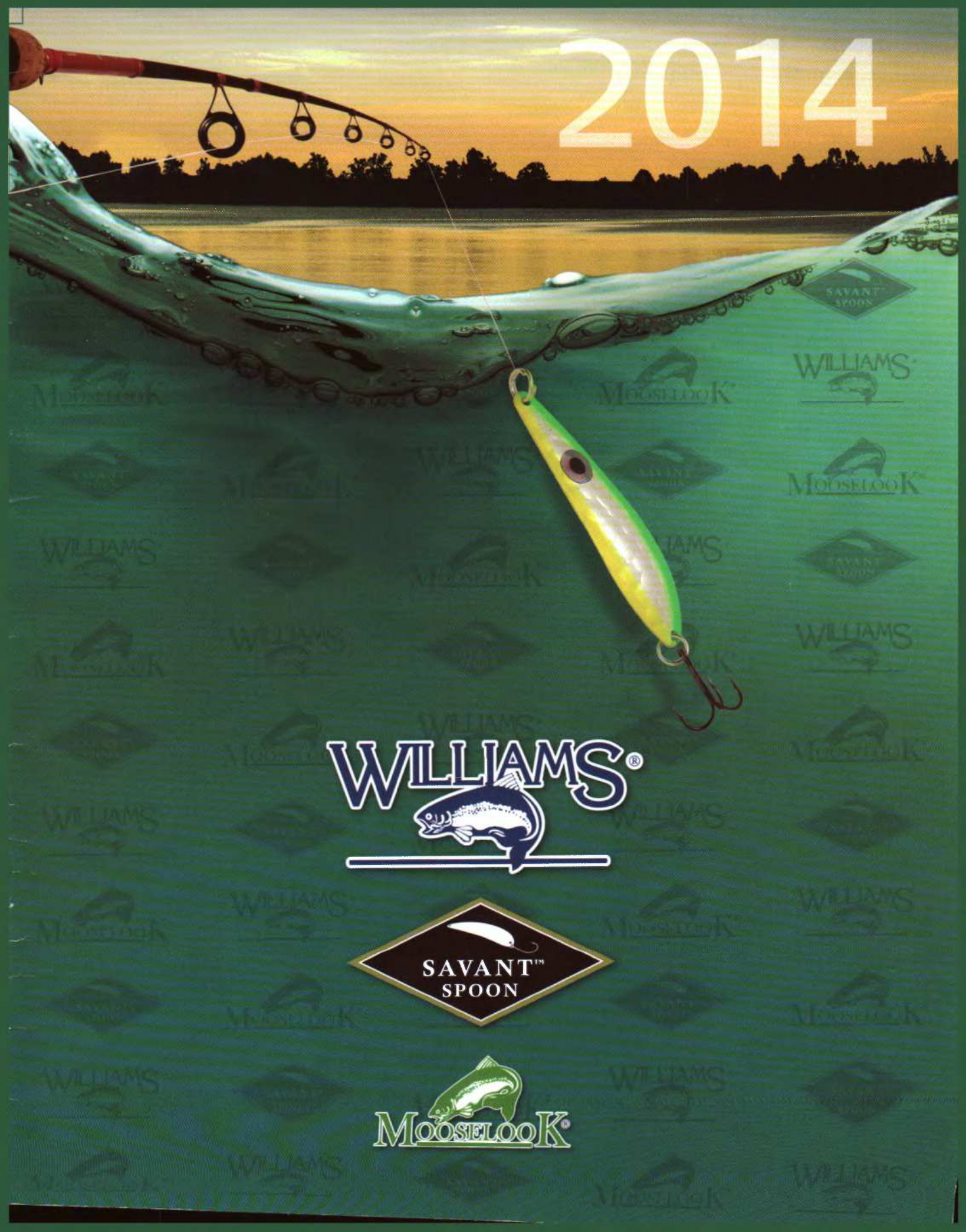


# 2014



**WILLIAMS®**



**MOOSELOOK®**





## NIPIGON™

It seemed only fitting to name this Williams lure after the famed Canadian watershed that produced the world record speckled trout. The Nipigon is a slender bodied 2-1/2", 1/3 oz spoon finished in the trademark Williams precious metal finishes of genuine silver and 24k gold that imitates a baitfish in distress. Ideal as a trolling spoon it is equally as effective when cast or jigged. A multispecies lure that can be worked at a wide range of speeds. Finished in the trademark Williams's precious metal finishes of genuine silver and 24k gold, nothing reflects any and all available light like genuine silver and 24k gold.

