

# Brecks®

# 2025



WILLIAMS®  


  
MOOSELOOK®

Original  
  
LAKE CLEAR®  






## CLASSIC SELECTIONS

Williams kits have been developed to offer the angler an assortment of proven styles and colours by species and/or by style and size of lure. These lures have been chosen from angler favourites for the species or fisheries they are targeting.

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. If stream trout or panfish are your preference, try the 4-W32M. The 4-TK2 Trout and 4-PW2 Pike and Walleye offer anglers an option of more vivid colours in the two most popular kits in the Williams line up.

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 favourites, 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 originals W60 classics



4-QKS4

Salmon 4 pack



4-QKS3

Salmon 4 pack



4-40

The originals W40 classics



4-50

The originals W50 classics



4-TTK

Trout trolling kit



4-PCWE

PC50 & W30 eyed



4-PW

Pike and Walleye favourites



4-PW2

High visibility finishes for Pike and Walleye



4-W32M

W20 & W30 small classics



4-TK

Proven Wabler patterns for trout



4-TK2

High visibility Wabler patterns for trout

Cover page: Jean Lessard with a big landlocked salmon caught on the new Williams Whitefish S in Hot Perch.

# WHITEFISH®



## New Series

A derivative of the classic Williams Whitefish, the new Whitefish S offers the same proven fish-catching silhouette that has been catching fish for 85 years, but in a new S shape for a sleek slither. The Whitefish S is a superb fish seducing sensation.

Whether you cast it, troll it, jig it, its proven action, high quality precious metal plating and high visibility hand painted patterns are sure to provoke the most timid fish into an aggressive strike.

Ranging from 2-1/4" to 4-1/4" There is a Whitefish S for any fish in North America, from Newfoundland brook trout to delicate perch through the ice in the St-Lawrence to monster western reservoir trout and pike.

### 3 SIZES - 8 COLOURS

Stock No.	Length	Approx. Weight
S50	2 1/4" - 5.7 cm	1/3 oz - 9.5 g
S60	3 1/4" - 8.3 cm	1/2 oz - 14.2 g
S70	4 1/4" - 10.8 cm	1 oz - 28.4 g



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



**FT**  
Firetiger  
Silver back



**HPRC**  
Hot Perch  
Silver back



**BKY**  
Black & Yellow  
Silver back



**RW**  
Red & White  
Silver back



**CDIC**  
Candied Ice  
Silver back



**SBLU**  
Silver Blue  
Silver back



**COR**  
Fluorescent Orange  
Copper back



**TGCL**  
Tiger Clown  
Silver back







## VORTEX

The Vortex line of premium spinner features the storied fluted blades designed by G. M. Skinner in 1874. These blades won awards for design in the early 20th century, including the Columbian Exhibition in Chicago and in Bergen Norway. Williams will be taking those classic fish-catching legends and bringing them into the 21st century with its plating, manufacturing and painting expertise.

With a Vortex selection that ranges from a diminutive 1/8 oz all the way to a 1/2 oz monster. There is a premium Vortex spinner for every Canadian fish and every Canadian Angler.

Each spinner is made at the Brecks factory in Sherbrooke, Quebec, Canada, and then bodies, blades and beads are plated individually with jewelry finish technique in genuine silver, copper and 24k gold. The plated spinners are then hand painted one by one, decals are applied and premium hooks added for a top quality made in Canada lure.

5 SIZES - 12 COLOURS		
Stock No.	Dressed Treble	Approx. Weight
V1	V1D	1/8 oz - 3.5 g
V2	V2D	1/5 oz - 5.7 g
V3	V3D	1/4 oz - 7.1 g
V4	V4D	1/3 oz - 9.5 g
V5	V5D	1/2 oz - 14.2 g

