

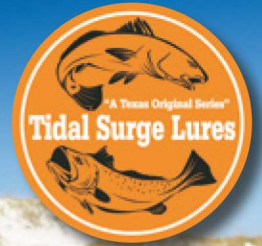
L&S Bait Company

ORIGINAL
MirrOlure[®]
The Record Setters[®]

Turn on the bite...anytime![®] Tie on a MirrOlure!



The "Slam Bait" for all three species!



Born in Texas, Raised in Texas,
Ready for the USA!



TOURNAMENT TACKLE[®]

Big Game Lures with Striking Brilliance and Incredible Realism!

C-EYE™ PRO SERIES

C-Eye™ Heavy-Dine™ 3
 C-Eye™ Skin Series™ 4
 C-Eye™ Pro Dog Jr.™ 5
 C-Eye™ Pro Poppa Mullet™ 5
 C-Eye™ Pro Catch 2000® 5
 C-Eye™ Pro MirrOdine® 6
 C-Eye™ Pro Tiny Trout Series 6

LUMINESCENCE SERIES™

MirrO Prop™ 7
 MirrOmullet® 7
 MirrOglass™ 8
 MirrOminnow® 8
 MirrOdine® Broken Glass 8
 MirrOdine® Family 9

SERIES III® LURES

Floating Twitchbaits 10
 Suspending Twitchbaits 10
 Sinking Twitchbaits. 10

COASTAL CLASSICS™

Top Water and Poppers 12
 Top Water Floating Twitchbaits. 13
 Suspending and Sinking Twitchbaits 14
 Sinking Twitchbaits. 15
 Trolling Lures 16
 Coastal Classics™ Salt Water Colors 17

SOFT PLASTICS

Soft Plastic Styles 18
 Soft Plastic Colors. 19

PAUL BROWN'S ORIGINAL SERIES®

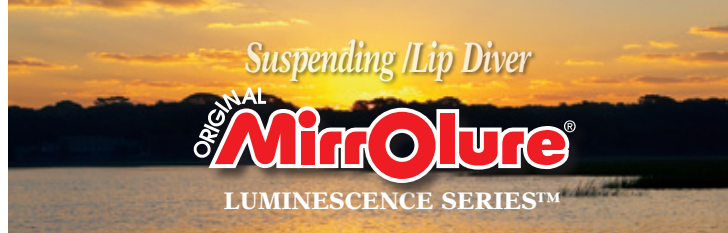
Paul Brown Soft-Dog™ Series. 20
 Paul Brown Soft-Dine™ Series 20
 Paul Brown Original Series®. 21-22

TIDAL SURGE LURES

Manic Mullet™ 23
 Crazy Croaker™ 24
 Split Tail Mullet™ 24
 Thing™ 24

ISLAND LURES®

Island Lures® 25-31
 Island Lures® Color Chart. 32-33



MirrOlip™ - New Lip Diver with the perfect balance...Hangs in the strike zone!

MirrOlip™ L30MR is an easy to use suspending crankbait, featuring a realistic swimming action, flash and sonic rattle that gamefish find irresistible. *Fishing Tips:* When retrieving the **L30MR**, hold the rod tip in the up position to run the lure shallow. To run the **L30MR** deeper, keep the rod tip down. Try using slight twitches of the rod tip for a darting, side-to-side action. Remember, this lure suspends. Often the strike comes on the pause between twitches. Vary retrieval rates until you start catching fish. *Turn On The Bite...Tie On A MirrOlure.®*



MirrOlip™
 L30MR-Shad
 3-3/4" Long,
 1/2 Oz.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
L30MR	3-3/4"	1/2	2	2' - 5'



L30MR – Available Colors: 18, 808, CH, EC, SHAD, TROUT

MIRROLIP™ COLORS





11CP — Clear Back and Belly, Red Head, Crushed Pearl

C-EYE HEAVY DINE™ NEW COLORS



BKSSD — Black Back, Clear Belly, Silver Sparkle Dot



808GSD — Black Back, Orange Belly, Gold Sparkle Dot



BKGCHCP — Black Back, Chartreuse Belly, Crushed Pearl



ECPK — Pink Back, Chartreuse Belly, Crushed Pink



EGCC — Emerald Green Back, Pearl Belly, Crushed Chartreuse



MGCC — Purple Back, Chartreuse Belly, Crushed Chartreuse



MGCP — Purple Back, Chartreuse Belly, Crushed Pearl

MirrOlure's popular Heavy Dine® Now available in C-Eye™ Pro Series NEW Colors.

The Heavy Dine® C-Eye™ Pro Series features natural clear 3-D eyes, contemporary fish-catching finishes and premium black nickel hooks.

Just like all of the other MirrOdines®, the C18MR has that bright, reflective insert that attracts fish. With a twitching retrieve, this sinking twitchbait darts from side-to-side, mimicking a wounded baitfish. Trout, Redfish, Snook, Striped Bass and Tarpon find the C-Eye Heavy Dine® to be irresistible. With the new black hooks, don't be shy about trying these lures on your favorite freshwater river or lake. Bass will bust them for sure.

Fish one of the New C-Eye™ Pro Series Heavy Dines® and catch the fish of a lifetime.



C-Eye™ Pro Series C18MR-EGCC 2-5/8" Long, 7/16 Oz.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
C18MR	2-5/8"	7/16	2	2-5' +

C18MR Available Colors: 11CP, BKSSD, 808GSD, BKGCHCP, ECPK, EGCC, MGCC, MGCP





**NEW MirrOdine® Skin Series
Sustaining Twitchbait.**

Match the Hatch! The popular MirrOdine® and MirrOdine® XL are now available in Pilchard, Pinfish and Shad profiles. Trout, Redfish, Snook, Bass, Tarpon and more... Can't resist the NEW Skin Series.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
CS17MR	2-5/8"	3/8	2	0-24" +
CS27MR	3-1/8"	9/16	2	0-24" +

SKIN SERIES™

CS17MR – Available Colors: PRD, PIN, SHAD
CS27MR – Available Colors: PRD, PIN, SHAD



MirrOdine®
CS17MR-PRD
2-5/8" Long,
3/8 Oz.

Pilchard



MirrOdine®
CS27MR-PRD
3-1/8" Long,
9/16 Oz.



MirrOdine®
CS17MR-PIN
2-5/8" Long,
3/8 Oz.

Pinfish



MirrOdine®
CS27MR-PIN
3-1/8" Long,
9/16 Oz.



MirrOdine®
CS17MR-SHAD
2-5/8" Long,
3/8 Oz.

Shad



MirrOdine®
CS27MR-SHAD
3-1/8" Long,
9/16 Oz.

"Sustaining Twitchbait"





C-EYE™ PRO DOG JR. COLORS



11SB — Redhead, White Back and Belly, Silver Bones



21TR — Black Back, Pearl Belly, Silver Luminescence



BPT — Blue Back, Pearl Belly, Silver Luminescence



CHSB — Chartreuse Fluorescent Back, Chartreuse Belly, Silver Bones



GCSB — Green Back, Pearl Belly, Chartreuse, Silver Bones



HPSB — Hot Pink Back, Hot Pink Belly, Silver Bones



Red — Copper Back, White Belly, Gold Luminescence



Trout — Moss Back, Pearl Belly, Silver Luminescence

High-Frequency Top-Water...C-Eye™ Pro Dog Jr.™

With a twitching retrieve, the **C85MR** Top-Water Dog darts from side-to-side, calling in vicious strikes. Precision weight design allows **Pro Dog JR.** to cast long distances and walks with ease. Add the **C-Eye™ Series Pro Dog Jr.** to your top-water line and catch a fish of a lifetime.



C-Eye™ Pro Dog Jr.
C85MR-BNSB
4" Long, 3/4 Oz.



MODEL	LENGTH	OZ.	HOOKS	DEPTH
C85MR	4"	3/4	2	0

C85MR — Available Colors: 11SB, 21TR, BNSB, BPT, CHSB, GCSB, HPSB, RED, TROUT

C-EYE™ PRO SERIES POPPA MULLET™ COLORS



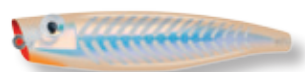
11SB — Redhead, White Back and Belly, Silver Bones



21 — Black Back, White Belly, Silver



808 — Black Back, Orange Belly, Gold



BNSB — Bone Back, Bone Belly, Silver Bones



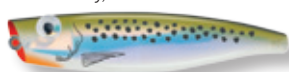
BSB — Black, Silver Bones



CHSB — Chartreuse Fluorescent Back, Chartreuse Belly, Silver Bones



HPSB — Hot Pink Back, Hot Pink Belly, Silver Bones

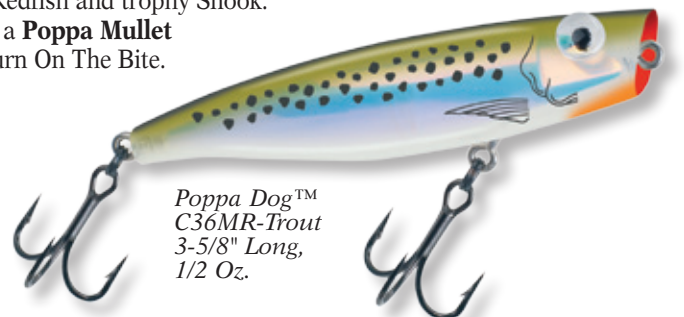


TROUT — Moss Back, Pearl Belly, Silver

Poppa Mullet™ - Dual Action Lure...calls them in.

It Pops! It Walks! **Mirrolure's NEW** surface lure, the **Poppa Mullet**, offers two very effective top water actions. First, Poppa Mullet achieves a *walk-the-dog* action with ease. Second, you can easily fish this lure with a popping action. Both are equally effective on gator Trout, huge Redfish and trophy Snook.

Tie on a **Poppa Mullet** and Turn On The Bite.



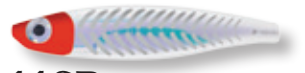
Poppa Dog™
C36MR-Trout
3-5/8" Long,
1/2 Oz.



MODEL	LENGTH	OZ.	HOOKS	DEPTH
C36MR	3-5/8"	1/2	2	0

C36MR — Available Colors: 11SB, 21, 808, BNSB, BSB, CHSB, HPSB, TROUT

C-EYE™ PRO SERIES CATCH 2000® COLORS



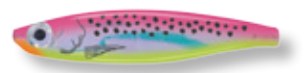
11SB — Red Head, White Back/Belly, Silver Bones



21 — Black Back, White Belly, Silver Luminescence



808 — Black Back, Orange Belly, Gold Luminescence



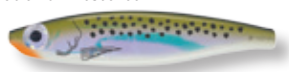
ECTR — Pink Back, Chartreuse Belly, Silver Luminescence



GCSB — Green Back, Pearl Belly, Chartreuse/Silver Bones



Red — Copper Back, White Belly, Gold Luminescence



TROUT — Moss Back, Pearl Belly, Silver Luminescence

The popular Catch 2000® joins the C-Eyes™ Pro Series!

One of **Mirrolure's** best selling lures, the **Catch 2000**, is now available in the **C-Eye™ Pro Series**. This new Series features natural clear 3-D eyes, contemporary fish-catching finishes and premium black nickel hooks.



C-Eye™ Pro Series
C20MR-21
3-1/2" Long, 1/2 Oz.



