

2013





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 that imitates a baitfish in distress. Ideal as a trolling spoon it is equally as effective when cast. A multispecies lure that can be worked at a wide range of speeds.

Finished in the trademark Williams's precious metal finishes of genuine silver and 24k gold, nothing reflects any and all available light like genuine silver and 24k gold.

The Nipigon is offered in 8 colors. 3 mirror finishes of Gold, Silver and 1/2 & 1/2 mirror. 3 silver nuwinkle finishes with accent colors of; Blue, Red and Green, a gold nuwinkle with orange accent and a nuwinkle 1/2 & 1/2. All have a red treble and a 3D eye. Ideal as a trolling spoon it is equally as effective when cast or jigged. A multi species lure that can be worked at a wide range of speeds.

1 SIZE, 8 COLORS

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



AVAILABLE with
single siwash hooks.

G Gold

S Silver

H Half &
Half Mirror

HN
Half and Half
Nu-wrinkle

GNOR Gold
Nu-wrinkle
orange

EBN Silver
Nu-wrinkle blue

FWN Silver
Nu-wrinkle red

GRN Silver
Nu-wrinkle
green

**NEW
SERIES**

HQ^{MC} SERIES

The Williams HQ incorporates proven Williams designs. Williams trademark genuine silver, 24 carat gold and deep copper bases are complimented by new UV reactive multicolor painted finishes on Honeycomb base material. We have pulled out all the stops to design a multi species spoon series that is ideal for the great lakes and west coast trout and salmon fisheries as well as the Erie walleye fishery but not limited to the great lakes and west coast. The HQ is a Lake trout, Rainbow or Brown trout spoon for any inland watershed. Northern pike and walleye also find them to their liking.

The HQ is based on historically proven fish producing patterns. We incorporated the "top 10" patterns that have produced consistently for years into the new HQ on the Honeycomb large scale pattern base and added our precious metal jewelry quality finishes, topped off with an oversized strike triggering eye.

2 SIZES, 9 COLORS

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



AVAILABLE with single siwash hooks.

Raymond Carignan host of the Outdoor Passion television show sent us this shot of a nice laker with the comment "We out fished all the other boats on Lake Champlain and lake Ontario while testing the new HQ series, they really like the new spoon." www.outdoorpassion.tv



BDAP Bad Apple / Silver back



CDIC Candied Ice / Silver back



CJOR Cajun Orange / Gold back



ENVY Envy / Copper back



GRMK Green Monkey / Silver back



NRLT Northern lights / Silver back



ORMK Orange Monkey / Silver back



WTML Watermelon / Silver back

WILLIAMS®



DARTEE®

The Williams Dartee dates back to the 1940's. In its original form or in the new modern day version, the Dartee has been producing for anglers for over 60 years.

Well known for trout and salmon, this versatile spoon is most often used in a trolling presentation but is also popular as a jigging spoon, especially on the ice. Lake trout, salmon, rainbows and browns all find the Dartee difficult to resist. We also receive many comments from anglers targeting Walleye with the Dartee, a great baitfish imitation.

The Dartee incorporates the advantages of; the Williams precious metal genuine silver finishes and 24 carat gold for flash and visibility, popular and effective color accents and its unique design which allows the Dartee to work well at a variety of speeds, imparting a "darting" action which predators cannot resist.



3 SIZES, 9 COLORS

Stock No.	Length	Approx. Weight
D1	2 1/4"	1/6 oz.
D2	2 3/4"	1/4 oz.
D3	3 1/2"	1/3 oz.



AVAILABLE with single siwash hooks.



-  G/OR Gold Orange
-  GLDBO Gold Goldbo
-  BPC Black Chartreuse
-  EB Electric Blue
-  OR Orange
-  R Red
-  C Chartreuse Mirror
-  RB Rainbo
- PK Pink



Going Fishing Television show host Darryl Choronzey holds a big Lake Ontario steelhead from the "Blue zone". Over the deep water Steelhead can be targeted in the top layer over 200. One of many caught that day. Darryl likes to personalise some of his Williams with his own designs. They worked for him and Brian Burke of the Toronto Maple Leafs as they filmed a show off the Toronto waterfront. Darryl's line of choice, Maxima !!!

WHITEFISH®

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

One of the many assets of the Whitefish is its versatility. Ideal for trolling and casting. Size C60 is an excellent jiggging spoon on open or hard water.

The size C70 Whitefish at 4 1/4" is a perfect imitation of most mature baitfish species. The larger C80 and C90 Whitefish are popular great lakes salmon lures as well as proven big lake trout and northern pike favourites. They are regularly used as bait or smaller lure attractors or dodgers. Their unique shape offers less resistance and the brilliant flash of the precious metal finish attracts fish from greater distances.

