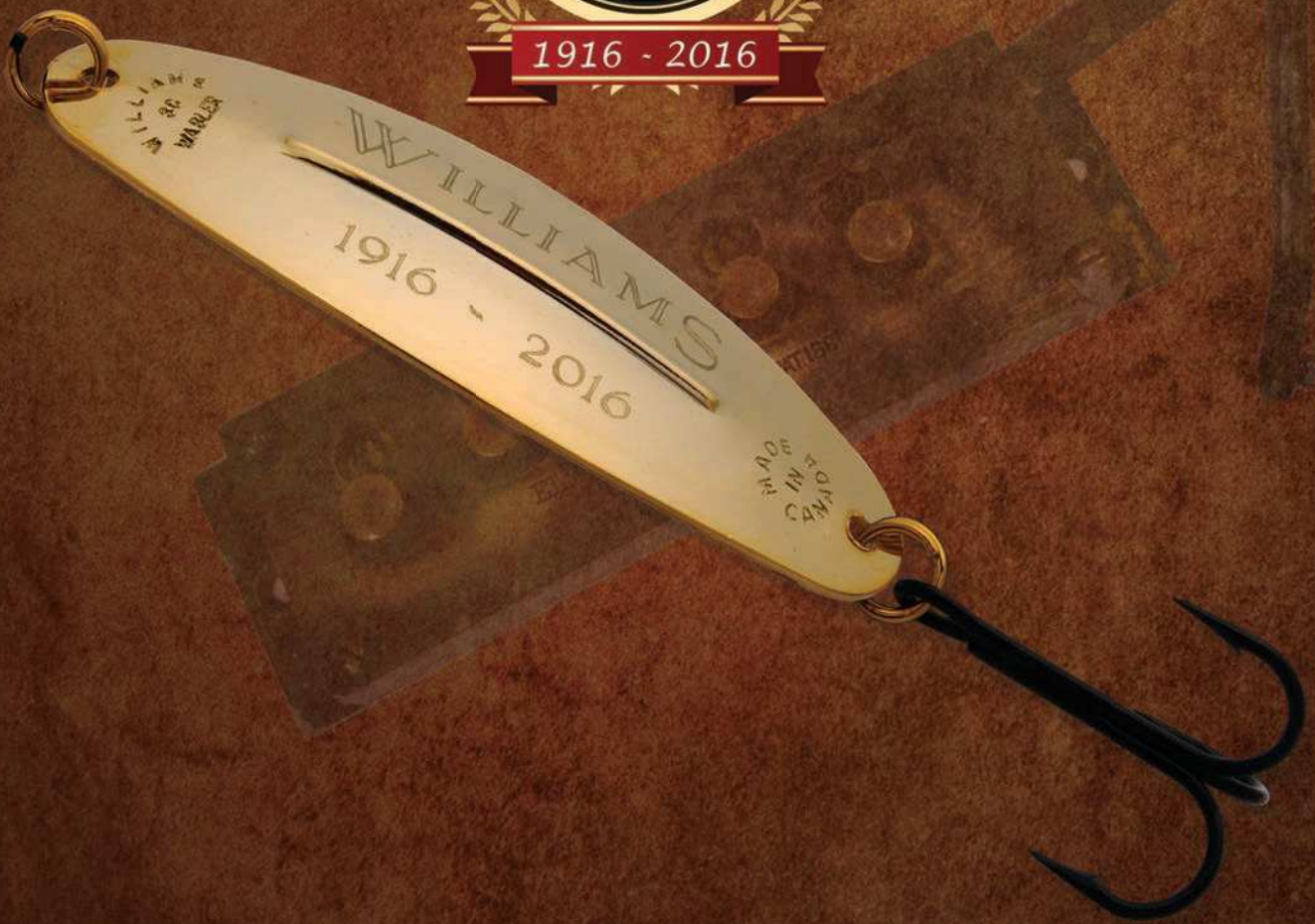


WILLIAMS



2016

Brecks®



1916 - 2016

ASSURANCE OF QUALITY

For 100 years anglers have counted on Williams to produce for them. It is not something we take lightly. Premium polished brass. Multi step plating in our state of the art facility culminating in genuine silver and 24 carat gold. Quality hooks and split rings. Nothing is left to chance. Thank you for your confidence in Williams. 100 years is a milestone. One reached through quality and craftsmanship.