MODEL	LENGTH	OZ.	HOOKS	DEPTH
C20MR	3-1/2"	1/2	2	0-2'+

C20MR — Available Colors: 11SB, 21, 808, ECTR, GCSB, RED, TROUT



MirrOlure's popular MirrOdine® Now available in C-Eye™ Pro Series Colors.

The **MirrOdine® C-Eye™ Pro Series** features natural clear 3-D eyes, contemporary fish-catching finishes and premium black nickel hooks. Just like all of the other **MirrOdines®**, the **C17MR** has that bright, reflective, luminescent insert that attracts fish. With a twitching retrieve, this shallow runner darts from side-to-side, mimicking a wounded baitfish. *Trout, Redfish, Snook, Striped Bass and Tarpon* find the **C-Eye MirrOdine®** to be irresistible. With the new black hooks, don't be shy about trying these lures on your favorite freshwater river or lake. *Bass* will bust them for sure. Fish one of the New **C-Eye™ Pro Series MirrOdines®** and catch the fish of a lifetime.



*C-Eye™ Pro Series
C17MR-MGTR
2-5/8" Long, 3/8 Oz.*

MODEL	LENGTH	Oz.	HOOKS	DEPTH
C17MR	2-5/8"	3/8	2	0-24" +

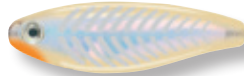
C17MR Available Colors: BSB, BNSB, CHSB, GCSB, PSB, VPB, SS, VS, TROUT, ECTR, MGTR, RED



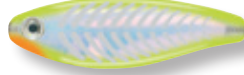
C-EYE™ PRO SERIES MIRRODINE® COLORS



BSB — Black/Silver Bones



BNSB — Bone Back, Bone Belly, Silver Bones



CHSB — Chartreuse Back, Chartreuse Belly, Silver Bones



GCSB — Green Back, Pearl Belly, Chartreuse/Silver Bones



PSB — Pearl/Silver Bones



VPB — Violet/ Pink Bones



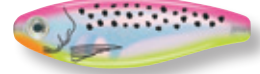
SS — Plum Back, White Belly, Yellow side, Silver Luminescence



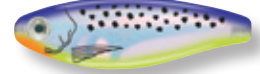
VS — Plum Back, Chartreuse Belly, Violet Luminescence



Trout — Moss Back, Pearl Belly, Silver Luminescence



ECTR — Pink Back, Chartreuse Belly, Silver Luminescence



MGTR — Purple Back, Chartreuse Belly, Silver Luminescence



Red — Copper Back, White Belly, Gold Luminescence

MirrOlure's legendary Tiny Trout Series turns PRO!

One of *Harold LeMaster's* first saltwater designs, the **Tiny Trout**, has been producing quality fish for decades. Now, this very popular bait is being offered in the new **C-Eye™ Pro Series**. This Series features natural clear 3-D eyes, seven contemporary fish-catching finishes and premium black nickel hooks. Tie on this old classic with a "new look" and catch more fish.



*C-Eye™ Pro Series
CTTR-11
3-5/8" Long, 1/2 Oz.*

MODEL	LENGTH	Oz.	HOOKS	DEPTH
CTTR	3-5/8"	1/2	3	3-8'+

CTTR – Available Colors: 11, 21, 26, 808, ECTR, MGTR, TROUT



C-EYE™ PRO SERIES - TINY TROUT™ COLORS



11 — Red Head, White Back/Belly, Silver Luminescence



21 — Black Back, White Belly, Silver Luminescence



26 — Red Back, White Belly, Silver Luminescence



808 — Black Back, Orange Belly, Gold Luminescence



ECTR — Pink Back, Chartreuse Belly, Silver Luminescence



MGTR — Purple Back, Chartreuse Belly, Silver Luminescence



TROUT — Moss Back, Pearl Belly, Silver Luminescence



“Floating Twitchbait”



Mirro Prop™
10MR-808
3" Long, 1/2 Oz.



Mirro Prop™ Floating Twitchbait Turns On The Surface Bite with a wide flash and lots of surface action to call in BIG fish!”

Twin counter-rotating propellers... that’s what makes Mirro Prop™ so special. This floating twitchbait creates the perfect amount of surface commotion to catch BIG fish. Mirro Prop™ combines a natural baitfish profile with sound and vibration to call predators from great distances. Mirro Prop™ features a “built-in” luminescent insert, 3-D eyes, sonic rattles, premium hooks and hardware.



MODEL	LENGTH	OZ.	HOOKS	DEPTH
10MR	3"	1/2	2	0

10MR – Available Colors: 11, 18, 21, 49, 808, CFPR, S

MirroMullet® turns on the surface bite with a flash and a subtle sound on calm waters!”
MirroMullet® Surface Walker

MirroMullet® and MirroMullet® XL closely resembles a juvenile finger-mullet, a favorite forage for all coastal predators. These surface walkers feature a wounded-mullet action and a subtle presentation which is ideal for fishing the calm shallows. MirroMullet® series features a luminescent insert for increased flash, 3-D eyes and a natural mullet profile.

10MR, 16MR, 26MR 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



EB — Electric Blue Back, Pearl Belly, Silver Luminescence



49 — Bayou Green Back, Pearl Belly, Silver Luminescence



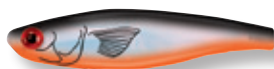
EC — Fluorescent Hot Pink Back, Chartreuse Belly, Silver Luminescence



50 — Bayou Green Back, Yellow Belly, Gold Luminescence



S — Silver Luminescence – Clear



808 — Black Back, Orange Belly, Silver Luminescence

Note: Pattern and colors shown are for the 16MR and 26MR. Colors shown above are also for the 10MR. For 10MR detail pattern see larger image with hooks.

“Surface Walker”



MirroMullet®
16MR-11
3" Long,
3/8 Oz.

MirroMullet® XL
26MR-CFPR
3-1/2" Long,
1/2 Oz.



MODEL	LENGTH	OZ.	HOOKS	DEPTH
16MR	3"	3/8	2	0
26MR	3-1/2"	1/2	2	0

16MR – Available Colors: 11, 18, 21, 49, 50, 808, CFPR, CH, EB, EC, S
26MR – Available Colors: 11, 18, 21, 49, 808, CFPR, CH, EC, S



MirrOlure's MirrOglass™ has a smaller profile that will help you match-the-hatch. Plus 3X-Strong hooks.

Designed to mimic a Glass Minnow or Rain Minnow, a favorite natural baitfish for cruising coastal predators. Their reflective, transparent, luminescent insert and slender body shape are unmatched in realism.



MirrOglass™
9MR-18
2-1/4" Long,
3/16 Oz.

"Suspending Twitchbait"

MirrOminnow®
19MR-50
3-1/4" Long,
3/8 Oz.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
9MR	2-1/4"	3/16	2	0-24" +
19MR	3-1/4"	3/8	2	0-18" +



9MR – Available Colors: 11, 18, 21, 49, 808, CFPR, CH, S

19MR – Available Colors: 11, 18, 21, 49, 50, 808, BKGCH, BNSBO, CFPR, CH, CHBL, EC, S

9MR, 19MR COLORS

- 11** — Red Head, White Back & Belly, Silver Luminescence
- 18** — Green Back, White Belly, Silver Luminescence
- 21** — Black Back, White Belly, Silver Luminescence
- 49** — Bayou Green Back, Pearl Belly, Silver Luminescence
- 50** — Bayou Green Back, Yellow Belly, Gold Luminescence
- 808** — Black Back, Orange Belly, Silver Luminescence
- BKGCH** — Black Back, Chartreuse Belly, Gold Luminescence
- BNSBO** — Black/Bone Back, Orange/Bone Belly, Silver Luminescence
- CFPR** — Chartreuse Back, Pearl Belly, Silver Luminescence
- CH** — Chartreuse Back & Belly, Silver Luminescence
- CHBL** — Blue Back, Chartreuse Belly, Silver Luminescence
- EC** — Fluorescent Hot Pink Back, Chartreuse Belly, Silver Luminescence
- S** — Silver Luminescence – Clear

MirrOdine® 17MR and 27MR Broken Glass Series

This NEW MirrOdine® Broken Glass Series feature bright, reflective, broken glass foil inserts, "fish-calling" rattles and natural 3-D eyes to enhance their realism, plus extra-strong hooks.



MirrOdine®
17MR-CFSBG
2-5/8" Long,
3/8 Oz.

"Suspending Twitchbait"

MirrOdine®
27MR-706SBG
3-1/8" Long,
9/16 Oz.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
17MR	2-5/8"	3/8	2	0-24" +
27MR	3-1/8"	9/16	2	0-24" +



BROKEN GLASS SERIES™

17MR – Available Colors: 18SBG, 51SBG, 706SBG, 750SBG, 909PBG, CFSBG, GBG, PDSBG, PFSBG, SBG

MIRRODINE® AND MIRRODINE® XL BROKEN GLASS COLORS

- 18SBG** — Green Back, White Belly, Silver
- 51SBG** — White Back, White Belly, Silver
- 706SBG** — Black Back, Pink Belly, Silver
- 750SBG** — Black Back, Chart. Side, Orange Belly, Silver
- 909PBG** — Black Back, Pink Belly, Pink
- CFSBG** — Chartreuse Florescent, Silver
- GBG** — Clear, Gold
- PDSBG** — Purple Demon
- PFSBG** — Pink Flame, Silver
- SBG** — Clear, Silver



“Suspended Twitchbait”



MirroDine® Mini
14MR-21
2-1/4" Long,
3/16 Oz.



MirroDine®
17MR-BKGCH
2-5/8" Long,
3/8 Oz.

“Suspended Twitchbait”

“Sinking Twitchbait”



Heavy Dine®
18MR-EB
2-5/8" Long,
7/16 Oz.



MirroDine® XL
27MR-CFPR
3-1/8" Long,
9/16 Oz.

“Suspended Twitchbait”

14MR, 17MR, 18MR, 27MR, 37MR COLORS



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



BKGCH — Black Back, Chartreuse Belly, Gold Luminescence



18 — Green Back, White Belly, Silver Luminescence



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



21 — Black Back, White Belly, Silver Luminescence



CFPR — Chartreuse Back, Pearl Belly, Silver Luminescence



26 — Red Back, White Belly, Silver Luminescence



CH — Chartreuse Back & Belly, Silver Luminescence



49 — Bayou Green Back, Pearl Belly, Silver Luminescence



CHBL — Blue Back, Chartreuse Belly, Silver Luminescence



50 — Bayou Green Back, Yellow Belly, Gold Luminescence



EB — Electric Blue Back, Pearl Belly, Silver Luminescence



808 — Black Back, Orange Belly, Silver Luminescence



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



BCH — Chartreuse Head, Black Back & Belly, Gold Luminescence



S — Silver Luminescence — Clear



MirroDine® XXL
37MR-EC
3-7/8" Long,
1 Oz.

MirroDine®...the Irresistible Sinking Twitchbaits!

The ever popular **MirroDine®** family has a super big brother, the **MirroDine® XXL**. This super big version of the **MirroDine®**, casts great. All five lures feature a wide-body profile and realistic baitfish pattern which produces violent strikes. **MirroDine® Mini**, **MirroDine® Heavy Dine™**, **MirroDine® XL**, and the **MirroDine® XXL**, feature bright, reflective, luminescent inserts, “fish-calling” rattles and natural 3-D eyes to enhance their realism, plus extra-strong hooks. With a twitching retrieve, these baits dart from side-to-side, mimicking a wounded baitfish. *Trout, Redfish, Snook, Striped Bass and Tarpon* find the **MirroDines®** to be irresistible.



