

Brecks[®] 2022





TORONTO WOBBLER

A NEW SPIN ON AN OLDSCHOOL DESIGN

This decades old proven design is now offered in the jewelry quality genuine silver and 24 carat gold finishes 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 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 1/2" - 8.5 cm	1/2 oz - 14 g



FJ
Flame Jelly
Silver Base



FW
Fire Red
Silver base



EB
Electric Blue
Silver base



G
Gold
Mirror



S
Silver
Mirror



SHC
Silver
Honeycomb



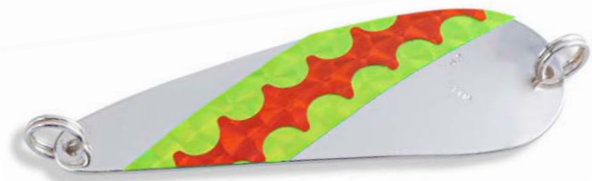
SCOP
Silver
Copper back



CDIC
Candied Ice
Honeycomb



GBLS
Gold
Silver & Blue



SCHO
Silver
Chartreuse
& Orange



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

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 it's 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 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

-  **GLP**
Glow Pink Silver back
-  **GLG**
Glow Green Silver back
-  **GLOR**
Glow Orange Silver back



-  **S**
Silver
-  **GOLD**
Gold
-  **H**
Silver & Gold
-  **CDIC**
Candied Ice Silver back
-  **ENVY**
Envy Copper back
-  **GOR**
Gold & Orange Gold back
-  **WTML**
Watermelon Silver back
-  **YO**
Yellow & Orange Silver back



A nice eater walleye caught on a Ridgeback during a back country canoe trip. Photo courtesy of Ted Baird.



**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 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.



GOLD
Gold

S
Silver

H
Silver & Gold Mirror

HN
Silver & Gold Nu-wrinkle

EBN
Silver & Blue Nu-wrinkle

FWN
Silver & Red Nu-wrinkle

GNOR
Gold & Orange Nu-wrinkle

GRN
Silver & Green Nu-wrinkle



NEW 2022 COLOURS

CDIC
Candied Ice Silver back

PERCH
Perch Silver back

SOR
Silver & Orange Mirror

YO
Yellow & Orange Silver back



Bob Ouellette of New England with a nice Lake Trout caught on a Williams.

WABLER® LITE W55

HALF THE WEIGHT OF THE REGULAR WABLER

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 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 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, 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).

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" - 6.4 cm	3/4 oz - 21.3 g

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



WABLER®



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

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 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, 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, 31 COLOURS			
Stock No.	Length	Approx. Weight	Colours
W10	1" - 2.5 cm	1/16 oz. - 1.8 g	EB, FW, G, GN, S, SN
W20	1 1/4" - 3.2 cm	1/10 oz - 2.8 g	EB, FW, G, GN, 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, OR, PRC, 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, DMD, EB, F, FT, FW, G, GHC, GN, H, HN, HO, OR, PRC, S, SHC, SN, TGCL, YO

GOLD ACCENT WABLER COLOURS



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

UV
BDAP
 Bad Apple
 Silver back



UV
CDIC
 Candied Ice
 Silver back



UV
CT
 Candied Tiger
 Silver back



DMD
 Five of Diamonds
 Silver back



ENVY
 Envy
 Copper back



F
 Natural Frog
 Silver back



UV
FT
 Firetiger
 Silver back



UV
HO
 Halo Orange
 Silver back



UV
ORAN
 Fluorescent
 Orange
 Silver back



UV
PRC
 Perch
 Silver back



RW
 Red & White
 Silver back



TGCL
 Tiger Clown
 Silver back

NEW COLOUR



WTML
 Watermelon
 Silver back



YO
 Yellow & Orange
 Silver back

DECAL ACCENTS



EB
 Electric Blue



FW
 Fire Wabler



MJ
 Moon Jelly



PINK
 Pink



RB
 Rainbow Prism



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.

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

NEW 2022 COLOURS



FT
Fire Tiger
Silver back

PERCH
Perch
Silver Back

TGCL
Tiger Clown
Silver Back



Lars-Ivar Dale, Owner of Campelen Pa Bryggen in Norway with a nice Atlantic salmon caught on a C80 ORHC Whitefish. Lars offers Williams to his customers because they work.