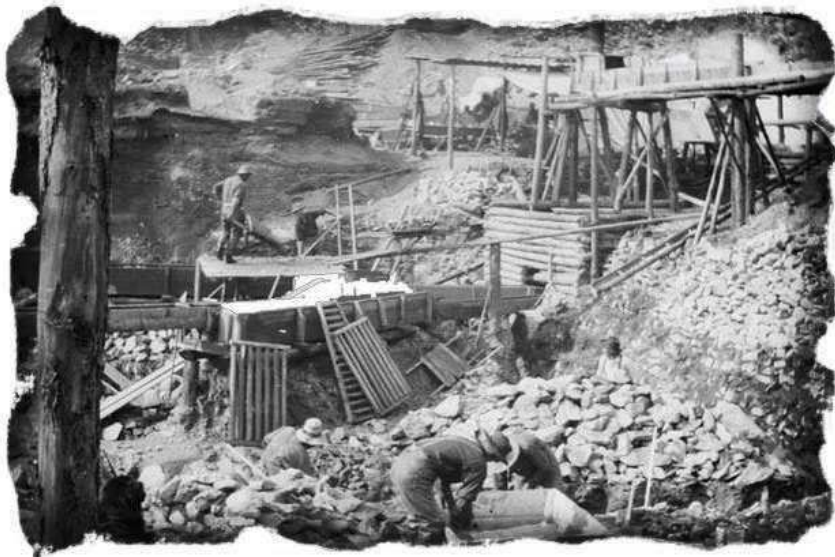
Proudly North American Made..... then and now!



HISTORY

The Williams Wabler design has endured for a century. It is as Canadian as the maple leaf or hockey. The very first Williams Wablers were not originally manufactured in Canada. Commercial production began in the United States of America. The history of Williams spans both sides of the border.

During the Klondike gold rush of 1896 a group from the Williams family of Goldenville, Nova Scotia, journeyed west to find their fortunes. Sometime during the "Rush of '98," they struck pay dirt in the Yukon. When their claim was exhausted or sold, the Williams boys decided to go their separate ways.

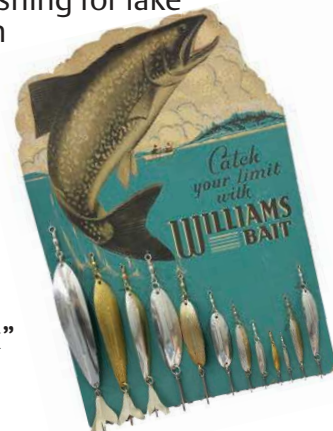


A.D. Williams established a small gold refinery in Kansas City in 1907. He began supplying local dentists with gold for fillings. His brother Malcolm ended-up in Fort Erie, Ontario. In 1912, A.D. Williams moved to Buffalo, N.Y. where he established the Buffalo based Williams Gold Refinery Company, directly across the Niagara River from his younger brother in Canada. Malcolm joined his brother's business a few years later.

Williams Gold entertained their dentist clientele by taking them fishing to Kawagama Lake, a few miles NE of Dorset, Ontario. Sometime around 1914-1916, the basic design of the Williams Wabler was created while fishing for lake

trout on Kawagama. Production in gold and genuine silver plated Wablers began circa 1915 to 1920 at the Buffalo plant and the Williams Wabler became available to anglers.

In 1920, Williams opened a Canadian refinery in Fort Erie. By 1923 the Canadian location was also producing fishing lures. In November of that year, the Williams Wabler trademark was officially registered with the Canadian government and the Fort Erie plant went into lure production. The Wabler was one of the few spoons to ever be granted a patent in the United States and Canada for the stabilizing ridge that helps to prevent rotation. A feature still found on most Williams lure series today and one that has become a "trademark" of Williams.





Malcolm's son, Lloyd Cameron "Bud" Williams entered his father's Canadian branch of the Williams organization in 1925. In the years to follow, it was Bud who was responsible for the success of the Williams Wabler. In 1978, the American tackle division transferred all production to the Canadian side of the business.

In 1986, the Williams families sold to Brush -Wellman. The new owners continued tackle production until 1989 when Brecks of Sherbrooke, Quebec, purchased the manufacturing rights to all Williams fishing tackle. Brecks has not only maintained the genuine silver and 24 carat gold finishes Williams are renowned for, it has improved upon them with new technologies. The lures are better than ever.

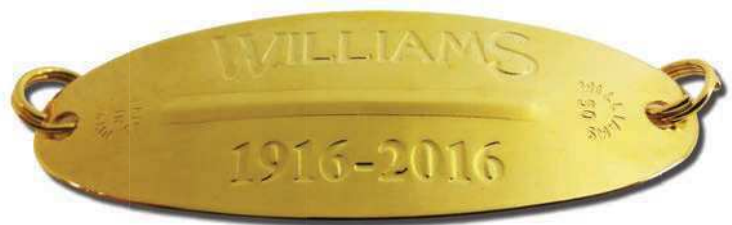
A Canadian classic with a worldwide reputation.

