

Brecks®

2026



WILLIAMS®



MOOSEHOOK®

Original

LAKE CLEAR®
Wabblers

Brecks®

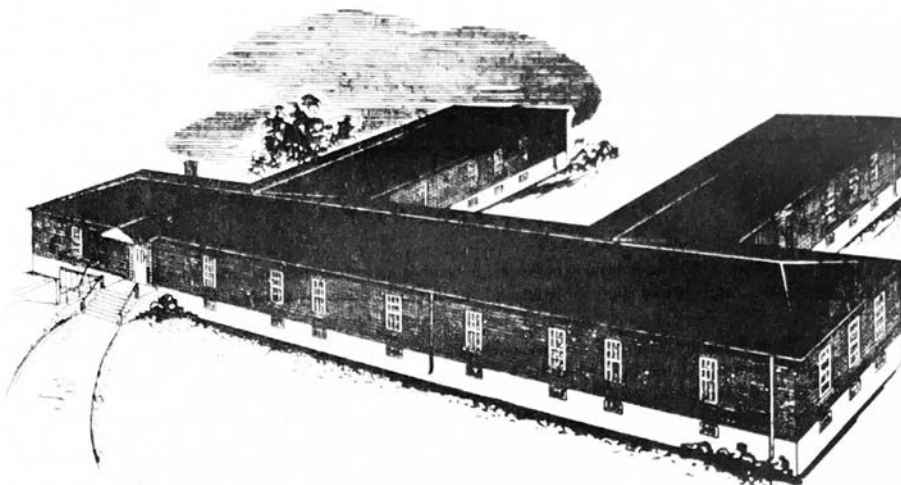
From humble beginnings in the 1940's Brecks officially entered the fishing industry in 1948.

Stamping the Dartee and Sparky lures in the basement of their home, Maude and George Breckenridge founded Brecks. The fledgling company dealt in various lines in its beginnings, distributing various brands for the Canadian market, including Ole Time Woodsman insect repellent, Sharpe Rods, and Mepps Spinners.

In 1989, Brecks went back to its manufacturing roots and became Brecks International with the acquisition of Williams, one of Canada's oldest lure brands and renowned for their genuine silver and 24K gold finishes.

In 2003, the expansion continued by acquiring the J.A. Green Company, manufacturer of the Mooselook Wobbler. David Breckenridge passed away suddenly in 2012. His wife Sharon Gautrey, who was an integral part of the company for decades, took over the mantle of leadership.

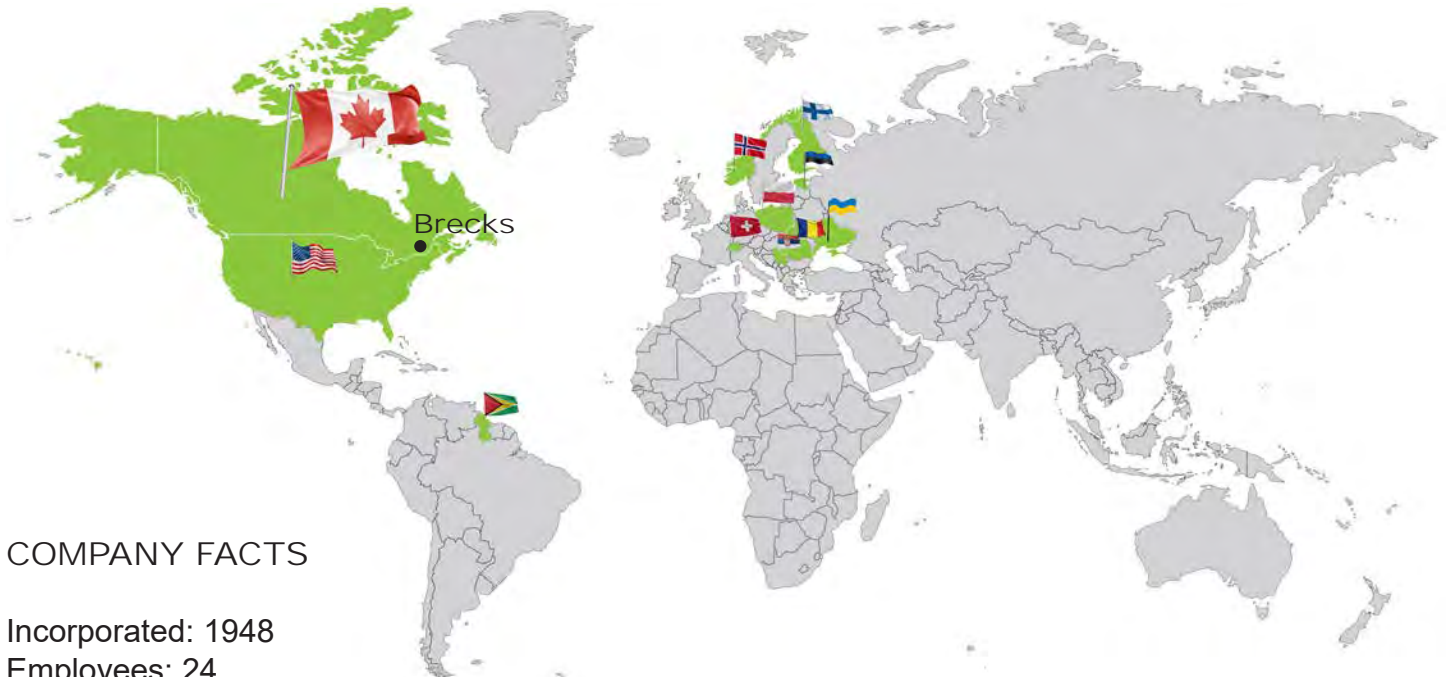
In 2013, Brecks started an acquisition spree by first buying the Savant Spoons brand, now integrated into Mooselook, and then in 2014, the Thomas Delaney company, manufacturer of the Lake Clear Wabblers. The brands owned outright by Brecks are now manufactured entirely in Sherbrooke, QC, Canada, and sold worldwide.



