as a submarine officer after graduating from the U.S. Naval Academy. 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.

Item 5.03 Amendments to Articles of Incorporation or By-laws; Change in Fiscal Year

On October 19, 2006, the Board of Directors of the Company adopted a resolution approving an amendment to Article 3 Section 2 of the Company's by-laws in order to increase the number of directors from eight to nine to allow for the aforementioned election of Michael O. Fifer as Director of the Company. This amendment is effective October 19, 2006. The full text of the resolution is attached as Exhibit 3.1 to this Current Report on Form 8-K and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

| <u>Exhibit No.</u> | <u>Description</u> |
|--------------------|--|
| 3.1 | Resolution of the Board of Directors of Sturm, Ruger & Company, Inc. adopted by the Board of Directors on October 19, 2006 to increase the number of directors from eight to nine. |
| 99.1 | Press release of Sturm, Ruger & Company, Inc. dated October 20, 2006, announcing the election of Michael O. Fifer as Director of the Company, effective immediately. |

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: October 24, 2006

**BOARD OF DIRECTORS OF
STURM, RUGER & COMPANY, INC.
AMENDMENT TO BY-LAWS**

RESOLVED: that effective as of October 19, 2006, pursuant to Article 3, Section 2 of the By-Laws of the Corporation, the number of Directors constituting the Board of Directors of the Corporation shall be increased to nine (9) until such time as the number is increased or decreased by resolution of the Board of Directors.



STURM, RUGER & CO., INC.

SOUTHPORT, CONNECTICUT 06890 U.S.A.

October 20, 2006

FOR IMMEDIATE RELEASE

STURM, RUGER ANNOUNCES APPOINTMENT OF CEO MICHAEL O. FIFER TO BOARD OF DIRECTORS

SOUTHPORT, CONNECTICUT, October 20 – Sturm, Ruger & Company, Inc. (NYSE:RGR) announced today that at their quarterly meeting of October 19, 2006, its Board of Directors voted to increase the number of Directors to nine and elected CEO Michael O. Fifer as a Director of the Company, effective immediately.

Michael Fifer joined the Company as Chief Executive Officer on September 25, 2006. Prior to joining Sturm, Ruger, Michael Fifer held a variety of executive management positions in companies serving consumer, technology and industrial markets. Mr. Fifer also served as a submarine officer after graduating from the U.S. Naval Academy.

“Mike’s appointment to the Board is a logical move and reflects the Board’s confidence in Mike’s abilities both as CEO and as a partner in the top leadership of the Company,” said Sturm, Ruger Chairman VADM (ret.) James E. Service. “Since joining the Company, Mike has already demonstrated that his experience, insight and energy are well-suited to lead the Company’s ongoing revitalization efforts. Mike will be a key participant in both developing and carrying out the Board’s mandates.”

“I look forward to serving with the Board, and appreciate the opportunity to help build the new “Ruger Business System”, envisioned by the Board to improve operations and shareholder returns,” said CEO Fifer. “Working together, the Board and management will make Ruger the finest American firearms company.”

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 & Company, Inc.
Arms Makers for Responsible Citizens®

The Company may, from time to time, make forward-looking statements and projections concerning future expectations. Such statements are based on current expectations and are subject to qualifying risks and uncertainties, such as turnover in the Board of Directors, officers and other key personnel, market demand, sales levels of firearms, anticipated castings sales and earnings, the need for external financing for operations or capital expenditures, the results of pending litigation against the Company, including lawsuits filed by mayors, attorneys general and other governmental entities, and the impact of future firearms control and environmental legislation, any one or more of which could cause actual results to differ materially from those projected. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date made. The Company undertakes no obligation to publish revised forward-looking statements to reflect events or circumstances after the date such forward-looking statements are made or to reflect the occurrence of subsequent unanticipated events.

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