

WILLIAMS®



2012
CATALOGUE

MOOSELOOK®





NIPIGON™



It seemed only fitting to name this new 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. 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.

Ideal as a trolling spoon it is equally as effective when cast or jigged. 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.



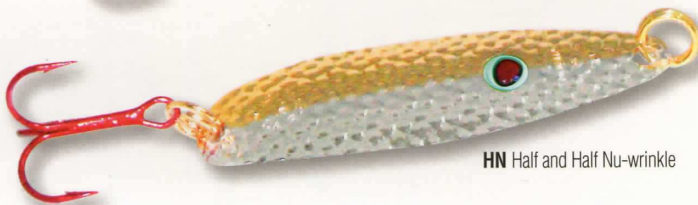
G Gold



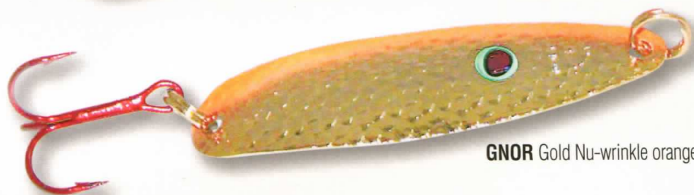
S Silver



H Half and Half



HN Half and Half Nu-winkle



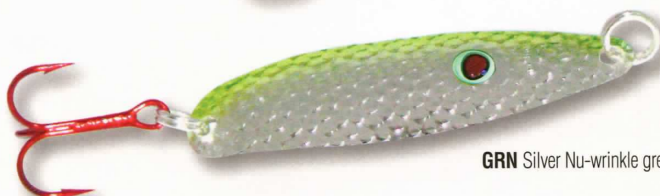
GNOR Gold Nu-winkle orange



EBN Silver Nu-winkle blue



FVN Silver Nu-winkle red



GRN Silver Nu-winkle green



G Gold



YUKON™

As Williams approaches its 100th anniversary it was fitting to name this new 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 new 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.



S Silver



GNOR Gold Nu-wrinkle orange



EBN Silver Nu-wrinkle blue

1 SIZE, 6 COLORS

Stock No.	Length	Approx. Weight
Y50	2 1/4"	1/2 oz.

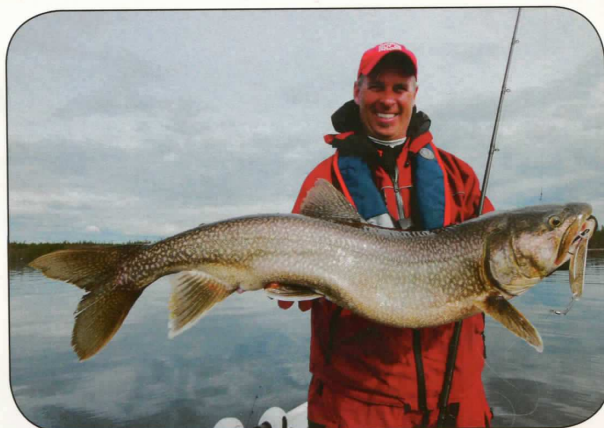


FWN Silver Nu-wrinkle red



GRN Silver Nu-wrinkle green

Outdoor writer Gord Ellis sent us this shot of a VERY nice laker taken from lake Nipigon Ontario in May 2011. Gord e-mailed "I am going to lake Nipigon this weekend and will send you a couple of photos." True to his word, note the W70SHC wabler in the Laker's mouth.



GOLDBO Gold Goldbo



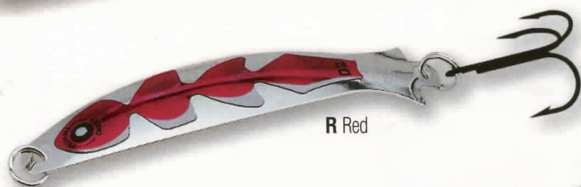
BPC Black Chartreuse



EB Electric Blue



OR Orange



R Red



C Chartreuse Mirror



RB Rainbo



PK Pink



G/OR Gold Orange

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, 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.

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

NEW

BYN Blue Yellow Nu-wrinkle

NEW

ORBN Orange Blue Nu-wrinkle

NEW

RGRN Red Green Nu-wrinkle

NEW

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, 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.

SHC Silver Honeycomb

Honeycomb Finish

GHC Gold Honeycomb

WABLER®

THE CLASSIC ORIGINAL WABLER.
TIME TESTED AND PROVEN



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

Midget W20 GN Gold Nu-Wrinkle

Pee wee W10 S Silver

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, RWBT
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.