MODEL	LENGTH	OZ.	HOOKS	DEPTH
14MR	2-1/4"	3/16	2	0-24" +
17MR	2-5/8"	3/8	2	0-24" +
18MR	2-5/8"	7/16	2	2-5' +
27MR	3-1/8"	9/16	2	0-24" +
37MR	3-7/8"	1	2	0-36" +

14MR, 17MR, 18MR, 27MR, 37MR – Available Colors: 11, 18, 21, 26, 49, 50, 808, BCH, BKGCH, BNSBO, CFPR, CH, CHBL, EB, EC, S

Top Water/Suspending Twitchbait
ORIGINAL
MirrOlure®
 SERIES III®



MirrOlure® Series III Top Dog Jr.®

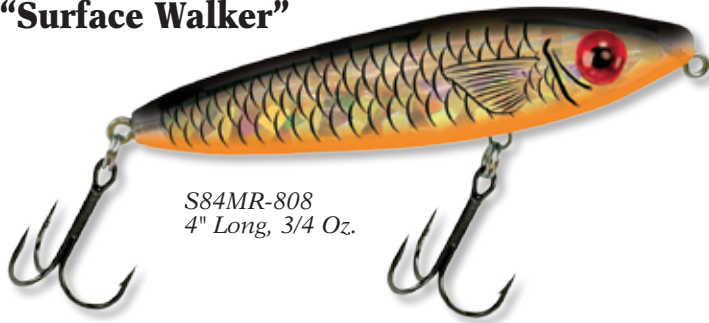
Ideal for probing or locating fish on open flats. Sonic "fish-calling" rattles can be detected from great distances. Low-frequency sonic rattles and life-like action trigger explosive strikes. Bright holographic foil and fish-attracting colors make the Series III a must-have for every serious top-water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

MODEL	LENGTH	Oz.	HOOKS	DEPTH
S84MR	4"	3/4	2	0



S84MR – Available Colors: 11, 18, 21, 808, BCH

"Surface Walker"



S84MR-808
 4" Long, 3/4 Oz.

MirrOlure® Series III®

S7MR – This Floating Twitchbait is ideal when fishing the flats or structures such as oyster reefs and mangroves. With a twitching retrieve, S7MR will dart below the waters' surface mimicking an injured baitfish. Great for Trout, Redfish, Snook and Striper.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
S7MR	3-5/8"	3/8	3	0-1/2'+



S7MR – Available Colors: 11, 18, 21, 808, CH, CHBL, EC, GR, PS

"Floating Twitchbait"



S7MR-PS
 (PRISM SHINER)
 3-5/8" Long,
 3/8 Oz.



MirrOlure® Series III® Catch 2000®

S20MR – The popular **Catch 2000®** features a natural baitfish pattern and highly reflective **Holographic Foil** for added effectiveness. This great mullet imitation suspends at 10" to 16" and will "walk-the-dog" below the waters' surface. Each **Series III®**, **Catch 2000®**, has sonic "fish-calling" rattles and famous Mirrolure fiery-red eyes. Excellent for Trout, Redfish, Snook, Striper and Tarpon.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
S20MR	3-1/2"	1/2	2	0-2'+



S20MR – Available Colors: 11, 18, 21, 808, BNSBO, CFPR, EC, PS

"Suspending Twitchbait"



S20MR-21
 3-1/2" Long, 1/2 Oz.



MirrOlure® Series III® Catch 5™

Catch 5™ is a suspending-lure with a wide-body profile that produces a large holographic flash, which can be detected by gamefish at great distances. **Catch 5™** emits a low-frequency sonic rattle similar to the famous **Top Dog®**, for additional vibration and effectiveness. Each **Catch 5™** features a natural baitfish pattern for unmatched realism, which triggers aggressive strikes. Use a twitching retrieve and **Catch 5™** 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
S25MR	3-1/2"	3/4	2	0-2'+



S25MR – Available Colors: 11, 18, 21, 808, BNSBO, CFPR, CH, CHBL, EC, PS

"Suspending Twitchbait"

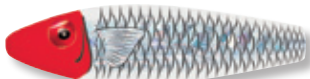


S25MR-808
 3-1/2" Long
 3/4 Oz.

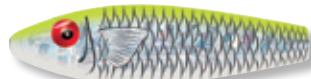
Catch 5™



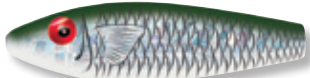
SERIES III® COLORS
S7MR, S20MR, S25MR, S52MR,
S84MR, STTR



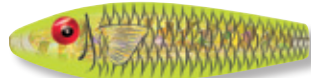
11 — Red Head, White Back & Belly, Silver Holographic



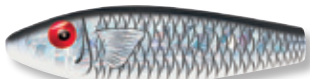
CFPR — Chartreuse Back, Pearl Belly, Silver Holographic



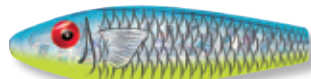
18 — Green Back, White Belly, Silver Holographic



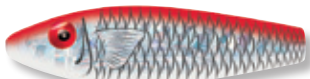
CH — Chartreuse Back & Belly, Gold Holographic



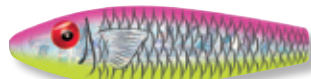
21 — Black Back, White Belly, Silver Holographic



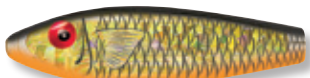
CHBL — Blue Back, Chartreuse Belly, Silver Holographic



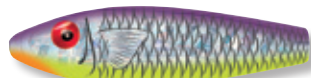
26 — Red Back, White Belly, Silver Holographic



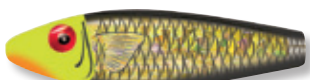
EC — Fluorescent Hot Pink Back, Chartreuse Belly, Silver Holographic



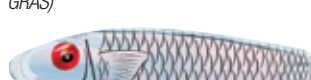
808 — Black Back, Orange Belly, Gold Holographic



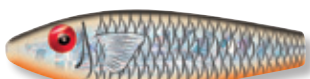
MG — Purple Back, Chartreuse Belly, Orange Throat, Silver Holographic (MARDI GRAS)



BCH — Black Back, Black Belly, Chartreuse Head, Gold Holographic



PS — Clear Prism, Silver Holographic (Prism Shiner)



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

Note: Pattern and colors shown are for the S7MR, S20MR, S52MR, and S84MR. Colors shown above are also for the S25MR and STTR. For S25MR and STTR detail pattern see larger image with hooks.

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 one or two times, then pausing for a count of five, will allow the lure to sink deeper. This simple technique will bring heart-stopping strikes.

MirrOlure® Series III® Coastal Classic

S52MR – A “coastal classic” has a sink rate of one foot per second. A great lure for fishing the beaches, deep grass flats or channels. Precise weight distribution and body design creates life-like action for terrific results. Try twitching the **S52MR** one or two times, then pausing for a count of five. “This often brings rod-snatching strikes from trophy fish.”

MODEL	LENGTH	OZ.	HOOKS	DEPTH
S52MR	3-5/8"	1/2	3	3-8'+

S52MR – Available Colors: 11, 18, 21, 26, 808, CFPR, CH, CHBL, EC, GR, MG, PS



“Sinking Twitchbait”



S52MR-11
 3-5/8" Long,
 1/2 Oz.



MirrOlure® Series III® Tiny Trout™

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. “Tie one on and try the deepwater twitch action.”

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

STTR – Available Colors: 11, 18, 21, 26, 808, CFPR, CHBL, EC, GR, MG



“Sinking Twitchbait”



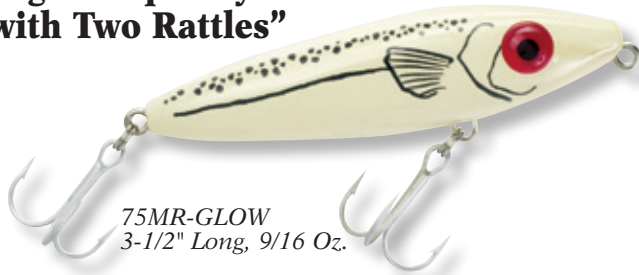
STTR-MG
 3-5/8" Long,
 1/2 Oz.



MirrOlure® She Pup® and She Dog®

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

"High Frequency with Two Rattles"



75MR-GLOW
3-1/2" Long, 9/16 Oz.

"Surface Walker"



83MR-CRBL
4" Long, 3/4 Oz.

MODEL	LENGTH	Oz.	HOOKS	DEPTH
75MR	3-1/2"	9/16	2	0
83MR	4"	3/4	2	0

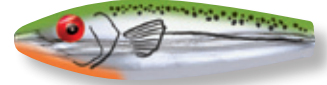


75MR - Available Colors: BLCHO, CHPR, CRBK, CRBL, CRBN, CRCH, CRHP, CRRW, GCRBO, GLOW, NSCH
83MR - Available Colors: BLCHO, CHPR, CRBK, CRBL, CRBN, CRCH, CRGR, CRHP, CRRW, GCRBO, GLOW, NSCH

SHE PUP® AND SHE DOG® COLORS



BLCHO — Blue Back, Orange Belly, Chartreuse Sides



CRGR — Green Back, Chrome Body, Orange Throat



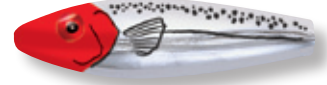
CHPR — Chartreuse Back & Belly, Orange Throat, Pearl Sides



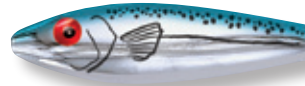
CRHP Hot Pink Back & Belly, Chrome Body



CRBK Black Back, Chrome Body



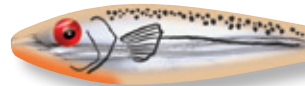
CRRW — Red Head, White Back, Chrome Body



CRBL Blue Back, Chrome Body



GCRBO — Black Back, Orange Belly, Chrome Body



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



GLOW Glow-in-the-Dark Lime Green



CRCH — Chartreuse Back, Chrome Body, Orange Throat



NSCH Chartreuse Head, Black Body

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 gamefish 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.

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 tip. 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.



POPA DOG®
87MR-21
4-1/4" Long,
13/16 Oz.

"Surface Popper"



MODEL	LENGTH	Oz.	HOOKS	DEPTH
87MR	4-1/4"	13/16	2	0

87MR - Available Colors: 11, 18, 21, 808, CFPR, CH, CHBL



How do I choose the best Dog?

L&S Bait Co. provides 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 Pup®** and **She 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 gamefish, use **Popa Dog®** to create more surface commotion and a 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.

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

These Surface Walkers emit low-frequency sonic rattles and life-like action which trigger explosive strikes. Ideal for probing or locating fish on open flats. Sonic "fish-calling" rattles can attract fish from great distances. Each features **Mirrolure®** "built-in" reflective flash and quality hardware. A favorite among many tournament anglers.



94MR-18
4-9/16" Long, 15/16 Oz.



84MR-HP
4" Long, 3/4 Oz.

