

WILLIAMS

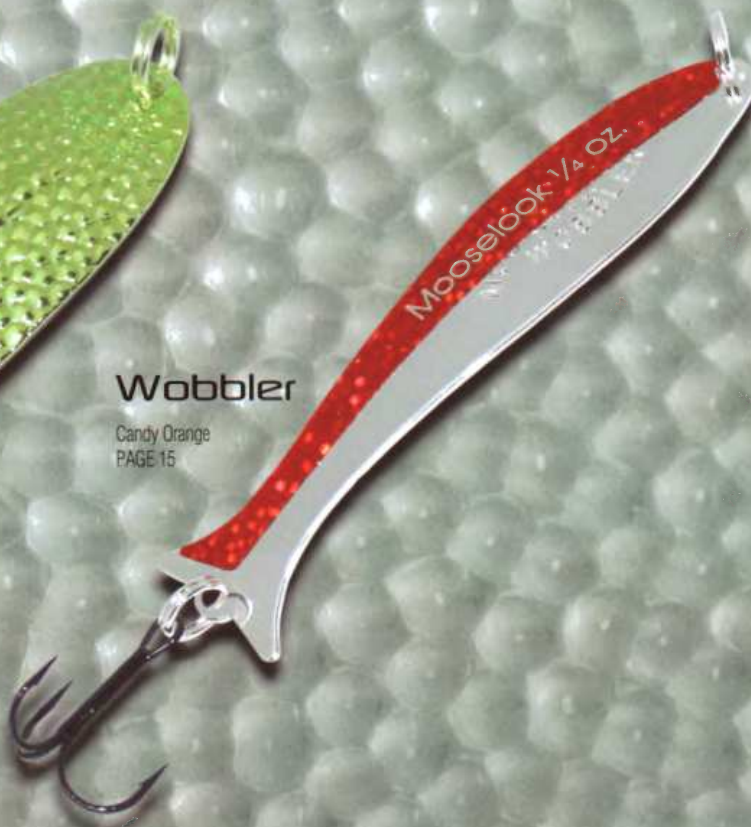


2011 CATALOGUE



Wabler

Candy Apple Nu-wrinkle
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Wobbler

Candy Orange
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MEMORIES!



1

Christopher Woo and his father Courtney had a great James Bay trip for Walleye and Lakers using Williams Wablers, Whitefish and Mooselook Thinfish. Here Christopher is holding 2 typical walleye from the Corvette River in James Bay.

2

Courtney Woo and his son Christopher had a great trip up to the James Bay area. Using Williams Wablers and Whitefish and the Mooselook Thinfish they boated some nice lakers and walleyes. Courtney is holding up an impressive laker in this photo. He wrote us: "The Walleye were caught on Williams Wablers, I stay with what looks natural as food that the Lake produces. We found minnows in the stomach of the Walleye and Lake Trout, stay with silver based lures with accent colors.

3

Outdoor writer François Hogue of Louisville Qc. has been fishing Williams spoons for years for a variety of species. This nice 4 lb Walleye came from lake Ferron in Clova Qc on a Williams W60 Copper Wabler. The Wablers produced on both Walleye and Pike on this trip.

4

Fred Ecclestone of South Lyon Michigan with a nice northern caught on a Williams 1/2 & 1/2 H Wabler during a fly-in Northern Pike fishing trip near Hornpayne, Ontario. "I first started fishing with a Williams Wabler at my grandmothers cottage on Manitoulin Island, Ontario some 40 years ago. My fishing partner & I caught 98% of our fish on Wablers during this trip. It's simply a great lure."

5

Joe Petska of Tucson Arizona with a 16 lb. 4 oz Pike caught using a Williams EB Electric Blue Wabler. Joe caught the fish on the Upper Whitefish lake in Pine River Minnesota.

6

Patrice Mongrain of Trois Rivières Quebec was fishing the wolf river in Louisville Quebec for Walleye throwing and trolling the Williams Trophy. This 4lb plus walleye and others took a liking to the Trophy. The wide bodied spoon puts out a lot of vibration making it an easy target to find even in opaque waters.