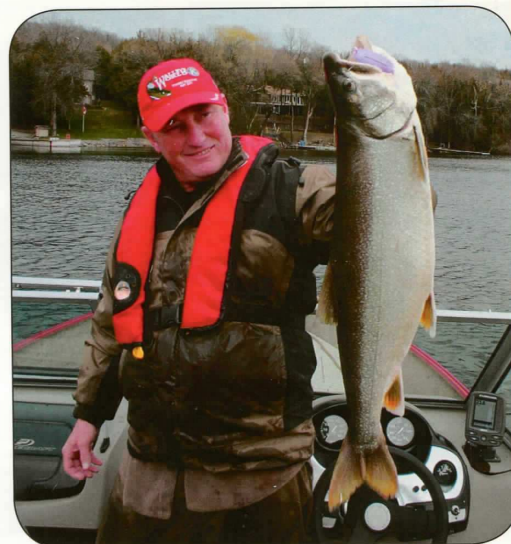
1 SIZE, 11 COLORS

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)



GOLD LITE ACCENT COLORS



Kevin Lavers owner of Merland park in Picton Ontario, a popular fishing destination for Lake Ontario, with a nice spring laker that liked his trolled purple Williams Wabler.
www.merlandpark.com



Yvan Rousseau, a charter operator on Lake Ontario was running the new Williams Whitefish Honeycomb finish with Ray Carignan while filming an episode for Ray's show Outdoor Passion. The salmon took a liking to the new finishes as did the steelhead that day.
www.yvanrousseau.com

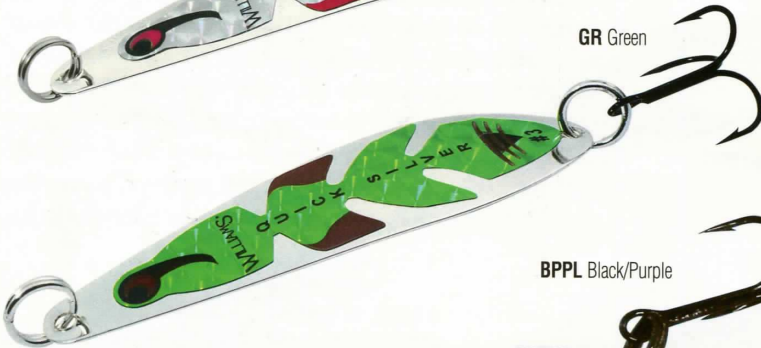
EB Electric Blue



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.



Alexander Egorov holds a superb 8.5 kilo (18 lb. plus) Zander, a European cousin of the North American walleye. The fish was taken on Rybinskoe More in Russia on a Williams J60H ice jig. Fisherman refer to the lake as Rybinka, it produces trophy Zander through the ice.

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"	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)



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, 14 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



GR Green



P Purple



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

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.



MEMORIES!



1



2

1 Raymond Kriete takes plenty of Williams Wablers with him when he goes to Neultin Lake Manitoba for big Northerns. Ray wrote us, "I used the Wabler W50 in Fire Wabler. By the end of the day, I had caught so many pike on it, the red patch on the lure was completely pockmarked from pike teeth!"

2 Tommy Taggart of Florida fishes lake Wabigoon near Dryden Ontario Canada for Northerns and Walleye. Tom sent us this shot and a question "While I was there I came across a beautiful spoon, half silver and half gold hammered finish about 3-4 in long and used it till a "large" northern or muskie took it!! Well I am going back and would like to take several more with me." The spoon is the Williams Wabler W60 HN



3



4

3 Outdoor writer Martin Roy with a nice 10 lb plus laker taken on a Williams C90 Whitefish and Ultragreen Maxima line on one of his favourite Northern Quebec lakes.

4 Captain Bob Walters with a huge 59 inch, 28 inch girth Musky from the St. Lawrence River. Bob operates Water wolf charters out of Clayton NY and has been hunting Musky and great lakes salmon for 30 years. The secret to his Musky success is the B. K. rig, a Williams Whitefish set 18" to 24" off the rear treble of a Believer. As the saying goes "A picture is worth a thousand words." www.stlawrencemuskiefishing.com

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 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.



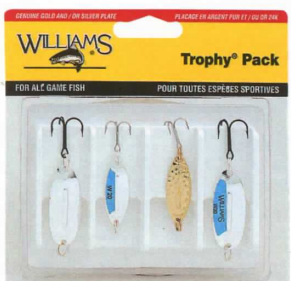
4-TK
Proven Wabler patterns for trout.



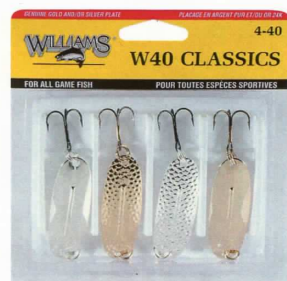
4-QS
Great action! Top colors.