"Surface Walkers"

74MR-11
3-1/2" Long,
5/8 Oz.



MODEL	LENGTH	OZ.	HOOKS	DEPTH
74MR	3-1/2"	5/8	2	0
84MR	4"	3/4	2	0
94MR	4-9/16"	15/16	2	0

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

84MR – Available Colors: 11, 18, 21, 24, 51, 54, 808, BN, BNSO, CFPR, CH, CHBL, HP, NSCH, S

94MR – Available Colors: 11, 11FGO, 18, 21, 24, 808, BN, BNSCH, CF, CH, CHBL, G, HP, PD, RT, S

How to work a Floating Twitchbait.

When gamefish 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.

Mirrolure® 7M Series

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

"Floating Twitchbait"



7M-CH
3-5/8" Long,
3/8 Oz.



MODEL	LENGTH	OZ.	HOOKS	DEPTH
7M	3-5/8"	3/8	3	0-12"+

7M – Available Colors: 11, 18, 19, 21, 808, CH, G, S

Mirrolure® 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.

"Floating Twitchbait"



5M-26
3-5/8" Long,
1/2 Oz.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
5M	3-5/8"	1/2	3	0

5M – Available Colors: 11, 18, 21, 26, 808



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" gamefish.

Catch 2000® – A coastal favorite! Retrieve with rod tip up or down. Ideal for wade-fishermen when gamefish 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
20MR	3-1/2"	1/2	2	0-2'+
22MR	3"	3/8	2	0-2'+

20MR – Available Colors: 11, 18, 19, 21, 26, 704, 808, BN, BNS, CF, CFPR, CH, CHBL, G, GLOW, HP, NS, PD, PIN, S
22MR – Available Colors: 11, 18, 21, 24, 704, 808, CFPR, CH, G, GLOW, S



20MR-21
3-1/2" Long,
1/2 Oz.



"Suspending Twitchbaits"



22MR-GLOW
3" Long, 3/8 Oz.



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 gamefish.

The 51MR, 52M and 52MR Sinking Twitchbait, 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
51MR	3-5/8"	1/2	3	1-4'+
52M	3-5/8"	1/2	3	3-8'+
52MR	3-5/8"	1/2	3	3-8'+

51MR – Available Colors: 11, 18, 21, 51, 704, 801, 808, BNSCH, CH, CH11, HP
52M – Available Colors: 11, 18, 19, 21, 24, 26, 704, 808, CH, CHBL, HP, NS, PD, S
52MR – Available Colors: 11, 18, 21, 26, 28, 750, 808, CH, CHBL, GLOW, HP, PD, S



51MR-801
3-5/8" Long,
1/2 Oz.



"Sinking Twitchbaits"



52M-PD
3-5/8" Long,
1/2 Oz.



52MR-CH
3-5/8" Long,
1/2 Oz.

MirrOlure® Scaled Sardine

This popular Sinking 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 gamefish.

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

32M – Available Colors: 11, 18, 21



32M-21
3" Long, 1/2 Oz.

"Sinking Twitchbait"



“Sinking Twitchbaits”



TT-28
3-5/8" Long, 1/2 Oz.

TTR-704
3-5/8" Long, 1/2 Oz.



**MirrOlure®
Spotted Trout Series**

This lure resembles a Trout fingerling, a natural baitfish for inshore gamefish. The **TT** features permanent “built-in” spots. **TT** can be cast or trolled to catch giant **Speckled Trout, Striper, Tarpon and Redfish**. **TTR** is available with “fish-calling” rattles.

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

TT – Available Colors: 11, 11FGO, 18, 21, 24, 26, 28, 750, 808, CFPR, CH, CHBL, HP, PD, S

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



“Sinking Twitchbaits”



4M-11
2-1/8" Long,
1/4 Oz.

MirrOlure® Sinking Ultralight

When gamefish 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
4M	2-1/8"	1/2	2	2-4'+

4M – Available Colors: 11, 18, 21, 51



65M-11FGO
3-1/4" Long,
1 Oz.



77M-24
4-1/4" Long,
1-1/4 Oz.

**MirrOlure®
Big Game Series**

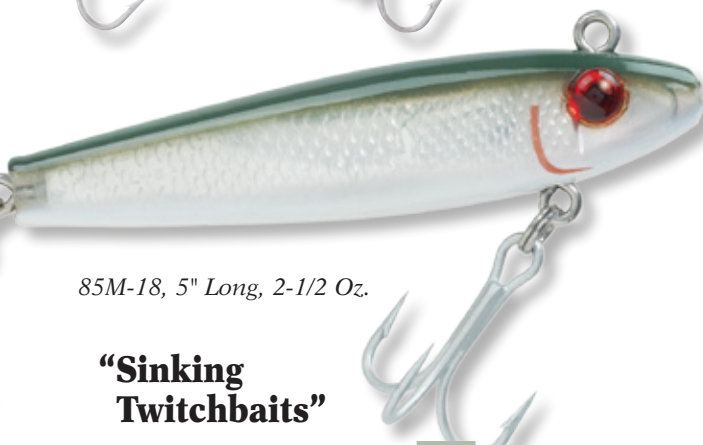
All the great features of the popular **52M** series, but heavier. The **65M, 77M** and **85M** are ideal for **Tarpon, Striper, Bluefish and Snook**. The **65M** Deep Runner is a compact lure which casts like a bullet, making for longer casts. This lure is great for vertical jigging or use in deeper waters. The **77M** and **85M** can be used in casting situations such as surf fishing or slow-trolled.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
65M	3-1/4"	1	2	10-20'+
77M	4-1/4"	1-1/4	3	5-10'+
85M	5"	2-1/2	2	10-20'+

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

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

85M – Available Colors: 11, 11FGO, 18, 19, 21, 24, 704, 808, CH, PD, S



85M-18, 5" Long, 2-1/2 Oz.

“Sinking Twitchbaits”



MirrOlure® 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®** 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, 21, 24MAC, 707MAC, 801, ECMAC, FT, HP, PD



BIG GAME COLORS



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



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



ECMAC Mackerel Stripes, Pink Back, Chartreuse Belly, Silver Scale (Electric Chicken)



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



HP Fluorescent Hot Pink Back & Belly, Silver Scale



PD Purple (Purple Demon™)



111MR-ECMAC
(Electric Chicken)
7" Long, 2-1/8 Oz.

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, 21, 24MAC, 707MAC, 801, ECMAC, FT, HP, PD



113MR-24MAC
7" Long, 2-1/4 Oz.



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)



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



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



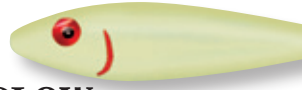
CH11
 Red Head, Fluorescent Chartreuse Back &
 Belly, Silver Scale



CHBL
 Blue Back, Translucent Chartreuse Belly, Silver
 Scale



G
 Gold Scale, Clear



GLOW
 Glow-in-the-Dark Lime Green



HP
 Fluorescent Hot Pink Back & Belly, Silver Scale



NS
 Black (Night Stalker[®])



PD
 Purple (Purple Demon[™])



S
 Silver Scale—Clear

How To Order

Each MirrOlure[®] has an individual number and letter code which designates model and color. Some lures are not available in all colors.

Check model for availability.

EXAMPLE: 52MR11

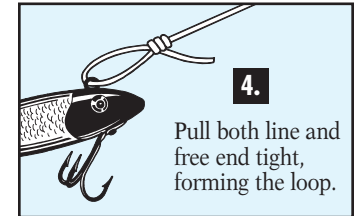
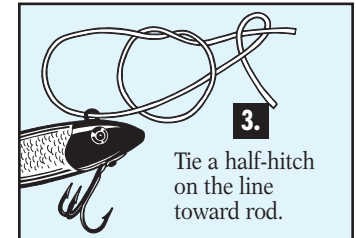
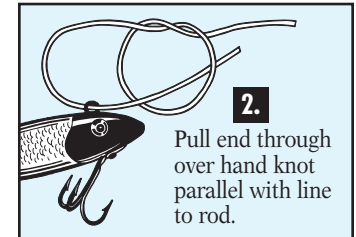
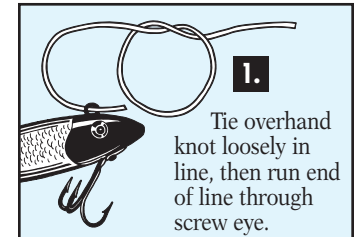
This model number is the designation for a 52 MirrOlure[®] Rattler with Red Head and White Back and Belly.

MODEL	MIRROLURE [®]	RATTLER	COLOR
52	M	R	11

The MirrOlure[®] Knot

Your MirrOlure[®] or Paul Brown 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.





“Tournament proven Scented Soft Plastic Baits by MirrOlure!”

3-3/4" Lil John™

Don't let this unusual shape fool you! **Lil John™** is tournament proven and remains a “secret weapon” for many tournament professionals and guides. **Lil John™** is infused with a special shrimp scent which allows fishermen to catch more trophy fish. **Lil John's™** special tube-shape body allows for great action and unmatched casting distance. The incomparable durability of this bait makes it the ultimate soft bait. Excellent for *Trout, Redfish, Snook and Flounder.*

4-1/4" Lil John™ XL

The shape that will fool you! Like the tournament proven **Lil John™** this “NEW secret weapon” will be in every angler's bag of special baits. **Lil John™ XL** is infused with a special shrimp scent which draws in those trophy fish. **Lil John's™ XL** tube-shape body allows for great action and it's added weight means longer casts. Special features include a pocket, which allows anglers to rig the lure weedless or fished with a keel-weighted hook. Excellent for *Trout, Redfish, Snook and Flounder.*

5" Provoker®

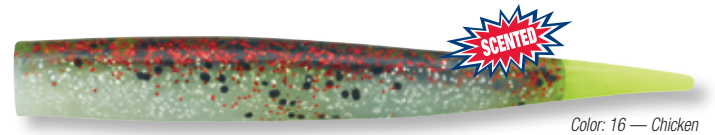
The 5" **Provoker®** features a large pocket in the belly of the lure which allows fishermen to rig them many ways, for different presentations. With a twitching retrieve, **Provoker®** comes alive in the water and produces BIG fish. Each **Provoker®** features a natural baitfish profile with 3-D eyes, gills and scales and is injected with a secret shrimp scent.

3-3/4" Marsh Minnow™

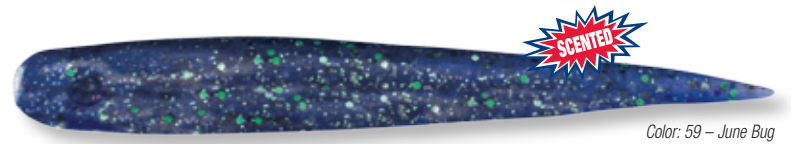
MirrOlure introduces the new **Marsh Minnow™** which features a realistic baitfish profile and large tail design which creates lots of vibration when retrieved. Like the other popular **MirrOlure® Soft Plastics**, this lure is heavily scented to attract finicky gamefish. When fishing dark or stained waters, fish the **Marsh Minnow™** and catch more fish.