COMMEMORATIVE GIFT PACK



4-100W50

Williams 100th anniversary celebration Wabler kit



To commemorate the 100'th anniversary, Williams is producing a limited edition 4 pack of the classic mirror Wablers in the original finishes of; Silver, Gold, ½ & ½ and Copper. The Wablers in the 4-100W50 kit are each stamped with the Williams' logo and the date 1916 to 2016. These stamped W50 Wablers can only be found in the 4 pack. This is a limited production run and will only be offered for the 2016 season. Enclosed in the kit is a booklet detailing the history of Williams.

A collector's edition wooden box is being produced for the anniversary. There are 175 boxes numbered 1 through 175. They contain one of each W10 through W70 Williams Wablers in 24 carat gold plate finish to recognise the Williams clan start in the Klondike gold rush. Each Wabler is engraved with the Williams' logo and 1916 - 2016.



A code contained in the booklet in the kit allows the angler to register for a chance to win 1 of 10 of the collector's edition wooden boxes. To register go to our website, Facebook page or send us a note via regular mail for a chance to win. Winners will be drawn at random on January 15'th 2017. These collectors boxes are not for sale, having been presented to the industry, media and personalities involved in the history of Williams. And to a few lucky anglers !



Products that are UV reactive are noted with this logo



ALL UV REACTIVE

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. It 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 precious metal finishes, nothing reflects any and all available light like genuine silver and 24k gold.

The Nipigon is offered in 8 colours. 3 mirror finishes of gold, silver and 1/2 & 1/2 mirror. 3 silver nu-wrinkle finishes with accent colours of; blue, red and green, a gold nu-wrinkle with orange accent and a nu-wrinkle 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 COLOURS

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



AVAILABLE with single siwash hooks. Add 'SS' to product code.



GOLD 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



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 COLOURS

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

AVAILABLE with single siwash hooks. Add 'SS' to product code.



BDAP Bad Apple



CDIC Candied Ice



CHTP Chartreuse Tape

RTP Red Tape

EBTP Electric Blue Tape





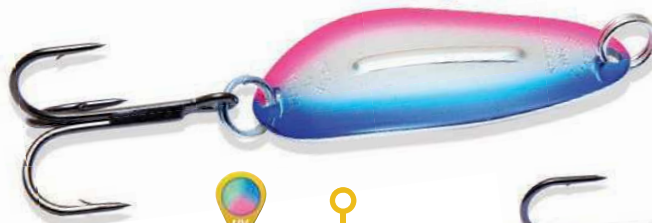
RIDGE | BACK™

Williams celebrates its 100th anniversary in 2016. The Ridge | Back series is being introduced in the 100th year and therefore named the RB100 to commemorate the occasion. A compact and heavier casting spoon series, the Ridge | Back weighs in at 2/5 oz and measures 1-7/8". Its shape and design are proven. Ideal for use as a casting spoon, it can also be trolled and jigged. A multi-species versatile lure, as at home on the Great Lakes breakwalls as it is in the back country inland lakes. The Williams trademark genuine silver and 24K gold finishes reflect any and all available light deeper and farther. A Canadian classic with a worldwide reputation.

1 SIZE, 15 COLOURS		
Stock No.	Length	Approx. Weight
RB100	1 7/8"	2/5 oz.



AVAILABLE with single siwash hooks. Add 'SS' to product code.



CDIC
Candied Ice
Silver back

S
Silver

G
Gold

COP
Copper

H
Half & Half
Mirror

BDAP
Bad Apple
Silver back

BLZN
Blue Zone
Silver back

ENVY
Envy
Copper back

GOR
Gold &
Orange
Gold back

WTML
Watermelon
Silver back

BKCH
Black &
Chartreuse
Black back

GLB
Glow Blue
Silver back

GLP
Glow Pink
Silver back

GLG
Glow Green
Silver back

GLOR
Glow Orange
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 75 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 and 24 karat gold finishes for flash and visibility, popular and effective colour 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, 8 COLOURS

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. Add 'SS' to product code.

-  **G/OR** Gold Orange
-  **GLDBO** Gold Goldbo
-  **EB** Electric Blue
-  **ORAN** Orange
-  **RED** Red
-  **CH** Chartreuse
-  **RB** Rainbo
-  **PINK** Pink




Manon Drouin got the surprise of her life as she was reeling in an average lake trout on lake Beauchene. A Monster lake trout of 35 to 40 lbs attacked the smaller trout. Initially trying to take the Williams #3 blue Dartee out of its mouth, being unable to, then attacking the smaller trout. You can see the wounds on the tail of the trout she is holding. Now that's a fishing day she will never forget.