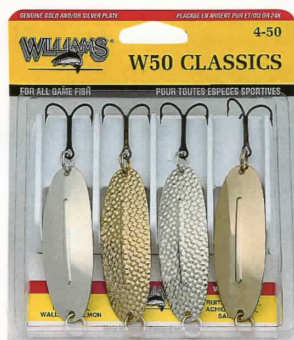
4-J60CL
5/8 oz. Ice Jig



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®



All 5 sizes are illustrated in
ACTUAL SIZE



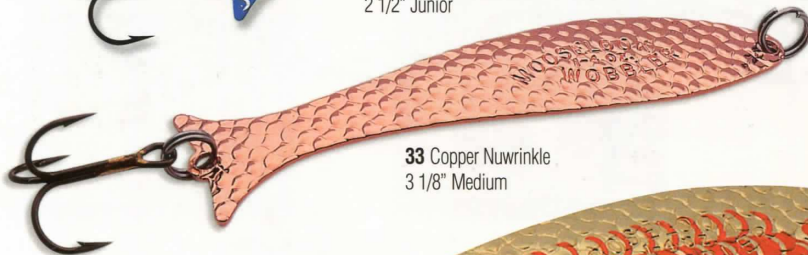
01 Gold
1 1/2" Pee-Wee



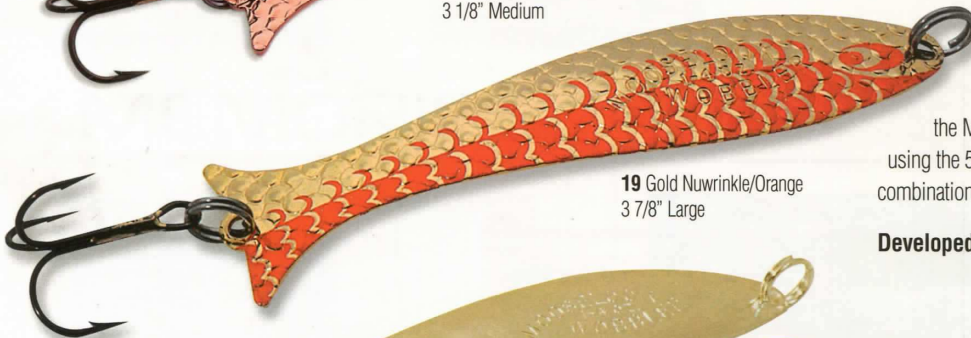
03 Copper
1 7/8" Midget



18 Silver Nuwinkle/Blue
2 1/2" Junior



33 Copper Nuwinkle
3 1/8" Medium



19 Gold Nuwinkle/Orange
3 7/8" Large



101 Gold Honeycomb

NEW
HONEYCOMB
FINISH



103 Copper Honeycomb

NEW
HONEYCOMB
FINISH



130 Silver Honeycomb

NEW
HONEYCOMB
FINISH

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 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!



20 Silver front/Copper back

5 SIZES, 20 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, 16 and 44

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



01 24K Gold



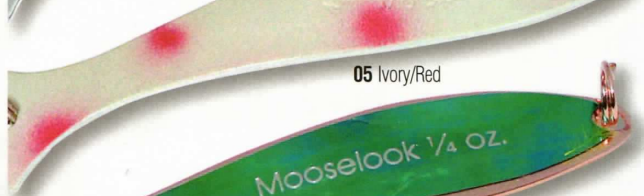
02 Chrome



03 Copper



04 Orange Candy/Silver



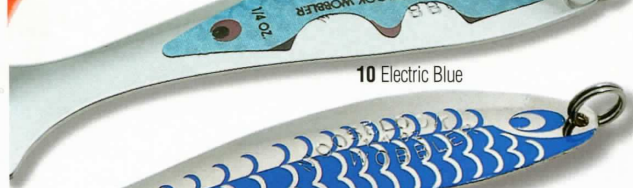
05 Ivory/Red



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

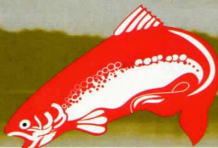


41 Candy Grape
Silver back



44 Rainbow Smelt
Silver back

Original



J.A. Greene Inc.

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"	1/6 oz.

Product number is stock number followed by code color.

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



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.



Gilbert Guay with a nice laker of over 10 lbs. from Lake Memphremagog in south eastern Quebec. Gilbert was trolling a Mooselook Thinfish #35 Silver Blue. He sent the photo noting "Unforgettable memories".

2560 ROY, SHERBROOKE, QC CANADA J1K 1C1 TEL.: (819) 563-2115 FAX: (819) 563-5131
VISIT OUR WEB SITE AT: www.mooselook.ca E-MAIL: brecks@williams.ca