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

HONEYCOMB FINISH



SHC Silver Honeycomb

GHC Gold Honeycomb

4 SIZES, 14 COLORS

Stock No.	Length	Approx Weight	Colors
C60	3 1/4"	1/2 oz.	S,SN,G,GN,COP,H,HN
C70	4 1/4"	3/4 oz.	All
C80	5 1/4"	1 oz.	S,SN,G,GN,COP,H,HN,SHC,GHC
C90	6"	1 1/2 oz.	All



AVAILABLE with single siwash hooks.

HN Half & Half Nu-Wrinkle

H Half & Half Mirror

G Gold Mirror

S Silver Mirror

SN Silver Nu-Wrinkle

GN Gold Nu-Wrinkle

COP Copper



OR Fluorescent Orange / Silver back



YORN Yellow Orange Nu-wrinkle



BYN Blue/Yellow Nu-wrinkle



ORBN Orange Blue Nu-wrinkle



RGRN Red Green Nu-wrinkle



WABLER®

THE CLASSIC ORIGINAL WABLER. TIME TESTED AND PROVEN

The Williams Wabler is the lure that founded the fishing tackle division of the Williams Company over 90 years ago. The most recognized and still today most popular model in the Williams series, the WABLER has been a mainstay of anglers. Originally popular as a lake trout spoon, the WABLER has proven itself, as the photo gallery of past literature will attest to, on a multitude of species including; rainbows, browns and all members of the trout family. A northern pike favourite, musky, walleye and salmon as well as salt water species in coastal waters.

The Wabler, as are all Williams lures, is stamped from premium polished brass. A multi-step plating operation then applies the genuine silver and/or 24k gold finishes Williams lures are 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 half & half finishes saltwater resistant and basically tarnish proof.

The Wabler is a versatile spoon which works equally well at a wide range of speeds due to its stabilizing ridge and shape. The ridge which has become a trademark of Williams lures prevents the Wabler from rotating without changing the proven shape and action of the lure. This ridge works so well, Williams was awarded a US and Canadian patent for it. One of the few patents ever awarded a spoon. Time tested and proven, a true Canadian classic with world wide recognition.

7 SIZES, 24 COLORS			
Stock No.	Length	Approx. Weight	Colors
W10	1"	1/16 oz.	S, SN, G, GN, EB, FW
W20	1 1/4"	1/10 oz.	S, SN, G, GN, EB, FW
W30	1 1/2"	1/7 oz.	S, SN, G, GN COP, EB, FW
W40	2 1/4"	1/4 oz.	All
W50	2 5/8"	1/2 oz.	All
W60	3 1/4"	3/4 oz.	All
W70	4"	1 oz.	S, SN, G, GN, COP, H, HN EB, FW, DMD, SHC, GHC

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



AVAILABLE with single siwash hooks.

GN
Gold Nu-Wrinkle



G Gold Mirror



SN Silver
Nu-Wrinkle



S Silver
Mirror



COP Copper
Mirror



HN Half & Half
Nu-Wrinkle



H Half & Half
Mirror



HONEYCOMB FINISH



SHC Silver
Honeycomb



GHC Gold
Honeycomb



OR Fluorescent
Orange /
Silver back



F Natural
Frog / Silver
back



RW Red &
White / Silver
back



DMD Yellow
& Red / Silver
back



EB Electric
Blue



FW Fire
Wabler



RB Rainbow
Prism



PK Pink



CAN Candy
Apple Nu-wrinkle /
Silver back



CGN
Candy Grape
Nu-wrinkle /
Silver back



**NEW
COLORS**



CDIC Candyed Ice /
Silver back



ENVY
Envy / Copper back

GOLD ACCENT WABLER COLORS

The classic silver and gold finishes that made the Wabler a staple are the same finishes found under the color accents, natural presentations like the Frog Pattern and the not so natural such as the Red & White and the 5 of Diamonds. The underside of these lures is the genuine silver finish found on the regular silver wabler.

The silver under side offers plenty of flash muted by a color accented or printed top side. If a certain color is not producing, experiment and find the color that will for that particular day, lake or species. Red & White & the 5 of Diamonds are well known for Northerns. Blue is a classic pattern for trout etc.



GCH Chartreuse



GLDBO Gold



GOR Orange

WILLIAMS®



WABLER® LITE W55

HALF THE WEIGHT OF THE REGULAR WABLER

Williams Wabler Lite series offers the classic original Wabler in 1/2 the weight. This LITE series is a perfect option for shallow water presentations where you will have the advantage of the proven action of the Wabler and the flash of the precious metal finishes in a spoon which will run shallower and work at even the slowest trolling speeds.