GOLD
Gold Mirror

GHC
Gold Honeycomb

HN
Silver & Gold Nu-wrinkle

H
Silver & Gold Mirror

S
Silver Mirror

SHC
Silver Honeycomb

SN
Silver Nu-wrinkle

BYN
Blue & Yellow Nu-wrinkle

EBHC
Silver & Blue Honeycomb

ORAN
Fluorescent Orange Silver back

ORBN
Orange & Blue Nu-wrinkle

ORHC
Silver & Orange Honeycomb

RGRN
Red & Green Nu-wrinkle

YORN
Yellow & Orange Nu-wrinkle



ICE JIG™

The Williams Ice Jig is a perennial favourite 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 and the J70 for trophy Walleye as well as many bigger species. 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, 14 COLOURS

Stock No.	Length	Approx. Weight	Colours
J50	2 1/4" - 5.7 cm	1/4 oz - 7.1 g	All
J60	3 1/4" - 8.3 cm	1/2 oz - 14.2 g	All
J70	4 1/4" - 10.8 cm	5/7 oz - 20 g	EBN, FWN, GLB, GLC, GLP, GNOR, H, HN, S, SN

REPLACEMENT SIDE HOOKS

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



CH
Chartreuse



EB
Electric Blue

EBN
Silver & Blue Nu-wrinkle

FWN
Silver & Red Nu-wrinkle

GNOR
Gold & Orange Nu-wrinkle

GRN
Silver & Green Nu-wrinkle

H
Silver & Gold Mirror

HN
Silver & Gold Nu-wrinkle

RED
Red

S
Silver Mirror

SN
Silver Nu-wrinkle



GLB
Glow Blue Silver back

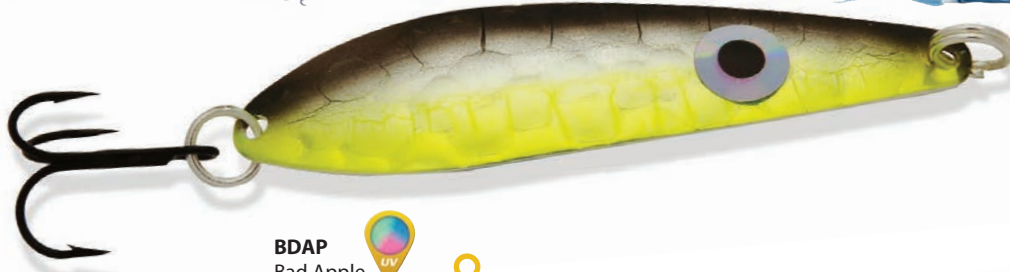


GLC
Glow Chartreuse Silver back



GLP
Glow Pink Silver back





BDAP
Bad Apple
Silver back



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 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. Incorporated into the HQ series are "top" patterns that have consistently produced for decades. The genuine Silver or 24K Gold finish 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	Colours
HQ35	3 1/4" - 8.3 cm	1/3 oz - 9.5 g	All
HQ60	4 1/4" - 10.8 cm	3/5 oz - 17 g	All



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

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



Mathias Savard with a nice speckled trout taken on a Williams. His father Patrick captured the image with the twin rainbows in the background. A memorable moment by all accounts.

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 bar 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.

2 SIZES, 10 COLOURS

Stock No.	Length	Approx. Weight	Description
F1	2 3/4" - 7 cm	1/3 oz - 9.5 g	1/card no hook
F2	3 3/8" - 8.6 cm	1/2 oz - 14.2 g	1/card no hook



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.

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.



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

1 SIZE, 15 COLOURS		
Stock No.	Length	Approx. Weight
B52	2 5/8" - 6.7 cm	9/10 oz - 25.5 g

CLASSIC METALLICS



G
Gold Mirror



GN
Gold Nu-wrinkle



HN
Silver & Gold Nu-wrinkle



S
Silver Mirror



SN
Silver Nu-wrinkle

PAINTED & GLOW FINISHES



BTOR
Burnt Orange Silver back



CDIC
Candied Ice Silver back



ENVY
Envy Copper back



GLOW

GLB
Glow Blue Silver back



GLOW



GLCH
Glow Chartreuse Silver back



GLOW



GLP
Glow Pink Silver back



SBLU
Silver & Blue Silver back



SCH
Silver & Chartreuse Silver back



SOR
Silver & Orange Silver back



YO
Yellow & Orange Silver back



CLASSIC SELECTIONS

Williams and Mooselook 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 original W60 classics



4-50 The original W50 classics



4-40 The original W40 classics



4-W32M W20 & W30 small classics



4-PW Pike and walleye favourites



4-PW2 High visibility airbrushed painted finishes for Pike and walleye.