4" Soft-Shad™

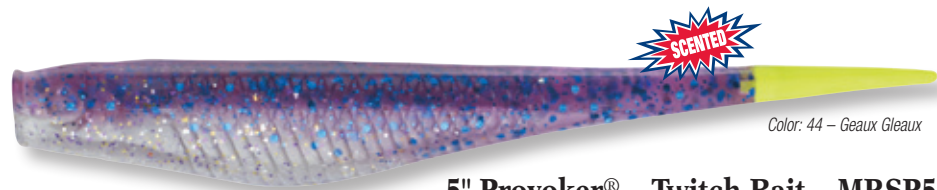
The 4" **Soft-Shad™** paddle tail features a realistic baitfish profile and natural swimming action for catching most saltwater gamefish. **Soft-Shad's™** tail design creates great vibration and water movement for added attraction.



Color: 16 — Chicken
3-3/4" Lil John™ – Twitch Bait – MRLJ



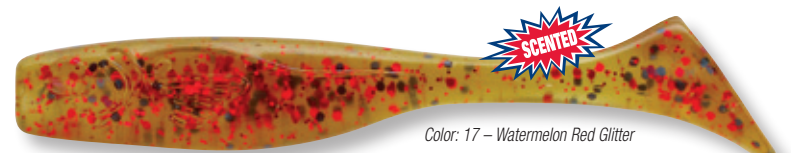
Color: 59 — June Bug
4-1/4" Lil John™ XL – Twitch Bait – MRLJXL



Color: 44 — Geaux Gleaux
5" Provoker® – Twitch Bait – MRSP5



38WT — Pink Silver/White Tail
3-3/4" Marsh Minnow™ – Paddle Tail – MRMM



Color: 17 — Watermelon Red Glitter
4" Soft-Shad™ – Paddle Tail – MRSS4





3-3/4" Lil John™ - Twitch Bait - MRLJ



- | | |
|--------------------------------|-------------------------------------|
| 1 — Opening Night | 41 — Sour Lemon |
| 4 — Electric Chicken | 42 — New Penny |
| 9 — Rootbeer | 45 — Molting |
| 14 — Glow/Chartreuse Tail | 46 — Gold |
| 16 — Chicken | 47 — Blue Moon |
| 17 — Watermelon Red Glitter | 48 — Bourbon |
| 26 — Golden Bream | 49 — Tube Worm |
| 27 — Gold/Red Glitter | 50 — Kitchen Sink |
| 30 — Purple Demon | 51 — Plum Haze/Chartreuse Tail |
| 32 — Glow | 53 — Ice |
| 36 — Watermelon Copper Glitter | 54 — Chartreuse Ice |
| Salt and Pepper | 55 — Watermelon Ice |
| 38 Pink Silver | 68 — Glow/Gold Glitter |
| 39 — Money | 69 — Pumpkinseed GF/Chartreuse Tail |
| 40 — Margarita | 70 — Purple Demon White Tail |

4-1/4" Lil John™ XL - Twitch Bait - MRLJXL

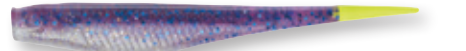


- | | |
|-----------------------------------|------------------------------|
| 1 — Opening Night | 26 — Golden Bream |
| 4 — Electric Chicken | 27 — Gold/Red Glitter |
| 6 — Salt & Pepper/Chartreuse Tail | 39 — Money |
| 9 — Rootbeer | 45 — Molting |
| 16 — Chicken | 47 — Blue Moon |
| 17 — Watermelon Red Glitter | 59 — June Bug |
| 18 — Pearl | 70 — Purple Demon White Tail |

3-3/4" Marsh Minnow™ - Paddle Tail - MRMM

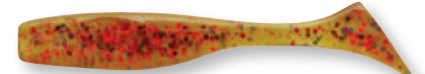
- | |
|--|
| 1 — Opening Night |
| 4 — Electric Chicken |
| 6 — Salt & Pepper/Chartreuse Tail |
| 11 — Morning Glory/Chartreuse Tail |
| 14 — Glow/Chartreuse Tail |
| 16 — Chicken |
| 18 — Pearl |
| 38WT — Pink Silver Glitter/White Tail |
| 45ST — Molting Sparkle Tail |
| 47 — Blue Moon |
| 48ST — Bourbon Sparkle Tail |
| 49ST — Tube Worm Sparkle Tail |
| 56 — Purple/Chartreuse Tail |
| 57 — Natural Shrimp/Chartreuse Tail |
| 58 — Avocado Red Glitter/Chartreuse Tail |
| 71 — Gold Pearl |
| 72 — Root Beer/Copper |
| 73 — Lemon Head |

5" Provoker® - Twitch Bait - MRSP5



- | | |
|------------------------------------|-------------------------|
| 1 — Opening Night | 26 — Golden Bream |
| 3 — Chartreuse Gold | 27 — Gold/Red Glitter |
| 4 — Electric Chicken | 38 — Pink Silver |
| 10 — Plum/Chartreuse Tail | 42 — New Penny |
| 11 — Morning Glory/Chartreuse Tail | 43 — Roach |
| 14 — Glow/Chartreuse Tail | 44 — Geaux Geaux |
| 17 — Watermelon Red Glitter | 45 — Molting |
| 18 — Pearl | 50 — Kitchen Sink |
| 19 — Pumpkin Seed/Chartreuse Tail | 52 — Gold Body Red Back |
| 21 — Bone Silver | |

4" Soft-Shad™ - Paddle Tail - MRSS4

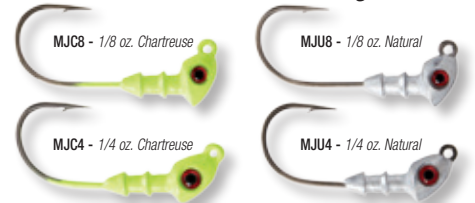


- | | |
|-----------------------------------|------------------------------------|
| 1 — Opening Night | 11 — Morning Glory/Chartreuse Tail |
| 2 — Mullet | 14 — Glow/Chartreuse Tail |
| 3 — Chartreuse Gold | 16 — Chicken |
| 4 — Electric Chicken | 17 — Watermelon Red Glitter |
| 6 — Salt & Pepper/Chartreuse Tail | 26 — Golden Bream |
| 7 — White/Pink Tail | 27 — Gold/Red Glitter |
| 9 — Rootbeer | 30 — Purple Demon |
| 10 — Plum/Chartreuse Tail | |

MirrOlure® Twist On Natural Jigs



MirrOlure® Pro Series Jigs





Paul Brown's
Original Series



Paul Brown's First Top Water Lure...Soft-Dog™.

Paul Brown Lures presents their first top water surface walker... the **Soft-Dog™**. When the strikes are short...that is the time to tie on a **Soft-Dog™** and increase your hookups. Walks-the-dog with ease. This is the perfect mullet imitation for fishing the shallows!

"Surface Walker"



Soft-Dog™
SDG-91
3-3/4" Long,
7/8 Oz.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
SDG	3-3/4"	7/8	2	0'+

SDG - Available Colors: 01, 08, 09, 12, 15, 18, 22, 91



SOFT-DOG™ COLORS



Paul Brown's Soft Dine Series

Paul Brown's extremely popular **Soft-Dine™** is also available in a XL size. **Soft-Dine™ XL** is designed for fishing the shallows and catching trophy size *Trout* and *Redfish*. Like it's smaller brother, **Soft-Dine™ XL** features a built-in reflective foil insert for added realism and a special sonic-rattling chamber for more vibration and noise.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
SD	2-5/8"	3/8	2	0-24"+
SDXL	3-1/4"	5/8	2	0-24"+

SD - Available Colors: 01, 05, 06, 08, 09, 10, 15, 18, 19, 22, 24, 49, 91, 95, 98, 101, 102, 109, 117, 118, 119, 125, 126

SDXL - Available Colors: 01, 05, 06, 08, 09, 10, 15, 18, 19, 22, 24, 49, 91, 95, 98, 101, 102, 109, 117, 118, 119, 125, 126



Paul Brown's
Soft-Dine™
SD-101
2-5/8" Long,
3/8 Oz.



Paul Brown's
Soft-Dine™ XL
SDXL-117
3-1/4" Long,
5/8 Oz.

"Sinking Twitchbait"

20

SOFT-DINE™ - SOFT-DINE™ XL COLORS





“This popular lure once held the Texas State record for speckled trout (over 13 lbs.) and is credited with thousands of other trophy-sized Trout and Redfish.”



The **Paul Brown's Original Series**® are soft-bodied profile “suspending lures” with life-like eyes. A twitching retrieve provides the best action for Paul Brown Lures. Each lure will dart erratically from side-to-side making them deadly on coastal predators. Fish the **Paul Brown Series** slow. Slow twitching gives the best results. For skinny waters, use Paul's Floaters.



“My Slam Bait!”

“Paul Brown Baits, not just for Speckled Trout. This product line, that **MirrOlure**® has taken over and continues to develop, is one of my top lures in my tackle bag. My choice is the **Fat Boy**. I call it **My Slam Bait**, because it catches all three in-shore species, quite well.”

Capt. C.A. Richardson
Flats Class TV Host and Professional Guide

Paul Brown's Original

The **Original** features a soft-bodied mullet profile and is scientifically weighted with the use of an internal wire harness and added “fish-calling” rattle.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
OR	3-5/8"	3/4	2	18-24"+

OR – Available Colors: 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 30, 31, 49, 91, 93, 95, 96, 97, 98, 99



Paul Brown's Fat Boy

A favorite among wade-fishermen, the **Fat Boy** features a wide-bodied profile and suspending action which catches large fish. **Fat Boy** is weighted for long casts and features a special vacuumed rattle.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
FB	3-1/2"	7/8	2	18-24"+

FB – Available Colors: 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 30, 31, 49, 91, 93, 95, 96, 97, 98, 99



Paul Brown's Floating Original

Original Floater like the **Fat Boy Floater** can be identified by the small gill shape on the side of the body. Try **Paul's Floating Original** in “skinny” water. Casts great with incredible darting action from side-to-side.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
ORF	3-5/8"	11/16	2	6-12"+

ORF – Available Colors: 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 30, 31, 49, 91, 93, 95, 96, 97, 98, 99



Paul Brown's Floating Fat Boy

Fat Boy Floater runs shallower than the **Fat Boy** and was designed by **Paul Brown** to fish “skinny” waters.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
FBF	3-1/2"	13/16	2	6-12"+

FBF – Available Colors: 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 30, 31, 49, 91, 93, 95, 96, 97, 98, 99



Paul Brown's Devil

This unique soft-bodied lure is very easy to fish. With slight rod twitches, the **Devil's** long “rat tail” provides great action and violent strikes. The **Devil's** built-in wire harness, vacuumed rattle and single treble hook makes this lure one of Paul's favorite.

MODEL	LENGTH	OZ.	HOOKS	DEPTH
DEV	4-7/8"	5/8	1	18-24"+

DEV – Available Colors: 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 30, 31, 49, 91, 93, 95, 96, 97, 98, 99



Try this Texas Secret in your waters... You won't be disappointed.

