

# L&S Bait Company

\$5.00

Building Quality, Fish-Catching Lures For Nearly 70 Years!



ORIGINAL  
**Mirrolure**<sup>®</sup>  
The Record Setters<sup>®</sup>



The FreshWater Strike Zone







Nearly 70 years ago, Harold LeMaster had a vision. He wanted to build the very best fishing lure, a product that would catch fish and be respected by the fishermen who purchased it. Along the way, he earned the admiration of the competition who tried to duplicate it.

Today, Harold's vision lives on in a tradition-rich company where we continue to push the envelope of creativity and technology for the fishermen.

Thank you Dad, we will never forget you.

*Bill LeMaster*

**Bill LeMaster**  
President

### SERIES III LURES

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### COASTAL CLASSICS

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**Harold LeMaster**, founder of L&S Bait Co., checks the condition of his MirrOlure after a long battle with a Tarpon. Photo circa 1950's



### "Suspending Twitchbait"

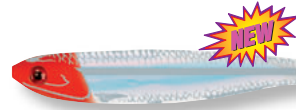
#### MirrOminnow™ Suspending Twitchbait

Designed to mimic a Glass Minnow or rain minnow, a favorite natural baitfish for cruising coastal predators. MirrOminnow™ features a suspending baitfish profile with a transparent luminescence insert and slender body shape for unmatched realism.

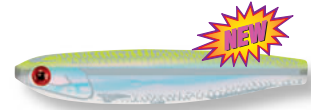
MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>S19MR</b>	3-1/4"	3/8	2	0-18" +

19MR - Available Colors: 11, 18, 21, 49, 808, BNSBO, CFPR, CH, CHBL, EC, S

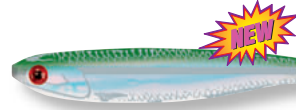
### MIRROMINNOW™ COLORS



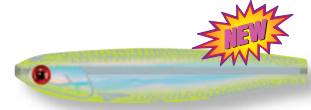
**11** — Red Head, White Back & Belly, Silver Luminescence



**CFPR** — Chartreuse Back, Pearl Belly, Silver Luminescence



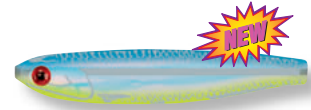
**18** — Green Back, White Belly, Silver Luminescence



**CH** — Chartreuse Back & Belly, Silver Luminescence



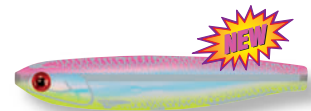
**21** — Black Back, White Belly, Silver Luminescence



**CHBL** — Blue Back, Chartreuse Belly, Silver Luminescence



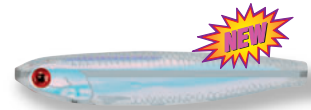
**49** — Bayou Green Back, Pearl Belly, Silver Luminescence



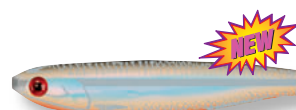
**EC** — Fluorescent Hot Pink Back, Chartreuse Belly, Silver Luminescence



**808** — Black Back, Orange Belly, Silver Luminescence



**S** — Silver Luminescence - Clear



**BNSBO** — Black/Bone Back, Orange/Bone Belly, Silver Luminescence



# Floating Twitchbaits

ORIGINAL **MirrOlure**<sup>®</sup>  
SERIES III

## MirrOlure<sup>®</sup> NEW Series III<sup>®</sup>

**S7MR** – This floating twitchbait is ideal when fishing the shallow flats or structures such as oyster reefs and mangroves. With a twitching retrieve S7MR will dart below the water's surface mimicking an injured baitfish. Great for Trout, Redfish, Snook and Stripers.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>S7MR</b>	3-5/8"	3/8	3	0-1/2'+

**S7MR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC

### "Floating Twitchbait"



**S7MR-GR**  
(GOLDEN RETRIEVER)

## MirrOlure<sup>®</sup> Floating Ultralight

When game fish are feeding on small minnows or other smaller prey, the 28MR is perfect! Remember, "match the hatch." This lure will dart side-to-side, running 6 to 8 inches below the surface when twitched.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>S28MR</b>	3"	1/4	2	0-1/2'+

**28MR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC. See Series III Color Chart S-28 page 5.

### "Floating Twitchbait"



**S28MR-CHBL**

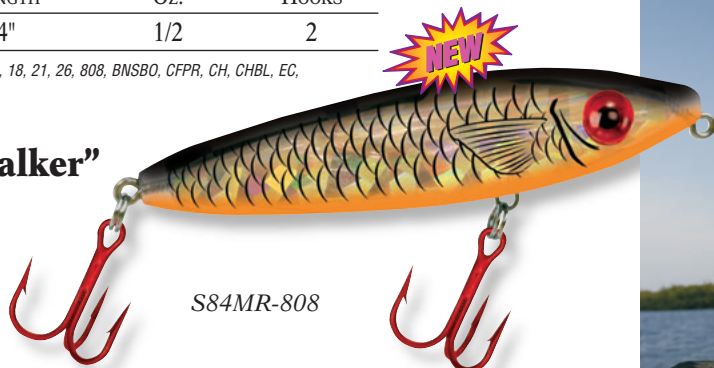
## MirrOlure<sup>®</sup> Series III Top Dog Jr.<sup>®</sup>

Ideal for probing or locating fish on open flats. Sonic "fish calling" rattles can be detected from great distances. Low frequency sonic rattles and life-like action triggers explosive strikes. New holographic foil and 14 fish attracting colors makes the Series III a must have for every serious topwater angler.

