

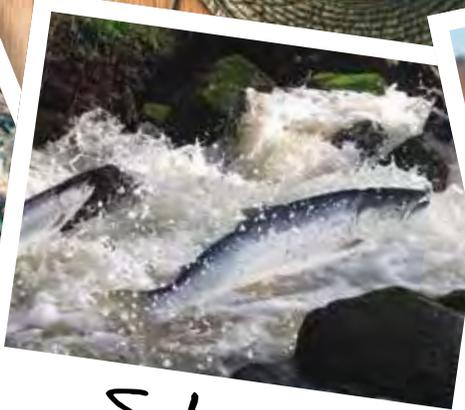


Atlas-Mike's

TROUT • SALMON • STEELHEAD



Trout



Salmon



Steelhead



**Quality Baits, Scents & Accessories
For Over 80 Years**

MIKE'S SALMON EGGS

Real Salmon Eggs for Reel Success

● MIKE'S SHRIMP EGGS



Mike's best-selling salmon eggs and for good reason! Mike's Shrimp Eggs continue to prove their effectiveness season-after-season. Jumbo-sized egg packed in our own natural shrimp flavoring. Perfect texture! Soft to entice fish to strike, yet firm and elastic enough to stay on the hook even in fast moving water. With five colors to choose from, you are sure to be successful in all fishing conditions. Oil Pack - 1.1 oz. Jar

Stock#	Color
1000	Fl. Pink
1010	White
1012	Fl. Red
1013	Fl. Orange
1014	Fl. Yellow

● MIKE'S CHEESE EGGS



A classic that remains a favorite with anglers today. Mike's Cheese Eggs are large, top-quality salmon eggs processed and packed in our special cheese flavoring. Fluorescent golden color makes this egg highly visible in any type of water. Combination of cheese flavoring and fluorescent color helps attract trout from greater distances. Excellent choice for stream, river or lake fishing. Oil Pack - 1.1 oz. Jar

Stock# 1008	Color Yellow
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● MIKE'S GARLIC EGGS



Garlic scented eggs have emerged as a powerful choice in catching trout. Top-quality egg packed in a special garlic oil. Combination of fluorescent colors and garlic scent will attract trout through sense of smell, sight and taste. Oil Pack - 1.1 oz. Jar

Stock#	Color
1033	Orange
1036	Red
1035	Fl. Pink
1038	Yellow

● MIKE'S NIGHTCRAWLER EGGS



Large size, top-quality egg packed in a special nightcrawler oil. Combination of nightcrawler scent and natural salmon egg will attract even the wariest of trout. Oil Pack - 1.1 oz. Jar

Stock# 1040	Color Salmon
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● MIKE'S CORN EGGS



Trout love corn! On those rare days when trout aren't biting Mike's Shrimp Eggs, Cheese Eggs or Garlic Eggs, then it's time to try Mike's Corn Eggs. Mike's Corn Eggs are a jumbo sized egg packed in a special corn oil. Combination of fluorescent yellow color and corn scent make this a favorite for rainbow trout. Oil Pack - 1.1 oz. Jar

Stock# 1200	Color Yellow
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● MIKE'S KING GLITTER EGGS



Anglers already know about Mike's King Salmon Eggs: jumbo sized, proven trout catchers! We've made them even better by adding glitter! These eggs are dry packed and are just what trout are hungry for! The glitter shimmers and shines just enough to attract the trout to come closer. Once they see and smell that salmon egg, they can't resist. They will strike and strike hard!
Dry Pack - 1.1 oz. Jar

Stock#	Color
1204	Yellow Glitter
1205	Pink Glitter
1206	Red Glitter

● MIKE'S KING DELUXE

Mike's King Deluxe—extra large eggs—are preferred by trout anglers worldwide! Our unique processing assures skin firmness, greatly reducing egg loss in turbulent water. These eggs also feature a soft texture that trout consistently strike.
Oil Pack - 1.1 oz. Jar



Stock#	Color
1002	Light Oil Pack
1006	Red Oil Pack

● MIKE'S UV-GLO EGGS



Fish eat what they can see, smell and taste. Mike's UV Glo Eggs combine everything trout need to feed. UV Glo Eggs are natural salmon eggs combined with tempting scents and enhanced with UV visibility. Attracts fish from greater distances and produces aggressive strikes in all water conditions. Oil pack - 1.1 oz. Jar

Stock#	Color
1016	UV Orange
1018	UV Pink
1022	UV Chartreuse
1026	UV Red



● ATLAS BIG BOY EGGS

Top quality eggs put through a special process that results in jumbo-sized salmon eggs. Perfect texture that's soft enough to entice trout to bite, yet firm enough to stay on a hook in fast current. Available in a variety of popular colors to meet all fishing conditions.
Oil Pack - 1.1 oz. Jar



Stock #	Color
203	Orange
205	Pink
206	Red
208	Assorted

ATLAS SALMON EGGS

Naturally Effective, Consistently Productive

MR. TROUT EGGS

Atlas's most popular salmon egg...a proven trout getter. Top-quality eggs put through a special curing process. This produces a soft centered egg with excellent milking action that trout can't resist. Excellent all-purpose egg for lake or stream fishing. Dry Pack - 1.0 oz. Jar