OUR TEAM

The Power of Brecks resides in our team of dedicated craftspeople of all ages and backgrounds. Under the leadership of our president Sharon, we are proud to continue to grow the legacy of George, Maude and David, improving every day on our path to becoming the best metallic lure manufacturer in the world.

Our team builds every lure from scratch. Starting with rolls of brass, and stamping, plating, ringing, painting, assembling and packaging them in our own facility. We take great pride in the workmanship of our lures, their plating that uses precious jewelry quality 24K gold and Sterling Silver, as well as the reputation for quality, durability and fish catching prowess that have made us who we are.



COMPANY FACTS

Incorporated: 1948

Employees: 24

Headquarters: Sherbrooke, QC, Canada

Sold Worldwide!



President:
Sharon Gautrey



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

WHITEFISH®



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

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 |

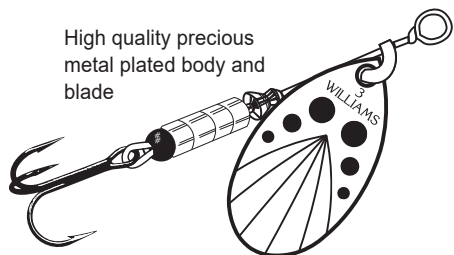


AVAILABLE WITH single siwash hooks. Add 'SS' to product code. Available in size #1-3



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



BKYD
Black & Yellow Dots
Silver back
Gold body



CHBD
Chartreuse Black Dots
Silver back
Silver body



COP
Copper
Copper body





FT
Firetiger
Silver back
Silver body



PKBD
Pink Black Dots
Silver back
Silver body



GLOW
Glow
Silver back
Silver body



RW
Red & White
Silver back
Silver body



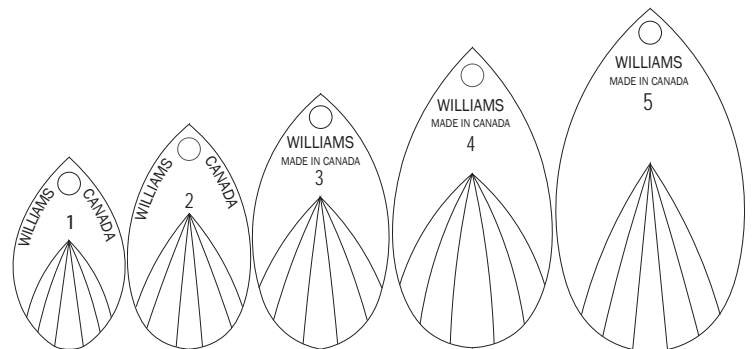
GOLD
Gold
Gold body



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 - 8 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 |