MODEL	LENGTH	OZ.	HOOKS
<b>S84MR</b>	4"	1/2	2

**S84MR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC.

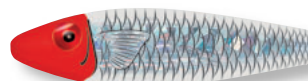
### "Surface Walker"



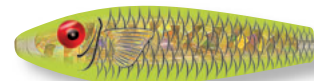
**S84MR-808**

## SERIES III<sup>®</sup> COLORS

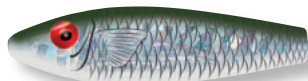
### S7MR, S20MR, S51MR, S52MR, S84MR



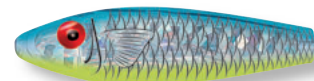
**11** — Red Head, White Back & Belly, Silver Holographic



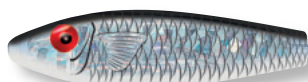
**CH** — Chartreuse Back & Belly, Gold Holographic



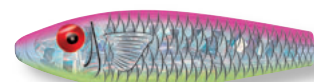
**18** — Green Back, White Belly, Silver Holographic



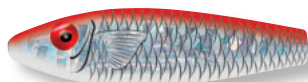
**CHBL** — Blue Back, Chartreuse Belly, Silver Holographic



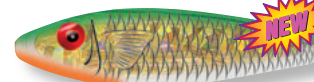
**21** — Black Back, White Belly, Silver Holographic



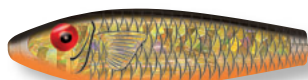
**EC** — Fluorescent Hot Pink Back, Chartreuse Belly, Silver Holographic



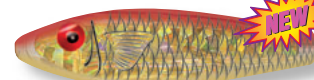
**26** — Red Back, White Belly, Silver Holographic



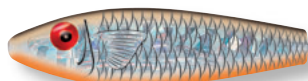
**GP** — Green Back, Pearl Belly, Orange Throat, Gold Holographic



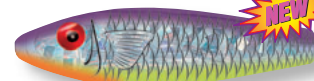
**808** — Black Back, Orange Belly, Gold Holographic



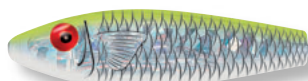
**GR** — Apple Red Back, Gold Belly, Gold Holographic (GOLDEN RETRIEVER)



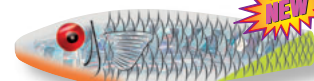
**BNSBO** — Black/Bone Back, Orange/Bone Belly, Silver Holographic



**MG** — Purple Back, Chartreuse Belly, Orange Throat, Silver Holographic (MARDI GRAS)



**CFPR** — Chartreuse Back, Pearl Belly, Silver Holographic



**PC** — Pearl Back & Belly, Chartreuse Tail, Orange Throat, Silver Holographic





# Suspending Twitchbaits

ORIGINAL **MirrO lure**<sup>®</sup>  
SERIES III

## MirrO lure<sup>®</sup> NEW Series III<sup>®</sup> Catch 2000<sup>®</sup>

**S20MR** – The popular **Catch 2000<sup>®</sup>**, is now available in **Series III**. **Series III, Catch 2000<sup>®</sup>**, features a natural baitfish pattern, highly reflective **holographic foil** and **MirrO red hooks** for added effectiveness. This great mullet imitation suspends at 10" to 16" and will "walk the dog" below the water's surface. Each Series III, **Catch 2000<sup>®</sup>**, has sonic "fish calling" rattles and famous mirrolure fiery red eyes. Excellent for *Trout, Redfish, Snook, Striper and Tarpon*.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>S20MR</b>	3-1/2"	1/2	2	0-2'+

**S20MR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC. See Series III Color Chart page 3.

### "Suspending Twitchbait"



**S20MR-CH**  
3-1/2" Long, 1/2 Oz.

## MirrO lure<sup>®</sup> NEW Series III<sup>®</sup> Catch 5<sup>™</sup>

**Catch 5<sup>™</sup>** is a suspending lure with a wide body profile that produces a large holographic flash, which can be detected by game fish at great distances. **Catch 5<sup>™</sup>** emits a low frequency sonic rattle similar to the famous **Top Dog<sup>®</sup>**, for additional vibration and effectiveness. Each **Catch 5<sup>™</sup>** features a natural baitfish pattern for unmatched realism and 3X MirrO red hooks, which trigger aggressive strikes. Use a twitching retrieve and **Catch 5<sup>™</sup>** will come "alive" in the water, darting side to side and suspend at 12" to 18" mimicking a wounded shad, pinfish or croaker. Ideal for catching trophy *Trout, Redfish, Striper, Tarpon and more*.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>S25MR</b>	3-1/2"	3/4	2	0-1'+