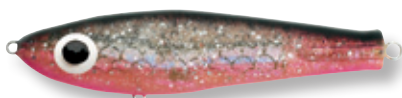




Paul Brown
Colors



01 Pearl Chartreuse Back



11 Black Back/Silv Glit/Pink Belly



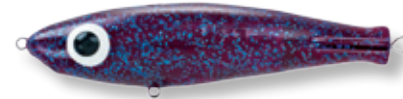
22 Red Head, White Back/Silver Glitter



02 Strawberry White Tail



12 Black Back/Pearl/Chart Belly



30 Purple Demon



03 Strawberry Black Back



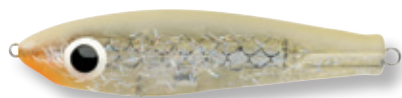
14 Red Head/Glow



31 Glow Chartreuse Tail



04 Glow



15 Bone Back/Silver Whisker Glitter



49 Bayou Green Back/Silver Whisker Glitter



05 Purple Chartreuse Belly



16 Tequila Sunrise



91 Chartreuse Gold White Belly



06 Chartreuse Black Back



17 Pink Back/Pearl/Pink Belly



93 Bone



07 Silver Chartreuse Tail



18 Green Back/Silver Glitter



95 Dayglow



08 Pink Silver



19 Opening Night



96 Copper Top



09 Black Gold Orange



20 Chicken



97 Black Chartreuse Tail



10 Pearl Black Back



21 Roach

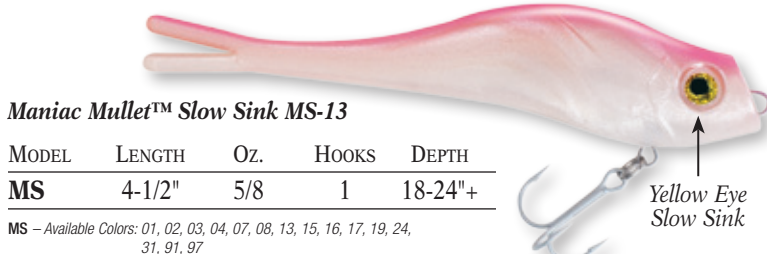


98 TX Chicken

FIVE MODELS TO CHOOSE FROM:
Paul Brown's Original, Paul Brown's Floating Original,
Paul Brown's Fat Boy, Paul Brown's Floating Fat Boy,
Paul Brown's Devil



**Born in Texas...
Raised in Texas,
Ready for the USA!**

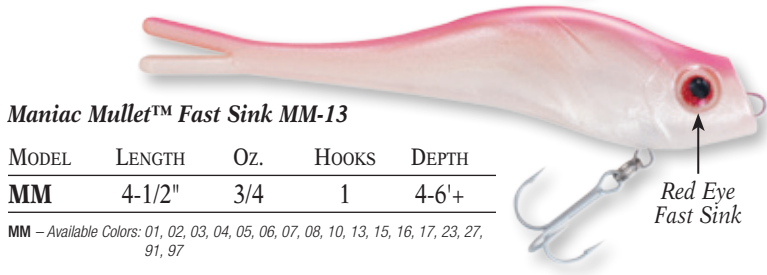


Maniac Mullet™ Slow Sink MS-13

MODEL	LENGTH	OZ.	HOOKS	DEPTH
MS	4-1/2"	5/8	1	18-24"+

MS – Available Colors: 01, 02, 03, 04, 07, 08, 13, 15, 16, 17, 19, 24, 31, 91, 97

Yellow Eye
Slow Sink



Maniac Mullet™ Fast Sink MM-13

MODEL	LENGTH	OZ.	HOOKS	DEPTH
MM	4-1/2"	3/4	1	4-6'+

MM – Available Colors: 01, 02, 03, 04, 05, 06, 07, 08, 10, 13, 15, 16, 17, 23, 27, 91, 97

Red Eye
Fast Sink



**“Maniac Mullet™...
The ideal search bait!”**

4-1/2" Maniac Mullet™

This lure’s “lip-like” nose design allows for an erratic action, which attracts trophy gamefish and explosive strikes. **Maniac Mullet™ Slow Sink** is ideal for wade fishing and is a weapon used to catch “GATOR” Trout. Fish the Fast Sink in four to seven feet of water using a twitching retrieve for best results. *Fishing deep or shallow flats... Tie on a Maniac Mullet™ and catch more fish.*

MANIAC MULLET™ - SLOW SINK COLORS

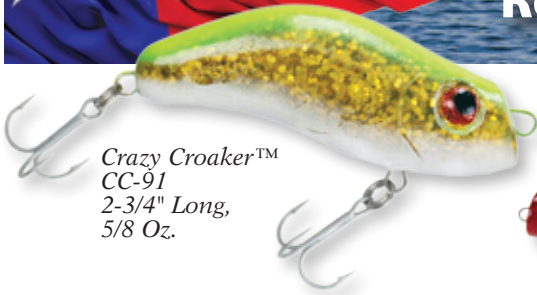


MANIAC MULLET™ - FAST SINK COLORS





**Born in Texas...
Raised in Texas,
Ready for the USA!**



*Crazy Croaker™
CC-91
2-3/4" Long,
5/8 Oz.*

TIDAL SURGE - CRAZY CROAKER™ COLORS



CC-02 Red/White Tail

CC-10 Pearl/Black

CC-20 Pumpkinseed/Limetreuse Back

CC-30 Pearl/Chartreuse



CC-03 Red Shad



CC-11 Black/Limetreuse Back



CC-21 Purple/Chartreuse Back



CC-91 Gold/Chartreuse



CC-06 Limetreuse



CC-13 Pearl/Pink



CC-23 Tiger Gleaux



CC-98 Pearl/Pink Chartreuse



CC-08 Pink Glitter



CC-15 Plum/Chartreuse Tail



CC-27 Glow



2-3/4" Crazy Croaker™

Tidal Surge Crazy Croaker™ features a unique flat nose design which creates a deadly action for trophy Trout and Redfish. Fish it quickly, with a twitching retrieve and Crazy Croaker™ comes alive or slow down your retrieval rate and it simulates a wounded baitfish. Whether you are wade fishing or drifting the flats, Crazy Croaker™ will help you catch more fish!

MODEL	LENGTH	OZ.	HOOKS	DEPTH
CC	2-3/4"	5/8	2	4-6'+

CC - Available Colors: 02, 03, 06, 08, 10, 11, 13, 15, 20, 21, 23, 27, 30, 91, 98

4-3/8" Split Tail Mullet™

Tidal Surge Split Tail Mullet™ is the ideal soft plastic when anglers choose to fish jig heads. This lure's head design, slender profile and split tail action make it a "game changer."



SPLIT TAIL MULLET™ COLORS



ST-10 Plum/Chartreuse Tail

ST-15 Red Shad

ST-29 Red/White Tail



ST-11 Black/Chartreuse Tail



ST-16 Guano



ST-40 Chartreuse Glitter



ST-12 Pearl/Limetreuse Tail



ST-18 Pearl



ST-41 Limetreuse



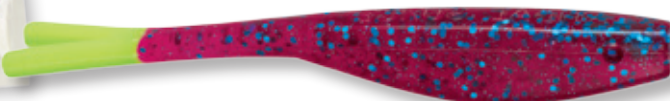
ST-14 Glow/Chartreuse Tail



ST-19 Pumpkinseed/Limetreuse Tail



ST-64 Plum



Split Tail Mullet™, ST-10, 4-3/8" Long



ST-66 Hulk

5" Thing™

Split Dual paddle tails...double the action with Tidal Surge Lure, "Thing". This shrimp like lure is fished the same as any other soft plastic. The dual paddle tails have a unique wobble and work independently of each other, providing good action and vibration for that trophy fish to locate "Thing" and attack. "Thing" is a must have for fishermen targeting Trout, Redfish, Flounder and Snook.

THING™ COLORS



T-06 Limetreuse

T-17 Green Glitter



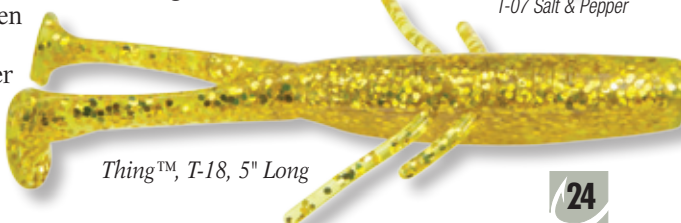
T-07 Salt & Pepper



T-08 Pink Glitter



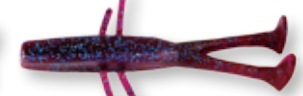
T-18 Gold Glitter



Thing™, T-18, 5" Long



T-16 Blue Glitter



T-28 Plum Solid



T-32 Pearl



T-29 Purple



TOURNAMENT TACKLE®

Big Game Lures with Striking Brilliance and Incredible Realism!



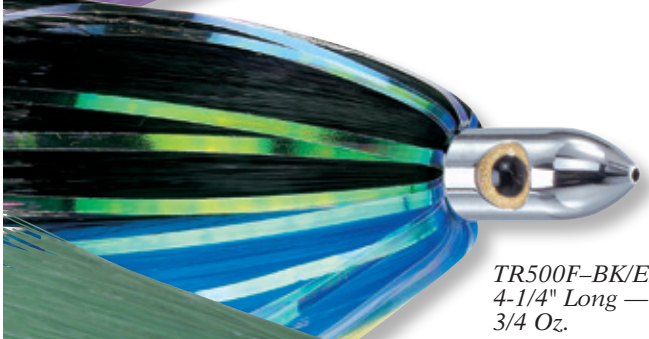
TR500-BK/PL
4-1/4" Long —
3/4 Oz.

● **ISLAND TRACKER®**

This popular lure features a bullet-nose which eliminates spinning and can be pulled from 5 to 12 knots depending on sea conditions. Deadly when used in conjunction with natural baits. Ideal for *Tuna, Dolphin, Sailfish and Mackerel*. Also, can be used on a spreader bar for attracting gamefish.

Optional Painted Head Colors

-  TR501 Blue **NEW**
-  TR502 Green
-  TR503 Red
-  TR504 Pink
-  TR505 Black
-  TR506 Purple
-  TR508 Orange Fire



TR500F-BK/EBL
4-1/4" Long —
3/4 Oz.

● **ISLAND TRACKER® FLASHER™ SERIES**

Available Colors: BL/WH, BK/RD, BK/PL, BK/ERD, BL/PK, DOL, EPK/EWH, BK/EBL



OR600-GR/CH
4-1/4" Long —
3/4 Oz.

● **ISLAND OUT-RIDER®**

Featuring a concave-head design, this lure creates spray and surface commotion triggering explosive strikes. Use the **Out-Rider®** with natural baits at speeds up to 8 knots. Perfect for *Tuna, Dolphin, Sailfish and Mackerel*.

Optional Painted Head Colors

-  OR601 Blue **NEW**
-  OR602 Green
-  OR603 Red
-  OR604 Pink
-  OR605 Black
-  OR606 Purple
-  OR608 Orange Fire



SS700-BK/RD
6-3/4" Long —
1-1/2 Oz.

● **ISLAND SEA STAR®**

This revolutionary head design channels water and air through the head and disperses it around the lures' skirt. The result is outstanding performance, stability and action at speeds between 6 to 10 knots. Great lure for all striking fish.

Optional Painted Head Colors

-  SS701 Blue **NEW**
-  SS702 Green
-  SS703 Red
-  SS704 Pink
-  SS705 Black
-  SS706 Purple
-  SS708 Orange Fire



SS700F-BK/EBL
6-3/4" Long —
1-1/2 Oz.