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



AVAILABLE with single siwash hooks. Add 'SS' to product code.

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

- H Half & Half
- GOLD Gold
- S Silver
- COP Copper
- UV CH Chartreuse
- EB Electric Blue
- FW Fire Wabler
- UV RB Rainbow
- UV PINK Pink



GOLD LITE ACCENT COLOURS

UV G/C Gold / Chartreuse



UV G/OR Gold / Orange



Outdoor writer Jeff Morrison from Ottawa with a nice speckled from last spring as he gets ready for the upcoming season.



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 100 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 worldwide recognition.

7 SIZES, 30 COLOURS

Stock No.	Length	Approx. Weight	Colours
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, 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, CDIC, BDAP

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



AVAILABLE with single siwash hooks. Add 'SS' to product code.

GLOW



GLB Glow / Blue Silver base

GLOW



GLG Glow / Green Silver base



SHC Silver Honeycomb

SN Silver Nu-Wrinkle

S Silver Mirror

GHC Gold Honeycomb

GN Gold Nu-Wrinkle

G Gold Mirror

COP Copper Mirror

HN Half & Half Nu-Wrinkle

H Half & Half Mirror



CDIC Candied Ice / Silver back



ORAN 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



PINK Pink



CAN Candy Apple Nu-wrinkle / Silver back



ENVY Envy / Copper back



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 colour 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 colour is not producing, experiment and find the colour that will for that particular day, lake or species. Red & White and the 5 of Diamonds are well known for northerns. Blue is a classic pattern for trout, etc..

GOLD ACCENT WABLER COLOURS



G/C Gold / Chartreuse



GLDBO Gold / Goldbo



G/OR Gold / Orange





HN Half & Half Nu-Wrinkle



AVAILABLE with single siwash hooks. Add 'SS' to product code.

WHITEFISH®

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

One of the many assets of the Whitefish is its versatility. Ideal for trolling or casting.

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.



EBHC Silver / Blue Honeycomb



ORHC Silver / Orange Honeycomb

3 SIZES, 16 COLOURS

Stock No.	Length	Approx. Weight	Colours
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

- H** Half & Half Mirror
- GOLD** Gold Mirror
- GHC** Gold Honeycomb
- GN** Gold Nu-Wrinkle
- S** Silver Mirror
- SHC** Silver Honeycomb
- SN** Silver Nu-Wrinkle
- COP** Copper
- ORAN** Fluorescent Orange / Silver back
- YORN** Yellow Orange Nu-wrinkle
- BYN** Blue Yellow Nu-wrinkle
- ORBN** Orange Blue Nu-wrinkle
- RGRN** Red Green Nu-wrinkle

Outdoor writer Justin Elia was double heading with Aaron Shirley on Big Lakers and Salmon on Lake Ontario. There was one spoon pattern that was the hot spoon of the day, a C90 UV pattern on a flat calm bright day in May.



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, northern 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, 17 COLOURS

Stock No.	Length	Approx. Weight	Colours
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)





HQ™

The Williams HQ incorporates proven Williams designs. Williams trademark genuine silver, 24 karat gold and deep copper bases are complimented by UV reactive multicolor painted finishes on a Honeycomb base material. We 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.

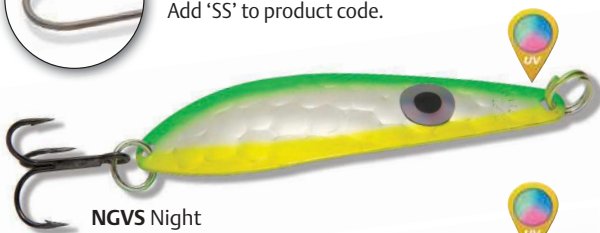
The HQ is based on historically proven fish producing patterns. We incorporated the "top 12" patterns that have produced consistently for years into the HQ on the Honeycomb large scale pattern base and added our precious metal jewellery quality finishes, topped off with an oversized strike triggering eye.

2 SIZES, 12 COLOURS

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



AVAILABLE with single siwash hooks. Add 'SS' to product code.



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



FLASHER®

The Williams Flasher is a traditional style attractor spoon. The slow wide, side to side wobble of the Flasher 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 the trademark Williams stabilizing bar that helps to prevent rotation. A decade's old proven action enhanced by much improved visibility from Williams.