Dan Whelpton of Edmonton Alberta with a Trophy 22 lb 11 oz northern, the biggest fresh water fish of his angling career, to date. Dan notes she was quickly weighed and released to be caught by another lucky Albertan angler in the future. She was caught on a red and white Williams Wabler.



EB Electric Blue



OR Orange



R Red



C Chartreuse Mirror



RB Rainbo



PK Pink



ACTUAL SIZE D2

DARTEE®

The Williams Dartee dates back to the 1940's. In its original form or in the new modern day version, the Dartee has been producing for anglers for over 60 years.

Well known for trout and salmon, this versatile spoon is most often used in a trolling presentation but is also popular as a jigging spoon, especially on the ice. Lake trout, salmon, rainbows and browns all find the Dartee difficult to resist. We also receive many comments from anglers targeting Walleye with the Dartee, a great baitfish imitation.

The Dartee incorporates the advantages of the Williams precious metal genuine silver finishes for flash and visibility, popular and effective color accents and its unique design which allows the Dartee to work well at a variety of speeds, imparting a "darting" action which predators cannot resist.

3 SIZES, 6 COLORS

Stock No.	Length
D1	2 1/4"
D2	2 3/4"
D3	3 1/2"

Available with single siwash hooks.



Ray Carignan host of the television show *Outdoor Passion* holding one of several Steelhead from Lake Ontario that liked the Williams Quick Silver.

www.outdoorpassion.tv

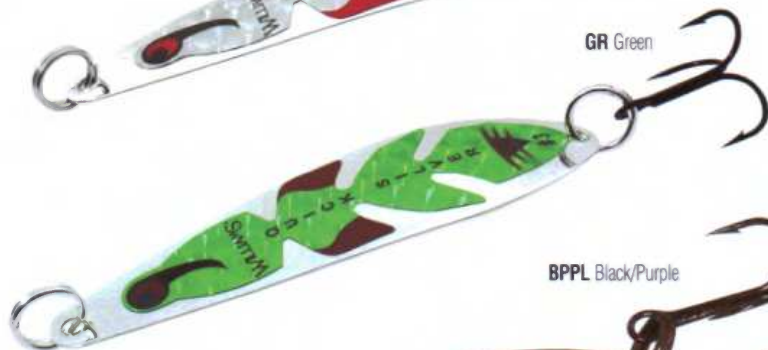
EB Electric Blue



RB Rainbow



GR Green



BPPL Black/Purple



FW Fire Wabler



QUICK SILVER®

The Williams Quick Silver was designed for action. Proven by 4 consecutive years of 1st place showings in the Lake Ontario Chinook Classic. The Quick Silver with its genuine Williams silver plate or black perl finish draws aggressive strikes from chinook salmon and great lakes trout. It has also become a well known and trusted favourite for other members of the trout family as well as walleye, northerns and musky.

The range of color accents combined with an either genuine silver or black perl base offers the angler a varied selection to suit any situation.

The Unique design and action of the Williams Quick Silver imitates a distressed bait fish. Experiment with different colors until you find the right combination for that particular day.

The silver flash of the lure imitates a scale pattern. Combined with the baitfish profile and proven action of the Quick Silver, this bait keeps getting better.

1 SIZE, 5 COLORS

Stock No.	Length	Approx. Weight	Colors
QS3	3 1/4"	1/4 oz.	All

Available with single siwash hooks.

Outdoor writer and professional angler
Patrick Campeau with a respectable Lake trout
from Great Bear Lake NWT. Pat was using
the C90 Williams Whitefish as do many
anglers chasing BIG lakers, for obvious
reasons...they work!!



HN Half & Half Nu-Wrinkle



H Half & Half Mirror



G Gold Mirror



S Silver Mirror



SN Silver Nu-Wrinkle



GN Gold Nu-Wrinkle



COP Copper



RW Red/White



EB Electric Blue



OR Fluorescent Orange
Silver back



SHC Silver Honeycomb



GHC Gold Honeycomb



WHITEFISH®

The Williams Whitefish offers an impressive variety of weights, sizes and finishes allowing you to match the size and color of prey larger predators are feeding on.

One of the many assets of the Whitefish is its versatility. Ideal for trolling and casting. Size C60 is an excellent jigging spoon on open or hard water.

The size C70 Whitefish at 4 1/4" is a perfect imitation of most mature baitfish species.

