

Brecks[®]
2019





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

NEW 1/2 & 1/2 COLOURS



SOR
Silver & Orange

SBLU
Silver & Blue

SCH
Silver & Chartreuse

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



GN
Gold
Nu-wrinkle

G
Gold
Mirror

SN
Silver
Nu-wrinkle

S
Silver
Mirror

HN
Silver & Gold
Nu-wrinkle

CDIC
Candied Ice
Silver back

ENVY
Envy
Copper back

BTOR
Burnt Orange
Silver back

YO
Yellow & Orange
Silver back



Gord Pyzer, outdoor personality, writer and editor with a nice Lake of the Woods Ontario northern pike. Weighing in at almost an ounce, the Bully's heft makes for a great casting spoon.



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



YO
Yellow & Orange
Silver back

RIDGE | BACK™

The Ridge | Back series was introduced in Williams' 100th anniversary year and therefore took on the RB100 name to commemorate the occasion.

A compact and heavier casting spoon series, the Ridge | Back weighs in at 2/5 oz and measures 1 7/8". Its shape and design are proven. Ideal for casting where 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, 1/2 & 1/2 as well as Copper. 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, 16 COLOURS

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



CDIC
Candied Ice
Silver back

GLB

Glow Blue
Silver back



GLP
Glow Pink
Silver back



GLG
Glow Green
Silver back



GLOR
Glow Orange
Silver back



GLOW



GLOW



GLOW



GLOW



S
Silver



GOLD
Gold



COP
Copper



H
Silver & Gold



BDAP
Bad Apple
Silver back



BLZN
Blue Zone
Silver back



ENVY
Envy
Copper back



GOR
Gold &
Orange
Gold back



WTML
Watermelon
Silver back



BKCH
Black &
Chartreuse
Black back





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.

The Nipigon is offered in 8 colours. Three mirror finishes of Gold, Silver and 1/2 & 1/2. Three Silver Nu-wrinkle finishes with accent colours of; Blue, Red and Green, a Gold Nu-wrinkle with Orange accent and a Nu-wrinkle 1/2 & 1/2. All have a Red treble and a 3D eye.

1 SIZE, 8 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

GNOR
Gold & Orange
Nu-wrinkle

EBN
Silver & Blue
Nu-wrinkle

FWN
Silver & Red
Nu-wrinkle

GRN
Silver & Green
Nu-wrinkle



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. 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, 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.



BDAP
Bad Apple



CDIC
Candied Ice



CHTP
Chartreuse Tape

RTP
Red Tape

EBTP
Electric
Blue Tape



WABLER® LITE W55



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

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.

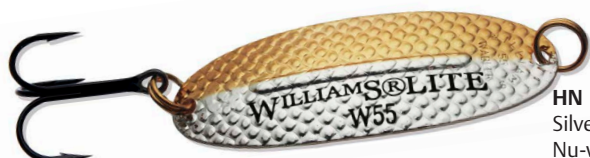
The Wabler LITE really shines in a slow retrieve or trolling presentation where its lighter weight allows it to work at slower speeds and run shallower than the traditional classic W50 Wabler. The design originated from angler comments suggesting just that. Especially in the early Spring, certain species 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, 14 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).

NU-WRINKLE WABLER LITES



HN
Silver & Gold
Nu-wrinkle



CDIC
Candied Ice
Silver back



BTOR
Burnt Orange
Silver back

H
Silver & Gold

GOLD
Gold

S
Silver

COP
Copper



CH
Chartreuse

EB
Electric Blue

FW
Fire Wabler

RB
Rainbow



PINK
Pink



G/C
Gold &
Chartreuse



G/OR
Gold &
Orange





FT
Firetiger
Silver back
W30 to W70

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 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, 29 COLOURS

Stock No.	Length	Approx. Weight	Colours
W10	1" - 2.5 cm	1/16 oz. - 1.8 g	S, SN, G, GN, EB, FW
W20	1 1/4" - 3.2 cm	1/10 oz - 2.8 g	S, SN, G, GN, EB, FW
W30	1 1/2" - 3.8 cm	1/7 oz - 4.1 g	S, SN, G, GN, COP, EB, FW, CDIC, BDAP, YO, DMD, FT
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	S, SN, G, GN, COP, H, HN, EB, FW, DMD, SHC, GHC, CDIC, BDAP, YO, F, FT