The Flasher is modeled after the original Lake Clear Wabblers. This brand is now part of the Brecks family as of 2014. When we introduced the Flasher we modeled it after the Lake Clear. It was the original spoon of that design that had proven itself an angler favourite. We did not make an exact copy but rather took the design and incorporated it into a Williams series. The F1 is slightly smaller at 2-3/4" than the original LCW1 and the F2 slightly larger at 3-3/8". See page 20. The Flasher includes the trademark Williams rib and is offered in different colour accents as well as the classic 1/2 and 1/2 patterns.

2 SIZES, 11 COLOURS			
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



PUR
Purple

H Half & Half Mirror

HN Half & Half Nu-Wrinkle

CH Copper Half & Half

CHN Copper Half & Half Nu-Wrinkle

FW Red



EB Electric Blue

G/OR Gold / Orange

G/C Gold Chartreuse

BPC Black Pearl/ Chartreuse

BPOR Black Pearl/ Orange



Brad Wiegmann outdoor writer and photographer sent us this photo of Dr. Mark Powell with a beautiful east coast striper. Brad wrote "The stripers and big white bass just keep eating the Whitefish and Wabler".



Outdoor writer Gord Ellis sent us this nice shot of a Nipigon Lake Brookie caught on our Nipigon spoon. How fitting!



CLASSIC SELECTIONS

SOMETHING FOR EVERY ANGLER

To commemorate the 100th anniversary, Williams is producing a limited edition 4 pack of the classic mirror Wablers in the original finishes of; Silver, Gold, ½ & ½ and Copper. The Wablers in the 4-100W50 kit are each stamped with the Williams logo and the date 1916 to 2016. These stamped W50 Wablers can only be found in the 4 pack. This is a limited production run and will only be offered for the 2016 season.



4-100W50
Williams 100th anniversary celebration Wabler kit



4-J60CL
1/2 oz. Ice Jig classics



4-PW Pike and Walleye favorites



4-TTK
Trout Trolling Kit



4-50 The original W50 classics



4-J50CL
1/4 oz. Ice Jig classics



4-W32M W20 & W30 small classics



4-PCWE C50 Pearl & W30 eyed



4-40 The original W40 classics

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 classics, 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 troling 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.



4-60 The original W60 classics



4-TK Proven Wabler patterns for Trout

Original



“DEVELOPED BY AN ANGLER FOR ANGLERS”



Silver top

Copper back

THINFISH®

ULTRA LIGHT FLUTTER SPOON

The Mooselook THINFISH is an ultra-thin flutter spoon, stamped on a premium spring brass 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, through 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, 8 COLOURS		
Stock No.	Length	Approx. Weight
180	3”	1/6 oz.

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



AVAILABLE with single siwash hooks. Add 'SS' to product code.

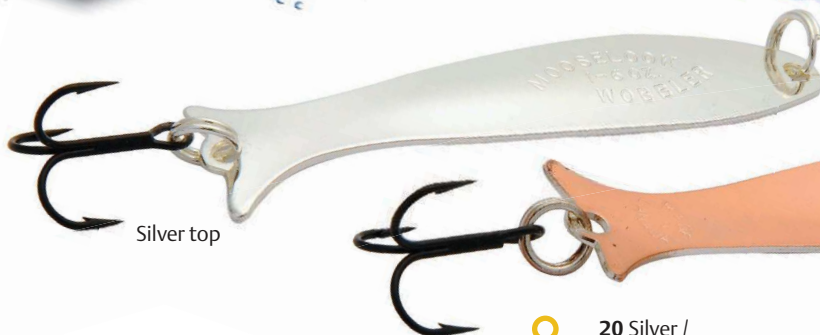
- 20 Silver / Copper back
- 01 Gold
- 30 Silver
- 03 Copper
- 07 Fluo Orange / Silver back
- 46 Watermelon / Silver back
- 47 Candied Ice / Silver back
- 48 Orange Monkey / Gold back



Ghislaine Roy was rewarded with a nice northern Québec speckled trout. She was trolling a Mooselook Thinfish with a bit of weight ahead of it to get it down into the strike zone.

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

Original



Silver top

Copper back

WOBBLER

Keeping with tradition, Mooselook continues to offer the original chrome 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 colours are the nu-wrinkle hammered finishes offered in: copper, genuine silver and 24 karat gold with colour accents. The nu-wrinkle finish offers more surface area and therefore even more flash with a realistic baitfish scale representation.

The classic Wobbler is also available in a smaller version. The Midget 1-7/8" 1/12oz Wobblers are perfect for light line trolling on light wood 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 4 different sizes available. Experiment with color to find the right combination.