EB
Electric Blue
Silver back



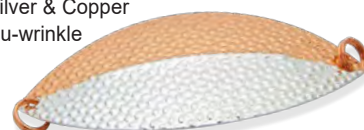
CH
Silver & Copper
Mirror



FW
Red
Silver back



CHN
Silver & Copper
Nu-wrinkle



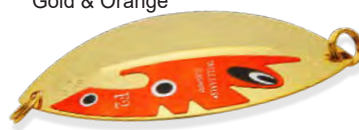
G/C
Gold & Chartreuse



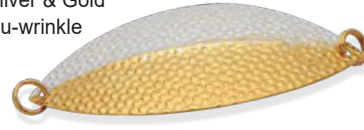
H
Silver & Gold
Mirror



G/OR
Gold & Orange



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 - 9 COLOURS | | | |
|---------------------|-----------------|----------------|----------------------------|
| Stock No. | Length | Approx. Weight | Colours |
| WT22 | 2 1/4" - 5.7 cm | 1/4 oz - 7 g | CDIC, EB,FW, S, SCOP, SCHO |
| WT27 | 2 3/4" - 7 cm | 1/3 oz - 9.4 g | All |
| WT32 | 3 1/4" - 8.5 cm | 1/2 oz - 14 g | CDIC, EB,FW, S, SCOP, SCHO |

GOLD
Gold
Mirror



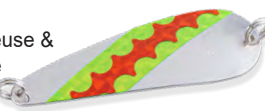
GBLS
Gold
Blue & Silver



S
Silver
Mirror



SCHO
Silver
Chartreuse & Orange



SHC
Silver
Honeycomb



EB
Electric Blue
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



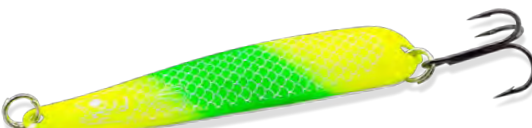
H
Silver & Gold
Mirror



S
Silver
Mirror



GRAN
Granny
Silver back



HR
Herring
Silver back



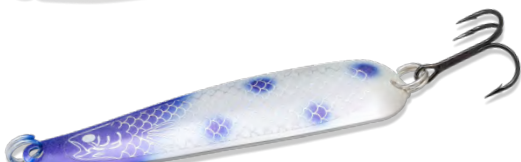
ORBD
Orange Black Dots
Copper back



PKE
Pink Eye
Silver back



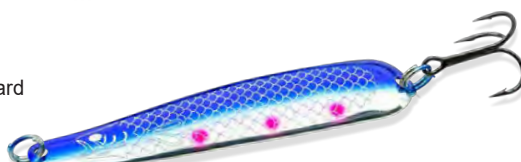
PRLBL
Pearl & Blue
Silver back



PRLRD
Pearl & Red
Silver back



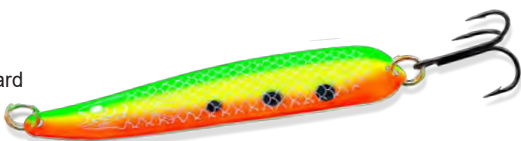
CDLP
Candied Leopard
Silver back



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

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



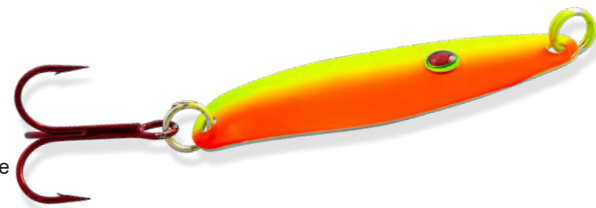
PERCH
Perch
Silver back
Nu-wrinkle



SOR
Silver & Orange
Mirror



YO
Yellow & Orange
Silver back
Mirror



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



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)

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



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





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 | 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

WABLER®

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
Diamonds
Silver back



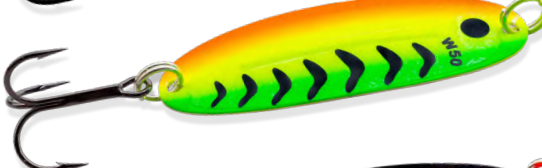
ENVY
Envy
Copper back
Honeycomb



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.

The unique design of the Whitefish results in a distinctive proven action. At fast, medium or slow speed, the Whitefish is equally effective.