Stock #	Color
75053	Orange
75056	Red

ATLAS GARLIC-E-EGG

More and more trout anglers are discovering the power of garlic. Garlic-E-Eggs are loaded with trout attracting, strike producing garlic. These top quality, medium sized eggs are a must for serious trout anglers. Oil Pack - 1.1 oz. Jar



Stock #	Color
78035	Garlic-Red

ATLAS SUPREME GLITTER EGG

What makes these eggs SUPREME? It starts with a premium grade egg. Then Atlas uses a unique process that makes these eggs worthy of the name Supreme. The eggs are specially processed to produce a soft, gooey center that actually milks out into the water. This slow, milking process has already been a proven trout-catcher with our Mr. Trout line. To make it even better, we've added glitter! The reflection from the glitter attracts trout and brings them closer. Dry Pack - 1.1 oz. Jar



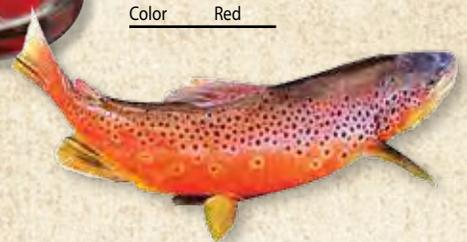
Stock #	Color
76006	Red Glitter

ATLAS BEST BITE

A longtime favorite among trout anglers everywhere, Atlas Best Bite are medium-sized dry pack eggs that hold on your hook cast-after-cast. Rich vibrant color and natural size is a proven trout catching combination. Dry Pack - 1.0 oz. Jar



Stock #	Color
56666	Red



SIBERIAN SALMON EGGS

Catching Trout For 80 Years!

UV SUPER EGG

Siberian UV Super Eggs are UV enhanced for better visibility under all light and water conditions. Siberian UV Super Eggs are top quality eggs put through a special egg curing process. This exclusive cure produces a soft-centered egg with a milking action trout can't resist. Excellent, all-purpose egg for lake or stream fishing. Dry Pack - 1.0 oz. Jar

Stock#	Color
110	UV Red



TITAN EGG

Looking for a great all-around salmon egg? Siberian's Titan Eggs are ideal for use in streams or lakes. Processed to provide the softness trout want but firm enough to stay on even in fast moving rivers, Siberian Titan Eggs are an established favorite among trout anglers everywhere! Oil Pack - 1.1 oz. Jar

Stock#	Color
2100	Red



TROUT TICKLERS

A popular bait for trout anglers across the country, Siberian Trout Ticklers are oil-packed large salmon eggs that effectively attract trout. Trout Tickler's are particularly well-suited to use in rivers, streams and slow-moving waters. Oil Pack - 1.1 oz. Jar

Stock#	Color
5606	Red



ZEKE'S FLOATING BAIT

*Sierra Gold
Catches More & Bigger Trout
FISH DON'T JUST BITE...
THEY AGGRESSIVELY
STRIKE!*

Sierra Gold features special combination of scents, amino acids, glitter and vibrant colors. Bait has a soft, but elastic texture that easily molds and holds to your hook. Won't easily cast or wash off when fishing. Powerful scent and flavor attractors slowly release into the surrounding water to attract trout from near and far, stimulating fish to strike. Simply put... trout can't resist Sierra Gold.



Stock #	Color
0901	Cheese Yellow
0904	Garlic Rainbow
0911	Pink
0912	Yellow
0913	Chartreuse
0914	Orange
0915	Rainbow

Stock #	Color
0916	Garlic/Red
0917	White
0918	Garlic/Spring Green
0919	Corn/Creme
0920	Garlic/Yellow
0921	Salmon Peach
0922	Shrimp Cocktail



*The Original Floating Bait Proven Season-After-Season Since 1962!
TRY IT...YOU'LL LIKE IT...TROUT DO!*

MARSHMALLOWS

Stay In The Strike Zone With Mallows

**REGULAR
OR
GLITTER**

Atlas and Mike's Marshmallows are specially treated and scented to attract trout. They are easy to use and can be fished alone or in combination with other baits like salmon eggs or nightcrawlers. In addition to attracting trout, mallows float bait off the bottom away from weeds, rocks and other snags, holding bait at fish feeding levels. Large selection of popular color/scent combinations to choose from. Available in regular or with the added attraction of glitter. Both are proven winners with trout anglers! 1.5 oz. Jar

ATLAS SUPER SCENTED MARSHMALLOWS

Atlas Regular

Stock#	Color/Scent
30030	White / Anise
30031	White / Vanilla
30032	Yellow / Corn
30033	Orange / Garlic
30034	Yellow / Cheese
30035	Pink / Shrimp
30036	Red / Anise
30037	Chartreuse / Cheese
30038	Assorted / Cheese
30039	Chartreuse / Garlic

Atlas Glitter

Stock#	Color/Scent
32030	White / Anise
32031	White / Vanilla
32033	Orange / Garlic
32034	Yellow / Cheese
32035	Pink / Shrimp
32036	Red / Anise
32037	Chartreuse / Cheese
32038	Assorted / Cheese
32039	Chartreuse / Garlic