**S25MR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC



**S25MR-18**  
3-1/2" Long  
3/4 Oz.

### "Suspending Twitchbait"

## SERIES III<sup>®</sup> S25MR COLORS



**11** — Red Head, White Back & Belly, Silver Holographic



**CH** — Chartreuse Back & Belly, Gold Holographic



**18** — Green Back, White Belly, Silver Holographic



**CHBL** — Blue Back, Chartreuse Belly, Silver Holographic



**21** — Black Back, White Belly, Silver Holographic



**EC** — Fluorescent Hot Pink Back, Chartreuse Belly, Silver Holographic



**26** — Red Back, White Belly, Silver Holographic



**GP** — Green Back, Pearl Belly, Orange Throat, Gold Holographic



**808** — Black Back, Orange Belly, Gold Holographic



**GR** — Apple Red Back, Gold Belly, Gold Holographic (GOLDEN RETRIEVER)



**BNSBO** — Black/Bone Back, Orange/Bone Belly, Silver Holographic



**MG** — Purple Back, Chartreuse Belly, Orange Throat, Silver Holographic (MARDI GRAS)



**CFPR** — Chartreuse Back, Pearl Belly, Silver Holographic



**PC** — Pearl Back & Belly, Chartreuse Tail, Orange Throat, Silver Holographic





# Sinking Twitchbaits

ORIGINAL **MirrOlure**<sup>®</sup>  
SERIES III

## MirrOlure<sup>®</sup> S38MR Series III

When game fish are feeding on smaller baitfish, this sinking twitchbait is ideal. Twin line attachments provide varied diving depths. The reflective holographic foil of the S38MR Series III and its small profile create a more realistic baitfish.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>S38MR</b>	3"	3/8	2	2-6'+

**S38MR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC



**“Sinking Twitchbait”**



S38MR-18

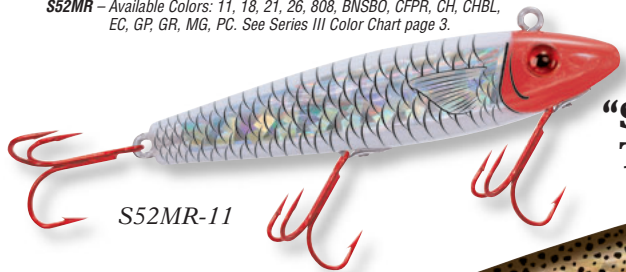
**S51MR** – Features twin line attachments for varied diving depths. The nose line attachment allows the bait to be fished in shallow water.

**S52MR** – A “coastal classic” with a sink rate of a foot per second. Great lure for fishing the beaches, deep grass flats or channels. Precise weight distribution and body design creates life-like action for terrific results.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>S51MR</b>	3-5/8"	1/2	3	1-4'+
<b>S52MR</b>	3-5/8"	1/2	3	3-8'+

**S51MR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC. See Series III Color Chart page 3.

**S52MR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC. See Series III Color Chart page 3.



S52MR-11

**“Sinking Twitchbait”**



STTR-808

**STTR** – A replica of a trout fingerling which Trout, Redfish, Snook, Striper and Tarpon find irresistible. **STTR** has a greater sink rate than **S52MR**, which allows it to dive deeper. This lure can be cast or trolled.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>STTR</b>	3-5/8"	1/2	3	3-8'+

**STTR** – Available Colors: 11, 18, 21, 26, 808, BNSBO, CFPR, CH, CHBL, EC, GP, GR, MG, PC

## How to Twitch a Sinking MirrOlure

Remember to always “match the hatch.” Different size baits will have varying sink rates based on size and weight of the lure. Select a lure that matches the depth of water you will be fishing.

Twitching the lure will cause it to dart side-to-side. Vary the speed of your retrieve to cover the entire water column. Also twitching the lure three or four times, then pausing for a count of five, will allow the lure to sink deeper. This simple technique often brings heart-stopping strikes on the fall.



S51MR-EC



## SERIES III<sup>®</sup> S28, S38, STT COLORS



**11** — Red Head, White Back & Belly, Silver Holographic



**18** — Green Back, White Belly, Silver Holographic



**21** — Black Back, White Belly, Silver Holographic



**26** — Red Back, White Belly, Silver Holographic



**808** — Black Back, Orange Belly, Gold Holographic



**BNSBO** — Black/Bone Back, Orange/Bone Belly, Silver Holographic



**CFPR** — Chartreuse Back, Pearl Belly, Silver Holographic



**CH** — Chartreuse Back & Belly, Gold Holographic



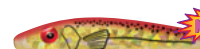
**CHBL** — Blue Back, Chartreuse Belly, Silver Holographic



**EC** — Fluorescent Hot Pink Back, Chartreuse Belly, Silver Holographic



**GP** — Green Back, Pearl Belly, Orange Throat, Gold Holographic



**GR** — Apple Red Back, Gold Belly, Gold Holographic (GOLDEN RETRIEVER)



**MG** — Purple Back, Chartreuse Belly, Orange Throat, Silver Holographic (MARDI GRAS)



**PC** — Pearl Back, Pearl Belly, Chartreuse Tail, Orange Throat, Silver Holographic



# Surface Poppers and Walkers

## MirrOlure® Popa Dog™ It Walks! It Pops! It Talks!

Popa Dog™ features a unique concave lip design and head shape to create surface commotion and noise to attract game fish from afar. Popa Dog™ combines all the popular characteristics of a surface popper and surface walker into one fishing lure.

Each Popa Dog™ emits a sonic vibration from its rattling chamber which also increases its effectiveness.

Popa Dog™ is available in ten color patterns.