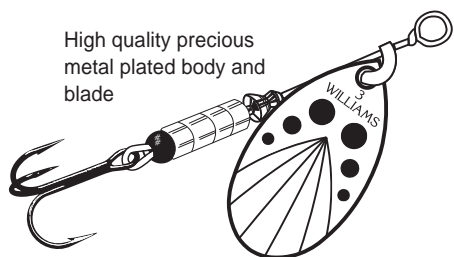


**AVAILABLE WITH**  
single siwash hooks.  
Add 'SS' to product  
code. Available in  
size #1-3



**AVAILABLE WITH**  
dressed siwash hooks.  
Add 'DSS' to product  
code. Available in size  
#1-3

High quality precious  
metal plated body and  
blade



**BKORD**  
Black & Orange Dots  
Silver back  
Copper body



**CDIC**  
Candied Ice  
Silver back  
Silver body



**CHBD**  
Chartreuse Black Dots  
Silver back  
Silver body



**COP**  
Copper  
Copper body





# New Series



**FT**  
Firetiger  
Silver back  
Silver body



**PKBD**  
Pink Black Dots  
Silver back  
Silver body



**GLOW**

**GLOW**  
Glow  
Silver back  
Silver body



**RW**  
Red & White  
Silver back  
Silver body



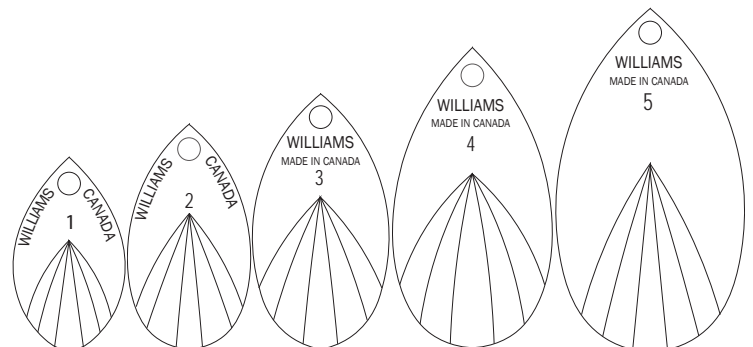
**GOLD**  
Gold  
Gold body



**S**  
Silver  
Silver body



**ORBD**  
Fluorescent Orange  
Black Dots  
Copper back  
Copper body



Actual Size Blade



## FLASHER®

The Williams Flasher's slow wide, side to side wobble followed by a baited snelled hook or fly make it hard to resist by trout or other game fish and very productive. Best worked at a slow speed where the wide bodied shape offers a side to side movement that imparts a darting action to the trailing bait. This design of spoon has proven itself for decades. The Flasher simply improves upon a good thing by adding the trademark Williams stabilizing ridge and genuine Silver and 24K Gold finishes.

The Flasher is modeled after the original Lake Clear Wabblers. 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 the trademark Williams stabilizing ridge. The F1 is slightly smaller at 2 3/4" than the original LCW1 and the F2 slightly larger at 3 3/8". The Flasher is offered in different colour accents as well as the classic 1/2 & 1/2 patterns.

Sold without hooks.

2 SIZES - 10 COLOURS		
Stock No.	Length	Approx. Weight
F1	2 3/4" - 7 cm	1/3 oz - 9.5 g
F2	3 3/8" - 8.6 cm	1/2 oz - 14.2 g



**BPC**  
Black Pearl &  
Chartreuse



**G/OR**  
Gold & Orange



**BPOR**  
Black Pearl &  
Orange



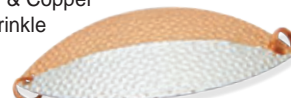
**CH**  
Silver & Copper  
Mirror



**EB**  
Electric Blue  
Silver back



**CHN**  
Silver & Copper  
Nu-wrinkle



**FW**  
Red  
Silver back



**H**  
Silver & Gold  
Mirror



**G/C**  
Gold &  
Chartreuse



**HN**  
Silver & Gold  
Nu-wrinkle



## TORONTO WOBBLER

### A NEW SPIN ON AN OLD SCHOOL DESIGN

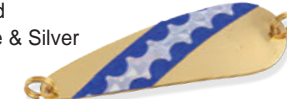
This decades old proven design is now offered in the jewelry quality genuine silver and 24K gold finishes that Williams is renowned for. Nothing reflects any and all available light brighter and farther. A favourite spoon design for use as an attractor followed by a snelled hook and bait, fly or smaller spoon. It is versatile and can also be used as a traditional spoon presentation by adding a treble or a single siwash hook to troll or cast and retrieve. Its pear shaped design gives the spoon a wide sweeping action that imparts a darting action to the trailing presentation.

Sold without hooks.

3 SIZES - 10 COLOURS		
Stock No.	Length	Approx. Weight
WT22	2 1/4" - 5.7 cm	1/4 oz - 7 g
WT27	2 3/4" - 7 cm	1/3 oz - 9.4 g
WT32	3 1/4" - 8.5 cm	1/2 oz - 14 g



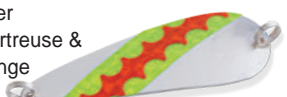
**GBLS**  
Gold  
Blue & Silver



**GOLD**  
Gold  
Mirror



**SCHO**  
Silver  
Chartreuse &  
Orange



**S**  
Silver  
Mirror



**EB**  
Electric Blue  
Silver back



**SHC**  
Silver  
Honeycomb



**FJ**  
Flame Jelly  
Silver back



**SCOP**  
Silver  
Copper back



**FW**  
Fire Red  
Silver back



**CDIC**  
Candied Ice  
Silver back  
Honeycomb





# QUICK SILVER®

The Williams Quick Silver was designed for action. A long-time favourite of Lake Ontario Chinook anglers, the Quick Silver is designed to imitate a darting baitfish. Featuring Williams' world famous precious metal finishes, 24 karat gold and jewelry quality silver, which reflect light farther and brighter than any other known finish.

Troll the Quick Silver with a downrigger, diver or leadcore, or with straight mono for early season fishing in shallow water. Cast it out and reel it in with jerking motions. You can even jig it under the ice! It will be a magnet to salmon, trout, and char, but also to any pike or walleye that's passing by.