The larger C80 and C90 Whitefish are popular great lakes salmon lures as well as proven big lake trout and northern pike favourites. They are regularly used as bait or smaller lure attractors or dodgers. Their unique shape offers less resistance and the brilliant flash of the precious metal finish attracts fish from greater distances.

The unique design of the Whitefish results in a distinctive proven action. At fast, medium or slow speeds, the Whitefish is equally effective.

4 SIZES, 12 COLORS

Stock No.	Length	Approx. Weight	Colors
C60	3 1/4"	5/8 oz.	S,SN,G,GN,COP,H,HN
C70	4 1/4"	3/4 oz.	All
C80	5 1/4"	1 oz.	S,SN,G,GN,COP,H,HN,SHC,GHC
C90	6"	1 1/2 oz.	All

Available with single siwash hooks.

WABLER®

THE CLASSIC ORIGINAL WABLER.
TIME TESTED AND PROVEN



Midget W20 GN Gold Nu-Wrinkle

Peewee W10 S Silver

GN Gold Nu-Wrinkle

G Gold Mirror

SN Silver Nu-Wrinkle

COP Copper Mirror

S Silver Mirror

HN Half & Half Nu-Wrinkle

H Half & Half Mirror

SHC Silver Honeycomb

GHC Gold Honeycomb

WABLER®

The Williams WABLER is the lure that founded the fishing tackle division of the Williams Company over 90 years ago. The most recognized and still today most popular model in the Williams series, the WABLER has been a mainstay of anglers. Originally popular as a lake trout spoon, the WABLER has proven itself, as the photo gallery of past literature will attest to, on a multitude of species including; rainbows, browns and all members of the trout family. A northern pike favourite, musky, walleye and salmon as well as salt water species in coastal waters.

The WABLER, as are all Williams lures, is stamped from premium polished brass. A multi-step plating operation then applies the genuine silver and/or 24k gold finishes Williams lures are renown for. These are not standard silver and gold finishes either. The plate on a Williams lure is applied at Williams Recognition, a sister company specializing in the manufacture of corporate awards to large companies across Canada.

The final step in the Williams plating process incorporates a further plated "electroclear" outer coat which is then baked on. This process does not dull the finish as a laquer would. It does render Williams silver and half & half finishes saltwater resistant and basically tarnish proof.

The WABLER is a versatile spoon which works equally well at a wide range of speeds due to its stabilizing ridge and shape. The ridge which has become a trademark of Williams lures prevents the WABLER from rotating without changing the proven shape and action of the lure. This ridge works so well, Williams was awarded a US and Canadian patent for it. One of the few patents ever awarded a spoon.

Time tested and proven, a true Canadian classic with world wide recognition.

7 SIZES, 23 COLORS

Stock No.	Length	Approx. Weight	Colors
W10	1"	1/16 oz.	S, SN, G, GN, EB, FW
W20	1 1/4"	1/10 oz.	S, SN, G, GN, EB, FW
W30	1 1/2"	1/7 oz.	S, SN, G, GN, COP, EB, FW, RIET
W40	2 1/4"	1/4 oz.	All
W50	2 5/8"	1/2 oz.	All
W60	3 1/4"	3/4 oz.	All
W70	4"	1 oz.	S, SN, G, GN, COP, H, HN, EB, FW, DMD, SHC, GHC

BULK PACK W40/W50/W60 available in bulk without hooks packaged 6 per blister card.

WABLER® CON'T

OR Fluorescent Orange
Silver back



RNBT Rainbow Trout



F Natural Frog



RW Red & White



DMD Yellow & Red



EB Electric Blue



FW Fire Wabler



RB Rainbow Prism



PK Pink

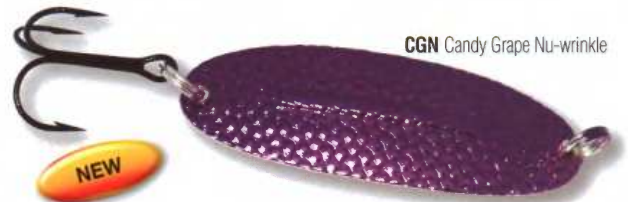


Available with single siwash hooks.