3 SIZES - 24 COLOURS

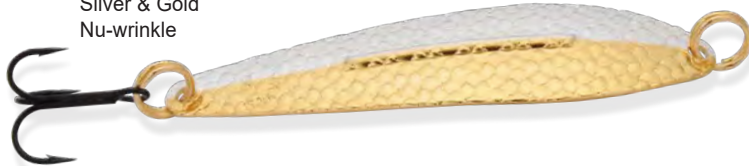
| Stock No. | Length | Approx. Weight | Colours |
|-----------|------------------|-------------------|---------------------------------------|
| C70 | 4 1/4" - 10.8 cm | 3/4 oz - 21.3 g | All |
| C80 | 5 1/4" - 13.4 cm | 1 oz - 28.4 g | G, GHC, H, HN, S, SHC, SN, EBHC, ORHC |
| C90 | 6" - 15.2 cm | 1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



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

HN

Silver & Gold
Nu-wrinkle



S

Silver
Mirror



SHC

Silver
Honeycomb



SN

Silver
Nu-wrinkle



GOLD

Gold
Mirror



GHC

Gold
Honeycomb



H

Silver & Gold
Mirror



EBHC

Silver & Blue
Honeycomb



ORHC

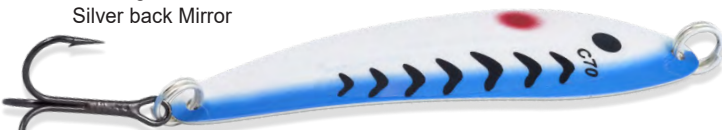
Silver & Orange
Honeycomb



6 New Colours

BLUTG

Blue Tiger
Silver back Mirror



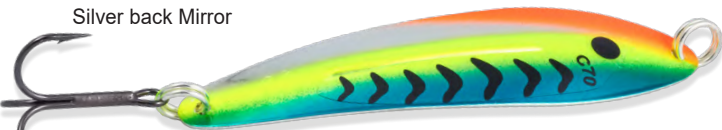
CDIC

Candied Ice
Silver back Mirror



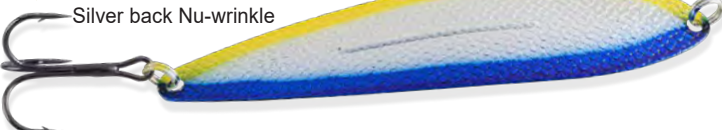
HPRC

Hot Perch
Silver back Mirror



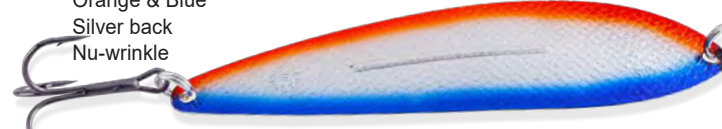
BYN

Blue & Yellow
Silver back Nu-wrinkle



ORBN

Orange & Blue
Silver back
Nu-wrinkle



RGRN

Red & Green
Silver back Nu-wrinkle



YORN

Yellow & Orange
Silver back Nu-wrinkle



PWD

Pink White Dots
Silver back Mirror



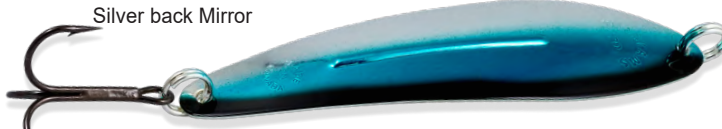
RB TG

Rainbow Tiger
Silver back Mirror



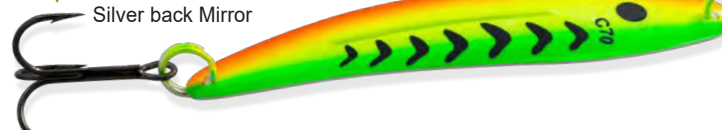
SDN

Sardine
Silver back Mirror



FT

Firetiger
Silver back Mirror



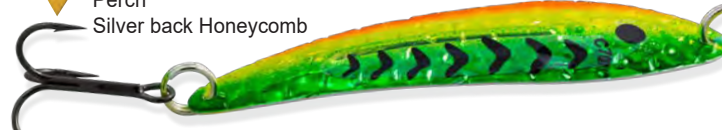
ORAN

Fluorescent Orange
Silver back Mirror



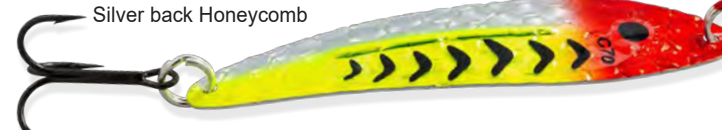
PERCH

Perch
Silver back Honeycomb



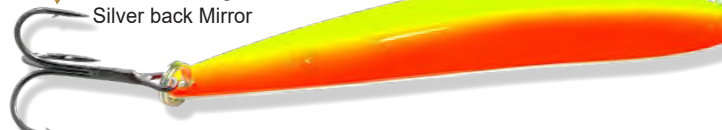
TGCL

Tiger Clown
Silver back Honeycomb



YO

Yellow & Orange
Silver back Mirror





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 - 10 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