MIKE'S GLO MALLOW

Mike's Regular

Stock#	Color/Scent
5001	Orange / Garlic
5002	Cerise / Shrimp
5003	Yellow / Cheese
5004	Red / Anise
5010	Chartreuse / Cheese
5011	Orange / Cheese
5012	Pink/Garlic
5013	Yellow/Garlic
5015	White/Anise
5023	Assorted / Cheese
5030	Chartreuse / Garlic



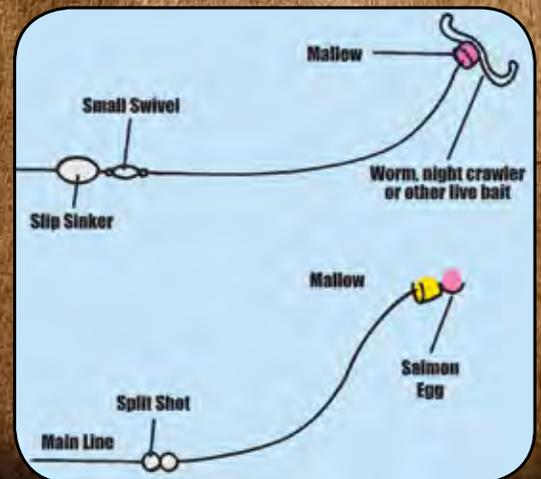
Mike's Glitter

Stock#	Color/Scent
5201	Orange / Garlic
5202	Cerise / Shrimp
5203	Yellow / Cheese
5204	Red / Anise
5210	Chartreuse / Cheese
5211	Orange / Cheese
5213	Yellow/Garlic
5215	White/Anise
5223	Assorted / Cheese
5230	Chartreuse / Garlic



Tip: Mallow Rigging

Atlas and Mike's Marshmallows can be used alone or with bait to float your bait off the bottom and into the strike zone of feeding trout. Here's a couple popular rigging options for use in lakes.



MIKE'S LUNKER LOTION

Super Sticky Formula

A favorite scent among anglers and guides, Mike's Lunker Lotion has earned an enviable reputation as an essential ingredient for fishing success. Special blend of concentrated scents, flavors, amino acids and neon colors combined with our super sticky formula makes this a must have for all anglers. Holds on lures and baits longer, resulting in more aggressive strikes and more fish. Apply directly to any lure or bait and outfish everyone in the boat. Choose from a variety of special blends to target fish of your choice. Effective in both saltwater and freshwater. Easy-to-use flip top bottle. 4 oz.

Stock#	Color
6502	Sardine
6503	Anise
6504	Garlic
6505	Anchovy
6506	Shrimp
6508	Herring
6509	Crayfish
6510	Sturgeon
6511	Alewife
6513	Squid
6514	Salmon
6515	Trout/Steelhead
6516	Bunker Menhaden
6518	Sand Shrimp
6519	Kokanee
6520	Halibut
6521	Bass
6523	Catfish
6525	Walleye
6527	Tuna



● MIKE'S FUSION LUNKER LOTION

CATCH MORE FISH!



Mike's FUSION Lunker Lotion is loaded with fish attracting ingredients like REAL KRILL, AMINO ACIDS, SCENT, UV and more. These ingredients are fused together to create a powerful attractant that fish can't resist. FUSION stays on your baits and lures longer because of its SUPER STICKY formula. Attracts fish from greater distances with the added flash of UV. FUSION's superior blend drives fish wild producing more aggressive strike, TRIGGERING A FEEDING FRENZY! Apply directly to any lure or bait to increase effectiveness. Fish in normal manner and reapply as needed. Attracts fish in freshwater or saltwater.

Stock #	4.0 OZ	UPC
6203	Anise	046295062033
6204	Garlic	046295062040
6206	Shrimp	046295062064
6208	Herring	046295062088

FISH SEE IT...

FISH SMELL IT...

FISH STRIKE IT!

● MIKE'S GLOW LUNKER LOTION

Add some "glow" to your lures and bait with Mike's Extra Strength Glow Lunker Lotion! Same great sticky formula and concentrated scents with the added "Glow" feature. Especially effective for dark, deep waters, night or early morning fishing. Enables fish to see the lure/bait from greater distances, giving anglers an edge in dark water fishing. 4 oz. flip-top bottle.

Stock#	Color
6403	Anise-Glow
6406	Shrimp-Glow
6414	Salmon-Glow



"I used this stuff with some corn nuggets and it worked wonders! I limited in 30 Minutes!"

huntmanmaniac
Gig Harbor, Washington

"All I know is when I forget to use the lotion I get nothing, when I do BAM."

merrmann
WA State

"I tried for first time dropped a cut plug down 50 ft had a hit within 20 minutes."

trollingjohnson
Wisconsin



MIKE'S GLO SCENT

Real Scent For Reel Success

An established favorite among anglers and guides for over 35 years, Mike's Glo Scent makes all lures and baits more effective! A special blend of scents, flavors, and amino acids stimulate fish to strike. Mike's Glo Scent also masks out unwanted human odors and other fish repelling smells such as gasoline and plastics. Easy to use: apply directly to lures, live bait, cluster roe, files, yarn etc. Glo Scent can also be injected into baits or used to marinate baits, which has proven to be very effective. Concentrated special blends will entice fish to strike in fresh or saltwater. Available in convenient 2 oz. flip-top bottle or 8 oz. spray bottle.