MODEL	LENGTH	Oz.	HOOKS
87MR	4"	1/2	2

87MR – Available Colors: 11, 18, 21, 808, BNS, BNSCH, CFPR, CH, CHBL, NSCH

## “Surface Popper”



POPA DOG™  
87MR-11

## How do I choose the best dog?

L&S Bait Co. provide anglers a choice between high frequency and low frequency surface walkers. Both are extremely effective and necessary in certain conditions.

In murky or choppy water conditions, She Dog® and He Dog® excel because of their higher frequency and buoyancy.

In good water clarity and calm surface conditions, Top Dog®, Top Dog Jr.® and Top Pup® with their lower frequency work best.

For non-aggressive game fish, use Popa Dog™ to create more surface commotion and unique popping sound.

Always select a larger presentation when fishing for trophies or when casting distance needs to be maximized. When fishing, and short strikes occur, try using a smaller Dog for better hook-ups.

## “Surface Walker”



94MR-808



## MirrOlure®

### Top Dog®, Top Dog Jr.® and Top Pup®

These surface walkers emit low frequency sonic rattles and life-like action which triggers explosive strikes. Ideal for probing or locating fish on open flats. Sonic “fish calling” rattles can be detected from great distances. Each features Mirrolure® “built-in” reflective flash and quality hardware. Favorite among many tournament anglers.

MODEL	LENGTH	Oz.	HOOKS
74MR	3-1/2"	1/2	2
84MR	4"	1/2	2
94MR	4-3/4"	3/4	2

74MR – Available Colors: 11, 18, 21, 808, BN, BNS, CFPR, CH, CHBL, GLO, PIN,

84MR – Available Colors: 11, 18, 21, 24, 51, 54, 750, 808, BN, BNS, BNSBO, BNSCH, BNSO, CFPR, CH, CH11, CHBL, FT, GLO, HP, NS, NSCH, NSRH, PIN, S

94MR – Available Colors: 11, 11FGO, 18, 19, 21, 24, 51, 54, 704, 808, BN, BNS, BNSBO, BNSCH, CF, CFPR, CH, CH11, CHBL, FT, G, GLO, HP, NS, NSCH, NSRH, PD, S

## “Surface Walker”



74MR-CFPR



84MR-BNSCH

## “Surface Walker”



# Surface Walkers

ORIGINAL **MirrOlure**<sup>®</sup>  
COASTAL CLASSICS

## MirrOlure<sup>®</sup> She Pup<sup>®</sup> She Dog<sup>®</sup> and He Dog<sup>®</sup>

Molded from "space age" plastic the **She Pup<sup>®</sup>**, **She Dog<sup>®</sup>** and **He Dog<sup>®</sup>** feature twin "sonic fish calling" rattles. Each emits a high frequency sound which enrages game fish into monstrous strikes. Great "walk-the-dog" action which anyone can master. High buoyancy and sound frequency. Both freshwater and saltwater game fish find this lure irresistible. **He Dog<sup>®</sup>** is ideal when fishing for trophy class fish such as "Gator Trout", huge Snook, large Striper, Tarpon and giant Redfish.

MODEL	LENGTH	Oz.	HOOKS
75MR	3-1/2"	1/2	2
83MR	4"	1/2	2
95MR	4-3/4"	3/4	2

**75MR** - Available Colors: BLCHO, CHPR, CRBK, CRBL, CRBN, CRCH, CRGR, CRRW, GCRBO, GCRCH, GCRRH, GLO, NSCH  
**83MR** - Available Colors: BLCHO, CHPR, CRBK, CRBL, CRBN, CRCH, CRGR, CRRW, GCRBO, GCRCH, GCRRH, GLO, NSCH  
**95MR** - Available Colors: BLCHO, CHPR, CRBK, CRBL, CRBN, CRCH, CRGR, CRRW, GCRBO, GCRCH, GCRRH, GLO, NSCH

### "High Frequency with Two Rattles"



75MR-CRCH

### "Surface Walker"



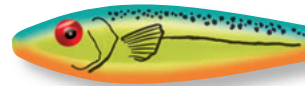
83MR-CRBL



95MR-GCRCH

### "Surface Walker"

## SHE PUP<sup>®</sup>, SHE DOG<sup>®</sup> AND HE DOG<sup>®</sup> COLORS



**BLCHO** — Blue Back, Orange Belly, Chartreuse Sides



**CRGR** — Green Back, Chrome Body, Orange Throat



**CHPR** — Chartreuse Back & Belly, Orange Throat, Pearl Sides



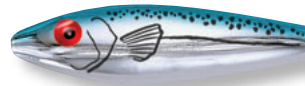
**CRRW** — Red Head, White Back, Chrome Body



**CRBK** — Black Back, Chrome Body



**GCRBO** — Black Back, Gold Chrome, Orange Belly



**CRBL** — Blue Back, Chrome Body



**GCRCH** — Chartreuse Back, Gold Chrome, Orange Throat



**CRBN** — Bone Back & Belly, Orange Throat, Chrome Body



**GCRRH** — Red Head, Chartreuse Back, Gold Chrome



**CRCH** — Chartreuse Back, Chrome Body, Orange Throat



**GLO** — Glow-in-the-Dark Lime Green



**NSCH** — Chartreuse Head, Black Body

### How to Walk the Dog

Surface walkers are retrieved with a twitching action called "walking-the-dog." Make as long a cast as possible, then retrieve the lure back to you in a straight line while twitching your rod. This will make the lure dance quickly from side-to-side. Each time you pop your rod tip, you will hear a sonic click coming from your lure. This "fish calling" rattle inside the echo chamber of the Dog produces explosive strikes.