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.

| 2 SIZES - 5 COLOURS | | |
|---------------------|-----------------|----------------|
| Stock No. | Length | Approx. Weight |
| 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



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





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

| 5 SIZES - 27 COLOURS | | | |
|----------------------|-----------------|-----------------|--|
| Model Stock No. | Length | Approx. Weight | Colours |
| Peewee 115 | 1 1/2" - 3.8 cm | 1/15 oz - 1.9 g | 01, 03, 11, 18, 19, 33, 38, 47 |
| Midget 112 | 1 7/8" - 4.8 cm | 1/12 oz - 2.4 g | 01, 03, 07, 11, 18, 19, 30, 33, 46, 47, 53, 54 |
| Junior 160 | 2 1/2" - 6.4 cm | 1/6 oz - 4.7 g | All except: 130 |
| Medium 140 | 3 1/8" - 7.9 cm | 1/4 oz - 7.1 g | All except: 39 |
| Large 380 | 3 7/8" - 9.8 cm | 3/8 oz - 10.6 g | All except: 06, 33, 39, 44, 55, 57, 59, 130 |

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



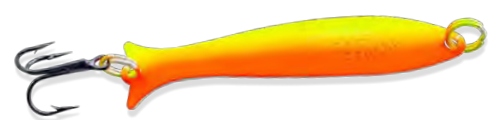
30
Silver
Mirror



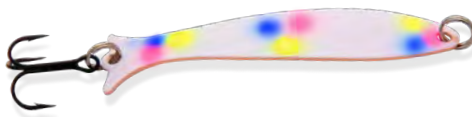
33
Copper
Nu-wrinkle



53
Yellow & Orange
Silver back



38
Wonderbread
Copper back



54
Pink White Dots
Silver back



39
Candy Apple Green
Silver back
Nu-wrinkle



55
Moon Jelly
Silver back



44
Rainbow Smelt
Silver back



57
Copper Flame Jelly
Copper back



46
Watermelon
Silver back
Honeycomb



59
Black & Purple
Silver back



47
Candied Ice
Silver back
Honeycomb



62
Perch
Silver back
Honeycomb



48
Orange Monkey
Copper back
Honeycomb



82
Glow Orange
Silver back



49
Green Monkey
Copper back
Honeycomb



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.

WINNIE™

COPHC

Copper
Honeycomb



FT

Firetiger
Silver back



GLB

Glow Blue
Silver back



ORBD

Orange Black Dots
Silver back



PKE

Pink Eye
Silver back Honeycomb



RBS

Rainbow Smelt
Silver back



| 1 SIZE - 9 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



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





LCW ORIGINAL

CLASSIC METALLICS

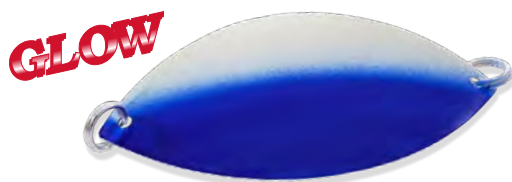
The Lake Clear Wabblers is the original spoon of this design. Copied by many but never duplicated, an eastern favourite for trout of all species. Especially sought after by anglers in New England, the Adirondacks, Ontario, Quebec and the Maritimes, as well as trout anglers throughout North America.

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 - 24 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, 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 | 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