2 SIZES - 16 COLOURS		
Stock No.	Length	Approx. Weight
QKS3	3" - 7.2 cm	1/3 oz - 9.5 g
QKS4	4" - 10.2 cm	3/5 oz - 17 g



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

**COP**  
Copper  
Mirror



**GOLD**  
Gold  
Mirror



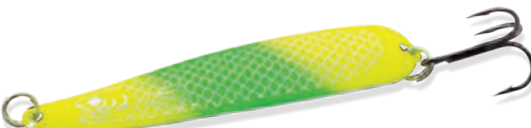
**H**  
Silver & Gold  
Mirror



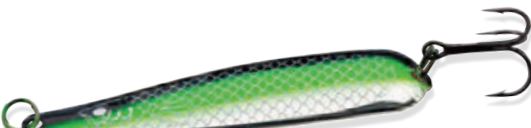
**S**  
Silver  
Mirror



**GRAN**  
Granny  
Silver back



**HR**  
Herring  
Silver back



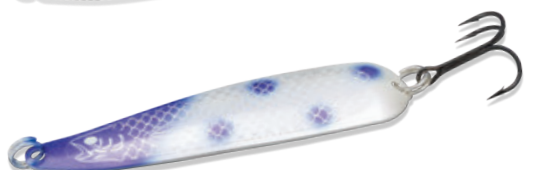
**ORBD**  
Orange Black Dots  
Copper back



**PKE**  
Pink Eye  
Silver back



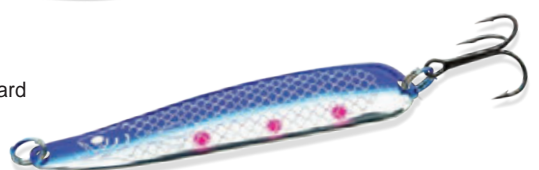
**PRLBL**  
Pearl & Blue  
Silver back



**PRLRD**  
Pearl & Red  
Silver back



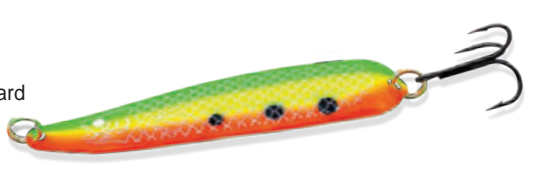
**CDLP**  
Candied Leopard  
Silver back



**CLWLP**  
Clown Leopard  
Silver back



**FTLP**  
Firetiger Leopard  
Silver back



**SWLP**  
Snow Leopard  
Silver back



**SDN**  
Sardine  
Silver back



**WTML**  
Watermelon  
Silver back





## NIPIGON™



ALL UV  
REACTIVE

GOLD  
Gold Mirror



S  
Silver Mirror



H  
Silver & Gold  
Mirror



HN  
Silver & Gold  
Nu-wrinkle



CDIC  
Candied Ice  
Silver back  
Nu-wrinkle



EBN  
Silver & Blue  
Nu-wrinkle



FWN  
Silver & Red  
Nu-wrinkle



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. It imitates a baitfish in distress. Ideal as a trolling spoon it is equally 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.

### 1 SIZE - 12 COLOURS

Stock No.	Length	Approx. Weight
N33	2 1/2" - 6.4 cm	1/3 oz - 9.5 g



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

GNOR  
Gold & Orange  
Nu-wrinkle



GRN  
Silver & Green  
Nu-wrinkle



PERCH  
Perch  
Silver back  
Nu-wrinkle



SOR  
Silver & Orange  
Mirror



YO  
Yellow & Orange  
Silver back  
Mirror





# WABLER® LITE

## HALF THE WEIGHT OF THE REGULAR WABLER

The Williams Wabler LITE series offers the classic original Wabler in half 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 a hook and bait or troll it deeper using lead core or a downrigger.

The Wabler LITE really shines in a slow retrieve or trolling 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 be effectively 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, it 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 - 8 COLOURS		
Stock No.	Length	Approx. Weight
W55	2 5/8" - 6.7 cm	1/4 oz - 7.1 g

AVAILABLE WITH treble hook (W55), without hook (W55SH)



**BTOR**  
Burnt Orange  
Silver back  
Nu-wrinkle



**CDIC**  
Candied Ice  
Silver back  
Nu-wrinkle



**CH**  
Chartreuse  
Silver back

**EB**

Electric Blue  
Silver back

**FW**

Fire Wabler  
Silver back

**G/OR**

Gold &  
Orange

**H**

Silver & Gold  
Mirror

**HN**

Silver & Gold  
Nu-wrinkle



**BDAP**  
Bad Apple  
Silver back  
Honeycomb



**CDIC**  
Candied Ice  
Silver back  
Honeycomb



**CHTP**  
Chartreuse Tape  
Silver back

**EBTP**

Electric Blue Tape  
Silver back

**RTP**

Red Tape  
Silver back



# 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 favourite with anglers. From pike to Great Lakes salmon, the Trophy has proven itself. 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" - 5.1 cm	1/2 oz - 14.2 g
T34	2 1/2" - 6.7 cm	3/4 oz - 21.3 g

AVAILABLE WITH single siwash hooks.