2 oz. Flip-top Bottle

Stock#	Scent
7001	Salmon Egg
7002	Sardine
7003	Anise
7004	Garlic
7005	Anchovy
7006	Shrimp
7007	Earthworm
7008	Herring
7009	Crayfish
7010	Sturgeon
7013	Steelhead/Salmon
7014	Salmon
7015	Trout
7018	Sand Shrimp
7019	Kokanee
7020	Halibut
7027	Tuna
7028	Krill
7036	Anise/Shrimp
7042	Shrimp/Krill



"There's not a day in my guiding season that I don't have lures and/or baits slathered up with Glo Scents, Lunker Lotion and UV Super Scent. Not only do these scents add "meal appeal" to my offerings but they also help mask offensive odors like fuel, tobacco, sunscreen and spicy foods that my clients may transfer to the lures with their hands. I also believe that fish hang on to a lure a bit longer when I have them coated in Atlas-Mike's scents."

J.D. Richey
Professional Guide/Outdoor Writer



8 oz. Spray Bottle

Stock#	Scent
7002-8	Sardine
7003-8	Anise
7004-8	Garlic
7006-8	Shrimp
7008-8	Herring
7009-8	Crayfish
7014-8	Salmon
7018-8	Sand Shrimp

MIKE'S UV SUPER SCENT

Catch The UV Advantage...

Stock#	Color
6602	Sardine
6603	Anise
6604	Garlic
6606	Shrimp
6608	Herring
6614	Salmon
6615	Trout
6641	Anise/Krill

Add some horsepower to your salmon, steelhead and trout fishing with Mike's UV Super Scents. UV-enhanced, these super scents make it easier for fish to see, drawing them to your bait and lures from greater distances. Powerful bite stimulants and scent attraction finishes the job triggering fish to strike aggressively. Apply directly to lures, plastics or bait to increase their effectiveness. Easy-to-use flip top bottle. 4 oz.

- **FISH SEE IT**
- **FISH SMELL IT**
- **FISH STRIKE IT!**



MIKE'S UV GEL SCENT

*Stays On Lures And Baits Longer
More Strikes And More Fish*

Mike's Gel Scent comes from over 25 years of testing and research. Our special blend of concentrated scents, flavors and amino acids combined with our Super Sticky formula creates a great fish attractant. Apply directly to lures, spinners, plastic baits, tube jigs, etc. and you will notice the results immediately. Super Sticky formula holds on lures and baits longer, resulting in more strikes and fish! Effective in both freshwater and saltwater. Easy-to-use flip top bottle. 2 oz.



Stock#	Color
6302	Sardine
6303	Anise
6304	Garlic
6306	Shrimp
6308	Herring
6309	Crayfish
6311	Alewife
6314	Salmon
6315	Trout
6317	Corn
6318	Sand Shrimp
6321	Bass
6325	Walleye
6340	Garlic Nightcrawler
6341	Anise/Krill
6342	Shrimp/Krill

ATLAS STEELHEAD ACCESSORIES

● ATLAS UV GLOW YARN



FAT AND FLUFFY - 17 BRILLIANT COLORS

Atlas UV Glow Yarn is a top choice among anglers tying flies and yarn eggs. Our unique fat and fluffy yarn makes great flies. With 17 colors to choose from, your fly options are endless. Whether you choose your favorite color or combination of colors, egg flies are very productive drift bait for Trout, Salmon, and Steelhead. UV Glow Yarn can also be used as a color attractor or scent holder. 12 feet per bag



Stock #	Color
77001	White
77002	Black
77003	Orange
77004	Rainbow
77005	Hot Pink
77006	Flame Red
77007	Chartreuse
77008	Assorted
77009	Cerise
77010	Hot Green
77011	Salmon Egg
77012	Peach
77013	Fire Orange
77014	Cheese
77016	Dark Red
77017	Dark Purple
77019	Alaskan Roe

● ATLAS PLASTIC EGGS

Realistic looking and feeling, Atlas Plastic Eggs are a long time favorite for salmon, steelhead and trout. Approximately 7mm in diameter these soft plastic eggs are tremendously effective. Try them for ice fishing – ideal for tipping spoons and jigs. Packed in a special anise scented formula. 20 grams per jar.



Standard Size 7mm - 8mm

Stock #	Color
43001	Glow In The Dark
43002	Bubble Gum
43003	Orange
43005	Pink
43006	Red
43007	Chartreuse
43008	Pearl Pink
43009	Blue



● ATLAS DANCING EGGS

Imitation egg with a tail that creates a dancing action irresistible to steelhead, salmon, trout and walleye. Push single hook through body and place desired weight 18" to 24" up on the line. Excellent for drifting or casting, ideal for fast water conditions.