Developed by an angler for anglers!

4 SIZES. 28 COLOURS				
Model	Stock No.	Length	Approx. Weight	Colours
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. Add 'SS' to product code.

20 Silver / Copper back

01 24K Gold

02 Chrome

03 Copper

04 Orange Candy / Silver back

05 Ivory/Red Silver back

06 Emerald Shiner / Copper back

07 Fluorescent Orange / Silver back

11 Silver / Blue

12 Copper / Orange

18 Silver Nu-wrinkle / Blue



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



- 
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
 
GLOW
- 80** Glow Black / Silver back
 
GLOW
- 
81 Glow Purple / Silver back
 
GLOW
- 
82 Glow Orange / Silver back
 
- 103** Copper Honeycomb
 
- 130** Silver Honeycomb
 
- NEW COLOURS


50 Black Chartreuse Black back
 
- 
51 Black Orange Black back
 

JP Bushey of Ontario Canada wrote, "What an exceptional little spoon. Trolling on Georgian Bay the Savant Winnie came through. The Sun Spots UV colour was like having a police siren flashing behind the trolling board. Flat-calm conditions in shallow, clear water is definitely a situation where UV finishes "shine" for me. This rainbow was four feet out of the water seconds after hammering the bait".



Outdoor writer and personality Patrick Campeau with a nice land locked salmon "Ouaniche" caught on a Savant Winnie. The small willow leaf Winnie is a great bait fish imitation.





SCOP Silver
Copper back

WINNIE SERIES

Savant lures was established in 2004 by Tom Manning to offer anglers a quality lure option. Tom recognised the advantages of a genuine silver finish and began production of the Winnie and Jake in 2004. In 2008 he added the Crusher series and in 2013 decided to sell his company to Brecks. In the words of Tom Manning "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."

The Winnie is named after the trout and salmon waters of Lake Winnepesaukee in New Hampshire. This style of lure has proven itself very effective in trout waters. The Winnie is a 2-3/4" willow leaf slender blade trolling spoon. A flutter spoon by design weighing in at 1/4 oz. Varied retrieve or trolling speeds impart different actions.

Genuine silver and 24 karat gold finishes as well as muted copper in honeycomb scale pattern with strike triggering eyes, UV reactive. A small baitfish imitation.

1 SIZE, 17 COLOURS

Stock No.	Length	Approx Weight	Colours
SW14	2 3/4"	1/4 oz.	All



GLB
Glow Blue
Silver back

GLG
Glow Green
Silver back

GLOR
Glow Orange
Silver back

PKE
Pink Eye
Silver back

SNS
Sun Spots
Silver back



WBRED
Wonderbread
Copper back

RBS
Rainbow Smelt
Silver back

ORMK
Orange Monkey
Gold back

MF Mickey Fin
Silver back

WTML
Watermelon
Silver back

FT Fire Tiger
Silver back

ORBD
Orange
Black Dot
Silver back

COP
Copper
Copper back

GHC
Gold
Honeycomb

SHC
Silver
Honeycomb

COPHC
Copper
Honeycomb



AVAILABLE with
single siwash hooks.
Add 'SS' to product code.





AVAILABLE with single siwash hooks. Add 'SS' to product code.

JAKE SERIES

Savant lures proven styles and designs are now marketed under the Mooselook brand as "The Savant Series". Packaging bears both the Savant and Mooselook brands. Mooselook state of the art plating and painted finishes are incorporated into the Savant lures series. Finishes include genuine silver, 24 karat gold and copper bases with and without painted accents. Made in North America by anglers for anglers.

The Jake was one of the two original Savant spoon series. Modeled in a classic flutter spoon design similar to the Mooselook Thinfish. The Jake is a 3" 1/3 oz spoon stamped in half hard brass rather than the spring brass of the Thinfish series. This adds some weight and imparts a different action to this classic design. Genuine silver and 24 karat gold finishes and copper. Strike attracting eyes.

Trout, walleye, pike and salmon patterns. The Jake is a versatile spoon at a wide range of retrieve or trolling speeds as well as vertically jigged.

1 SIZE, 17 COLOURS

Stock No.	Length	Approx Weight	Colours
SJ45	3"	1/3 oz.	All



HHC Half & Half Honeycomb

WBRED Wonderbread Copper back

RBS Rainbow Smelt Silver back

CPC Cop Car Silver back

MF Mickey Fin Silver back

WTML Watermelon Silver back

FT Fire Tiger Silver back

ORBD Orange Black Dot Silver back

F Frog Silver back

GHC Gold Honeycomb

SHC Silver Honeycomb

COPHC Copper Honeycomb





AVAILABLE with single siwash hooks. Add 'SS' to product code.