Add 'SS' to product code



## WABLER®

### THE CLASSIC ORIGINAL WABLER

The Williams Wabler is the lure that founded the fishing tackle division of the Williams Company more than 100 years ago. The most recognized and still today the 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, like all Williams lures, is stamped from premium polished brass. A multi-step plating operation then applies the genuine Silver and/or 24K Gold finishes that Williams lures are renowned 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 1/2 & 1/2 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 that Williams was awarded a US and Canadian patent for it. One of the few patents ever awarded to a spoon. Time tested and proven, a true Canadian classic with worldwide recognition.

#### 7 SIZES - 31 COLOURS

Stock No.	Length	Approx. Weight	Colors
W10	1" - 2.5 cm	1/16 oz - 1.8 g	EB, FW, G, S, SN
W20	1 1/4" - 3.2 cm	1/10 oz - 2.8 g	EB, FW, G, S, SN
W30	1 1/2" - 3.8 cm	1/7 oz - 4.1 g	BDAP, CDIC, COP, DMD, EB, FT, FW, G, GN, HO, ORAN, PERCH, S, SN, TGCL, YO
W40	2 1/4" - 5.7 cm	1/4 oz - 7.1 g	All
W50	2 5/8" - 6.7 cm	1/2 oz - 14.2 g	All
W60	3 1/4" - 8.3 cm	3/4 oz - 21.3 g	All
W70	4" - 10.2 cm	1 oz - 28.1 g	BDAP, CDIC, COP, EB, FT, FW, G, GHC, GN, H, HN, HO, ORAN, PERCH, S, SHC, SN, TGCL, YO



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

### CLASSIC METALLIC

COP  
Copper  
Mirror



GHC  
Gold  
Honeycomb



GN  
Gold  
Nu-wrinkle



GOLD  
Gold  
Mirror



H  
Silver & Gold  
Mirror



HN  
Silver & Gold  
Nu-wrinkle



S  
Silver  
Mirror



SHC  
Silver  
Honeycomb



SN  
Silver  
Nu-wrinkle





## PAINTED & PRINTED FINISHES



**BDAP**  
Bad Apple  
Silver back  
Honeycomb



**CDIC**  
Candied Ice  
Silver back  
Honeycomb



**CDTG**  
Candied Tiger  
Silver back



**DMD**  
Five of Diamonds  
Silver back



**ENVY**  
Envy  
Copper back  
Honeycomb



**F**  
Frog  
Silver back



**FT**  
Firetiger  
Silver back



**HO**  
Halo Orange  
Silver back



**ORAN**  
Fluorescent  
Orange  
Silver back



**PERCH**  
Perch  
Silver back  
Honeycomb



**RW**  
Red & White  
Silver back



**TGCL**  
Tiger Clown  
Silver back  
Honeycomb



**WTML**  
Watermelon  
Silver back  
Honeycomb



**YO**  
Yellow & Orange  
Silver back



## DECAL ACCENTS

**EB**  
Electric Blue  
Silver back



**FW**  
Fire Wabler  
Silver back



**MJ**  
Moon Jelly  
Silver back



**PINK**  
Pink  
Silver back



**RB**  
Rainbow Prism  
Silver back



## GOLD ACCENT

**G/C**  
Gold &  
Chartreuse



**GLDBO**  
Goldbo



**G/OR**  
Gold &  
Orange





## 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 finishes attract fish from greater distances.

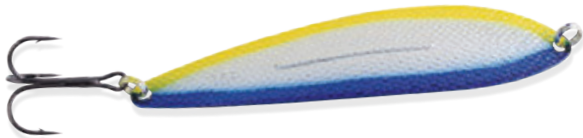
### 3 SIZES - 18 COLOURS

Stock No.	Length	Approx. Weight	Colours
C70	4 1/4" - 10.8 cm	3/4 oz - 21.3 g	All
C80	5 1/4" - 13.4 cm	1 oz - 28.4 g	G, GHC, H, HN, S, SHC, SN, EBHC, ORHC
C90	6" - 15.2 cm	1 1/2 oz - 42.5 g	All



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

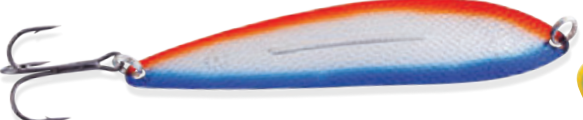
**BYN**  
Blue & Yellow  
Silver back  
Nu-wrinkle



**EBHC**  
Silver & Blue  
Honeycomb



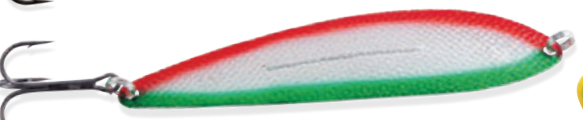
**ORBN**  
Orange & Blue  
Silver back  
Nu-wrinkle