Stock #	Color
42023	Orange/glitter
42025	Pink/glitter
42026	Red/glitter
42027	Chartreuse/glitter



● ATLAS SAC ATTACK

Some anglers prefer Atlas Sac Attack plastic cluster eggs over the real thing! Perfect when drift fishing for steelhead, salmon or trout, Atlas Sac Attack plastic egg clusters are easy to use and highly effective. Simply push a single hook through the egg cluster and place your desired weight 18" to 24" up the line.



Stock #	Color
41023	Orange/glitter
41025	Pink/glitter
41026	Red/glitter
41027	Chartreuse/glitter



● ATLAS YARN EGGS

Without a doubt, Atlas Yarn Egg flies catch a lot of trout, salmon and steelhead. Great egg imitation most effective when drift fishing. Especially during and just after spawning seasons. Colors: Orange, Red, Pink, Assorted.



Stock #	Color	Hook Size
88043	Orange	4
88045	Pink	4
88046	Red	4
88063	Orange	6
88065	Pink	6
88066	Red	6
88068	Assorted	6



ATLAS STEELHEAD ACCESSORIES

● ATLAS SPAWN NET - SUPER SOFT

Stock #	Size	Color	Stock #	Size	Color	Stock #	Size	Color	Stock #	Size	Color
55001	3" Rolls	White	55041	4" Rolls	White	55031	Precut 3" Squares	White	55061	Precut 4" Squares	White
55003	3" Rolls	Orange	55043	4" Rolls	Orange	55033	Precut 3" Squares	Orange	55063	Precut 4" Squares	Orange
55005	3" Rolls	Pink	55045	4" Rolls	Pink	55035	Precut 3" Squares	Pink	55065	Precut 4" Squares	Pink
55006	3" Rolls	Red	55046	4" Rolls	Red	55036	Precut 3" Squares	Red	55066	Precut 4" Squares	Red
55007	3" Rolls	Chartreuse	55047	4" Rolls	Chartreuse	55037	Precut 3" Squares	Chartreuse	55067	Precut 4" Squares	Chartreuse
55008	3" Rolls	Peach	55048	4" Rolls	Peach	55038	Precut 3" Squares	Peach	55068	Precut 4" Squares	Peach
55009	3" Rolls	Blue	55049	4" Rolls	Blue	55039	Precut 3" Squares	Blue	55069	Precut 4" Squares	Blue

Super soft nylon netting. Atlas Spawn Net is great for making sacs of all types of bait; single eggs, clusters, liver or other forms of soft or cut bait. Bait stays on the hook better. Ideal for fast current fishing. Available in 2 different size rolls and precut squares. Colors: White, Orange, Pink, Red, Chartreuse, Peach, Blue. Rolls 16 feet long. Squares 50/Pack.



● ATLAS MAGIC THREAD

"MAGIC" Thread makes bait sac tying easier and faster. Just three turns around the stem of the bait sac, pull tightly; three more turns and pull tightly again. That's all. No knotting required. Simple and effective. Also an excellent bait saver. Wrap around bait on hook or lures to hold bait on longer.

(Shrimp, herring, sardine, salmon roe, crayfish, prawn, etc.) Now also available in convenient dispenser... keeps thread neat and clean. Colors: White, Orange, Pink, Red, Chartreuse.



Stock #	Color	Size	Stock #	Color	Size	Stock #	Color	Size
66011	White	100'	66021	White	200'	66031	White	100' Dispenser
66013	Orange	100'	66023	Orange	200'	66033	Orange	100' Dispenser
66015	Pink	100'	66025	Pink	200'	66035	Pink	100' Dispenser
66016	Red	100'	66026	Red	200'	66036	Red	100' Dispenser
66017	Chart.	100'	66027	Chart.	200'	66037	Chart.	100' Dispenser

Tip: *Miracle Thread is a must-have for all anglers that wrap plugs or secure bait to a lure or hook. Simply cut bait to desired size and start wrapping thread over itself until the bait's securely attached to the plug. Miracle Thread has fantastic elastic properties to keep your bait where you want it, and using it is super simple - cut bait, wrap it, half hitch and you're fishing!*



● ATLAS MIRACLE THREAD

Miracle Thread makes wrapping bait on lures and plugs quick and easy. Wrap Miracle Thread over bait to hold firmly in place, and then break off. That's all - no knotting required. Miracle Thread is thin and strong, holding your bait in place without being noticed by fish. Use with herring, sardine, prawn, shrimp, salmon roe, crayfish, etc. Now also available in convenient dispenser...keeps thread neat and clean.