Short cast it into the shallows or pockets and let it flutter down. Use it as an attractor without a hook followed by 12" to 24" of Maxima line and a fly or hook and bait or troll it deeper using leadcore or a downrigger.

The Wabler lite really shines in a slow retrieve or troll presentation where its lighter weight allows it to work at slower speeds and run shallower than the traditional classic W50 Wabler. The design originated from angler comments suggesting just that. Especially in the early spring, certain species are found in shallower water that warms first after ice out. To be able to target these fish you need a lure that can effectively be worked in the shallower water and often, a slower presentation is more effective at this time of year. Therefore you need a light weight lure that will not sink down through the water column when worked at a slower speed. The Lite works just fine under these conditions and with the addition of a little weight, is just as effective in deeper water presentations. It is not limited to a slow troll either with added weight to keep it down.

1 SIZE, 11 COLORS		
Stock No.	Length	Approx. Weight
W55	2 5/8"	1/4 oz.

AVAILABLE with treble hook (W55), without hook (W55SH), bulk no hook (W55B) or siwash (W55SS).



AVAILABLE with single siwash hooks.

G Gold

S Silver

COP Copper

H Half & Half

EB Electric Blue

FW Fire Wabler

RB Rainbow

PK Pink

GOLD LITE ACCENT COLORS

GLDBO Gold

GCH Chartreuse

GOR Orange





ALL UV
REACTIVE

YUKON™

As Williams approaches its 100th anniversary it was fitting to name this series after the territory that was an integral part of the history of Williams. The Williams brothers from Nova Scotia travelled to the Yukon and hit pay dirt in the Yukon gold rush of 1898. They sold or exhausted their claim after a few years and 2 of the brothers eventually found themselves respectively in southern Ontario and Upstate NY having parlayed their strike into the dental and gold refining businesses. Being anglers they experimented and developed the Williams Wabler which they began to market in or about 1916.

The Yukon is a wide bodied ½ oz casting spoon. Finished in the trademark Williams precious metal finishes of genuine silver and 24k gold, the Yukon is a multi-species 2-1/4", ½ oz spoon for Trout, Salmon, Walleye and Northern pike.

Nothing reflects any and all available light like genuine silver and 24k gold. The Yukon is offered in 6 colors. Two mirror finishes of Gold and Silver, 3 silver nu-wrinkle finishes with accent colors of; Blue, Red and Green and a gold nu-wrinkle with orange accent. All have a red tube that is UV reactive and a 3D eye.

1 SIZE, 6 COLORS

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



AVAILABLE with
single siwash hooks.

G Gold

S Silver

GNOR Gold
Nu-wrinkle
orange

EBN Silver
Nu-wrinkle
blue

FWN Silver
Nu-wrinkle
red

GRN Silver
Nu-wrinkle
green

ICE JIG™

The Williams ice jig is a perennial favorite with hardwater enthusiasts. Named the "Ice jig" it is just as effective when jigged vertically on open water. The elongated baitfish profile makes an easy and enticing target for trout, Walleye and Perch. Size does matter and as a rule of thumb match the size of lure to the size of your target species. The J50 is ideal for Perch and whitefish, the J60 for trout, whitefish, walleye and lake trout, the larger J70 for Lake trout, northern and big walleye. It also pays to experiment with larger and smaller lures on any given day or time of the year. "Match the hatch" by imitating the size of baitfish present. Tipping the odd shank of the treble with your favorite bait can entice strikes on slow days. The double limerick side hooks are offered separately to replace broken or dulled hooks on your collection of Ice jigs.

3 SIZES, 15 COLORS

Stock No.	Length	Approx. Weight	Colors
J50	2 1/4"	1/4 oz.	All
J60	3 1/4"	1/2 oz.	All
J70	4 1/4"	3/4 oz.	S, G, H, HN

REPLACEMENT SIDE HOOKS

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

NEW COLORS



R Red



C Chartreuse

EB Electric Blue



GLO Glow

S Silver Mirror

SN Silver Nu-Wrinkle

G Gold Mirror

GN Gold Nu-Wrinkle

COP Copper

H Half & Half Mirror

HN Half & Half Nu-Wrinkle



FLASHER®

The Williams Flasher is a traditional style attractor spoon. The slow wide, side to side wobble of this shape and weight followed by a baited snelled hook or fly make them hard to resist by Trout or other game fish and therefore very productive. Best worked at a slow speed where the wide bodied shape offers a side to side accentuated movement that also imparts a darting action to the trailing bait.

