



JAMESVALLEYCOMPANY.COM • 800-DER-LURE

THE JAMES VALLEY COMPANY



JAMES VALLEY COMPANY PRODUCES THE FINEST QUALITY LURES, NUTRITIOUS DOG TREATS AND TASTY BARBEQUE SAUCE.

Our attracting lures and cover scents are formulated with the finest materials available because what we care about more than anything else is QUALITY. Dogs are crazy about our dog treats - and so are people looking for a premium treat for their pets. Our Ol' West Barbeque sauce is a blend of great barbeque flavors that many people say is the best sauce they have ever had.

As you will see John's quotes throughout our catalog, we still use John's vast knowledge & share his passion for the hunt. As we move our company to the future, we all will truly miss Big John! The new owners and crew wish you a successful Hunting Season!

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"Years ago my Number One Goal was to manufacture the finest Whitetail Deer, bear, Moose, and Elk Scents on the market. I wanted to have the reputation for having the HIGHEST QUALITY products in the scent business. I believe we have met that goal and are noted as having the best, the highest quality and the most consistently effective lures and scents on the market. I want to thank all of you again for your support and I wish you the very best this hunting season!"

*John Collins
Founder of James Valley Scents*

The James Valley Company • 38853 SD Highway 20 • Mellette, SD 57461
800-337-5873 • jvcorders@nvc.net • www.jamesvalleycompany.com



QUALITY LURES

Our attracting lures/cover scents are formulated with the finest materials available. I will never 'cut' or tincture my lures to keep sales going - a lot of our competitors seem to be more interested in gimmicks, false advertising and profit than what we care about more than anything else - **QUALITY**.

When we run out of a product formulation, it's gone until next year. I won't substitute low quality to keep sales going!

I'm not going to B.S. you with ridiculous claims like some scent manufacturers do each and every year. **The scent industry is full of gimmicks and very poor quality products. STAY AWAY FROM THOSE WHO SELL BUCK/ESTRUS SCENT FOR \$30 TO \$50 A BOTTLE! This is nothing but a scam from greedy individuals to try to fool you out of your money. The phrase 'you get what you pay for' doesn't always apply with scents and lures.**

A lot of my customers tell me that they have had 'mixed' results with scents. Most hunters don't understand proper scent preservation. It's much more difficult for a hunter to get the small scent stream of his lure to a buck's nose than it is to get the sound of his rattling antlers or grunt call to a buck's ears. The reason some hunters have mixed results with scents is because they don't understand the conditions that can hinder scent penetration and the importance odor concentrations play.

I provide a 4,500-plus-word pamphlet with each order that describes, in detail, important facts that must be understood in order to have consistent success with attractants and cover scents. Upon receiving your urine/gland lures and urine masking scents, keep them in a cool, dark place until reuse. Refrigerate and never store urine or gland-type scents near excessive heat or direct sunlight. They will last many years if kept refrigerated.

Important note: My lures are packaged in glass bottles with metallic seals and are preserved with a powerful odorless powder preservative - shipping in warm temperatures is not an issue.

THE ORIGINAL GEL BUCK LURES

James Valley Scents was the first to offer GELLED big-game lures/cover scents to hunters in the U.S. and Canada over 20 years ago. James Valley is the Original Gel! James Valley Gels:

- Won't soak up into the soil or surface foliage.
- Won't evaporate for up to two weeks after application.
- Lasts longer.
- Won't crust over. The scent "breathes" through for many days.
- Will adhere to the soles of your boots for layering scent trails.
- Will adhere to the overhanging limbs above scrapes. The only form of scent to use at a scrape.

GEL IS A BENEFIT - NOT A GIMMICK!

**ORDER ONLINE AT
JAMESVALLEYCOMPANY.COM**

**BY PHONE
800-DER-LURE**





WALL HANGER (Dominant Buck Lure)

When bucks start to become more visible and you notice bucks “sparring” and starting to open up scrapes, Wall Hanger starts to work very well. Wall Hanger contains buck urine, estrus urine, buck and doe glands and musks that really excite those old wall hangers. A top lure to open or freshen scrapes or to position bucks at treestand locations. Start using Wall Hanger 3-4 weeks before the peak of the rut in your area. Packed in glass.

This is the original lure they raved about in the video the “Art of Decoying Whitetails” and wrote about in Bowhunting and Outdoor Life magazines!

GEL - \$11.95 per oz. • **LIQUID - \$11.49** per oz.