Stock #	Size
66800	Clear Miracle Thread - 100 feet
66830	Clear Miracle Thread With Dispenser - 100 feet



● ATLAS BORAX CURE

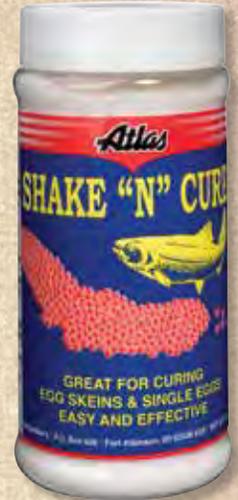
Cure your own salmon or steelhead eggs with our Special Borax Formula. Preserves natural fish attracting scents from fresh roe. Cured eggs can be kept in a refrigerator for months or up to a year if frozen. Complete easy to use instructions on each container. Convenient shaker top for easy application. 12 oz. Bottle



Stock #	Color	Stock #	Color
65221	Red	65224	Natural/Light
65223	Orange	65225	Pink

● ATLAS SHAKE 'N' CURE

Cure your own salmon and steelhead eggs with our easy-to-use bait cure. Our special recipe increases fish attracting scents and milking of clusters you cure. Cured eggs can be kept in a refrigerator for months or up to a year if frozen. Cures approximately 15 pounds of eggs. Handy shaker top makes for easy application. 16 oz. Bottle



Stock #	Color
12021	Natural
12023	Orange
12025	Pink
12026	Red

● ATLAS BAIT SAC FLOATERS



Add floaters to bait sacs to lift off the bottom away from weeds, rocks and other snags while floating bait sacs at fish feeding levels. Replace approximately 25% of bait with floaters. 300 per Bag

Stock #	Color
99003	Orange
99005	Pink
99006	Red
99007	Chartreuse
99008	Assorted



● ATLAS BAIT SAC TY'R KIT



Catch more fish with bait sacs - Keeps bait on hook longer. Kit includes everything needed to tie spawn or other types of bait sacs. Sac tying machine, two rolls of super soft nylon netting, a spool of Magic Thread, bait sac floaters, along with easy-to-use instructions.

Stock #	Description
70000	Atlas Bait Sac Ty'r Kit

● ATLAS-MIKE'S SALMON ROE



Premium natural egg skins are individually selected and hand packed. Secret process handed down over the years assures a soft, yet durable cluster. Needs no refrigeration... You'll get more drifts and more fish!

Stock #	Color
12008	Flame Red



● ATLAS SPAWN SACS

Easy-to-use and productive, Atlas Spawn Sacs take all the work out of spawn sac fishing. Just open the jar, pull one out, put it on your hook and you're in business! Atlas Spawn Sacs stay on cast-after-cast. They milk perfectly and are ideal for salmon, steelhead and big trout. Six spawn sacs per jar available in regular or floating.

Stock #	Color
62003	Orange/Floating
62006	Red/Floating
62063	Orange
62065	Pink
62066	Red

BRITE & TIGHT CURES

*No Mix, No Fail Herring Brine
Just Open & Pour*

● HERRING CURE

Salmon anglers have long known that brined herring holds up better than herring that have not been brined; especially frozen herring. Mike's Brite & Tight makes brining herring as easy as unscrewing the cap, pouring the cure into a container or zip lock bag and soaking your herring overnight. What could be more simple? Not only does Mike's Brite & Tight brine your herring so they last longer and are brighter so they attract salmon better, but they have taken it a step further by adding dye and scent to further improve the performance of your herring.

Brite & Tight is UV enhanced which adds even greater visibility to your brined baits. Particularly in low light conditions, UV provides an important advantage that results in more fish!

Mike's Brite & Tight is not just for herring. Use it on shrimp, prawns, anchovies, minnows, crayfish, alewife and more!

This easy, no mix cure makes great prepared bait every time that will give you the edge professional anglers depend on in their businesses. **Cure it right, use Brite & Tight!**
31 oz. bottle

"The herring brine is awesome and I use it for curing up herring and anchovies for salmon trolling, sardines for plug wraps and striper fishing --and various minnows for trout trolling"
J.D. Richey
Professional Guide/Outdoor Writer



Stock #	Color
13001	Natural
13004	Yellow Chartreuse
13006	Red
13007	Green Chartreuse
13009	Blue



Tip: Go prepared. Some days salmon want smaller profile baits, other days larger baits work better. Brine up green label and blue or even purple label herring (very large) using different dye colors. Chartreuse, for example can be very effective in deep water or under low light conditions. Blue dye has been a favorite among salmon anglers for decades and is still a popular choice. Sometimes, particularly under bright skies, natural or red works best. Experiment with bait size and colors to optimize your efforts.

***Cure it Right,
Use Brite & Tight***

● **CLUSTER/SKEIN CURE**

Brite & Tight Cluster/Skein Cure takes the guesswork out of curing eggs. Now everyone can produce premium cured eggs without the hassle or worry associated with most powdered cures. Easy-to-use, Brite & Tight produces cured skeins and clusters that look fantastic and work as well, and in many cases, better than most powdered cures that require multiple steps and painstaking care to achieve the same results. It's a one-step process and you're done! 31 oz. bottle

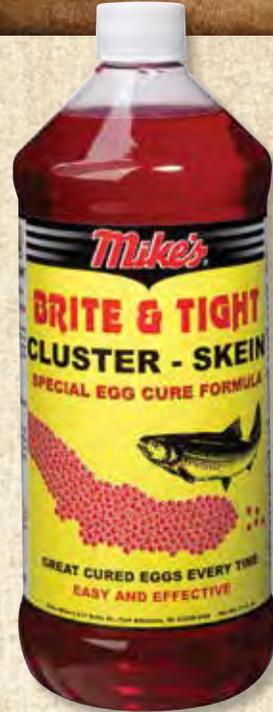
In my decades of curing eggs, Mike's Brite & Tight is the easiest and most effective curing formula for eggs I have ever used. The texture, freshness and color of the treated eggs is excellent. Most importantly, Brite & Tight cured eggs produce exceptional results!