# Floating Twitchbaits

ORIGINAL **MirrOlure**<sup>®</sup>  
COASTAL CLASSICS

## MirrOlure<sup>®</sup> 7M Series

The top-water champions, these patented floating twitchbaits are among the most popular surface lures for catching all species of game fish. Varied rod twitches cause these lures to dart and flash below the surface of the water, mimicking an injured baitfish.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>7M</b>	3-5/8"	3/8	3	0-1/2'+

*7M* – Available Colors: 11, 18, 19, 21, 23, 24, 26, 28, 750, 808, CH, G, HP, S



## MirrOlure<sup>®</sup> Prop Bait

Featuring two counter rotating spinners. These lures create a surface commotion that irritates fish into an attacking rage. Ideal when fishing low light conditions or when the water clarity is poor. Remove front spinner for more side-to-side action and buoyancy.

MODEL	LENGTH	OZ.	HOOKS
<b>5M</b>	3-5/8"	1/2	3

*5M* – Available Colors: 11, 18, 19, 21, 23, 24, 26, 28, 750, 808, CF, CH, G, HP, S

### “Floating Twitchbait”



7M-18

### “Floating Twitchbait”



5M-28

### “Sinking Twitchbait”



L52MR-24

### How to work a floating twitch bait.

When game fish are feeding on minnows or other smaller prey... Remember, “match the hatch.” Try one of the following twitching retrieves:

1. Twitch the lure beneath the waters’ surface and allow the lure to resurface. Repeat until action begins.
2. Twitch the lure beneath the waters’ surface and keep twitching. The lure will dart side-to-side, running 6 to 8 inches below the surface.

## Lipped 52M MirrOlure<sup>®</sup> Minnow Series

All the great features of the famous 52M with an added lip. Featuring a tight wiggle and action which entices trophy game fish. Great lure for beginners — simple to use. This sinking lure will dive between 4 and 6 feet when you make a steady retrieve. It swims! It dives! It flashes! Whether used as a twitchbait or crankbait, this lure produces fish. Tank-tested and featuring the MirrOlure<sup>®</sup> sonic rattler.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>L52MR</b>	3-5/8"	1/2	3	4-6'+

*L52MR* – Available Colors: 11, 18, 21, 24, 750, 808, CH, EC





# Suspending/Sinking Twitchbaits

## MirrOlure®

### Catch 2000® and Catch Jr.®

These suspending lures combine a mullet profile and wounded minnow action to entice trophy Trout, Redfish, Snook, Tarpon, Striper and more. **Catch 2000®** and **Catch Jr.®** have been scientifically weighted for neutral buoyancy at 10" to 16", allowing fishermen to fish the shallows without hanging the bottom. With a slow twitching retrieve they come "alive" in the water, darting from side-to-side, resulting in monstrous hook-ups. **Catch 2000®** and **Catch Jr.®** remain in the strike zone longer than other baits which often tempt or aggravate "non-feeding" game fish.

**Catch 2000®** – A coastal favorite! Retrieve with rod tip up or down. Ideal for wade fishermen when game fish are short-striking topwaters.

**Catch Jr.®** – This suspending lure features the same "fish-catching" action as the **Catch 2000®**. It is smaller in size and weight. Ideal when Trout, Redfish, Tarpon, Snook and Striper are feeding on smaller baitfish or when fishing lighter tackle.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
<b>20MR</b>	3-1/2"	1/2	2	0-2'+
<b>22MR</b>	3"	3/8	2	0-2'+

**20MR** – Available Colors: 11, 18, 19, 21, 24, 26, 704, 808, BN, BNS, CF, CFPR, CH, CHBL, G, GLO, HP, NS, NSCH, PD, PIN, S

**22MR** – Available Colors: 11, 18, 21, 24, 704, 808, BNS, CFPR, CH, CHBL, G, GLO, S



22MR-CHBL

### "Suspending Twitchbait"



20MR-21



## MirrOlure® Classic 52M Series

These legends have been producing trophy fish for decades. Their life-like appearance, "built-in" flash and 3-D fiery red eyes are irresistible to all game fish.

The 51MR, 52M and 52MR sink at a rate of one foot per second. We recommend using the 51MR series when fishing shallows (*three feet or less*) because the line attachment is in the lure's nose. Great wading lure!