**ORHC**  
Silver &  
Orange  
Honeycomb



**RGRN**  
Red & Green  
Silver back  
Nu-wrinkle



**YORN**  
Yellow &  
Orange  
Silver back  
Nu-wrinkle



**GOLD**  
Gold  
Mirror



**GHC**  
Gold  
Honeycomb



**H**  
Silver & Gold  
Mirror



**HN**  
Silver & Gold  
Nu-wrinkle



**S**  
Silver  
Mirror



**SHC**  
Silver  
Honeycomb



**SN**  
Silver  
Nu-wrinkle



**FT**  
Firetiger  
Silver back



**ORAN**  
Fluorescent  
Orange  
Silver back



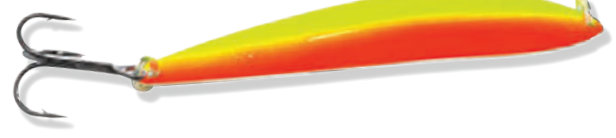
**PERCH**  
Perch  
Silver back  
Honeycomb



**TGCL**  
Tiger Clown  
Silver back  
Honeycomb



**YO**  
Yellow &  
Orange  
Silver back





# ICE JIGS™

The Williams Ice Jig is a perennial favourite for 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. 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.

2 SIZES - 14 COLOURS		
Stock No.	Length	Approx. Weight
J50	2 1/4" - 5.7 cm	1/4 oz - 7.1 g
J60	3 3/4" - 8.3 cm	1/2 oz - 14.2 g

REPLACEMENT SIDE HOOKS	
Stock No.	Size
C-RHJ50	#8 (6/card)
C-RHJ60	#6 (6/card)



GLB  
Glow Blue  
Silver back



GLCH  
Glow  
Chartreuse  
Silver back



GLP  
Glow Pink  
Silver back



S  
Silver  
Mirror



SN  
Silver  
Nu-wrinkle



H  
Silver & Gold  
Mirror



HN  
Silver & Gold  
Nu-wrinkle



CH  
Chartreuse  
Silver back



EB  
Electric Blue  
Silver back



RED  
Red  
Silver back



EBN  
Silver & Blue  
Nu-wrinkle



FWN  
Silver & Red  
Nu-wrinkle



GNOR  
Gold & Orange  
Nu-wrinkle



GRN  
Silver & Green  
Nu-wrinkle





# HQ™

The Williams HQ incorporates proven Williams designs. Williams trademark genuine Silver, 24K Gold 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. 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. Incorporated into the HQ series are "top" patterns that have consistently produced for decades. The genuine Silver or 24K Gold finish on a Honeycomb large scale pattern base is a natural scale presentation offering unrivaled flash and visibility, topped off with an oversized strike triggering eye.

2 SIZES - 8 COLOURS		
Stock No.	Length	Approx. Weight
HQ35	3 1/4" - 8.3 cm	1/3 oz - 9.5 g
HQ60	4 1/4" - 10.8 cm	3/5 oz - 17 g



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

# DARTEE®

The Williams Dartee dates back to the 1940s. In its original form or in the new modern day version, the Dartee has been producing for anglers for over 80 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 Williams' genuine Silver 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 - 6 COLOURS		
Stock No.	Length	Approx. Weight
D1	2 1/4" - 5.7 cm	1/6 oz - 4.7 g
D2	2 3/4" - 7 cm	1/4 oz - 7.1 g
D3	3 1/2" - 8.9 cm	1/3 oz - 9.5 g



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



**BDAP**  
Bad Apple  
Silver back



**BKHL**  
Black Hole  
Silver back



**BLZN**  
Blue Zone  
Silver back



**CDIC**  
Candied Ice  
Silver back



**CJOR**  
Cajun Orange  
Gold back



**NRLT**  
Northern Lights  
Silver back



**ORMK**  
Orange Monkey  
Silver back



**WTML**  
Watermelon  
Silver back



**BJ**  
Banana Jelly  
Silver back



**EB**  
Electric Blue  
Silver back



**FJ**  
Flame Jelly  
Silver back



**MJ**  
Moon Jelly  
Silver back



**PINK**  
Pink  
Silver back



**RED**  
Red  
Silver back





# BULLY®

## TWICE THE WEIGHT OF THE REGULAR WABLER

Redesigned from the ground up, the new BULLY is even heavier than the original. Weighing in at 9/10 oz, the BULLY is sure to please long distance casters and deepwater fishing enthusiasts angling for trout, salmon, walleye, bass, striped bass and pike.

Williams lures have been catching fish and pleasing anglers for more than 100 years. All Williams lures are stamped out of premium polished brass. A multi-step plating operation then applies the genuine Silver and 24K Gold finishes that are a trademark of the brand and a key part of the Williams advantage. Airbrushed painted colour accents offer anglers a wide variety of proven patterns. The flawless design, patented stabilizing ridge and high quality components of Williams lures ensure faultless performance.