CRUSHER SERIES

Savant lures third design was the Crusher. A traditional 4" trolling spoon design with a slightly different shape allowing for varied trolling speeds without the spoon rolling on itself. Finishes include genuine silver, 24 karat gold and copper bases with and without painted accents with large target eyes.

Honeycomb scale pattern, mirror and nu-wrinkle bases offer anglers a variety of finishes and reflective finishes to choose from. The nu-wrinkle base effectively doubles the surface area of a spoon. The honeycomb imitates a scale pattern but also increases the surface area and reflective angles. The classic mirror finish is, as the name implies the classic original.

The Crusher is popular with trout and salmon anglers as well as pike and walleye fisherman. It weighs in at 3/5 oz and measures 4".

1 SIZE, 17 COLOURS			
Stock No.	Length	Approx Weight	Colours
SC35	4"	3/5 oz.	All

-  **GLB**
Glow Blue Silver back
-  **GLG**
Glow Green Silver back
-  **GLOR**
Glow Orange Silver back
-  **PKE**
Pink Eye Silver back
-  **SNS**
Sun Spots Silver back

-  **HN** Half & Half Nu-wrinkle
-  **H** Half & Half Mirror
-  **BLY** Blue & Yellow Silver back
-  **RBS** Rainbow Smelt Silver back
-  **HR** Herring Silver back
-  **MF** Mickey Fin Silver back
-  **WTML** Watermelon Silver back
-  **GRMK** Green Monkey Silver back
-  **ORMK** Orange Monkey Silver back
-  **F** Frog Silver back
-  **GHC** Gold Honeycomb
-  **SHC** Silver Honeycomb



The Lake Clear Wabblers originated in 1920 in Lake Clear Junction in the Adirondacks, hence the name. Mr. H. Robare, a French Canadian guide in the area fashioned the original “spoon” using a pair of tin snips and a car headlight bezel. The exterior of the bezel was chrome and the interior brass, the original finish of the Lake Clear Wabblers. The company changed hands over the years. Mr G.E. Billings took over upon the passing of Mr. Robare. Mr. Arthur T. Freer acquired the company in 1957. Mr. Thomas Delaney subsequently purchased the company in 1985 and managed it until February 2014 when Brecks acquired the company.

The Lake Clear Wabblers is the original spoon of this design. Copied by many but never duplicated, an eastern favourite for trout of all species. Sought after by anglers in New England, the Adirondacks, Ontario, Quebec and the Maritimes.

The proven shapes and styles of the existing series have been meticulously maintained, stamping the Lake Clear Wabblers in the original dies acquired from Thomas Delaney. Our resources and facilities which now produce the Williams brand as well as the Mooselook & Savant brands allow us to apply the trademark jewellery quality finishes of genuine silver and 24k gold which are now the standard on the Lake Clear.

NEW YORK STATE RECORD SPECKLED TROUT ‘6.03 LBS’

Richard Beauchamp of Mayfield NY holding the new NY state record speckled trout of 6.03 lbs caught in 2013 on Silver Lake. Length of 22” x 15-1/4” girth.

Richard caught 3 other fish that day all over 5 lbs. All were taken on Lake Clear Wabblers. When Richard sent us the photo he NOTED **“I have been fishing Lake Clear Wabblers since 1975 and have not found anything as good yet!”**



LCW1: THE ORIGINAL LAKE CLEAR WABBLER



S
Silver Mirror



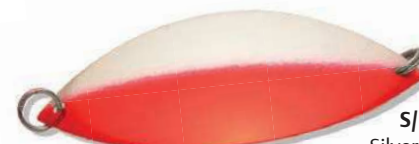
GOLD
Gold Mirror



COP
Copper Mirror



S/BLU
Silver Blue



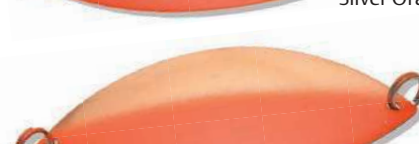
S/RED
Silver Red



S/CH
Silver Chartreuse



S/OR
Silver Orange



C/OR
Copper Orange

HHSC
1/2 & 1/2
Silver & Copper
Mirror



HHSG
1/2 & 1/2
Silver & Gold
Mirror



HHSCN
1/2 & 1/2
Silver & Copper
Nu-wrinkle



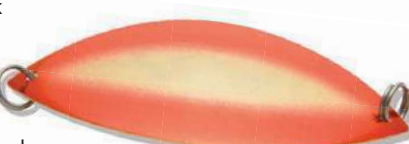
HHSGN
1/2 & 1/2
Silver & Gold
Nu-wrinkle