CAN Candy Apple Nu-wrinkle



CGN Candy Grape Nu-wrinkle



GOLD ACCENT WABLER COLORS

G/CH Chartreuse



GLDBO Goldbo



G/OR Orange



The classic silver and gold finishes that made the Wabler a staple are the same finishes found under the color accents, natural presentations like the Frog Pattern and the not so natural such as the Red & White and the 5 of Diamonds. The underside of these lures is the genuine silver finish found on the regular silver wabler. The silver under side offers plenty of flash muted by a color accented or printed top side. If a certain color is not producing, experiment and find the color that will for that particular day, lake or species. Red & White & the 5 of Diamonds are well known for Northerns. Blue is a classic pattern for trout etc..

WABLER®LITE W55

HALF THE WEIGHT OF THE REGULAR WABLER

Williams Wabler®Lite series offers the classic original Wabler in 1/2 the weight. This LITE series is a perfect option for shallow water presentations where you will have the advantage of the proven action of the Wabler and the flash of the precious metal finishes in a spoon which will run shallower and work at even the slowest trolling speeds.

Short cast it into the shallows or pockets and let it flutter down. Use it as an attractor without a hook followed by 12" to 24" of Maxima line and a fly or hook and bait or troll it deeper using leadcore or a downrigger.

The Wabler lite really shines in a slow retrieve or troll presentation where its lighter weight allows it to work at slower speeds and run shallower than the traditional classic W50 Wabler. The design originated from angler comments suggesting just that. Especially in the early spring, certain species are found in shallower water that warms first after ice out. To be able to target these fish you need a lure that can effectively be worked in the shallower water and often, a slower presentation is more effective at this time of year. Therefore you need a light weight lure that will not sink down through the water column when worked at a slower speed. The Lite works just fine under these conditions and with the addition of a little weight, is just as effective in deeper water presentations.

It is not limited to a slow troll either with added weight to keep it down.

1 SIZE, 11 COLORS

Stock No.	Length	Approx. Weight
W55	2 5/8"	1/4 oz.

Available with treble hook (W55), without hook (W55SH), bulk no hook (W55B) or siwash (W55SS)



G Gold



S Silver



COP Copper



H Half & Half



EB Electric Blue



FW Fire Wabler



RB Rainbow



PK Pink

GOLD LITE ACCENT COLORS



GLDBO Gold



GCH Chartreuse



GOR Orange



Outdoor writer Jeff Hutchings with a nice Newfoundland speckled trout or as they call them, mud trout. Jeff wrote "bright yellow, orange or green accented spoons worked exceptionally well. The Gold Chartreuse Wabler lite was very effective."

GLO Glow

C Chartreuse

EB Electric Blue

R Red

S Silver Mirror

SN Silver Nu-Wrinkle

G Gold Mirror

GN Gold Nu-Wrinkle

H Half & Half Mirror

HN Half & Half Nu-Wrinkle

GLOW

COP Copper

NEW IN J50
AND J60 ONLY

ICE JIG™

The Williams ice jig is a perennial favorite with hardwater enthusiasts. Named the "Ice jig" it is just as effective when jigged vertically on open water. The elongated baitfish profile makes an easy and enticing target for trout, Walleye and Perch. Size does matter and as a rule of thumb match the size of lure to the size of your target species. The J50 is ideal for Perch and whitefish, the J60 for trout, whitefish, walleye and lake trout, the larger J70 for Lake trout, northerns and big walleye. It also pays to experiment with larger and smaller lures on any given day or time of the year. "Match the hatch" by imitating the size of baitfish present. Tipping the odd shank of the treble with your favorite bait can entice strikes on slow days.

The double limerick side hooks are offered separately to replace broken or dulled hooks on your collection of Ice jigs.