### 1 SIZE - 15 COLOURS

Stock No.	Length	Approx. Weight
B52	2 5/8" - 6.7 cm	9/10 oz - 25.5 g



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

**GOLD**  
Gold  
Mirror



**GN**  
Gold  
Nu-wrinkle



**HN**  
Silver &  
Gold  
Nu-wrinkle



**S**  
Silver  
Mirror



**SN**  
Silver  
Nu-wrinkle



**BTOR**  
Burnt Orange  
Silver back



**CDIC**  
Candied Ice  
Silver back



**ENVY**  
Envy  
Copper back



**GLB**  
Glow Blue  
Silver back



**GLCH**  
Glow Chartreuse  
Silver back



**GLP**  
Glow Pink  
Silver back



**SBLU**  
Silver &  
Blue



**SCH**  
Silver &  
Chartreuse



**SOR**  
Silver &  
Orange



**YO**  
Yellow &  
Orange  
Silver back





## RIDGE | BACK™

The Ridge|Back series was introduced in Williams' 100th anniversary year and therefore, took on the RB100 name 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 casting where its compact design and additional weight allow for less resistance and longer casts. It can also be trolled and jigged. A versatile lure, as effective on the Great Lakes breakwalls as it is in the back country inland lakes. A multi-species spoon.

Williams' trademark genuine Silver and 24K Gold finishes reflect any and all available light deeper and farther. The Ridge|Back is offered in the classic metallic finishes of Silver, Gold and 1/2 & 1/2. Proven and productive colour patterns on a silver, copper or gold base round out the selection for trout, salmon, pike, bass and walleye.

A Canadian classic with a worldwide reputation.

1 SIZE - 11 COLOURS		
Stock No.	Length	Approx. Weight
RB100	1 7/8" - 4.8 cm	2/5 oz - 11.4 g



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

**GOLD**  
Gold  
Mirror



**H**  
Silver & Gold  
Mirror



**S**  
Silver  
Mirror



**CDIC**  
Candied Ice  
Silver back



**ENVY**  
Envy  
Copper back



**GLG**  
Glow Green  
Silver back



**GLOR**  
Glow Orange  
Silver back



**GLP**  
Glow Pink  
Silver back



**GOR**  
Gold & Orange  
Gold back



**WTML**  
Watermelon  
Silver back



**YO**  
Yellow & Orange  
Silver 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 offer 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 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 - 11 COLOURS		
Stock No.	Length	Approx. Weight
180	3" - 7.6 cm	1/6 oz - 4.7 g

Product number is stock number followed by colour code

EXAMPLE: Thinfish Copper would be 18003



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

01  
Gold  
Mirror



03  
Copper  
Mirror



07  
Fluorescent  
Orange  
Silver back



11  
Silver & Blue



20  
Silver top  
Copper back



30  
Silver  
Mirror



46  
Watermelon  
Silver back



47  
Candied Ice  
Silver back



48  
Orange  
Monkey  
Gold back



53  
Yellow &  
Orange  
Silver back



54  
Pink  
White Dots  
Silver back





## WOBBLER™

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 80 years. For all gamefish. Fish the time-tested action of the Mooselook Wobbler at a wide range of speeds. Imitate your baitfish profile using the 4 different sizes available.

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 colors are the Nu-wrinkle hammered finishes offered in: Copper, genuine Silver and 24K Gold with color accents. The Nu-wrinkle finish offers double the surface area and double the light reflection angles and area. The Honeycomb large scale finish on some colors represents a natural scale finish with increased surface area.

The classic Wobbler is also available in a smaller version. The Midget 1-7/8" & 1/12 oz 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. Experiment with colors to find the right combination.

Developed by an angler for anglers

4 SIZES - 32 COLOURS			
Model Stock No.	Length	Approx. Weight	Colours
Midget 112	1 7/8" - 4.8 cm	1/12 oz - 2.4 g	01, 03, 07, 11, 18, 19, 20, 30, 33, 46, 47, 53, 54, 59
Junior 160	2 1/2" - 6.4 cm	1/6 oz - 4.7 g	All
Medium 140	3 1/8" - 7.9 cm	1/4 oz - 7.1 g	All
Large 380	3 7/8" - 9.8 cm	3/8 oz - 10.6 g	All except: 06, 44, 55, 56, 57, 58, 59