Herb Good
Legendary Salmon Guide

Stock #	Color
15003	Orange
15005	Pink
15006	Red



Orange



Pink



Red

● **SPAWN SAC CURE**

Similar to the Cluster/Skein Cure, the Brite & Tight Spawn Sac and Single Egg Formula is especially designed to produce professional results for single eggs. The easy-to-use, one-step process takes the mystery out of producing exceptional eggs that catch salmon, steelhead and trout. Keeps cured eggs fresh for months! Brite & Tight rejuvenates old cured or frozen eggs or spawn sacs. 16 oz. bottle



Stock #	Color
14001	Natural
14003	Orange
14005	Pink
14006	Red
14007	Chartreuse

DYES & CURES

● BRITE & TIGHT SUPER DYE



ENHANCE THE COLOR & REFLECTIVE QUALITIES OF YOUR BAIT INSTANTLY!

Atlas-Mike's Brite & Tight Super Dye works great for most natural baits...herring, sardines, minnows, alewife, eggs, prawns, shrimp, anchovies, etc. Every angler is looking for an advantage. Spice up your baits with Brite & Tight Super Dye. Just add to your favorite bait cures or directly to bait...easy and effective! Super concentrated...won't easily wash off. Available in four bright, vibrant, fish catching colors: Hot Pink, Flame Red, Fl. Chartreuse and Vivid Blue.

Stock #	4.0 OZ	UPC
19005	Hot Pink	043171190057
19006	Flame Red	043171190064
19007	FL. Chartreuse	043171190071
19009	Vivid Blue	043171190095

**UV ENHANCED
FOR GREATER
VISIBILITY!**

● BRITE & TIGHT BAIT BRIGHTENER



ADD EXTRA ZING TO YOUR BAITS!

UV enhanced Atlas-Mike's Brite & Tight Bait Brightener adds intense shine to your fresh baits and helps rejuvenate old or frozen baits. Our Brite & Tight Bait Brightener works great on herring, sardines, anchovies, shad, minnows, alewife, eggs, prawns, etc...Just add to your favorite bait cures to catch more and larger fish!

Stock #	Size	UPC
19020	4.0 oz. bottle	043171190200

**ADDS INTENSE SHINE
TO YOUR BAITS INSTANTLY!**

● BRITE & TIGHT BAIT BRINE

GREAT CURED BAITS EVERY TIME!

Atlas-Mike's Brite & Tight Bait Brine infuses your baits with powerful amino acids that magnify the smell and flavor of your baits—triggering more strikes! Preparing your fresh or frozen baits with our Special Formula Bait Brine is easy and effective! Excellent on herring, sardines, minnows, alewife, shrimp, prawns, chicken livers, etc...effective for all kinds of baits. Our Brite & Tight Bait Brine preserves natural qualities and tightens bait scales. It not only toughens your baits so they stay on the hook longer, but it can also revitalize old or frozen baits. Great cured baits every time, so cure it right with Atlas-Mike's Bait Cures and catch more fish!

Stock #	Size	UPC
18120	20 oz. jar	043171181208



**BAITS WILL LOOK FRESH, HEALTHY AND
ATTRACTIVE TO FISH TRIGGERING MORE STRIKES!**

● ROCK SALT

PRESERVES AND IMPROVES BAIT QUALITY!

Atlas-Mike's Non Iodized Rock Salt is excellent on prawns, shrimp, herring, sardines, alewife, minnows, shiners, anchovies, chicken livers, etc...effective on all kinds of baits.

Stock #	Size	UPC
18132	32 oz. jar	043171181321
18140	4 lb. bag	043171181406

**PERFECT FOR BRINING
OR SALTING BAITS!**



● **SODIUM SULFITE**



GREAT CURED BAITS EVERY TIME!

Atlas-Mike's Sodium Sulfite is an excellent preservative that works well on salmon, trout, and steelhead single eggs or egg skeins. It helps produce a heavy milking action egg. Especially effective for use in salmon cures. Cure it right with Atlas-Mike's Bait cures and catch more fish!

Stock #	Size	UPC
16132	32 oz. jar	043171161323

TECHNICAL GRADE 99% PURE!

● **SODIUM NITRITE**



CATCH MORE FISH!

Atlas-Mike's Sodium Nitrite is an anti-mold ingredient that works well in egg cures. Sets a deep natural reddish color into non-dyed salted eggs. Very effective in Shrimp and Prawn cures too! Great cured baits every time!

Stock #	Size	UPC
17132	32 oz. jar	043171171322

TECHNICAL GRADE 99% PURE!