MODEL	LENGTH	Oz.	HOOKS	DEPTH
<b>51MR</b>	3-5/8"	1/2	3	1-4'+
<b>52M</b>	3-5/8"	1/2	3	3-8'+
<b>52MR</b>	3-5/8"	1/2	3	3-8'+

**51MR** – Available Colors: 11, 18, 21, 28, 51, 54, 704, 750, 801, 808, BN, BNSBO, BNSCH, BNSO, CH, CH11, HP, NSRH

**52M** – Available Colors: 11, 11FGO, 18, 19, 21, 22, 23, 24, 26, 28, 51, 54, 704, 750, 808, CFPR, CH, CH11, CHBL, HP, NS, PD, PIN, S

**52MR** – Available Colors: 11, 18, 21, 24, 26, 28, 750, 808, CFPR, CH, CH11, CHBL, FT, GLO, HP, NS, PD, S



51MR-808

### "Sinking Twitchbait"



52M-11





# Sinking Twitchbaits

ORIGINAL **MirrOlure**<sup>®</sup>  
COASTAL CLASSICS

## MirrOlure<sup>®</sup> Scaled Sardine

This popular twitchbait features an exclusive vertical taper design that duplicates the "razor belly" look of a Scaled Sardine or Shad. Retrieve with a twitching or sweeping action. This lure will "buzz," vibrate and flash. Great when fish are feeding on schooling Threadfin, Scaled Sardines or Shad. Effective on all saltwater game fish.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>32M</b>	3"	1/2	2	2-4'+

32M – Available Colors: 11, 18, 21



## MirrOlure<sup>®</sup> Spotted Trout Series

This lure resembles a Trout fingerling, a natural baitfish for inshore game fish. The **TT** features "built-in" spots which will not scratch off — permanent. **TT** can be cast or trolled to catch giant Speckled Trout, Striper, Tarpon and Redfish. **TTR** available with "fish calling" rattles.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>TT</b>	3-5/8"	1/2	3	3-8'+
<b>TTR</b>	3-5/8"	1/2	3	3-8'+

TT – Available Colors: 11, 11FGO, 18, 19, 21, 22, 23, 24, 26, 28, 51, 750, 808, CF, CFPR, CH, CH11, CHBL, HP, PD, S

TTR – Available Colors: 11, 18, 21, 26, 28, 704, 808, CFPR, CH, HP



32M-21

### "Sinking Twitchbait"



TT-28

## MirrOlure<sup>®</sup> Sinking Ultralight

When game fish are feeding on small fry, the 4M is excellent. Ideal for ultralight enthusiasts. Great to use when fishing dock lights at night. Remember, "match the hatch."

MODEL	LENGTH	OZ.	HOOKS	DEPTH
<b>4M</b>	2-1/8"	1/4	2	2-4'+

4M – Available Colors: 11, 18, 21, 24, 26, 51, 750, CH

### "Sinking Twitchbait"



4M-750





# Sinking Twitchbaits

ORIGINAL **MirrOlure**<sup>®</sup>  
COASTAL CLASSICS

## MirrOlure<sup>®</sup> Big Game Series

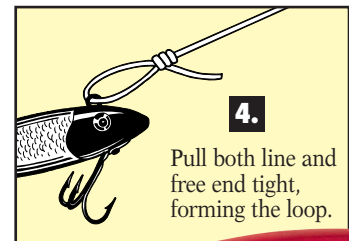
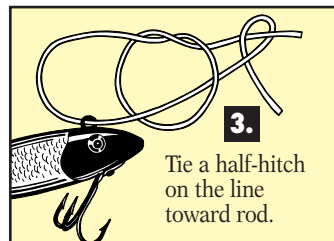
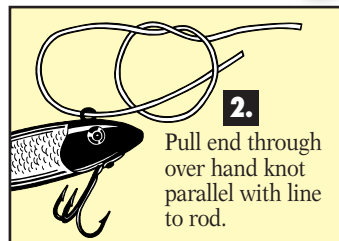
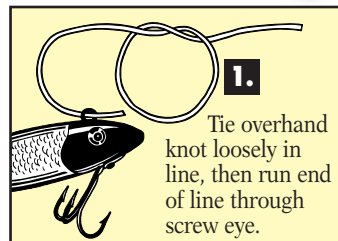
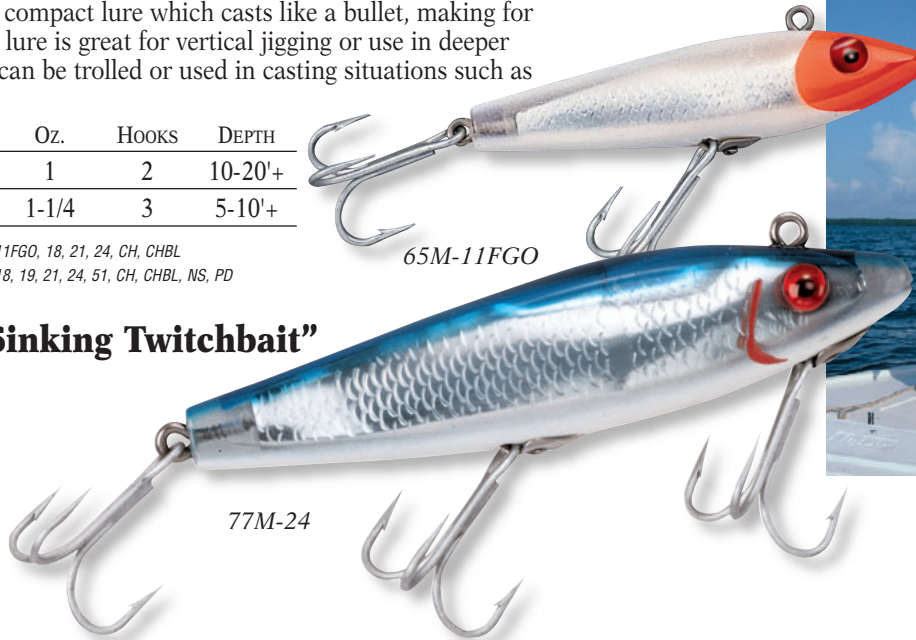
All the great features of the popular 52M series, but heavier. The 65M and 77M are ideal for Tarpon, Striper, Bluefish and Snook. The 65M Deep Runner is a compact lure which casts like a bullet, making for longer casts. This lure is great for vertical jigging or use in deeper waters. The 77M can be trolled or used in casting situations such as surf fishing.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
65M	3-1/4"	1	2	10-20'+
77M	4-1/4"	1-1/4	3	5-10'+

