24" and is chambered for 22 LR. *The 52B wholesales for \$96 more than the Model 541-T* (after sales programs and discounts).

The USRAC Model 9422 is a family of lever action 22 caliber rifles featuring a tubular magazine and traditional lever action styling. Options include birch, walnut and laminated stocks and fore-ends as well as a youth stock. The Model 9422 line, on average, wholesales for about \$25 more than the Model 572 (after sales programs and discounts).

Ruger introduced the Model 96, a lever action version of the Model 10/22 in 1996. The Model 96 is currently offered in 22 LR and 22 WMR. The styling of the Model 96 is the same as the standard Model 10/22 and also features the same rotary magazine clip. The Model 96 wholesales for approximately \$38 less than the Model 572 (after sales programs and discounts).

Ruger also offers the Model 77/22 which is a bolt action with rotary clip magazine. Offered both in 22 LR and 22 WMR, options include walnut, synthetic and laminated stock as well as earthon and stanless steel barrel. The basic Model 77/22 sports a walnut stock and carbon steel barrel and wholesales for \$27 less than the Model 541-T (after sales programs and discounts). The high-end Model 77/22 features a laminated stock and stainless steel heavy barrel. In 22 LR or 22 WMR this gun wholesales for \$29 less than the Model 541-T HB (after sales programs and discounts).

Savage competes in this market with four 22 Cal. bolt action rifles. All feature the same basic action design and are offered in both right and left hand versions. The Model 93 is chambered for 22 WMR and features a clip magazine. It is available in a carbon steel barrel, birch stock version as well as a stainless synthetic model. These range in wholesale prices from \$47 to \$65 less than the Model 581-S (after sales programs and discounts).

The Savage Mark II is chambered for 22 LR, features a clip magazine and is available in a laminated stock, heavy barrel configuration. Other versions include a staintess barrel with synthetic stock and a carbon steel barrel with birch stock. Even a left hand version is available. The Mark II wholesale prices range from \$30 to \$78 less than the Model 581-S (after sales programs and discounts).

On the tow-end Savage's offering in this category is the Mark I which is a single shot version of the Mark II that features a birch stock and carbon steel barrel. The Mark I is available in a standard version as well as a youth iteration.

Page 53