● **BORAX CURE**



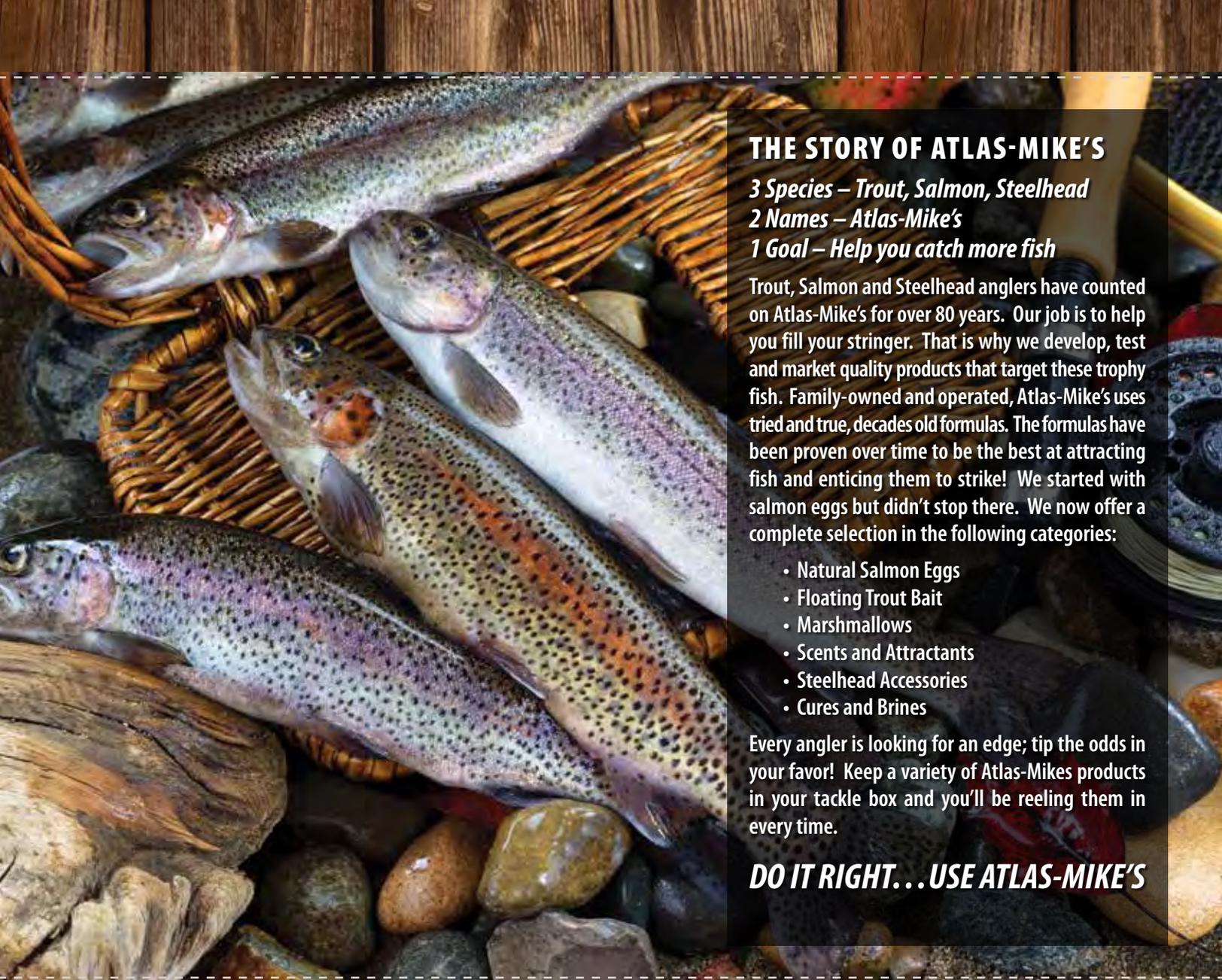
SPECIAL FORMULA THAT LOCKS IN FISH ATTRACTING SCENTS

Atlas-Mike's Borax Cure is great for curing eggs or egg skeins! Our special formula locks in fish attracting scents and creates eggs and clusters that milk in the water, improving your catch every time! Remember, the more cure, the drier your eggs!

Stock #	Size	UPC
65001	24 oz. jar	043171650018
65041	3 lb. bag	043171650414

CURE SINGLE EGGS OR EGG SKEINS EFFECTIVELY!





THE STORY OF ATLAS-MIKE'S

3 Species – Trout, Salmon, Steelhead

2 Names – Atlas-Mike's

1 Goal – Help you catch more fish

Trout, Salmon and Steelhead anglers have counted on Atlas-Mike's for over 80 years. Our job is to help you fill your stringer. That is why we develop, test and market quality products that target these trophy fish. Family-owned and operated, Atlas-Mike's uses tried and true, decades old formulas. The formulas have been proven over time to be the best at attracting fish and enticing them to strike! We started with salmon eggs but didn't stop there. We now offer a complete selection in the following categories:

- Natural Salmon Eggs
- Floating Trout Bait
- Marshmallows
- Scents and Attractants
- Steelhead Accessories
- Cures and Brines

Every angler is looking for an edge; tip the odds in your favor! Keep a variety of Atlas-Mikes products in your tackle box and you'll be reeling them in every time.

DO IT RIGHT...USE ATLAS-MIKE'S



Atlas-Mike's
TROUT • SALMON • STEELHEAD

Quality Baits, Scents & Accessories For Over 80 Years

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Atlas

Mike's



www.AtlasMikes.com