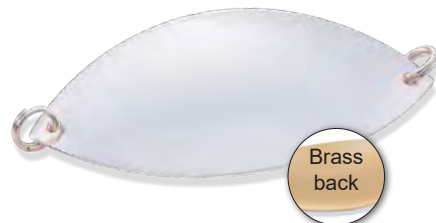
HHSGN
Silver & Gold
Nu-wrinkle



S
Silver
Mirror



SBRS
Silver top
Brass back

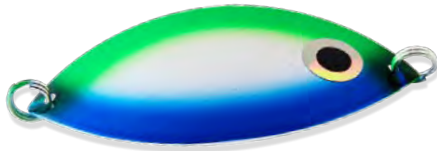


Brass back

PAINTED FINISHES



BLZN
Blue Zone
Silver back



S/OR
Silver & Orange



CDIC
Candied Ice
Silver back



S/RED
Silver & Red



C/OR
Copper & Orange



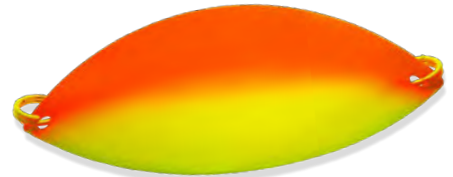
WTML
Watermelon
Silver back



FT
Firetiger
Silver back



YO
Yellow & Orange
Silver back



RIBBONS & DECALS

ORMK
Orange Monkey
Gold back



MJ
Moon Jelly
Silver back



S/BLU
Silver & Blue



GGRD
Gold
Gold & Red Stripe



S/CH
Silver & Chartreuse





GENEVA™

CLASSIC METALLICS

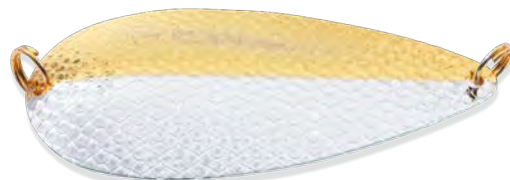
HHSC
Silver & Copper
Mirror



HHSG
Silver & Gold
Mirror



HHSGN
Silver & Gold
Nu-wrinkle



S
Silver
Mirror



DECAL ACCENTS

CH
Chartreuse
Silver back



EB
Electric Blue
Silver back



FW
Red
Silver back



PINK
Pink
Silver back



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 - 13 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 |

PAINTED FINISHES

BG
Bubblegum
Silver back



CDIC
Candied Ice
Silver back



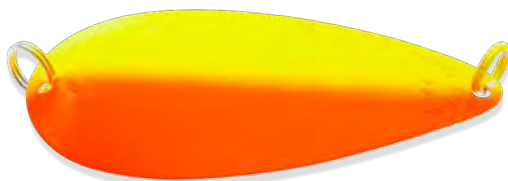
SBLU
Silver & Blue



SOR
Silver & Orange



YO
Yellow & Orange
Silver back



LCW DEEP™

TWICE THE WEIGHT OF THE REGULAR LCWI 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



HGLB

Glow Blue Silver back

GLOW



HGLOR

Glow Orange Silver back

GLOW



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





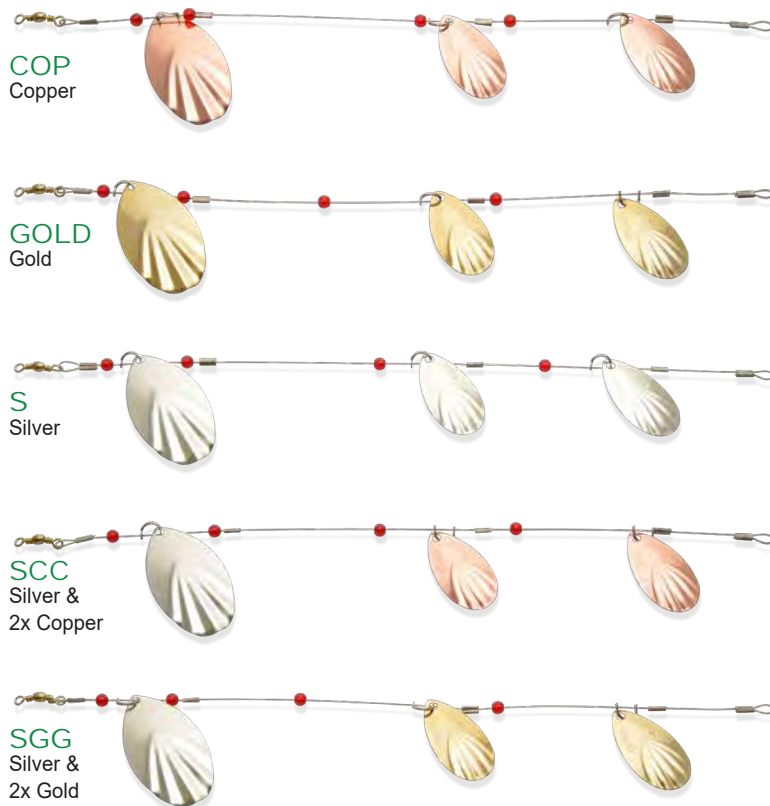
GANG TROLL

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"



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 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