FULL RUT (Estrus Gland Lure)

Full Rut uses internal reproductive deer glands, musks and secretions in it's formulation. This lure is enhanced with “in-season” estrus urine and secret ingredients that really intensify its effectiveness. This is a very limited supply product. Full Rut should be used during pre-, full- and post-rut periods. Full Rut is a sex lure formula that has a different aroma and formulation than my Full Draw formula. This lure works best at breeding scrapes or for opening up “mock” scrapes at treestand setups 3-4 weeks before the peak of the rut in your area. Packed in glass.

GEL - \$11.95 per oz. • **LIQUID - \$11.49** per oz.



FULL DRAW (formerly Rut Lure)

Pure “in-season” estrus urine, internal glands and secretions make FULL DRAW tops for pre-, full- and post-rut periods. The big boys will show themselves after winding this powerful sex scent. This lure works best for treestand hunting and for making scent trails. Start using 3-4 weeks before he peak of the rut in your area. Limited supply. Packed in glass.

GEL - \$11.95 per oz. • **LIQUID - \$11.49** per oz.



LETHAL WEAPON

LETHAL WEAPON is a magical combination of buck and doe glands, estrus urines and “smells” that attract and entice trophy bucks, young bucks and does. Best used at tree stand locations and for making scent trails during the pre- and full-rut periods of the breeding cycle. Packed in glass.

GEL - \$11.95 per oz. • **LIQUID - \$11.49** per oz.



SCRAPE

Scrape Gel enhances breeding scrapes during the pre and full-rut periods of the breeding season. It contains doe internal glands, "in-season" estrus urine, domestic and foreign musks, doe secretions and calling agents that "trigger" breeding behavior in whitetail bucks. Scrape Gel also works as a great trail attractant for making scent trails. Gel form is the way to go when using scent at breeding or mock scrapes. Evaporation is minimal and the scent lasts much longer. Use 3-4 weeks prior to the peak of the rut in your area. Packed in glass.

GEL - \$11.95 per oz.



EXTASY (Doe Lure and Buck Suspicion Remover)

Does are especially interested in this doe urine/mask formulation. When hunting near a concentration of does, Doe Lure should be used. It has a "calming effect" that works best during the early season and the pre-rut cycle when hunting bucks that are starting to make scrapes and trail does. Works well in conjunction with our other buck lures. Packed in glass.

GEL - \$11.95 per oz. • **LIQUID - \$11.49** per oz.



WOW

Wow is a dominant buck lure, much like Wall Hanger, that has been enhanced to encourage less dominant bucks, but still arouses the older, experienced stags, drawing them all to the stand. This lure is effective in the pre-, full and post-rut periods. Packed in glass.

GEL - \$11.95 per oz. • **LIQUID - \$11.49** per oz.



FROM OUR CUSTOMERS

Dear John, I primed some weak scrapes along a fence line with Wall Hanger. You wouldn't believe the way the whole scrapeline exploded! The first time I hunted the area I had deer all around me and shot a 9-point buck. A doe and a button buck also responded well to Wall Hanger. I just can't believe what Wall Hanger does to scrapes and how it seems to calm deer. You make a great product. Keep it up.

Jim Magill, Zelienople, PA

ELK & MOOSE SCENTS



COW ELK IN HEAT

This lure works great to move and position a bull while bugling and while stand hunting. Super attraction to those rutting bulls. Formulated with internal glands and pure "in-season" cow elk estrus urine. Our elk lures also work well as a cover scent. Packed in glass.

GEL - \$11.99 per oz. • **LIQUID - \$10.99** per oz.



COW ELK URINE

Works very well as an early season lure for bulls as well as being very attractive to the cows. This formula lures in bulls and also lures and has a "calming effect" on the cows. Contains internal glands and non-estrus cow elk urine. Elk lures also work well as a cover scent. Packed in glass.

GEL - \$11.99 per oz. • **LIQUID - \$10.99** per oz.



COW MOOSE IN HEAT

Brings 'em out of the bush. Works well while grunting bulls during the rut or while stand hunting moose trails. Try treating a "rut pit" with our Moose/Heat Lure. Contains cow moose "in-season" estrus urine taken from mature cow moose and internal glands. Packed in glass.

GEL - \$11.99 per oz. • **LIQUID - \$10.99** per oz.



FROM OUR CUSTOMERS

I shot this bull at 15 yards using your Moose In Heat Lure. He came right in. Also, another bull chased us down the river for about 100 yards!

P.S. I don't recommend wearing it for cologne in Moose country!