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

SHC
Silver
Honeycomb



SN
Silver
Nu-wrinkle



S
Silver
Mirror



GHC
Gold
Honeycomb



GN
Gold
Nu-wrinkle



GOLD
Gold
Mirror



COP
Copper
Mirror

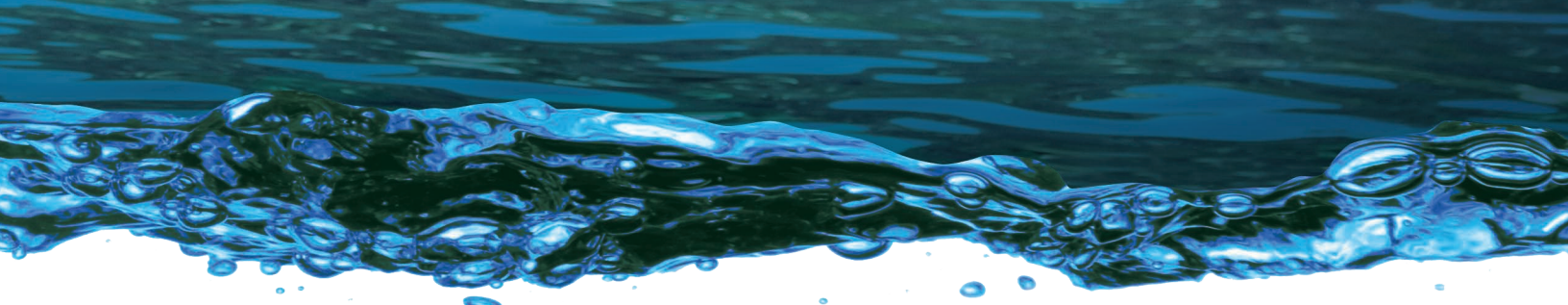


HN
Silver & Gold
Nu-wrinkle



H
Silver & Gold
Mirror





YO
Yellow & Orange
Silver back



ORAN
Fluorescent
Orange
Silver back



F
Natural Frog
Silver back



RW
Red & White
Silver back



DMD
Five of Diamonds
Silver back
* New in W30



EB
Electric Blue



FW
Fire Wabler



RB
Rainbow Prism



PINK
Pink



CAN
Candy Apple
Nu-wrinkle
Silver back



ENVY
Envy
Copper back



WTML
Watermelon
Silver back



BDAP
Bad Apple
Silver back



CDIC
Candied Ice
Silver back



GLOW



GLB
Glow Blue
Silver back

GLOW



GLG
Glow Green
Silver back

GOLD ACCENT WABLER COLOURS



G/C
Gold & Chartreuse



GLDBO
Gold & Goldbo



G/OR
Gold & Orange





NEW COLOUR

YO Yellow & Orange
Silver back



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, 17 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	S, SN, G, GN, COP, H, HN, SHC, GHC
C90	6" - 15.2 cm	1 1/2 oz - 42.5 g	All



ORAN
Fluorescent Orange
Silver back



EBHC Silver & Blue
Honeycomb



ORHC Silver & Orange
Honeycomb



Chantal Côté of Sept Îles Qc enjoys her trout fishing and, she is very good at it. This is one of many trophy speckled trout she has caught in the 3 to 4 lb range using her favourite presentation, a Williams Silver and Pink Wabler followed by a snelled hook and worm. A tried and true technique for trout... that works!