The Nipigon is offered in 8 colors. 3 mirror finishes of Gold, Silver and 1/2 & 1/2 mirror. 3 silver nuwinkle finishes with accent colors of; Blue, Red and Green, a gold nuwinkle with orange accent and a nuwinkle 1/2 & 1/2. All have a red treble and a 3D eye. A multi species lure that can be worked at a wide range of speeds.

### 1 SIZE, 8 COLORS

Stock No.	Length	Approx. Weight
N33	2 1/2"	1/3 oz.



AVAILABLE with single siwash hooks.

Anna Moreau did very well on a recent trip to Real Masse Outfitters in Northern Quebec. She was using the Williams Nipigon as an attractor and the trout liked the presentation.



G Gold

S Silver

H Half & Half Mirror

HN Half and Half Nu-wrinkle

GNOR Gold Nu-wrinkle orange

EBN Silver Nu-wrinkle blue

FWN Silver Nu-wrinkle red

GRN Silver Nu-wrinkle green





# HQ™ SERIES

The Williams HQ incorporates proven Williams designs. Williams trademark genuine silver, 24 carat gold and deep copper bases are complimented by new UV reactive multicolor painted finishes on Honeycomb base material. We have pulled out all the stops to design a multi species spoon series that is ideal for the great lakes and west coast trout and salmon fisheries as well as the Erie walleye fishery but not limited to the great lakes and west coast. The HQ is a Lake trout, Rainbow or Brown trout spoon for any inland watershed. Northern pike and walleye also find them to their liking.

The HQ is based on historically proven fish producing patterns. We incorporated the "top 10" patterns that have produced consistently for years into the new HQ on the Honeycomb large scale pattern base and added our precious metal jewelry quality finishes, topped off with an oversized strike triggering eye.

## 2 SIZES, 12 COLORS

Stock No.	Length	Approx. Weight	Colors
HQ35	3 1/4"	1/3 oz.	All
HQ60	4 1/4"	3/5 oz.	All



AVAILABLE with single siwash hooks.

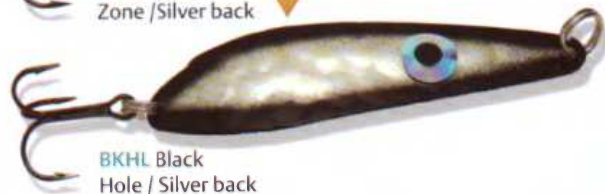
NEW COLORS



NGVS Night Vision / Silver back



BLZN Blue Zone / Silver back



BKHL Black Hole / Silver back



BDAP Bad Apple / Silver back



BKSP Black Sheep / Silver back



CDIC Candied Ice / Silver back



CJOR Cajun Orange / Gold back



ENVY Envy / Copper back



GRMK Green Monkey / Silver back



NRLT Northern lights / Silver back



ORMK Orange Monkey / Silver back



WTML Watermelon / Silver back



# 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 and 24 carat gold 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, 9 COLORS

Stock No.	Length	Approx. Weight
D1	2 1/4"	1/6 oz.
D2	2 3/4"	1/4 oz.
D3	3 1/2"	1/3 oz.



AVAILABLE with single siwash hooks.



G/OR  
Gold Orange



GLDBO  
Gold Goldbo



BPC Black  
Chartreuse



EB Electric  
Blue



OR Orange

R Red



C Chartreuse

RB Rainbo



PK Pink



Captain Ernie Lantiegne of Fish Doctor Charters, sent us this photos with the notation "Williams HQ's are working". Ernie is a very well respected Lake Ontario guide also known as the "brown trout doctor" around the lake, an expert on salmon and trout. The brown, was taken on the HQ Cajun Orange pattern. [www.fishdoctorcharters.com](http://www.fishdoctorcharters.com)



# 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, 12 COLORS		
Stock No.	Length	Approx. Weight
W55	2 5/8"	1/4 oz.



AVAILABLE with single siwash hooks.

AVAILABLE with treble hook (W55), without hook (W55SH), bulk no hook (WB55) or siwash (W55SS).