Bill McQuillen, Valley Park, MO



SWEET TOOTH BEAR BAIT/ SCENT

Strong, sweet odor and taste. Phenomenal results when used as an odor attractant, "honey burns", or when mixed sparingly with oats. Sweet Tooth's scent and taste is extremely attractive to all bears. A little goes a long way. Regular honey has very little odor quality. Sweet Tooth has the strong, sweet odor bears love.

\$10.95 pint • **\$16.95** quart



SWEET & SOUR BEAR LURE

A very attractive "long distance call" lure for bears. Made with a very long lasting fish oil base and a combination of "smells" that will attract bears from long distances. Apply to a scent holder and leave at bait stations.

\$10.95 4 oz.



KNOCK OUT BEAR LURE

Knock Out is the most powerful and the hardest-hitting bear attractant ever produced. This product is very attractive to black bears. Use to quickly open new baits, freshen existing ones or while stand hunting. Knock Out is a great predator attractant that is very attractive to all carnivores. One bottle will open 8-10 baits. Strong stuff - a small application goes a long way. Long lasting paste form.

\$13.95 2 oz.

SCENT TIPS

My lures come preserved with a powerful, odorless powder preservative and packaged in glass bottles with metal seals for complete quality protection. You must preserve/urine/lures/scents or they will spoil!

Don't be afraid to use our estrus deer, bear, moose or elk lures early in your season prior to the breeding season. They are all formulated lures that elicit responses from the sexual, natural and curiosity urges. Our lures will work approximately 4-5 weeks prior to the peak rutting period in your area.

Watch out for urine-type scents that come in Amber (dark) bottles. Some scent companies package their products in these bottles to keep you from seeing inside. (Water mixed with household ammonia doesn't look like urine!)

Odorless disposable hand warmers placed in a clean sock or nylon stocking will keep scents fluid and give you more luring distance in freezing temperatures.

NOTE: If you want to order our attractants, I suggest ordering early because some of our big game lures are in short supply and I'll urn our before I will substitute lower quality ingredients. When one of my products is gone, it's gone until next year. Please order early!



FROM OUR CUSTOMERS

While bear hunting in Ontario, I was introduced to your Knock-Out Bear Lure. Some hunters from Pennsylvania gave me some and I used it on the third night and shot this boar. It had a 19 1/4" skull and weighed around 350 lbs. My hunting partner shot his bear the next night using Knock-Out also. Being a trapper for 40 years, I know how to appreciate a good lure. You sure have one!

Dave Thomas, Gerry, NY



BRUIN BUSTER PASTE

A powerful long distance call lure packed full of "loud", heavily tainted beaver meat (mmmmm, yummy!) and secret calling materials that really make blackie's "roll". Promotes quick and aggressive hits at bait sites. Comes in a long lasting heavy paste form. Bears absolutely love this bait/scent. Bruin Buster has a strong and pungent odor that reaches out and around a vast area! There are no natural attractants available that are more attractive to bears than Bruin Buster. This is it!! Long lasting paste form.

\$10.95 2 oz. • **\$16.71** 4 oz.



BLACK BEAR SOW IN HEAT GLAND LURE

This hot sexual exciter and attractant really turns on those big old boars. The strongest bear sow in heat lure available. An added benefit to any bait or stand hunting situation. Passion ingredients are added to make this lure excite all predators. Should be used on baits that have big boars visiting them. Packed in glass.

GEL - \$10.95 per oz. • **LIQUID - \$9.95** per oz.



BLACK BEAR GLAND LURE

A Territorial/Sexual Lure that contains Boar Bear internal glands and black bear sow estrus urine. Use Black Bear Gland Lure at established baits. This lure makes bears think they have new competition at the bait as well as "triggering" the sexual urge. This attractant entices nocturnal boars to come to the bait earlier and more often. Heavy paste.

\$11.95 per oz.



TREE TOP RACCOON URINE COVER SCENT

Tree Top is a great cover scent that should be used on both sides of you while in your treestand. Gel form adheres to bark for long-lasting protection. Also covers your scent that you leave behind while going to your stand. Tree Top has a strong, natural odor that works all across the U.S. and Canada.

GEL - \$8.99 4 oz. • **LIQUID - \$7.99** 4 oz.



SKUNK PASTE

USE SPARINGLY! Great cover scent for big game hunters and predator callers.

\$8.99 per oz.



