

enforcement's trend toward pistol caliber carbines for additional fire. *The Ruger Carbine is a blow back design chambered for .40 Cal and 9mm that utilizes Ruger pistol magazines and features a 16¼" barrel combined with synthetic stock. The Ruger Carbine wholesales at \$333 net (after sales programs and discounts).*

Ruger also introduced their Model 96 lever action rifle in 44 Magnum in 1997. Developed from their Model 10/22 design, the Model 96 features a birch stock and rotary clip magazine, and is also chambered for 22 rimfire calibers. The Model 96 in 44 Magnum wholesales for \$247 (after sales programs and discounts).

Marlin offers a series of lever action rifles as well as two autoloading rifles. Their basic lever action rifle, the Model 1894, is a traditional exposed hammer design with tubular magazine and is chambered for pistol calibers. The Model 336CS, Model 444SS and Model 1895 are also lever action rifles that feature the same action design as the model 1894. These rifles are chambered for the 30-30 Win, 444 Marlin and 45-70 Gov't, respectively. The Marlin line of lever action rifles compete in the same hunting market as the Model 7600 and is wholesale priced from \$39 less to \$6 more based on caliber (after sales programs and discounts).

Marlin's Model 45 and Model 9 are autoloading "Camp Carbines" and are the same rifle except for the caliber (45 Auto and 9mm Luger, respectively). These Camp Carbines feature a one piece birch stock, steel receiver, removable clip magazine, last shot hold open, iron sights and a 16½" barrel. They are positioned as home defense rifles as well as "plinkers" for around the camp. These rifles wholesale for \$244 (after sales programs and discounts) and service a market segment void of a Remington offering.

USRAC participates in this market with the Model 94 which is a traditional lever action rifle featuring a tubular magazine, side ejection and external hammer. The Model 94 is chambered for rimmed cartridges including the 30-30 Win and 45 Colt. Several versions are available featuring different stock configurations and barrel lengths. Popular with cowboy action shooters and hunters in the Northeast, the Model 94 competes in the hunting market with the Model 7600 and wholesales \$29 less for a walnut stock gun and \$93 less for the birch stock Model 94-Ranger (after sales programs and discounts).

Remington participates in this market with a family of autoloading and pump action rifles. The Model 7400 is a gas operated autoloading rifle that features