This design of spoon has proven itself for decades. The Flasher from Williams simply improves upon a good thing by adding jewelry quality precious metal finishes, and the trademark Williams stabilizing bar that helps to prevent rotation. A decade's old proven action enhanced by much improved visibility from Williams.

2 SIZES, 14 COLORS

Stock No.	Length	Approx. Weight	Description
F1	2 3/4"	1/3 oz.	1/card no hook
F1SS	2 3/4"	1/3 oz.	1/card with siwash hook
F1B	2 3/4"	1/3 oz.	6/card bulk pack no hook
F2	3 3/8"	1/2 oz.	1/card no hook
F2SS	3 3/8"	1/2 oz.	1/card with siwash hook
F2B	3 3/8"	1/2 oz.	6/card bulk pack no hook

GR Green

H
Half & Half
Mirror

HN
Half & Half
Nu-Wrinkle

CH
Copper
Half & Half

CHN
Copper
Half & Half
Nu-Wrinkle

FW
Red

PK
Pink

P Purple

EB
Electric Blue

RB
Rainbow

GOR
Gold/Orange

GCH
Gold
Chartreuse

BPC
Black Pearl/
Chartreuse

BPOR Black
Pearl/
Orange



Well known Outdoor writer and personality Gord Pyzer with a nice fall Crappie caught using the Williams W30 Wabler. The W30 has just the right wobble and flash, crappie and perch can't leave it alone. From the smallest to the largest sport fish, there is a Williams lure they won't be able to resist.



TROPHY[®] I[®] II[®]

Genuine silver and 24K gold plated Trophy I and Trophy II lures have been extensively tested in both river and open water conditions. Williams Trophy I (1/2 oz) and Trophy II (3/4 oz) are excellent casting and trolling lures. They are most effective when trolled or retrieved at a slow speed where their unique design provides maximum action, flash and enticing vibrations.

Sporting the trademark Williams stabilizing ridge, the Trophy series has become a favorite with anglers. From pike to greatlakes salmon, the Trophy has proven itself. This wide bodied spoon emits strong vibrations and its large surface area produces plenty of flash. The heavier weight of the Trophy allows for longer casts and holds its depth upon retrieve or while trolling.

2 SIZES, 6 COLORS

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



AVAILABLE with single siwash hooks.

EBTP Electric Blue Tape



CHTP Chartreuse Tape

RTP Red Tape

HONEYCOMB FINISH

COP Copper Honeycomb

SHC Silver Honeycomb

GHC Gold Honeycomb

MEMORIES!

Atana Atanassov holding his trophy 23 lb., 42 inch Northern from Snipe lake Alberta just prior to it's release. He noted "There have always been Williams spoons in my fishing arsenal and there always will be!"



Patrick Campeau sent us this photo of a very nice northern Quebec speckled trout that couldn't resist the Williams Nipigon.



CLASSIC SELECTIONS

SOMETHING FOR EVERY ANGLER

Williams kits have been developed to offer the angler an assortment of proven styles and colors by species and/or by style and size of lure. These lures have been chosen from angler favorites for the species or fisheries they are targeting. The kits are comprised of proven classics. Williams have been proving themselves to anglers since 1916.

Fishing specifically for trout, walleye or pike, choose from our 4 pack species specific kits like the 4-TK trout, the 4-TTK trout trolling or the 4-PW pike & walleye. Have a favorite lure? Choose from our series kits like the Wabler classics. Prefer to fish for stream trout or panfish try the 4-W32M which is also a good selection for ice fishing as are the 4-J50 & 4-J60 ice kits.

The classic original Wabler is represented in 5 sizes ranging from the small W20 found in the 4-W32M kit through to the lake trout and northern pike favorites, the W50 and W60 sizes found in the 4-50 & 4-60 kits. The W40 is also featured in a classics kit. The W30 is found in the 4-W32M.

Williams 4 packs are appreciated by anglers young and old, beginners and experienced alike. They are also perfect to top off your tackle box prior to a day on the water. An ideal gift item for fathers or mothers day, a birthday or any special occasion.



4-TTK
Trout Trolling Kit



4-PW Pike and walleye favorites.



4-W32M W20 & W30 small classics



4-TK Proven Wabler patterns for trout.



4-40 The original W40 classics



4-50 The original W50 classics



4-60 The original W60 classics



4-PCWE C50 Pearl & W30 eyed



4-J50CL
1/4 oz. Ice Jig classics



4-J60CL
1/2 oz. Ice Jig classics

Outdoor journalist Lonnie King with a BIG northern. The pike took a liking to Williams spoons at lake Kesagami in northern Ontario. The bigger the spoon the better for these big fish.