FOX PLUS URINE CONCENTRATE

I've trapped hundreds of these guys over the years. I know quality fox urine and the benefit it has in covering human odor. I use only strong, pure, quality red fox urine that comes from mature animals on well-balanced meat fed diets. I continuously search the U.S. for top quality fox urine. Fox Plus is a super cover scent while in a treestand, ground blind, or for covering your entry trail. Works great with NO SCENT SPRAY.

GEL - \$8.99 4 oz. • **LIQUID - \$7.99** 4 oz.

STORAGE TIPS

James Valley Scents are preserved with an odorless powder preservative and packaged in glass bottles with metal caps to guard against heat damage, air exposure and to increase shelf life. Plastic packaged scents weaken quickly. Refer to my detailed direction sheet for complete usage and storage instructions.

The best place to store your urine lures is in your refrigerator in a Ziploc bag. They will last for many years if kept refrigerated. There is not a better place to store your urine type lures. If this isn't possible, keep them in a cool, dark place. Never store urine products in direct sunlight or keep them on the dash of your vehicle as they will be ruined in a few hours.



NO SCENT SPRAY

Some products stop odors on contact. Unfortunately, they do not continue to kill odors as you produce them. **Hunters constantly produce "game-spooking" odors. NO SCENT eliminates game-spooking odors.** Apply NO SCENT prior to entering your hunting area, after sweating in your hunting clothes, or after being in contact with game-spooking odors. Odors are bound together at the molecular level. This product is the ultimate in human odor control.

\$8.99 8 oz. spray bottle

REFILL BOTTLE - \$16.18 pint



NO SCENT SPRAY (Old Formula)

Our original odor neutralizer - **very concentrated**. A little will go a long way. Has the same qualities as our NO SCENT.

\$10.99 6 oz. spray bottle

REFILL BOTTLE - \$19.95 pint



*Kills human
odor while
waterproofing
leather
hunting boots!*

SCENT STOPPER BOOT CREME

Leather boots absorb more sweat and accumulate more human odor than ANY other article of clothing. The 'game-spooking' odor is held within the leather and is impossible to clean. The odors are constantly being 'time-released' into the air. SCENT STOPPER Boot Crème "flattens" foot odor, sweat odor, silicone, and other foreign odors that spook game.

Scent Stopper controls odors in leather boots and leather hunting gear. Scent Stopper is a superior leather preservative and waterproofer.

Silicone spooks game. Scent stopper stops human and foreign odor, preserves and waterproofs leather. Why go to extremes to keep your body and hunting clothes clean, only to have your scent-saturated boots give you away?

This is a dual purpose product for the serious, scent conscious big game hunter. SCENT STOPPER is very concentrated and a jar will last many hunting trips. Do not use on suede. Will darken some leathers.

\$8.95 4 oz.

THE JAMES VALLEY COMPANY SCENT ACCESSORIES



SCENTOLOGY DVD

This DVD is over an hour long and is filled with scenes of bucks and bears reacting to James Valley Scents. Numerous "real hunter" testimonials and actual kills are included in this 61 minute video. John Collins shows how to apply accents at tree stand locations, scrapes and he also demonstrates various ways to lay scent trails for consistent results. There are lots of exciting scenes throughout this DVD that will interest all deer and bear hunters. A must for serious deer and bear trophy hunters and for those who want to learn more about the proper way to use scents.

\$15.95 or *Free with purchase of 5 or more deer lures!*



SCENT LINE

A superior "trail-making" device that works well with my liquid lures. Contains 100 yards of "surface-wicking" fiber blend cord. Re-usable and easy to change over to another scent. Includes FREE extra spool.

\$15.95

REPLACEMENT SPOOLS - \$5.95 each



SHEEP SKIN STRIPS

3/4" by 20" by 1" brown, tanned sheep strips for holding liquid and gel lures and for making scent trails. They can be tied around boots, tree branches, etc. for holding scents for the longest and most effective periods of time. Can be used as "drag rags" for making scent trails. They are thick, and won't let your attractant or cover scent get washed away when hunting wet ground conditions. Pair of 2.

\$7.99



GLASS/METAL SCENT HOLDERS

Florescent orange-colored glass scent holders filled with sheep's wool and tight sealing metal caps. Your big game lure odors will escape and flatten out if you use plastic 35mm film canisters or plastic scent holders. Use what I use - glass and metal. They are far superior to plastic, keeps lure odors strong and effective and no odor escapes that causes weakening of your scent due to air. Hanger wire attached.

\$3.49

THE ORIGINAL!