Product number is stock number followed by colour code

EXAMPLE: Junior Copper would be 16003



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

01  
24K Gold  
Mirror



02  
Chrome  
Mirror



03  
Copper  
Mirror



05  
Ivory & Red  
Silver back



06  
Emerald  
Shiner  
Copper back



07  
Fluorescent  
Orange  
Silver back



11  
Silver & Blue



18  
Silver & Blue  
Nu-wrinkle



19  
Gold & Orange  
Nu-wrinkle



20  
Silver top  
Copper back



Copper back

30  
Silver  
Mirror



33  
Copper  
Nu-wrinkle



38  
Wonderbread  
Copper back



39  
Candy Apple  
Green  
Silver back  
Nu-wrinkle





44  
Rainbow Smelt  
Silver back



55  
Moon Jelly  
Silver back



46  
Watermelon  
Silver back  
Honeycomb



56  
Flame Jelly  
Silver back



47  
Candied Ice  
Silver back  
Honeycomb



57  
Copper Flame Jelly  
Copper back



48  
Orange Monkey  
Copper back  
Honeycomb



58  
Banana Jelly  
Silver back



49  
Green Monkey  
Copper back  
Honeycomb



59  
Black & Purple  
Silver back



50  
Black & Chartreuse  
Black back



62  
Perch  
Silver back  
Honeycomb



51  
Black & Orange  
Black Back



82  
Glow Orange  
Silver back



53  
Yellow & Orange  
Silver back



103  
Copper  
Honeycomb



54  
Pink White Dots  
Silver back



130  
Silver  
Honeycomb



MLTR Wobbler trout trolling kit



MWTF Wobbler & Thinfish trout kit



MLJW The original Junior Wobbler selection



MLWB The original Medium Wobbler selection



# MOOSELOOK®

The Winnie is named after the famed trout and salmon waters of Lake Winnepesaukee in New Hampshire. This style of lure has proven itself to be very effective in trout waters. Especially those where smelt are the predominant forage fish. The Winnie is a very realistic smelt presentation. 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 24K Gold finishes as well as muted Copper in Honeycomb scale pattern with strike triggering eyes, UV reactive.

1 SIZE - 12 COLOURS		
Stock No.	Length	Approx. Weight
SW14	2 3/4" - 7 cm	1/4 oz - 7.1 g



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



**SHC**  
Silver  
Honeycomb



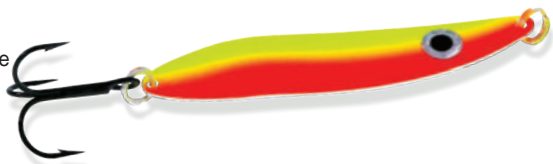
**SNS**  
Sun Spots  
Silver back  
Honeycomb



**WBRED**  
Wonderbread  
Copper back



**YO**  
Yellow & Orange  
Silver back



## WINNIE™

**BLRD**  
Blue & Red  
Honeycomb



**COPHC**  
Copper  
Honeycomb



**FT**  
Firetiger  
Silver back



**GLB**  
Glow Blue  
Silver back



**ORBD**  
Orange  
Black Dots  
Silver back



**PKE**  
Pink Eye  
Silver back  
Honeycomb



**PWD**  
Pink  
White Dots  
Silver back



**RBS**  
Rainbow Smelt  
Silver back







## TWICE THE WEIGHT OF THE REGULAR LCW1 WABBLER

For years anglers had been asking for a heavier version of the Lake Clear®. The DEEP™ series is just that. Stamped in the same proven shape and design as the original LCW1, the LCWD DEEP™ is more than twice the weight of the original at 3/5 of an ounce vs 1/3 ounce.

The design of the spoon works best at slow trolling speeds, the light weight of the original LCW1 allows for very slow trolling speeds even in shallow water. The new DEEP™ will gain depth due to its weight, without the addition of a sinker. Ideal for spring days when the fish are holding deeper or later in the season when water temperatures push fish further down into the water column.

1 SIZE - 16 COLOURS			
Stock No.	Length	Width	Approx. Weight
LCWD	3 1/8" - 7.9 cm	1 1/2" - 3.8 cm	3/5 oz - 17 g

### GOLD

Gold  
Mirror



### HHSC

Silver & Copper  
Mirror



### HHSG

Silver & Gold  
Mirror



### S

Silver  
Mirror



### GHLB

Glow Blue  
Silver back

**GLOW**



### HGLOR

Glow Orange  
Silver back

**GLOW**



## LCW DEEP™



**BTOR**  
Burnt Orange  
Silver back



**CDIC**  
Candied Ice  
Silver back



**FT**  
Firetiger  
Silver back



### SBLU

Silver Blue



**SCH**  
Silver Chartreuse



**SOR**  
Silver Orange



**YO**  
Yellow & Orange  
Silver back



**FJ**  
Flame Jelly  
Silver back



### GGRD

Gold  
Gold & Red Stripe



### MJ

Moon Jelly  
Silver back





# LCW ORIGINAL

## CLASSIC METALLICS

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. Especially sought after by anglers in New England, the Adirondacks, Ontario, Quebec and the Maritimes, as well as trout anglers throughout North America.

Jeweler's quality finishes of genuine Silver and 24K Gold are now the standard on Lake Clear Wabblers. Nothing reflects any available light farther or brighter than Silver. Gold has a distinctive reflective property deeper and brighter than brass often referred to as "Gold" which it is not. Copper is a more subtle presentation. For days when a silhouette may be more effective the black finishes offer plenty of vibration and a dark silhouette against a bright sky or a light coloured shore line.