65M - Available Colors: 11, 11FGO, 18, 21, 24, CH, CHBL

77M - Available Colors: 11, 18, 19, 21, 24, 51, CH, CHBL, NS, PD

### "Sinking Twitchbait"



## The MirrOlure<sup>®</sup> Knot

Your MirrOlure<sup>®</sup> or L&S freshwater lure will perform better when tied with this simple loop knot. It's easier to tie than other loop knots, and your lure will move with the streamlined, free and easy action that it is designed for.

**Caution:** Use this knot on leaders and lines testing 14 lbs. and heavier.



## Boat or Car Decals

MirrOlure<sup>®</sup> (2-1/2" x 13")

Black - Model **MDB**

White - Model **MDW**



## Key Chains

Never lose your keys with an attractive, eye catching lure. Available in assorted colors.

Great Gift Idea.

Model - **Key 1** (one)

Model - **Key 2** (two)

## Caps and Visors

Made of lightweight material and feature an embroidered Trout on the right and a Redfish on the left. One size fits all.

ORDER NO.

**MV** — Navy Visor

**MCS** — Stone Wash Cap

**MCN** — Navy Cap



MCS

MCN



MV



# Salt Water Colors

ORIGINAL **MirrOlure**<sup>®</sup>  
COASTAL CLASSICS



**11**  
Red Head, White Back & Belly,  
Silver Scale



**11FGO**  
Fluorescent Orange Head,  
White Back & Belly, Silver Scale



**18**  
Green Back, White Belly,  
Silver Scale



**19**  
Green Back, Yellow Belly,  
Gold Scale



**21**  
Black Back, White Belly,  
Silver Scale (Mullet)



**22**  
Green Back, White Belly,  
Gold Scale



**23**  
Black Back, Yellow Belly,  
Gold Scale



**24**  
Blue Back, White Belly,  
Silver Scale



**26**  
Red Back, White Belly,  
Silver Scale



**28**  
Red Back, Yellow Belly,  
Gold Scale



**51**  
White Back & Belly, Silver Scale  
(White Knight)



**54**  
Black Back & Belly, Silver Scale



**704**  
Fluorescent Hot Pink Back, Yellow Belly,  
Silver Scale (The Texas Chicken)



**750**  
Black Back, Fluorescent Orange Belly,  
Fluorescent Flame, Chartreuse Side



**801**  
Orange Back & Belly, Gold Scale



**808**  
Black Back, Fluorescent Orange Belly,  
Gold Scale



**BN**  
Bone



**BNS**  
Bone Back & Belly, Silver Scale



**BNSBO**  
Black/Bone Back, Orange Belly,  
Silver Scale



**BNSCH**  
Bone Back, Chartreuse Belly,  
Silver Scale



**BNSO**  
Bone Back, Orange Belly,  
Silver Scale



**CF**  
Fluorescent Flame Chartreuse



**CFPR**  
Chartreuse Back, Pearl Belly,  
Silver Scale



**CH**  
Fluorescent Chartreuse Back & Belly,  
Gold Scale



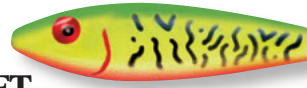
**CH11**  
Red Head, Fluorescent Chartreuse  
Back & Belly, Silver Scale



**CHBL**  
Blue Back, Translucent Chartreuse Belly,  
Silver Scale



**EC**  
Fluorescent Hot Pink Back, Chartreuse  
Belly, Silver Scale (Electric Chicken)



**FT**  
Green Back, Orange Belly,  
Chartreuse Sides (Fire Tiger)



**G**  
Gold Scale, Clear



**GLO**  
Glow-in-the-Dark Lime Green



**HP**  
Fluorescent Hot Pink Back & Belly,  
Silver Scale



**NS**  
Black (Night Stalker<sup>®</sup>)



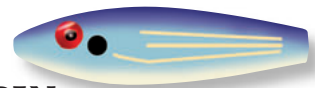
**NSCH**  
Chartreuse Head, Black Body



**NSRH**  
Red Head, Black Body



**PD**  
Purple (Purple Demon<sup>™</sup>)



**PIN**  
Pinfish



**S**  
Silver Scale-Clear









# Trolling Lures

ORIGINAL **MirrOlure**<sup>®</sup>  
BIG GAME LURES

## MirrOlure<sup>®</sup> Big Game Trolling Lures

All lures are hand-tuned and tank-tested to assure a realistic swimming action. When choosing trolling speed, watch your rod tip for vibration. All feature MirrOlure<sup>®</sup> sonic "fish calling" rattles and premium big game hooks. Can also be used as casting lures with excellent results. Great for Tuna, Striper, Grouper, Dorado, King Mackerel, Blues, Wahoo, Pike and Muskie.