DOGGY POPS

Discriminating dogs everywhere - and the people who love to give them treats - choose our original Doggy Pops. Real peanut butter and rawhide chews combined to make an irresistible taste dogs beg for again and again. Bacon Doggy Pops pair up irresistible taste with the healthy recipe that has made our original Doggy Pops a big hit with dogs and their owners. Dogs absolutely love the taste of Doggy Pops. Another nutritious premium dog snack from the James Valley Company. Imitators can't match our quality or our taste. We have spent over ten years perfecting our formula for Doggy Pops. Accept no imitations! Choose the original. Choose Doggy Pops. Available as a 12 pack of singles or a 12 pack of triples.

PEANUT BUTTER OR BACON - \$13.68 12 pack of singles

PEANUT BUTTER OR BACON - \$37.68 12 pack of triples

THE JAMES VALLEY COMPANY
BARBEQUE SAUCE



BIG JOHN'S OL' WEST BBQ & DIPPIN SAUCE

I have been making this sauce for over 25 years now. Many people tell me that it is the best BBQ sauce they have ever had. Many say that they have never liked barbeque sauce until they tried Ol' West. Often they re-order by the case! This sauce is great on chicken, pork, beef, ribs, steaks, chops, burgers, meatloaf, baked beans, spaghetti, fries, deer and even salads. It is thick and does not "run off" food when cooking. It is an excellent "dipping sauce" for many foods including shrimp and onion rings. Try a bottle - you'll be glad you did. Ol' West is a blend of great barbeque flavors - not a mass produced bottle of vinegar, corn syrup and tomato paste that has flooded the grocery shelves for years.

\$4.25 20 oz.

\$51.00 case (12, 20 oz. bottles)

\$21.25 gallon jug

\$85.00 gallon case (4 gallon jugs)

**GREAT ON CHICKEN, PORK, BEEF, RIBS, STEAKS,
CHOPS, BURGERS, MEATLOAF, BAKED BEANS,
SPAGHETTI, FRIES, DEER AND EVEN SALAD!**



LOGO TEE

Show your support for the James Valley Company! A reliable choice for comfort, softness and durability. This gold tee features a black James Valley Company imprint. 5.5-ounce, 50/50 cotton/poly.

\$15.00 (sizes M - 3XL)

LOGO CAP

The logo cap features a Realtree Xtra camo print and an orange embroidered James Valley Company logo on the front. This unstructured cap is garment washed for softness, made of 60/40 cotton/poly twill with a low profile and has a hook and loop closure.

\$20.00 (one size fits most)



THE JAMES VALLEY COMPANY ORDER FORM

Mailing Address

Name: _____

Address: _____

Tel: _____

Email: _____

Shipping Address

(if different from mailing address)

Please include a street address in addition to your P.O. Box number. **Please list both your address and your "SHIP TO:" address.** We accept:

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Card # _____ Exp. Date: _____

Quantity	Description	Unit Price	Total Price



800-337-5873 for orders only.
Customer service hours are 8 a.m. - 3 p.m. M-F
38853 SD Highway 20, Mellette, SD 57461
Tel: 605-887-3125 • Fax: 605-887-3252
www.jamesvalleycompany.com
email: jvcorders@nvc.net

SUBTOTAL

Add **\$10.99** shipping/handling per order

All South Dakota residents add 4.5% Sales Tax

Orders to Alaska and Canada may
require additional shipping

	\$
TOTAL	

**2nd Day Air and Overnight
shipping also available.**



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JAMES VALLEY SCENTS ARE THE ONES THEY TRY TO COPY!



Your lures are the best; used them for years. Two bow bucks November 2013. Thanks for all the hard work; used full draw and lethal weapon.
Gordon McNaney



Thank you for making the best scents in the U.S.
Herschel Richardson - MI



This 3 1/2 year old buck came in on my Full Rut scent trail. He was smelling my Full Rut scent bottle when I harvested him. Thanks again for an excellent product.
Jeff Bailey - TN



I took this bear after applying a generous amount of Bruin Buster to the bait that morning. I've always been a believer in your deer scents and feel your bear lures are just as good. Thanks for a great product!
Joel Goodman - MN



The last 5 seasons I have used James Valley exclusively. Truth be told, my buddies at deer camp are sick of my "luck". It's not luck, I sit for long periods of time during my hunts, use the wind, eliminate human scent as best as I possibly can and use James Valley scents.
Matt



You weren't lying about your scents bringing out the big old boys. I use your scents like they're my little secret.
Steve Oakes - CT

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JAMESVALLEYCOMPANY.COM
OR CALL
800-DER-LURE**