3 SIZES - 30 COLOURS				
Stock No.	Length	Width	Approx. Weight	Colours
LCW1	3 1/8" - 7.9 cm	1 1/2" - 3.8 cm	1/3 oz - 9.5 g	All
LCW3	3" - 7.6 cm	1 1/8" - 2.9 cm	1/4 oz - 7.1 g	CDIC, COP, C/OR, G, HHSC, HHSCN, HHSG, HHSGN, S, S/BLU, S/CH, S/OR, S/RED
LCW5	2" - 5.1 cm	1" - 2.5 cm	1/6 oz - 4.7 g	COP, G, HHSC, HHSG, HHSGN, S, S/BLU, S/CH, S/OR

## GLOW COLOURS

**HGLB**  
Glow Blue  
Silver back



**HGLOR**  
Glow Orange  
Silver back



**HGLP**  
Glow Pink  
Silver back



**COP**  
Copper  
Mirror



**GOLD**  
Gold  
Mirror



**HHSC**  
Silver & Copper  
Mirror



**HHSCN**  
Silver & Copper  
Nu-wrinkle



**HHSG**  
Silver & Gold  
Mirror



**HHSGN**  
Silver & Gold  
Nu-wrinkle



**S**  
Silver  
Mirror



**SBRS**  
Silver top  
Brass back





## PAINTED FINISHES



**BKCH**  
Black & Chartreuse  
Black back



**BKOR**  
Black & Orange  
Black back



**BLZN**  
Blue Zone  
Silver back



**CDIC**  
Candied Ice  
Silver back



**C/OR**  
Copper & Orange



**FT**  
Firetiger  
Silver back



**ORMK**  
Orange Monkey  
Gold back



**S/BLU**  
Silver & Blue



**S/CH**  
Silver & Chartreuse



**S/OR**  
Silver & Orange



**S/RED**  
Silver & Red



**WTML**  
Watermelon  
Silver back



**YO**  
Yellow & Orange  
Silver back



## RIBBONS & DECALS



**BJ**  
Banana Jelly  
Silver back



**FJ**  
Flame Jelly  
Silver back



**MJ**  
Moon Jelly  
Silver back



**SJ**  
Sky Jelly  
Silver back



**GGRD**  
Gold  
Gold & Red Stripe



**SBLR**  
Silver  
Blue & Red Stripe





# GENEVA™

## CLASSIC METALLICS

Using the same presentation as a Lake Clear Wabblers, followed by an 18" to 24" leader with hook and bait or trailing fly, it is deadly on trout and other species. The Geneva's weighting, at the back of the spoon in the larger and thus heavier tail end also makes it a candidate for a traditional spoon presentation by adding a treble or siwash hook. It casts well and has a wide side to side action. It is a very effective lake trout and pike spoon.

The Geneva comes in the trademark genuine Silver and 24K Gold finishes our brands are renowned for. Nothing reflects any and all available light like Silver. The Geneva delivers on flash and plenty of vibration with a wide side to side thump.

1 SIZE - 18 COLOURS			
Stock No.	Length	Width	Approx. Weight
G22	3 1/8" - 7.9 cm	1 1/2" - 3.8 cm	2/3 oz - 17 g

**COP**  
Copper  
Mirror



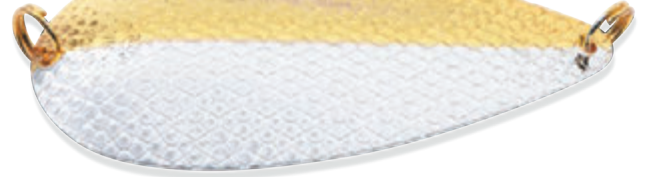
**HHSC**  
Silver & Copper  
Mirror



**HHSG**  
Silver & Gold  
Mirror



**HHSGN**  
Silver & Gold  
Nu-wrinkle



**S**  
Silver  
Mirror



## RIBBON COLOURS

**SBLR**  
Silver  
Blue & Red



**SCHO**  
Silver  
Chartreuse  
& Orange





## PAINTED FINISHES



**BG**  
Bubblegum  
Silver back



**CDIC**  
Candied Ice  
Silver back



**SBLU**  
Silver & Blue



**SOR**  
Silver & Orange



**YO**  
Yellow & Orange  
Silver back



## DECAL ACCENTS



**CH**  
Chartreuse  
Silver back



**EB**  
Electric Blue  
Silver back



**FW**  
Red  
Silver back



**GOR**  
Gold & Orange  
Gold back



**PINK**  
Pink  
Silver back



**RB**  
Rainbo Prism  
Silver back





## 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 Lake Clear, dates to 1874. The fluted blade style was awarded Medals and Special awards at the 1893 Chicago Exposition and the 1898 Bergen 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

Approximate length of 12"

## 100<sup>th</sup> ANNIVERSARY KITS

To celebrate its 100<sup>th</sup> anniversary in 2020, Lake Clear introduced four kits that are the perfect gift for the avid angler, or a great way to fill up your tackle box before a weekend trip.

These kits consist of; a classic LCW1 original Wabblers assortment, a Deep kit consisting of 3 LCWD Deep Wabblers, a Geneva G22 kit and an assorted kit comprised of 1 of each LCW1, LCWD & G22. Ideal as gift items or to top off your assortment for your next outing. The original Lake Clear Wabblers is an eastern Canada and New England classic. The success of this lure in the speckled, lake, brown and rainbow trout fisheries as well as for landlocked salmon, for over 100 years established it as the lure to beat.



3-LDG LCW1, Deep & Geneva



3-G22 3x Geneva



3-LCW1 3x Lake Clear Wabblers #1



3-LCWD 3x Lake Clear Wabblers Deep