C Chartreuse

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







# WABLER®

## THE CLASSIC ORIGINAL WABLER. TIME TESTED AND PROVEN

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 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, 29 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, NEW CDIC, BDAP
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, NEW CDIC, BDAP

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



AVAILABLE with single siwash hooks.

## HONEYCOMB FINISH



SHC Silver Honeycomb

GHC Gold Honeycomb

GN Gold Nu-Wrinkle



G Gold Mirror



SN Silver Nu-Wrinkle



S Silver Mirror



COP Copper Mirror



HN Half & Half Nu-Wrinkle



H Half & Half Mirror



CDIC Candied Ice / Silver back



ENVY Envy / Copper back







**OR** Fluorescent  
Orange /  
Silver back



**F** Natural  
Frog / Silver  
back



**RW** Red &  
White / Silver  
back



**DMD** Yellow  
& Red / Silver  
back



**EB** Electric  
Blue



**FW** Fire  
Wabler



**RB** Rainbow  
Prism



**PK** Pink



**CAN** Candy  
Apple Nu-wrinkle /  
Silver back



**CGN**  
Candy Grape  
Nu-wrinkle /  
Silver back



**NEW  
COLORS**



**WBRED** Wonder  
Bread / Copper back



**ORMK** Orange  
Monkey / Gold back



**WTML** Watermelon /  
Silver back



**BDAP** Bad  
Apple / Silver back



**RUFFE** Ruffe /  
Silver back

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.

## GOLD ACCENT WABLER COLORS



**GCH** Gold /  
Chartreuse



**GLDBO** Gold /  
Goldbo



**GOR** Gold /  
Orange



# 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.

## HONEYCOMB FINISH



4 SIZES, 14 COLORS			
Stock No.	Length	Approx Weight	Colors
C60	3 1/4"	1/2 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.

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



OR Fluorescent Orange / Silver back



YORN Yellow Orange Nu-wrinkle



BYN Blue/Yellow Nu-wrinkle



ORBN Orange Blue Nu-wrinkle



RGRN Red Green Nu-wrinkle







# YUKON™

As Williams approaches its 100<sup>th</sup> anniversary it was fitting to name this series after the territory that was an integral part of the history of Williams. The Williams brothers from Nova Scotia travelled to the Yukon and hit pay dirt in the Yukon gold rush of 1898. They sold or exhausted their claim after a few years and 2 of the brothers eventually found themselves respectively in southern Ontario and Upstate NY having parlayed their strike into the dental and gold refining businesses. Being anglers they experimented and developed the Williams Wabler which they began to market in or about 1916.

The Yukon is a wide bodied ½ oz casting spoon. Finished in the trademark Williams precious metal finishes of genuine silver and 24k gold, the Yukon is a multi-species 2-1/4", ½ oz spoon for Trout, Salmon, Walleye and Northern pike.

Nothing reflects any and all available light like genuine silver and 24k gold. The Yukon is offered in 6 colors. Two mirror finishes of Gold and Silver, 3 silver nu-wrinkle finishes with accent colors of; Blue, Red and Green and a gold nu-wrinkle with orange accent. All have a red treble with red tube that is UV reactive and a 3D eye.

1 SIZE, 6 COLORS		
Stock No.	Length	Approx. Weight
Y50	2 1/4"	1/2 oz.



AVAILABLE with single siwash hooks.



G Gold

S Silver

GNOR Gold Nu-wrinkle orange

EBN Silver Nu-wrinkle blue

FWN Silver Nu-wrinkle red

GRN Silver Nu-wrinkle green

Outdoor writer and television host of Outdoor Passion, Ray Carignan with a nice Chinook from the Great Lakes. Ray was using our Williams HQ spoons and the salmon and steelhead both liked them.