3 SIZES, 11 COLORS

Stock No.	Length	Approx. Weight	Color
J50	2 1/4"	1/4 oz.	All
J60	3 1/4"	5/8 oz.	All
J70	4 1/4"	3/4 oz.	S, G, H, HN

REPLACEMENT SIDE HOOKS

Stock No.	Size
C-RHJ50	#8 (6/card)
C-RHJ60	#6 (6/card)
C-RHJ70	#2 (6/card)

PEARL HOOKS - 2/CARD

Stock No.	Size, color
5PTR	#5 red pearl, glow tube
5PTW	#5 white pearl, red tube
8PTR	#8 red pearl, glow tube
8PTW	#8 white pearl, red tube

Add a splash of color to the business end of your favorite lure by changing the treble for one of the tube and pearl accent trebles. Two hook sizes to cover a wide range of lure styles and sizes. Simply match up the treble you want to replace as closely as possible to one of the 2 sizes offered. Examples of Williams lure standard hook sizes are ; #5 ... W40, C60 & J60 - #8 ... J50, W30 & D1.

TROPHY® I® & II®

Genuine silver plated Trophy I and Trophy II lures have been extensively tested in both river and open water conditions. Williams Trophy I (1/2 oz) and Trophy II (3/4 oz) are excellent casting and trolling lures. They are most effective when trolled or retrieved at a slow speed where their unique design provides maximum action, flash and enticing vibrations.

Sporting the trademark Williams stabilizing ridge, the Trophy series has become a favorite with anglers. From pike to great lakes salmon, the Trophy has proven itself.

This wide bodied spoon emits strong vibrations and its large surface area produces plenty of flash. The heavier weight of the Trophy allows for longer casts and holds its depth upon retrieve or while trolling.

2 SIZES, 5 COLORS

Stock No.	Length	Approx. Weight
T12	2"	1/2 oz.
T34	2 1/2"	3/4 oz.

Available with single siwash hooks.



Raymond Thériault of Yamachiche Qc was fishing Lake Suzie in Clova Qc. A region known for its pike and walleye, this trip didn't disappoint. A nice 11 lb Northern that couldn't pass up the T34EB Blue Trophy II Raymond was using.



BULLY®

The Bully is back, offered in 2 sizes, a 1 ounce B50 and 1-1/2 ounce B60. Available in classic 24 karat gold or genuine silver finishes. Featuring a stamped realistic scale pattern, 3D strike triggering eye, proven action, flash of precious metals and plenty of weight to get you out there on long casts or down there for vertical jigging.

2 SIZES, 2 COLORS

Stock No.	Length	Approx. Weight
B50	2 5/8"	1 oz.
B60	3 1/4"	1 1/2 oz.

Available with single siwash hooks.



FLASHER®

The Williams Flasher is a traditional style attractor spoon. The slow wide, side to side wobble of this shape and weight followed by a baited snelled hook or fly make them hard to resist by Trout or other game fish and therefore very productive. Best worked at a slow speed where the wide bodied shape offers a side to side accentuated movement that also imparts a darting action to the trailing bait.

This design of spoon has proven itself for decades. The Flasher from Williams simply improves upon a good thing by adding jewelry quality precious metal finishes, and the trademark Williams stabilizing bar that helps to prevent rotation. A decade's old proven action enhanced by much improved visibility from Williams.

2 SIZES, 16 COLORS

Stock No.	Length	Approx. Weight	Description
F1	2 3/4"	1/3 oz.	1/card no hook
F1SS	2 3/4"	1/3 oz.	1/card with siwash hook
F1B	2 3/4"	1/3 oz.	6/card bulk pack no hook
F2	3 3/8"	1/2 oz.	1/card no hook
F2SS	3 3/8"	1/2 oz.	1/card with siwash hook
F2B	3 3/8"	1/2 oz.	6/card bulk pack no hook



S Silver



SN Silver Nu-Wrinkle



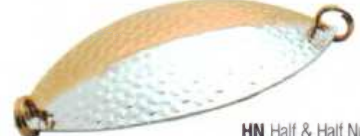
G Gold



GN Gold Nu-Wrinkle



H Half & Half Mirror



HN Half & Half Nu-Wrinkle



BPC Black Pearl Chartreuse



CH Copper Half & Half



CHN Copper Half & Half Nu-Wrinkle



BPOR Black Pearl/Orange



FW Fire Wabler



EB Electric Blue



RB Rainbow



PK Pink



GCH Gold Chartreuse



GOR Gold Orange

CLASSIC SELECTIONS

SOMETHING FOR EVERY ANGLER

Williams kits have been developed to offer the angler an assortment of proven styles and colors by species and/or by style and size of lure. These lures have been chosen from angler favorites for the species or fisheries they are targeting. The kits are comprised of proven classics. Williams have been proving themselves to anglers since 1923.