4-PCWE PC50 & W30 eyed



4-TTK Trout trolling kit



4-TK Proven Wabler patterns for trout



4-TK2 High visibility Wabler patterns for trout.

MOOSELOOK®



MLTR Wobbler trout trolling kit



MWTF Wobbler & Thinfish trout kit



MLJW The original Junior Wobbler selection



MLWB The original Medium Wobbler selection

Original



“DEVELOPED BY AN ANGLER FOR ANGLERS”

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 favourite 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 colours are the Nu-wrinkle hammered finishes offered in: Copper, genuine Silver and 24K Gold with colour 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 colours 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 colour to find the right combination.

Developed by an angler for anglers!

4 SIZES, 30 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, 12, 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

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.



Jim Baird outdoor adventurer with a nice Northern. Mooselook Wobblers are well known for trout and salmon but are also very effective on other species. Northerns readily hit a Mooselook.



01
24K Gold

02
Chrome

03
Copper

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



Top

Back



-  **30**
Silver
- 33**
Copper
Nu-wrinkle
-  **38**
Wonderbread
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
-  **50**
Black &
Chartreuse
Black back
-  **51**
Black & Orange
Black back
-  **53**
Yellow &
Orange
Silver back

-  **54**
Pink
White Dots
Silver back
- 55**
Moon Jelly
Silver back
-  **56**
Flame Jelly
Silver back
-  **57**
Copper
Flame Jelly
Copper back
-  **58**
Banana Jelly
Silver back
-  **59**
Black & Purple
Silver back
-  **62**
Perch
Silver back
-  **82**
Glow Orange
Silver back
- 103**
Copper
Honeycomb
- 130**
Silver
Honeycomb



Original



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 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, 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 code colour. **EXAMPLE:** Thinfish Copper would be 18003.



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



Daniel Robitaille, host of the Leurre Juste television show with a nice Char from the north shore of Quebec. Dan was trolling the 140 Mooselook in Black Orange finish #51. This was one of many caught that day and the #51 pattern accounted for most of them.



01 Gold

03 Copper

07 Fluo Orange Silver back

11 Silver & Blue Silver back

20 Silver top Copper back

30 Silver

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





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

WINNIE™

The Winnie is named after the famed trout and salmon waters of Lake Winnepesaukee in New Hampshire. This style of lure has proven itself 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.

The Winnie comes to Mooselook from the Savant lure company which we acquired in 2013. The designs the founder Tom Manning had developed over the years are proven producers. The Winnie, an original Savant design is a welcome addition to the Mooselook stable of lures.

1 SIZE, 12 COLOURS

Stock No.	Length	Approx Weight	Colours
SW14	2 3/4" - 7 cm	1/4 oz - 7.1 g	All

BLRD
Blue & Red
Honeycomb

COPHC
Copper
Honeycomb

FT
Firetiger
Silver back

GLB
Glow Blue
Silver back

ORB
Orange
Black Dots
Silver back

PKE
Pink Eye
Silver back

PWD
Pink White Dots
Silver back

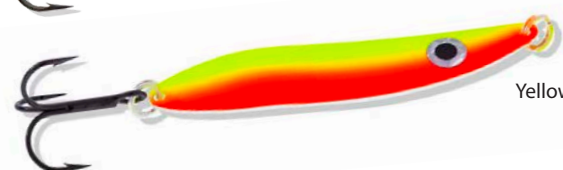
SNS
Sun Spots
Silver back

RBS
Rainbow Smelt
Silver back

WBRED
Wonderbread
Copper back

SHC
Silver
Honeycomb

YO
Yellow & Orange
Silver back



Canoe expedition of Jim and Ted Baird, winners of season 4 of the television series Alone. The Baird brothers trust Williams lures to improve their odds of catching big fish during their expeditions.