## Deep 25'+ 111MR

These floater-divers can achieve depths of 25 feet or more. Features a tight wiggling action which can be pulled up to 7 knots. Lure will achieve deepest results at 3 to 4 knots with 125 to 150 feet of line.

MODEL	LENGTH	OZ.	HOOKS	TROLLING SPEED	DEPTH
111MR	7"	2-1/8	2	2-7 Knots	0-25'

111MR - Available Colors: 11, 18MAC, 19MAC, 20, 21, 24MAC, 707MAC, 801, FT, HP, PD



111MR-707MAC

## Big Game 113MR

Big Game 113MR swims true even at high trolling speeds. The stainless steel lip is an added attractor in murky or clear water — better visibility. Swims with a wide side-to-side wiggle.

MODEL	LENGTH	OZ.	HOOKS	TROLLING SPEED	DEPTH
113MR	7"	2-1/4	2	2-9 Knots	12'+

113MR - Available Colors: 11, 18MAC, 19MAC, 20, 21, 24MAC, 707MAC, 801, FT, HP, PD



113MR-20



11 Red Head, White Back & Belly, Silver Scale



18MAC Mackerel Stripes, Green Back, White Belly, Silver Scale



19MAC Mackerel Stripes, Green Back, Yellow Belly, Gold Scale



20 Green Back, Chartreuse Belly, Silver Scale



21 Black Back, White Belly, Silver Scale



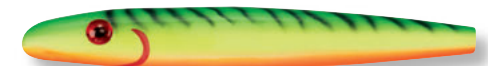
24MAC Mackerel Stripes, Blue Back, White Belly, Silver Scale



707MAC Mackerel Stripes, Orange Back, Chartreuse Belly, Silver Scale



801 Orange Back & Belly, Gold Scale



FT Mackerel Stripes, Green Back, Orange Belly, Chartreuse Sides (Fire Tiger)



HP Fluorescent Hot Pink Back & Belly, Silver Scale



PD Purple (Purple Demon™)



# Fresh Water Lures



## Prop Bait

This lure creates a surface commotion that irritates fish into a striking rage. Featuring two counter-rotating spinners. Ideal when fishing low light conditions or when the water clarity is poor.

MODEL	LENGTH	Oz.	HOOKS
<b>21LS</b>	3"	3/8	2

21LS - Available Colors: 18, 21, 23, 24, 808, CH, CHBL, FT, RT



21LS-23

## Humpback Mule

This unique surface popper creates a deep, deadly, gurgling sound. The jointed tail adds an enticing wiggle and increases "hook-ups" on Bass, Pike, Strippers and more.

MODEL	LENGTH	Oz.	HOOKS
<b>12LS</b>	2-7/8"	3/8	2

12LS - Available Colors: 18, 21, 23, 24, 808, CH, CHBL, FT, RT



12LS-18

## Original Jointed Crankbait

These proven legends have been catching fish for more than 65 years. Their unique "crippled minnow" action entices even the most finicky freshwater game fish. All models can be cast or trolled. Great lure to use with lead core line. Good vibration, plus fish attracting flash from lip. Ideal for Smallmouth, Largemouth, Pike and others. Each lure is hand-tuned and tank-tested.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
<b>00LS</b>	2-1/2"	1/4	2	2-6'+
<b>15LS</b>	3"	3/8	2	3-7'+

00LS - Available Colors: 18, 21, 23, 24, 808, CH, CHBL, FT, RT

15LS - Available Colors: 18, 21, 23, 24, 808, CH, CHBL, FT, RT



00LS-21



15LS-CH



91LSR-808

## Shad Rattler

Tight swimming crankbaits vibrate and are extremely effective when Bass, Walleye and Pike are feeding on Shad. All are tank tested for their fish catching action. Great for Salmon and other game fish.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
<b>91LSR</b>	2-3/8"	1/4	2	4-6'+

91LSR - Available Colors: 18, 21, 23, 24, 808, CH, CHBL, FT, RT



## FRESHWATER COLORS



18

Green-Silver Shad



21

Black-Silver Shad



23

Golden Shiner



24

Blue-Silver Shad



808

Perch



CH

Fluorescent Chartreuse Back & Belly, Gold Scale



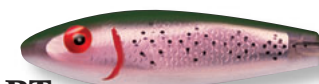
CHBL

Blue Back-Translucent Chartreuse Belly, Silver Scale



FT

Green Back, Orange Belly, Chartreuse Sides (Fire Tiger)



RT

Green Back, White Belly, Pink Scale (Rainbow Trout)

## FRESHWATER TARGET SPECIES

		LARGEMOUTH BASS	WALLEYE	STEELHEAD SALMON	SMALLMOUTH BASS	MUSKIE PIKE	STRIPER	TROUT
LURE CHOICES	12LS							
	15LS							
	21LS							
	91LSR							
	00LS							



**L&S Bait Company, Inc.**

1415 East Bay Drive  
Largo, Florida 33771  
Tel 727-584-7691  
Fax 727-587-0784  
www.mirrorlure.com



**L&S Bait Company**

**Building Quality, Fish-Catching Lures For Nearly 70 Years!**