Fishing specifically for trout, walleye or pike, choose from our 4 pack species specific kits like the 4-TK trout, the 4-TTK trout trolling or the 4-PW pike & walleye. Have a favorite lure? Choose from our series kits like the Wabler classics or the Quick Silver 4-QS. Prefer to fish for stream trout or panfish try the 4-W32M which is also a good selection for ice fishing as are the 4-J50 & 4-J60 ice kits.

The classic original Wabler is represented in 5 sizes ranging from the small W20 found in the 4-W32M kit through to the lake trout and northern pike favorites, the W50 and W60 sizes found in the 4-50 & 4-60 kits. The W40 is also featured in a classics kit. The W30 is found in the 4-W32M.

Williams 4 packs are appreciated by anglers young and old, beginners and experienced alike. They are also perfect to top off your tackle box prior to a day on the water. An ideal gift item for fathers or mothers day, a birthday or any special occasion.



4-PCWE
C50 Pearl & W30 eyed



4-TTK
Trout Trolling Kit



4-J50CL
1/4 oz. Ice Jig classics



4-PW
Pike and walleye favorites.



4-TK
Proven Wabler patterns for trout.



4-QS
Great action! Top colors.



4-J60CL
5/8 oz. Ice Jig



4-W32M
W20 & W30 small classics



4-40
The original W40 classics



4-50
The original W50 classics



4-60
The original W60 classics

Original MOOSELOOK®

"Developed by an angler for anglers"

- ULTRA LIGHT
- FLUTTER SPOON

THINFISH®

The Mooselook THINFISH is an ultra-thin flutter spoon, stamped on a premium spring metal base to retain its shape. It weighs in at under 1/8 oz. at 3" in length.

The baitfish profile and fluttering action are offered in a colour selection ranging from Copper when subtle is better or for a contrasting profile on top, thru to genuine Silver or 24k Gold to address any situation. The precious metal finishes offering the brightest flash possible at any depth, reflecting any and all available light deeper and farther.

Ideally suited to lead core, wire line or downrigger controlled depth trolling. When trolling the Thinfish with lead core or wire line, pump your rod to enhance the action and impart a darting and fluttering wounded baitfish movement which will trigger followers to strike.

The Thinfish also works well run behind a dodger or larger spoon attractor. It also shines in flat lining presentations when fishing the top 10 feet. Add just enough weight 24" to 36" ahead of the Thinfish to keep it in the 2-3 foot zone at your chosen trolling speed.

GOOD FISHING !

1 SIZE, 7 COLORS

Stock No.	Length	Approx. Weight
180	3"	1/8 oz.

Product number is stock number followed by code color.

Example: Thinfish Copper would be 18003. Available with single siwash hooks.



Sometimes it pays to « think outside the box » Barry Pringle of the Getting Hooked TV show decided to experiment on a slow day last fall fishing for smallmouth on lake Erie. A period of the year known to produce big fish. He started throwing a Mooselook Thinfish and fluttering the Thinfish just over the bottom. Bang the BIG bass hammered the presentation and turned a slow day into a good one. www.gettinghooked.net

Copper back with a silver front is a favorite light/dark color contrast representing a baitfish back and belly as it is worked through the water.

All 5 sizes are illustrated in
ACTUAL SIZE



01 Gold
1 1/2" Pee-Wee



03 Copper
1 7/8" Midget



18 Silver Nuwinkle/Blue
2 1/2" Junior



33 Copper Nuwinkle
3 1/8" Medium



19 Gold Nuwinkle/Orange
3 7/8" Large



20 Silver front/Copper back

WOBBLER

All finishes that included nickel are in genuine silver with the exception of the mirror nickel #02 finish. Keeping with tradition, Mooselook will continue to offer the original Nickel finish #02 for the traditionalist. Genuine Silver offers a much brighter flash and reflection of all available light at greater depths.

Complimenting the mirror finish colors including a copper back/silver front are the Nuwinkle hammered finishes offered in: copper, genuine silver and gold with color accents. The Nuwinkle finish offers more surface area and therefore even more flash with a realistic baitfish scale representation.