# 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, 15 COLORS

Stock No.	Length	Approx. Weight	Colors
J50	2 1/4"	1/4 oz.	All
J60	3 1/4"	1/2 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)



**EBN**  
Silver Blue  
Nu-Wrinkle



**FWN**  
Silver Red  
Nu-Wrinkle



**GRN**  
Silver Green  
Nu-Wrinkle



**GNOR**  
Gold Orange  
Nu-Wrinkle



**R** Red



**C**  
Chartreuse



**EB** Electric  
Blue



**GLO**  
Glow



**S** Silver  
Mirror



**SN** Silver  
Nu-Wrinkle



**G** Gold  
Mirror



**GN** Gold  
Nu-Wrinkle



**COP**  
Copper



**H** Half  
& Half  
Mirror



**HN** Half  
& Half  
Nu-Wrinkle





# 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, 13 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
FB1	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
FB2	3 3/8"	1/2 oz.	6/card bulk pack no hook



GR Green

H Half  
& Half  
Mirror

HN  
Half & Half  
Nu-Wrinkle

CH  
Copper  
Half & Half

CHN  
Copper  
Half & Half  
Nu-Wrinkle

FW  
Red

PK  
Pink

PUR  
Purple

EB  
Electric  
Blue

GOR  
Gold /  
Orange

GCH  
Gold  
Chartreuse

BPC  
Black Pearl/  
Chartreuse

BPOR Black  
Pearl/  
Orange



Outdoor writer and fishing personality, Patrick Campeau with some nice speckled trout kept for the table. Northern trout can't resist trailed live bait on an 18 to 24 leader behind a Williams or Mooselook spoon used as an attractor.

Outdoor writer and television host of Outdoor Passion, Ray Carignan was filming an episode on Lake Champlain in upstate New York. He sent us this photo and the following note with the caption "Record Lake Champlain lake trout on Williams HQ spoons". "Last week even with this bad weather, while recording footage for Outdoor Passion, Captain Jim Hotaling of Trolling Tina Charters and I both caught our personal biggest lake trout on Champlain on Williams".



# WILLIAMS®



## TROPHY® I® II®

Genuine silver and 24K gold 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 greatlakes 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, 6 COLORS

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



AVAILABLE with single siwash hooks.

EBTP Electric Blue Tape



CHTP Chartreuse Tape

RTP Red Tape

## HONEYCOMB FINISH

COP Copper Honeycomb

SHC Silver Honeycomb

GHC Gold Honeycomb

## MEMORIES!

Outdoor writer, Serge Bricault with a beautiful laker taken on a Williams HQ60 Orange Monkey pattern. Serge was fishing Lake Lizotte in Northern Quebec. The HQ ORMK is his go to pattern for big lakere.



Outdoor writer and fishing personality, Patrick Campeau with a BIG laker. Plummers Lodge on Great Bear Lake produces giant lakere and they like BIG baits. The Williams Whitefish C90 is perfect for these trophies.





# 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 1916.

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. 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-TTK**  
Trout Trolling Kit



**4-PW** Pike and walleye favorites.



**4-W32M** W20 & W30 small classics



**4-TK** Proven Wabler patterns for trout.



**4-40** The original W40 classics



**4-50** The original W50 classics



**4-60** The original W60 classics



**4-PCWE** C50 Pearl & W30 eyed



**4-J50CL**  
1/4 oz. Ice Jig classics



**4-J60CL**  
1/2 oz. Ice Jig classics

John Upchurch sent us this photo of his son, Joseph, with a trophy northern pike taken on a Canadian fishing trip. They added an orange Mister Twister trailer to the Williams C90 gold nu-wrinkle Whitefish and Joseph landed a 40" & 43" northern on the Whitefish.



Outdoor writer, James Smedley with a nice brookie taken on the Williams Nipigon EBN silver nu-wrinkle / blue.





Original



Silver top



Copper back

IT'S BACK

20 Silver /  
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 are the Nuwinkle hammered finishes offered in: copper, genuine silver and 24 Carat 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 70 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, 24 COLORS				
Model	Stock No.	Length	Approx. Weight	Colors
Pee-wee	115	1 1/2"	1/15 oz.	01, 03, 07, 11, 12, 18, 19, 30, 33
Midget	112	1 7/8"	1/12 oz.	01, 03, 07, 11, 12, 18, 19, 20, 30, 33, 46, 47
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 & 44