Original



LAKE CLEAR®

Wabblers

GENEVA™

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 make 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, 22 COLOURS

Stock No.	Length	Width	Approx. Weight
G22	3 1/8" - 7.9 cm	1 1/2" - 3.8 cm	2/3 oz - 19 g

RIBBON COLOURS

GBLS

Gold
Blue & Silver
stripe



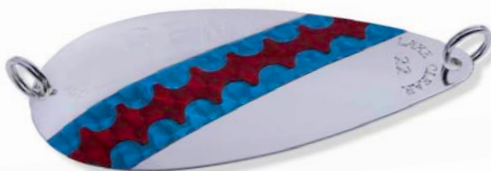
GGRD

Gold
Gold & Red
stripe



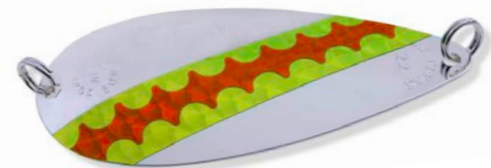
SBLR

Silver
Blue & Red
stripe



SCHO

Silver
Chartreuse &
Orange stripe



CLASSIC METALLICS

COP
Copper
Mirror



G
Gold
Mirror



HHSC
Silver & Copper
Mirror



HHSB
Silver & Gold
Mirror



HHSGN
Silver & Gold
Nu-wrinkle



S
Silver
Mirror





PAINTED FINISHES



BG
Bubblegum
Silver back



CDIC
Candied Ice
Silver back



SBLU
Silver & Blue
Silver back



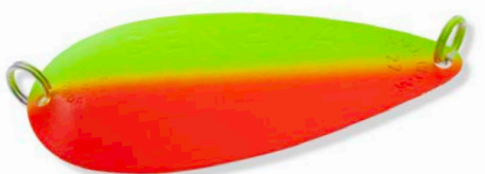
SCH
Silver & Chartreuse
Silver back



SOR
Silver & Orange
Silver back



YO
Yellow & Orange
Silver back



DECAL ACCENTS



CH
Chartreuse
Silver back



EB
Electric Blue
Silver back



FW
Red
Silver back



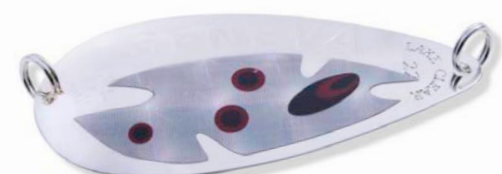
GOR
Gold & Orange
Gold back



PINK
Pink
Silver back



RB
Rainbo Prism
Silver back



LCW: THE ORIGINAL

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 light coloured shore line.

3 SIZES, 33 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	BKCH, CDIC, COP, C/OR, FT, GOLD, HGLB, HGLOR, HHSC, HHSCN, HHSG, HHSGN, ORMK, S, S/BLU, S/CH, S/OR, S/RED, WTML, YO
LCW5	2" - 5.1 cm	1" - 2.5 cm	1/6 oz - 4.7 g	COP, GOLD, HHSC, HHSG, HHSGN, ORMK, S, S/BLU, S/CH, S/OR

GLOW COLOURS



HGLB
Glow Blue
Silver back



HGLCH
Glow
Chartreuse
Silver back



HGLOR
Glow
Orange
Silver back



HGLP
Glow Pink
Silver back

CLASSIC METALLICS

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
Brass back



SCOP
Silver
Copper back








PAINTED FINISHES

- 
BKOR
 Black Orange
 Black back
- 
BKCH
 Black Chartreuse
 Black back
- 
BLZN
 Blue Zone
 Silver back
- 
CDIC
 Candied Ice
 Silver back
- 
C/OR
 Copper Orange
 Copper back
- 
FT
 Firetiger
 Silver back
- ORMK**
 Orange Monkey
 Gold back
- S/BLU**
 Silver Blue
 Silver back
- 
S/CH
 Silver Chartreuse
 Silver back
- 
S/OR
 Silver Orange
 Silver back
- 
S/RED
 Silver Red
 Silver back

- 
WTML
 Watermelon
 Silver back
- 
YO
 Yellow & Orange
 Silver back

RIBBONS AND DECALS

- 
BJ
 Banana Jelly
 Silver back
- 
FJ
 Flame Jelly
 Silver back
- GBLS**
 Gold
 Blue & Silver
 stripe
- 
GGRD
 Gold
 Gold & Red
 stripe
- MJ**
 Moon Jelly
 Silver back
- SBLR**
 Silver
 Blue & Red
 stripe
- 
SCHO
 Silver
 Chartreuse &
 Orange stripe
- 
SJ
 Sky Jelly
 Silver back



LCW DEEP™

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, 21 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