The classic Wobbler is also available in two smaller Mooselook Wobblers. The Midget and the Pee Wee. These 1-7/8" 1/12oz and 1-1/2" 1/15oz Wobblers are perfect for light line trolling on light mono or sinking flylines, working in current on the drift or open or hard water jigging for trout and other species. They are ideal to run behind a dodger or flasher as well as other attractors such as a Williams W50 or W60 Wabler with the hooks removed.

The Mooselook Wobbler was developed in 1938 by John A. Greene on Lake Mooselookmeguntic in Maine, from where it takes its name. A Northeastern favorite in the lakes region of New England and Canada. A classic and proven trout and salmon spoon for over 60 years. For all gamefish. Fish the time-tested action of the Mooselook at a wide range of speeds. Imitate your baitfish profile using the 5 different sizes available. Experiment with color to find the right combination.

Developed by an angler for anglers!

5 SIZES, 19 COLORS

Model	Stock No.	Length	Approx. Weight	Colors
Pee-wee	115	1 1/2"	1/15 oz.	01, 03, 07, 11, 12, 18, 19, 20, 30, 33
Midget	112	1 7/8"	1/12 oz.	01, 03, 07, 11, 12, 18, 19, 20, 30, 33
Junior	160	2 1/2"	1/6 oz.	All
Medium	140	3 1/8"	1/4 oz.	All
Large	380	3 7/8"	3/8 oz.	All except 06 and 16

Product number is stock number followed by code color.
Example: Junior Gold would be 16001.



01 24K Gold



02 Chrome



03 Copper



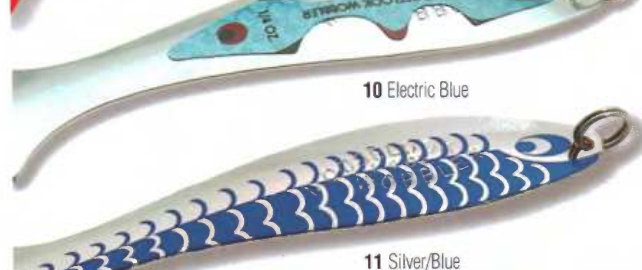
04 Orange Candy/Silver



05 Ivory/Red



06 Emerald Shiner/Copper



07 Fluorescent Orange
Silver back



10 Electric Blue



11 Silver/Blue

12 Copper/Orange



16 Silver/Red



18 Silver Nuwinkle/Blue



19 Gold Nuwinkle/Orange



20 Silver front/Copper back
See page 14



30 Silver



33 Copper Nuwinkle



38 Wonder Bread
Copper back



39 Candy Apple Green
Silver back



41 Candy Grape
Silver back

MOOSELOOK KITS

Choose from one of our pre-packed Mooselook assortments for Trout or in the classic Wobbler series. These 4-packs offer an assortment to address a variety of angler preferences. Packaged in a mix of styles, colors and sizes. In both, species as well as series & size specific assortments. Ideal as a gift item or for the angler purchasing their first Mooselook. GOOD FISHING !



*Outdoor writer and photographer
Tim Allard took this great shot which proves
without a doubt that Mooselook wobblers
are not just for trout and salmon.*



MLWB Medium Wobbler
The Mooselook in a 4-pack of classic medium wobblers. Including original patterns and proven colors. A gift assortment any angler would appreciate receiving.



MLTR Wobbler - trout
The Mooselook was made famous by trout anglers. This trout 4-pack includes 2 juniors and 2 medium wobblers. For rainbows, lakereids, browns and landlocked salmon as well as other species.



MLJW Junior Wobbler
A 4-pack of the classic Junior 1/6 oz. Mooselook Wobbler. This 2 1/2" spoon was made famous for salmon and trout but don't stop there. A proven and versatile lure. "Match the hatch" by choosing between the junior or medium Wobbler 4-packs.



MWTF Wobbler - Thinfish Trout
This Mooselook Trout 4-pack incorporates the classic medium 1/4 oz. 3-1/8" Wobbler and the Thinfish in an assortment of two of each. Proven silver, gold and copper finishes complimented by a splash of color. A great one two punch and increase your odds on your next outing. All trout and salmon species.