



## IMPERIAL MAGNUM CORPORATION

### *The History of Imperial Magnum Cartridges*

*by Aubrey G. White, January, 2003*

The genesis of the modern commercial beltless magnums is the story of the Imperial Magnum cartridge development.

In 1989 Gus Rios, President of Royal Canadian Cartridge & Munitions Inc. (RCCM) of North Vancouver, B.C., purchased the "Imperial" and related Trademarks from Valcartier Industries Ltd. (IVI). These Trademarks had been purchased by IVI from the original Trademark holders, Canadian Industries Ltd. (CIL). CIL had been producing ammunition continuously in Canada since about 1919.

RCCM intended to reintroduce a full line of Imperial brand ammunition to the International market place. To attract attention to the Imperial trademark they wished to develop a new, high performance, magnum rifle cartridge. RIOS had developed a cartridge he called the "Imperial .311 Canadian Magnum". This cartridge was the belted .338 Winchester case necked down to .311 caliber but did not provide the attention getting performance he was looking for. Aubrey White of Osoyoos, B.C. suggested that RCCM develop a full line of magnum cartridges, from 7mm to .358, all based on the non-belted .404 Jeffery case. It was anticipated that full length cartridges based on this case would be capable of out performing all existing belted magnums in their class. A .404 beltless case also provided additional benefits in that it allowed the maximum powder capacity possible in standard magnum rifle actions, ensured more accurate head spacing and improved feeding through rifle magazines. A non-belted case is also less costly to produce than one with a belt.

Even though White suggested other common calibers be given priority, Rios wanted the .311 caliber for a unique Canadian identity. White's company, North American Shooting Systems (NASS) designed and formed the cases, assembled some ammunition and a rifle for the .311.

.....Page Two