CLASSIC METALLIC



GOLD
Gold Mirror



HHSC
Silver & Copper Mirror



HHSG
Silver & Gold Mirror



S
Silver Mirror

PAINTED FINISHES



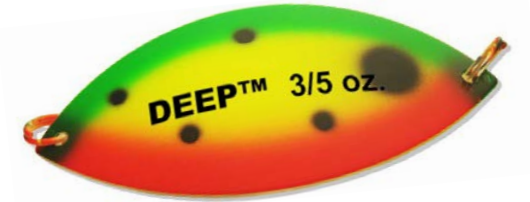
BTOR
Burnt Orange
Silver back



CDIC
Candied Ice
Silver back



FT
Firetiger
Silver back



SBLU
Silver Blue



SOR
Silver Orange



YO
Yellow & Orange
Silver back





RIBBONS AND DECALS

 **BJ**
Banana Jelly
Silver back



 **FJ**
Flame Jelly
Silver back



GBLS
Gold
Blue & Silver
stripe



GGRD
Gold
Gold & Red
stripe



MJ
Moon Jelly
Silver back



SBLR
Silver
Blue & Red
stripe



 **SCHO**
Silver
Chartreuse &
Orange stripe



 **SJ**
Sky Jelly
Silver back



GLOW COLOURS

HGLB
Glow Blue
Silver back



 **HGLOR**
Glow Orange
Silver back



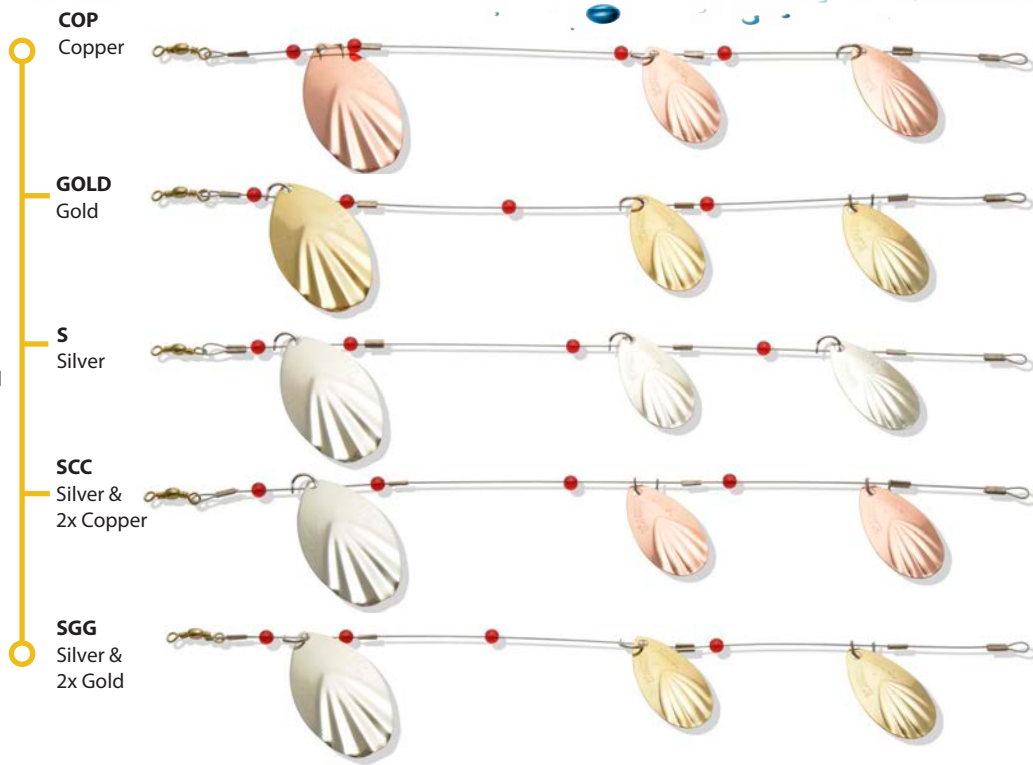
Lake Clear Wabblers are well known for Speckled trout but as the photo attests Rainbows also find them to their liking. Outdoor personality Patrick Campeau with 2 nice rainbows caught on Lake Clear Deep Wabblers.

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 Medal 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

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



Approximate length of 12"

100th ANNIVERSARY KITS

To celebrate its 100th 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 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-ASST
LCW1, Deep and Geneva



3-LCW1-ASST
3X Lake Clear Wabblers #1



3-LCWD-ASST
3X Lake Clear Wabblers Deep



3-G22-ASST
3X Geneva

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WWW.WILLIAMS.CA • WWW.MOOSELOOK.CA • WWW.SAVANTSPOON.COM • WWW.LAKECLEARWABBLER.COM