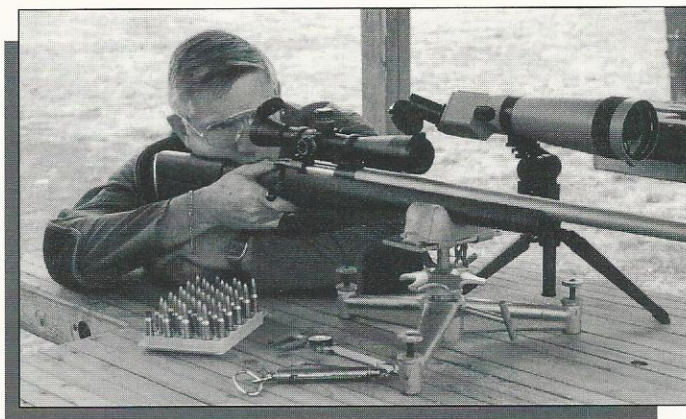


Three years ago Imperial introduced the .311 Imperial Magnum, a new magnum cartridge that represented the most significant advancement in magnum cartridge design for 50 years.

"The Best All-Purpose Hunting Cartridge Ever Designed."

— Elder Jeske, BC Outdoors Magazine

Limited numbers of Imperial Magnum Rifles, chambered for the .311, were released to the public and the positive response was overwhelming. This encouraged us to develop a family of Imperial Magnums based on the .311 design. The results are – 4 additional proprietary cartridges that outperform all other calibres in their class. The Imperial Magnums offer distinct advantages to the serious hunter and reloader.

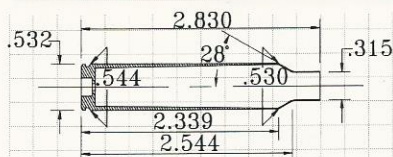


"Magnum Cases Without A Belt – The Way Magnums Should Have Been Designed In The First Place"

— Holt Bodinson, Guns Magazine.

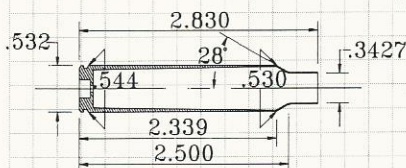
Our beltless cartridge case design allows much improved powder capacity, more accurate headspacing, smoother feeding and simplified reloading. Plus, the Imperial Magnums are designed to chamber in standard magnum actions. Only unprimed cartridge cases are available for 1993 and therefore are intended only for the experienced handloader. Customers are supplied loading data with each purchase. RCBS dies are also available.

IMPERIAL MAGNUM CARTRIDGES



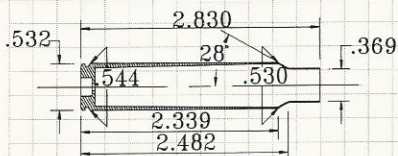
7mm Imperial Magnum

7mm fans love this one. An outstanding cartridge for all non-dangerous game and excellent for long range competitions. It has a larger case capacity than even the 7mm STW Wildcat.



.311 Imperial Magnum

This is the cartridge that started the modern phase of magnum cartridge development. The combination of it's unique bullet diameter and high velocity make it extremely accurate and hard hitting. POSSIBLY THE BEST ALL AROUND HUNTING CARTRIDGE EVER DESIGNED.

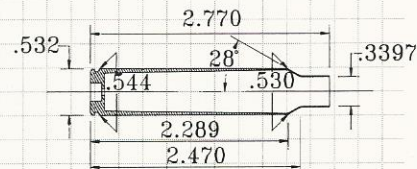


.338 Imperial Magnum

More powerful than either the Weatherby or Winchester .338's. This cartridge is a superb choice for heavy game.

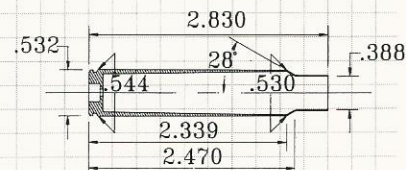
.300 Imperial Magnum

With a larger case capacity than the Weatherby or Winchester .300 magnums, it is the most powerful .300 magnum available.



.360 Imperial Magnum

Finally a .358 calibre cartridge that really delivers! It's high velocity provides a very flat trajectory and delivers more energy at 300 yards than the .340 Weatherby can muster at 100!



BALLISTICS

CALIBRE	VELOCITY/FEET PER SECOND					ENERGY/FT. LBS					TRAJECTORY/INCHES				
	MUZZLE	100yds	200yds	300yds	400yds	MUZZLE	100yds	200yds	300yds	400yds	MUZZLE	100yds	200yds	300yds	400yds
7mm (140 gr)	3523	3309	3102	2903	2711	3858	3403	2991	2619	2284	-1.5	+2.31	+2.97	0.00	-7.13
.300 (180 gr)	3368	3178	2994	2817	2645	4533	4036	3583	3170	2796	-1.5	+2.59	+3.26	0.00	-7.74
.311 (180 gr)	3427	3227	3033	2846	2666	4693	4161	3677	3238	2840	-1.5	+2.49	+3.14	0.00	-7.48
.338 (250 gr)	2951	2752	2562	2380	2207	4833	4205	3642	3143	2703	-1.5	+3.86	+4.62	0.00	-10.55
.360 (250 gr)	3029	2824	2627	2439	2260	5092	4426	3830	3301	2836	-1.5	+3.63	+4.38	0.00	-10.09