Outdoor journalist Martin Roy with a nice west coast of Florida Grouper caught on a Williams.



Original


MOOSELOOK®


01 24K Gold

WOBBLER

All finishes that included nickel are in genuine silver with the exception of the mirror nickel #02 finish. Keeping with tradition, Moosehook will continue to offer the original Nickel finish #02 for the traditionalist. Genuine Silver offers a much brighter flash and reflection of all available light at greater depths.

Complimenting the mirror finish colors are the Nuwrinkle hammered finishes offered in: copper, genuine silver and 24 Carat gold with color accents. The Nuwrinkle finish offers more surface area and therefore even more flash with a realistic baitfish scale representation.

The classic Wobbler is also available in two smaller Moosehook Wobblers. The Midget and the Pee Wee. These 1-7/8" 1/12oz and 1-1/2" 1/15oz Wobblers are perfect for light line trolling on light mono or sinking flylines, working in current on the drift or open or hard water jigging for trout and other species. They are ideal to run behind a dodger or flasher as well as other attractors such as a Williams W50 or W60 Wabler with the hooks removed.

The Moosehook Wobbler was developed in 1938 by John A. Greene on Lake Mooselookmeguntic in Maine, from where it takes its name. A Northeastern favorite in the lakes region of New England and Canada. A classic and proven trout and salmon spoon for over 70 years. For all gamefish. Fish the time-tested action of the Moosehook at a wide range of speeds. Imitate your baitfish profile using the 5 different sizes available. Experiment with color to find the right combination.

Developed by an angler for anglers!

5 SIZES, 22 COLORS				
Model	Stock No.	Length	Approx. Weight	Colors
Pee-wee	115	1 1/2"	1/15 oz.	01, 03, 07, 11, 12, 18, 19, 30, 33
Midget	112	1 7/8"	1/12 oz.	01, 03, 07, 11, 12, 18, 19, 30, 33, 46, 47
Junior	160	2 1/2"	1/6 oz.	All
Medium	140	3 1/8"	1/4 oz.	All
Large	380	3 7/8"	3/8 oz.	All except 06 & 44

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

02 Chrome



03 Copper



04 Orange Candy/Silver



05 Ivory/Red Silver Back



06 Emerald Shiner/Copper



07 Fluorescent Orange Silver back



11 Silver/Blue





HONEYCOMB FINISH

12 Copper/
Orange



18 Silver
Nu-wrinkle/
Blue



19 Gold
Nu-wrinkle/
Orange



30 Silver



38 Wonder
Bread /
Copper back



39 Candy
Apple Green /
Silver back



44 Rainbow
smelt / Silver
back



101 Gold
Honeycomb



103 Copper
Honeycomb



130 Silver
Honeycomb



NEW
COLORS

46 Watermelon /
Silver back



47 Candied Ice /
Silver back



48 Orange Monkey /
Copper back



49 Green Monkey /
Copper back



Raymond Carignan host of the Outdoor Passion television show with a nice northern pike. Big northerns like Mooselooks just as much as salmon and trout do.



AVAILABLE with single siwash hooks.

Original



"DEVELOPED BY AN ANGLER FOR ANGLERS"



THINFISH®

ULTRA LIGHT FLUTTER SPOON

The Mooselook THINFISH is an ultra-thin flutter spoon, stamped on a premium spring metal base to retain its shape. It weighs in at under 1/6 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, thru to genuine Silver or 24k Gold to address any situation. The precious metal finishes offering the brightest flash possible at any depth, reflecting any and all available light deeper and farther.

Ideally suited to lead core, wire line or downrigger controlled depth trolling. When trolling the Thinfish with lead core or wire line, pump your rod to enhance the action and impart a darting and fluttering wounded baitfish movement which will trigger followers to strike.

The Thinfish also works well run behind a dodger or larger spoon attractor. It also shines in flat lining presentations when fishing the top 10 feet. Add just enough weight 24" to 36" ahead of the Thinfish to keep it in the 2-3 foot zone at your chosen trolling speed.

GOOD FISHING !

1 SIZE, 7 COLORS		
Stock No.	Length	Approx. Weight
180	3"	1/6 oz.

Product number is stock number followed by code color.

EXAMPLE: Thinfish Copper would be 18003.



AVAILABLE with
single siwash hooks.

01 24 K Gold

30 Genuine
Silver

03 Copper

07 Fluo
Orange /
Silver back

46 Water
melon /
Silver back

47 Candied
ice / Silver
back

48 Orange
Monkey /
Copper back



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