NGVS
Night Vision
Silver back



ORMK
Orange Monkey
Gold back

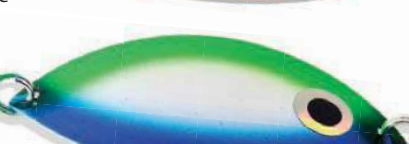


CDIC
Candied Ice
Silver back



NEW COLOUR

BLZN
Blue Zone
Silver Back



NEW COLOUR

WTML
Watermelon
Silver Back



EB
Blue top
Silver back



ORAN
Orange top
Silver back



CH
Chartreuse top
Silver back



GLB
Glow Blue Red
Silver back



GLOR
Glow Orange
Chartreuse
Silver back



GLRP
Glow Raspberry
Black
Silver back



GLCH
Glow Chartreuse
Red
Silver t



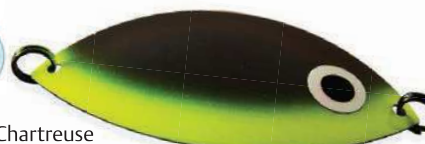
NEW COLOUR

BKOR
Black Orange
Black back



NEW COLOUR

BKCH
Black Chartreuse
Black back



1 SIZE, 26 COLOURS

Stock No.	Length	Width	Approx. Weight
LCW1	3 1/8"	1 1/2"	1/3 oz.

LCW3: SLIMMER PROFILE LAKE CLEAR WABBLER

S Silver Mirror

GOLD Gold Mirror

COP Copper Mirror

S/BLU Silver Blue

S/RED Silver Red

S/CH Silver Chartreuse

S/OR Silver Orange

C/OR Copper Orange

EB Blue top Silver back

ORAN Orange top Silver back

CH Chartreuse top Silver back

CDIC Candied Ice Silver back

ORMK Orange Monkey Gold back

WTML Watermelon Silver back

BKCH Black Chartreuse Black back

HHSG 1/2 & 1/2 Silver & Gold Mirror

HHSC 1/2 & 1/2 Silver & Copper Mirror

HHSGN 1/2 & 1/2 Silver & Gold Nu-wrinkle

HHSCN 1/2 & 1/2 Silver & Copper Nu-wrinkle

GLB Glow Blue Red Silver back

GLOR Glow Orange Chartreuse Silver back

NEW COLOUR

NEW COLOUR

1 SIZE, 21 COLOURS

Stock No.	Length	Width	Approx. Weight
LCW3	3"	1 1/8"	1/4 oz.

The lure of choice in the north for speckled trout is the Lake Clear Wabblers followed by snelled hook and worm or fly.



Outdoor writer and personality Patrick Campeau relies on Lake Clear, his favourite Trout spoons.



Ray Carignan, host of Outdoor Passion Television with a nice northern Quebec speckled trout.



LCW5: THE SMALLER LAKE CLEAR WABBLER



S
Silver Mirror

GOLD
Gold Mirror

COP
Copper Mirror

S/BLU
Silver Blue

EB
Blue top
Silver back

ORAN
Orange top
Silver back

ORMK
Orange Monkey
Gold back

S/OR
Silver Orange

HHSG
1/2 & 1/2
Silver & Gold
Mirror

HHSC
1/2 & 1/2
Silver & Copper
Mirror

HHSGN
1/2 1/2
Silver & Gold
Nu-wrinkle

S/CH
Silver Chartreuse

1 SIZE, 12 COLOURS			
Stock No.	Length	Width	Approx. Weight
LCW5	2"	1"	1/6 oz.

GANG TROLL

The Lake Clear selection also includes multi blade small trolling attractors. These lures have been around for decades and have proven their effectiveness. Add our jewellery quality finishes that reflect all available light and you have an improved and very effective lure choice. These attractors use the GM Skinner blades. This company which came to Brecks as part of the acquisition, dates to 1874. The fluted blade style was awarded Medal and Special awards at the 1893 Chicago Exposition and the 1898 Bergan Norway show for innovation and effectiveness in design.

2 SIZES, 5 COLOURS		
Stock No.	Blades	Colours
LC544	#5 & 2x #4	All
LC422	#4 & 2x #2	All

COLOUR CHART	
C = Copper	SCC = Silver + 2x Copper
S = Silver	SGG = Silver + 2x Gold
G = Gold	

Approximate length 12"



G
Gold

S
Silver

C
Copper

SCC
Silver &
2x Copper

SGG
Silver &
2x Gold