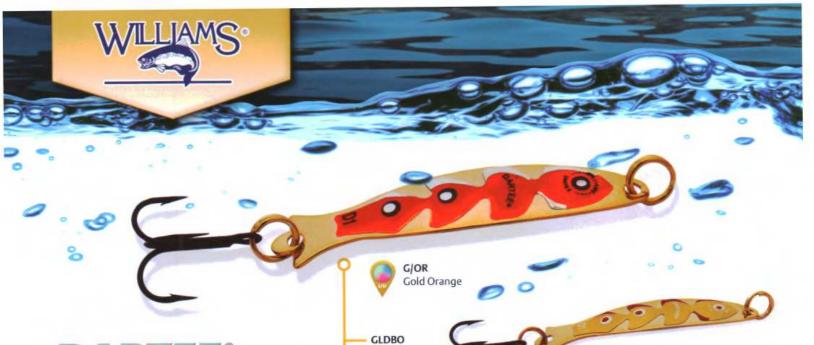


MODSELOOK WILLIAMS MODSELOOK WILLIAMS MODSELOOK

MOOSELOOK WILLIAM







Gold Goldbo

BPC Black

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	3 SIZES, 9 COLORS			
Stock No.	Length	Approx. Weight		
D1	2 1/4"	1/6 oz.		
D2	23/4"	1/4 02.		
D3	3 1/2"	1/3 oz.		







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. Darryls line of choice, Maxima!!!





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 renown for. These are not standard silver and gold finishes either.

The final step in the Williams plating process incorporates a further plated "electroclear" outer coat which is then baked on. This process does not dull the finish as a laquer would. It does render Williams silver and half & half finishes saltwater resistant and basically tarnish proof.

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

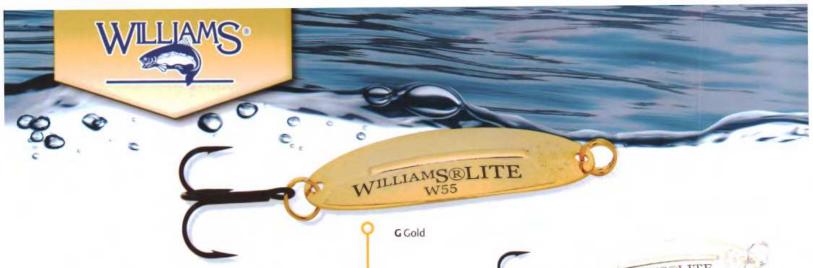
7 SIZES, 24 COLORS			
Stock No.	Length	Approx. Weight	Colors
W10	1"	1/16 oz.	S, SN, G, GN, EB, FW
W20	1 1/4"	1/10 oz.	S, SN, G, GN, EB, FW
W30	1 1/2"	1/7 oz.	S, SN, G, GN COP, EB, FW
W40	2 1/4"	1/4 oz.	All
W50	2 5/8"	1/2 oz.	All
W60	3 1/4"	3/4 oz.	All
W70	4"	1 oz.	S, SN, G, GN, COP, H, HN EB, FW, DMD,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

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









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	25/8"	1/4 oz.