● **ISLAND SEA STAR® FLASHER™ SERIES**

Available Colors: BL/WH, BK/RD, BK/PL, BK/ERD, BL/PK, DOL, EPK/EWH, BK/EBL



SA300-BL/EBL/EWH
5-1/2" Long —
1/2 Oz.

SA300F-BK/EBL
5-1/2" Long —
1/2 Oz.

MI320-EBL/EPK
6-3/4" Long — 1-1/2 Oz.

BH800-DOL
8-1/2" Long —
1-1/4 Oz.

EX220-BK/PL
10-1/2" Long —
3 Oz.

PR120F-BL/WH
10" Long —
2-3/4 Oz.

ILAND SAILURE®

Designed especially for *Sailfish*, however, irresistible to *White Marlin*, *Dolphin*, *Wahoo*, *Tuna* and *Mackerel*. The conical-nose design is light-weight for finicky strikes and is most effective trolled at 5 to 8 knots. Great with natural bait and artificial ballyhoo or strip bait.

Optional Head Colors

-  SA301 Blue
-  SA302 Green
-  SA303 Red
-  SA304 Pink
-  SA305 Black
-  SA306 Chartreuse

ILAND SAILURE® FLASHER™ SERIES

Available Colors: BL/WH, BK/RD, BK/PL, BK/ERD, BL/PK, DOL, EPK/EWH, BK/EBL

ILAND MISTRESS®

Iland Mistress® features a scientifically designed head with four ventilation holes, which funnel air through the lure's head and disburse smoke around the skirt. Minimizes washout of natural bait and features *Iland Lures*® effective and durable nylon fiber skirt. *Ideal for Tuna, Wahoo, Marlin, Sailfish and others.*

Optional Head Colors

-  BH801 Blue
-  BH802 Green
-  BH803 Red
-  BH804 Pink
-  BH805 Black
-  BH806 Chartreuse

THE BLACK HOLE®

This lure's unique head design allows water to pass through it and out the gills located behind the natural 3-D eyes. Creates exceptional spray and smoking characteristics which attract gamefish from great distances. May be used with natural baits at speeds of 6 to 10 knots. *Ideal for catching Marlin, Wahoo, Tuna, Dolphin and King Mackerel.*







Optional Head Colors

-  EX221 Blue
-  EX222 Green
-  EX223 Red
-  EX224 Pink
-  EX225 Black
-  EX226 Chartreuse

ILAND EXPRESS®

A jet design that combines the effectiveness of jet action with ultra-light, hollow-head construction. The brilliance and exceptional bubble stream will attract gamefish from the depths. Excels on outriggers and as a teaser. Extremely effective rigged with Horse Ballyhoo, Mullet or Mackerel and pulled at 8 to 10 knots.

Optional Head Colors

-  PR121 Blue
-  PR122 Green
-  PR123 Red
-  PR124 Pink
-  PR125 Black
-  PR126 Chartreuse

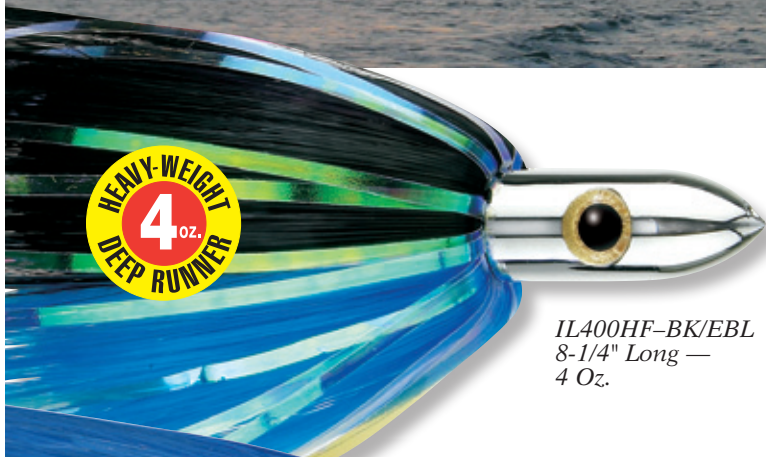
ILAND PRO®

This lure features a flat nose which pushes a wake around the face of the lure, producing a natural swimming motion. *Ideal for Marlin, Wahoo, Tuna and Dolphin.* Extremely effective trolled naked or with natural baits at speeds up to 10 knots. A Carolina favorite.



TOURNAMENT TACKLE®

HEAVY-WEIGHT
4 oz.
DEEP RUNNER










IL400HF-BK/EBL
8-1/4" Long —
4 Oz.

THE ILANDER® HEAVY-WEIGHT
More weight and improved stability for higher trolling speeds. The world famous Ilander® is now offered in a 4 oz. heavy-weight style. The 4 oz. weighted bullet-head, will allow you to troll at a much higher speed and allow you to troll deeper. Ideal for Marlin, Sailfish, Wahoo, Tuna, Dolphin and King Mackerel.

Available Colors: BL/WH, BK/RD, BK/PL, BK/ERD, BL/PK, DOL, EPK/EWH, BK/EBL

Optional Head Colors

-  IL401 Blue
-  IL402 Green
-  IL403 Red
-  IL404 Pink
-  IL405 Black
-  IL406 Chartreuse
-  IL407 White

THE ILANDER®
One of the finest all-purpose offshore trolling lures made today. World renowned among tournament fishermen as a "fish producer". Ideal for Marlin, Sailfish, Wahoo, Tuna, Dolphin and King Mackerel. Features a weighted bullet-head for high trolling speeds. Commonly rigged with a large or Horse Ballyhoo and trolled 6 to 8-1/2 knots.



IL400-BL/WH
8-1/4" Long —
2-1/2 Oz.

ILANDER® FLASHER™ SERIES
One of the most popular offshore lures just got better. Iland Lures® tournament proven Ilander® now features a prism mylar outer shell which adds increased visibility and realism. The Ilander Flasher Series is offered in eight popular fish-catching colors. Drop one back in your trolling spread and "light up" your next fishing trip.

Available Colors: BL/WH, BK/RD, BK/PL, BK/ERD, BL/PK, DOL, EPK/EWH, BK/EBL, BK/EGR

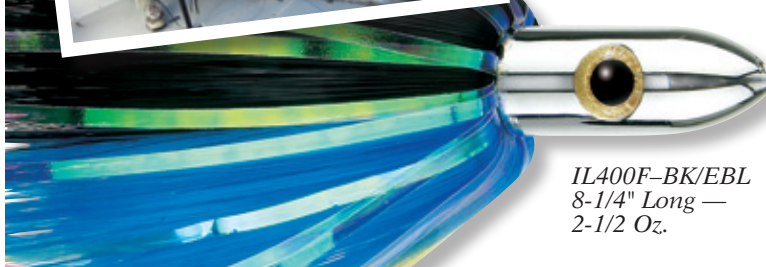
Optional Head Colors

-  JR451 Blue
-  JR452 Green
-  JR453 Red
-  JR454 Pink
-  JR455 Black
-  JR456 Chartreuse
-  JR457 White

JR ILANDER®
All the great fish-catching characteristics as the World Famous Ilander®, (IL400) just smaller in size and weight. Ideal when sea conditions are calm or when gamefish want a smaller presentation. Features a bullet-head for higher trolling speeds, and is most effective with rigged Ballyhoo. JR Ilander® is available in seven optional head colors and all custom skirt patterns. JR Ilander® measures 6-3/4" and weighs 1-3/4 oz. Perfect for catching Marlin, Sailfish, Wahoo, Dolphin, Tuna and King Mackerel.



IL400F-BK/EBL
8-1/4" Long —
2-1/2 Oz.



JR450-EPK/EWH
6-3/4" Long —
1-3/4 Oz.



JR450F-BK/EBL
6-3/4" Long —
1-3/4 Oz.

JR ILANDER® FLASHER™ SERIES
JR450F-BK/EBL – 6-3/4" Long – 1-3/4 Oz.

Available Colors: BL/WH, BK/RD, BK/PL, BK/ERD, BL/PK, DOL, EPK/EWH, BK/EBL



TOURNAMENT TACKLE®



SR900-BL/PK
10-1/2" Long —
2-1/2 Oz.

SEA SEARCHER®

This high-speed lure design will make your search/troll operations easy and productive. At 6 to 16 knots, its exceptional wake will double the visual range of your pattern. High-speed searching or slow-speed teasing, *Sea Searcher*® creates a wake that will wake up your next offshore trip.



CR820-BL/WH
10-1/2" Long —
4 Oz.

ILAND CRUISER™

Iland Cruiser™ features a red concave mouth, which resembles the gills of a *Bonito* or *Mackerel*. When trolled, *Iland Cruiser*™ makes a large disturbance in the water, popping and smoking to attract trophy gamefish.

Features a weighted head, which allows the lure to swim true, even in rough sea conditions. Rig with natural bait or fish it "naked". Tie on *Iland Cruiser*™ and catch a fish of a lifetime.

Optional Head Colors



CR821 Blue



CR822 Green



CR823 Red



CR824 Pink



CR825 Black



CR826 Chartreuse



**HEAVY
WEIGHT
6 oz.**

CS163RDF-BK/RD
7-1/2" Long —
6 Oz.



ILAND CRUSADER™

Iland Lures Crusader™ features 6 oz. or 8 oz. heavy lead head designs for faster trolling speeds. The *Crusader*™ is presented with premium nylon skirts, highly reflective Mylar for added flash and the "world famous" *Iland Lure*® 3-D eyes.

Troll with or without natural bait. Deadly on Tuna, Wahoo and Dolphin!

Optional Head Colors



CS161-6 oz. Blue
CS181-8 oz. Blue



CS162 6 oz. Blue/White
CS182 8 oz. Blue/White



CS163 6 oz. Red
CS183 8 oz. Red



CS164 6 oz. Pink
CS184 8 oz. Pink



CS165 6 oz. Black
CS185 8 oz. Black



CS166 6 oz. Purple
CS186 8 oz. Purple



CS167 6 oz. Glow
CS187 8 oz. Glow



CS168 6 oz. Orange Fire
CS188 8 oz. Orange Fire



**HEAVY
WEIGHT
8 oz.**

CS187GLF-CY
7-1/2" Long —
8 Oz.



ILAND HOO-LA HOOD®

Hoo-La Hood® combines Iland Lures® lustrous nylon fiber with the popular Iland Hood®.



Hoo-La Hood® is available in the following eleven popular color patterns. BL/WH, BK/RD, DOL, BL/PK, BK/PL, BL/CH, GR/YL, GR/CH, BL/EBL/EWH, EPK/EWH, BK/ERD

Model ILHH920 - Chrome
7-1/8" Long — 1-7/8 Oz.
(BK/ERD) black/e-red



Optional Painted Head Colors

-  ILHH921 Blue
-  ILHH922 Green
-  ILHH923 Red
-  ILHH924 Pink
-  ILHH925 Black

ILAND HOOD®

Simply place over a small to medium-sized Ballyhoo and watch it swim below the waters' surface. The Iland Hood® with chrome plating for long-distance flash, has been scientifically designed and weighted to allow fishermen to troll natural and artificial Ballyhoo at speeds up to 12 knots. Minimizes "washout" and makes rigging extremely easy. Ideal for Tuna, Wahoo, Dolphin, Sailfish, Marlin and King Mackerel.



Model 910 - Chrome
2-1/2" Long — 1-3/4 Oz.