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



**AVAILABLE**  
with single  
siwash hooks.

01 24K Gold



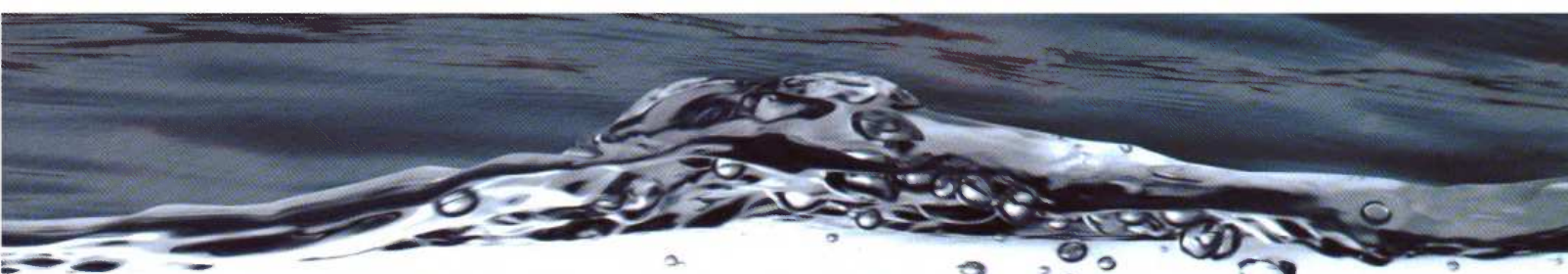
02 Chrome



03 Copper

04 Orange  
Candy/Silver05 Ivory/Red  
Silver Back06 Emerald  
Shiner/  
Copper07  
Fluorescent  
Orange  
Silver back11 Silver/  
Blue





- 12 Copper/  
Orange 
- 18 Silver  
Nu-wrinkle/  
Blue 
-  19 Gold  
Nu-wrinkle/  
Orange 
- 30 Silver 
- 33 Copper  
Nu-wrinkle 
-  38 Wonder  
Bread /  
Copper back 
-  39 Candy Apple  
Green /  
Silver back 
- 44 Rainbow  
smelt /  
Silver back 

-  46 Watermelon /  
Silver back 
-  47 Candied  
Ice / Silver  
back 
-  48 Orange  
Monkey /  
Copper back 
-  49 Green  
Monkey /  
Copper back 

## HONEYCOMB FINISH

- 101 Gold  
Honeycomb 
- 103 Copper  
Honeycomb 
- 130 Silver  
Honeycomb 



Pat Aragosa caught the tournament winning Landlocked Salmon in the Plattsburgh NY Lake Champlain Rotary Tournament last June. Pat was using a Mooselook Thinfish. The salmon weighed in at 7lbs even to win the tournament.



Original


**MOOSELOOK®**
**"DEVELOPED BY AN ANGLER FOR ANGLERS"****THINFISH®****ULTRA LIGHT  
FLUTTER SPOON**

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 1/6 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 woundedbaitfish 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, 8 COLORS		
Stock No.	Length	Approx. Weight
180	3"	1/6 oz.

Product number is stock number followed by code color.  
**EXAMPLE:** Thinfish Copper would be 18003.



**AVAILABLE**  
with single  
siwash hooks.

20 Silver /  
Copper back01 24 K  
Gold30 Genuine  
Silver

03 Copper

07 Fluo  
Orange /  
Silver back

 46 Water  
melon /  
Silver back


 47 Candied  
ice / Silver  
back


 48 Orange  
Monkey /  
Gold back


**SAVANT™  
SPOON**
**BRECKS IS PLEASED TO ANNOUNCE THE ACQUISITION OF THE SAVANT SPOON COMPANY.**

The Savant spoon company was launched in 2004 with the Winnie™, the Savant® Crusher™ and the Jake™ followed. Savant lures will now be marketed under the Mooselook brand. Branded as such, packaging will carry the Savant logo as well as the Mooselook logo. The new color selection will be based on finishes of genuine silver and 24 carat gold which Williams and more recently Mooselook are renowned for. Savant lures are recognised for their proven actions and effectiveness on the water. They have a loyal following. In the words of Tom Manning who founded the company "The people at Brecks have the resources to take Savant to the next level. They are a first class operation with premium products – the perfect home for Savant." *Please refer to our Mooselook website for colors to be finalised in the coming months. The full selection will be available for the 2014 season.*


**Brecks®**

2560, rue Roy, Sherbrooke (Quebec) Canada J1K 1C1  
Tel: 819 563-2115 • Fax: 819 563-5131 • brecks@williams.ca  
**WWW.WILLIAMS.CA • WWW.MOSELOOK.CA**

©2013 Brecks  
Printed in Canada

Brecks® is the owner of Mooselook® and Savant™ World Wide