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





GLDBO

Gold

GCH Chartreuse

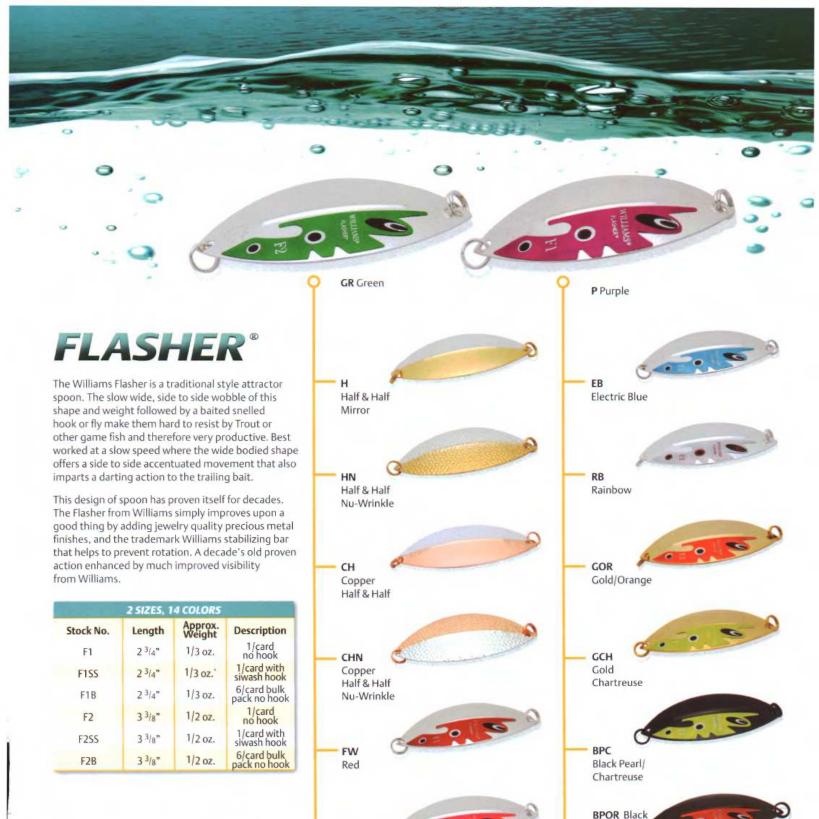
GOR Orange WILLIAMSBLITE

WILLIAMS@LITE

ACCENT COLORS







PK

Pink



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.

Pearl/

Orange



RTP

FINISH

Red Tape

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.





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-TK 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-PW Pike and walleye favorites.



4-40 The original W40 classics



4-PCWE C50 Pearl & W30 eyed



4-W32M W20 & W30 small classics



4-50 The original W50 classics



4-J50CL 1/4 oz. Ice Jig classics



4-TK Proven Wabler patterns for trout.

Trout Trolling Kit



4-60 The original W60 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.





WOBBLER

All finishes that included nickel are in genuine silver with the exception of the mirror nickel #02 finish. Keeping with tradition, Mooselook 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.

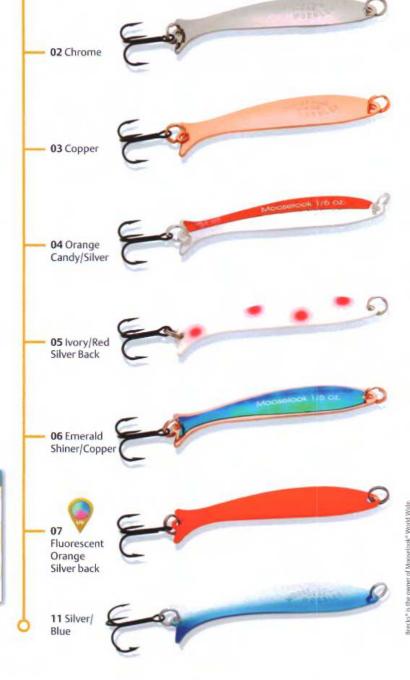
The classic Wobbler is also available in two smaller Mooselook Wobblers. The Midget and the Pee Wee. These 1-7/8" 1/12oz and 1-1/2" 1/15oz Wobblers are perfect for light line trolling on light mono or sinking flylines, working in current on the drift or open or hard water jigging for trout and other 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 Mooselook Wobbler was developed in 1938 by John A. Greene on Lake Mooselookmeguntic in Maine, from where it takes its name. A Northeastern favorite in the lakes region of New England and Canada. A classic and proven trout and salmon spoon for over 70 years. For all gamefish. Fish the time-tested action of the Mooselook at a wide range of speeds. Imitate your baitfish profile using the 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.







"DEVELOPED BY AN ANGLER FOR ANGLERS"



01 24 K Gold

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.







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