**"Easy to use...
Just add
Ballyhoo"**

Weighted Nose

Dredge fishing just got easier...

DIL400-BL/WH
8-1/4" Long —
2-1/2 Oz.

IL400-BL/WH
8-1/4" Long —
2-1/2 Oz.

Enlarged line hole

Standard line hole

THE ILANDER® DREDGE HEAD

The finest dredge lure, the *Ilander*®, now has an enlarged line hole to allow dredge wires to pass through with ease.

Iland Lures® have become the lures of choice for daisy chains and dredges. Increase your effectiveness and your winnings with a *Iland Lures*® dredge.

The new dredge *Ilander*® is available in many fish-attracting skirt combinations and eight different head colors.

Try a set and see how easy it is! Ask your favorite tackle dealer for assistance in rigging.

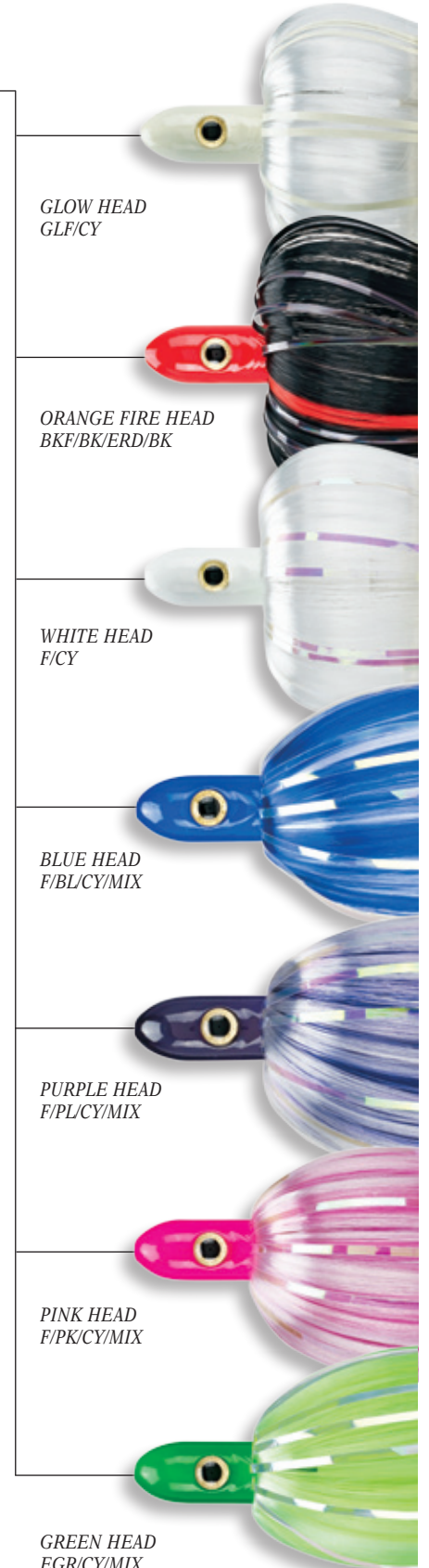


TOURNAMENT TACKLE®

CRUSADER™ COLORS

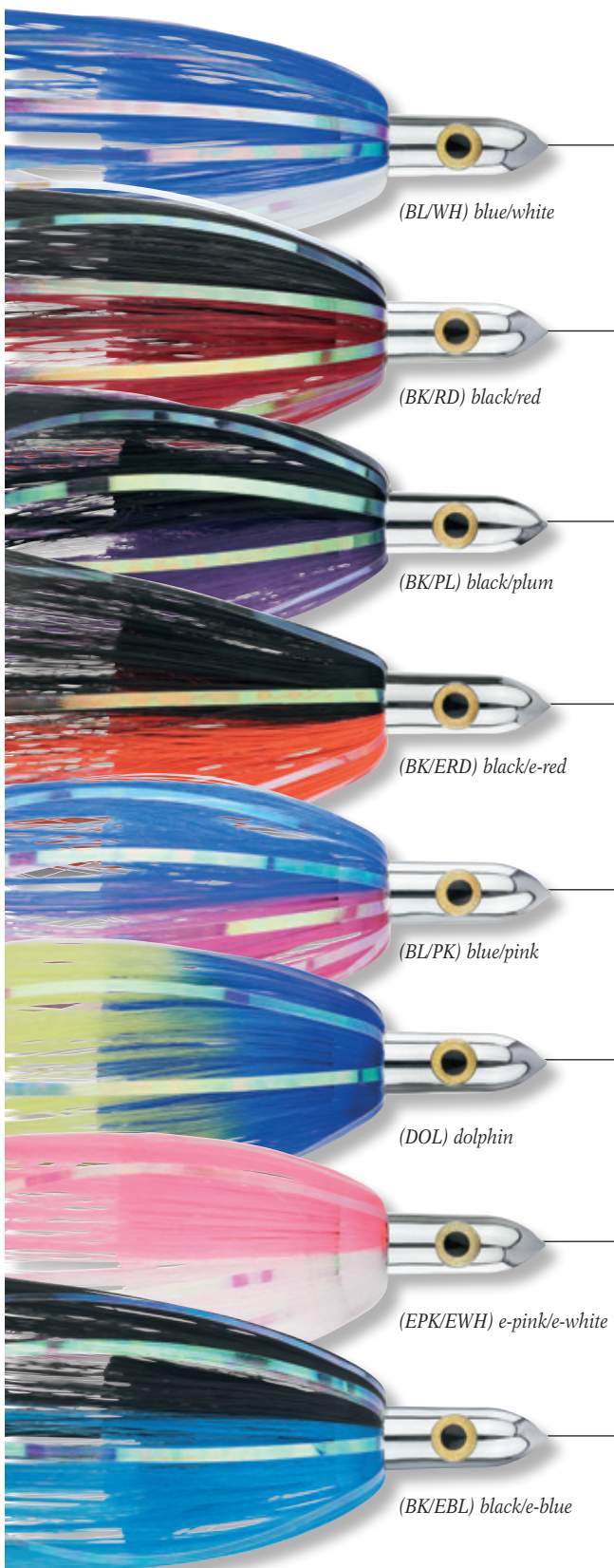
Base Colors

	
BLACK (BK)	PINK (PK)
	
BLUE (BL)	PLUM (PL)
	
CHARTREUSE (CH)	RED (RD)
	
CRYSTAL (CY)	WHITE (WH)
	
GREEN (GR)	YELLOW (YL)
	
E-BLUE (EBL)	E-RED (ERD)
	
E-WHITE (EWH)	E-PINK (EPK)
	
DOLPHIN (DOL)	E-GREEN (EGR)
	
WAHOO (WAH)	PLUM CRAZY (PLC)
	
MARLIN (MAR)	PINK CRAZY (PKC)
	
FLYING FISH (FLF)	





FLASHER™ SERIES COLORS



FAVORITE FLASHER™ COLORS

Mylar Colors!

Add color and flash to your offshore trolling spreads with the **Color Mylar Series**.

Custom Color Mylar Series are available in all **Iland Lure®** models. Order your custom lures today!

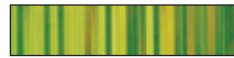
Mylar Colors



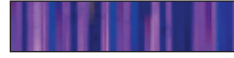
BLACK (BKF)



BLUE (BLF)



CHARTREUSE (CHF)



PLUM (PLF)



GREEN (GRF)



PINK (PKF)



RED (RDF)



GLOW (GLF)



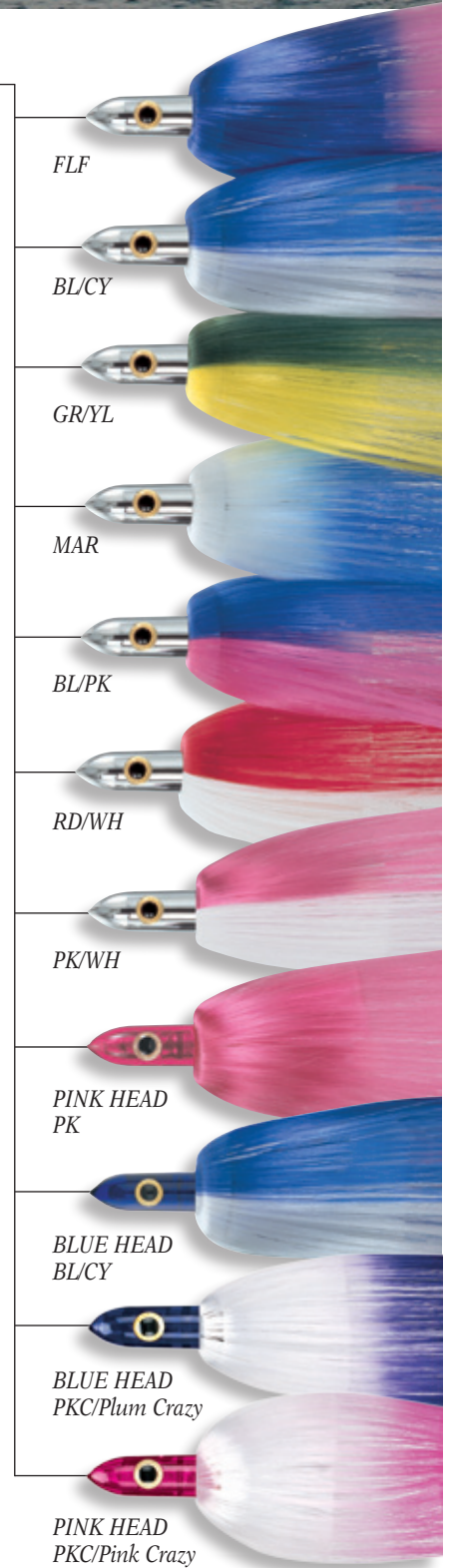
Add FLASH...to get their attention and more strikes!



FAVORITE COLORS

Base Colors

	
BLACK (BK)	PINK (PK)
	
BLUE (BL)	PLUM (PL)
	
CHARTREUSE (CH)	RED (RD)
	
CRYSTAL (CY)	WHITE (WH)
	
GREEN (GR)	YELLOW (YL)
	
E-BLUE (EBL)	E-RED (ERD)
	
E-WHITE (EWH)	E-PINK (EPK)
	
DOLPHIN (DOL)	E-GREEN (EGR)
	
WAHOO (WAH)	PLUM CRAZY (PLC)
	
MARLIN (MAR)	PINK CRAZY (PKC)
	
FLYING FISH (FLF)	





CUSTOM FAVORITES

Creating your Custom Color

For fishermen that wish to create their own pattern, choose up to three base colors. When ordering, specify back color first, then middle (*pin stripe*) color and third, the belly color.

Optional Transparent Head Colors are available for the following:

Iland Sailure®, **The Ilander® Dredge**, **The Ilander®, Jr. Ilander®**, **The Black Hole®, Iland Express®** and **Iland Cruiser™**.

Optional Painted Head Colors are available for the following:

The Ilander® and **Jr. Ilander®**



Eye contact is the final decision factor in predator aggression and black dots alone do not excite

predators. The unique gold eyes in **Iland Lures®** are the result of extensive tests and development to provide eyes that intimidate, provoke and challenge. They provide that critical step beyond realism that means the difference between a slow day's catch and a tournament winning performance.



PAINTED HEAD FAVORITES



Painted Head Colors

Ilander® and Jr. Ilander®