HN
Silver & Gold
Nu-wrinkle

H
Silver & Gold
Mirror

GOLD
Gold
Mirror

GHC
Gold
Honeycomb

GN
Gold
Nu-wrinkle

S
Silver
Mirror

SHC
Silver
Honeycomb

SN
Silver
Nu-wrinkle

COP
Copper

YORN
Yellow & Orange
Nu-wrinkle



BYN
Blue & Yellow
Nu-wrinkle



ORBN
Orange & Blue
Nu-wrinkle



RGRN
Red & Green
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. 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	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

REPLACEMENT SIDE HOOKS

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

 **GLC**
Glow Chartreuse
Silver back

GLB
Glow Blue
Silver back

 **GLP**
Glow Pink
Silver back

RED
Red

 **CH**
Chartreuse

EB
Electric
Blue

S
Silver
Mirror

SN
Silver
Nu-wrinkle

H
Silver & Gold
Mirror

HN
Silver & Gold
Nu-wrinkle

 **GNOR**
Gold & Orange
Nu-wrinkle

EBN
Silver & Blue
Nu-wrinkle

FWN
Silver & Red
Nu-wrinkle

 **GRN**
Silver & Green
Nu-wrinkle

Gord Pyzer, outdoor personality, writer and editor, with his personal best splake, taken through the ice on a lake north of Kenora Ontario this past winter. Gord swears by a Williams Wabler or W55 Lite with a short dropper and bait for through the ice speckled trout and splake. He counts on the Williams Ice Jig for whitefish and lake trout.



BDAP
Bad Apple
Silver back

HQ™

The Williams HQ incorporates proven Williams designs. Williams trademark genuine Silver, 24K Gold and deep Copper 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.

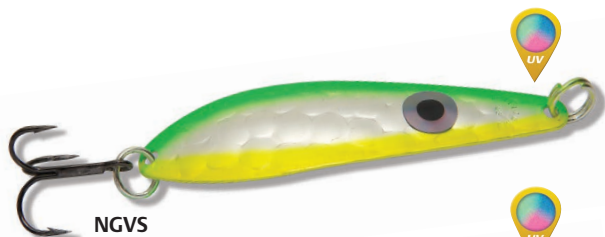
The HQ is based on historically proven fish producing patterns. Incorporated into the HQ series are "top" patterns that have consistently produced for decades. The genuine Silver or 24K Gold finish Honeycomb large scale pattern base is a natural scale presentation offering unrivaled flash and visibility,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

2 SIZES, 11 COLOURS

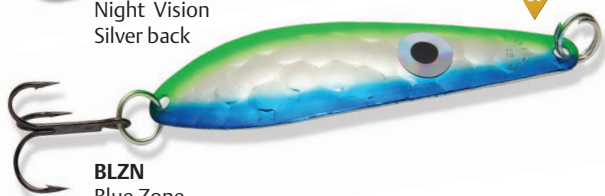
Stock No.	Length	Approx. Weight	Colours
HQ35	3 1/4" - 8.3 cm	1/3 oz - 9.5 g	All
HQ60	4 1/4" - 10.8 cm	3/5 oz - 17 g	All



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



NGVS
Night Vision
Silver back



BLZN
Blue Zone
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

BKHL
Black Hole
Silver back



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

H
Silver & Gold Mirror

HN
Silver & Gold Nu-wrinkle

CH
Silver & Copper Mirror

CHN
Silver & Copper Nu-wrinkle

FW
Red

G/OR
Gold & Orange

G/C
Gold & Chartreuse

BPC
Black Pearl & Chartreuse

BPOR
Black Pearl & Orange

EB
Electric Blue

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 75 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

EB Electric Blue

ORAN Orange

RED Red

CH Chartreuse

RB Rainbo

PINK Pink



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



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. The kits are comprised of classics, 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-J50CL & 4-J60CL 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 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-PCWE PC50 Pearl & W30 eyed



4-TTK Trout trolling kit



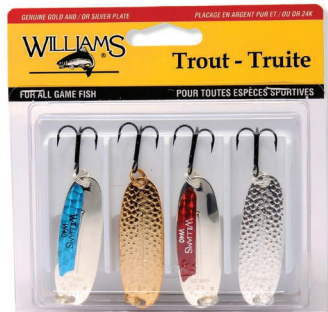
4-50 The original W50 classics



4-J60CL 1/2 oz. Ice Jig classics



4-W32M W20 & W30 small classics



4-TK Proven Wabler patterns for trout



4-40 The original W40 classics



4-J50CL 1/4 oz. Ice Jig classics

MOOSELOOK®



MLTR Wobbler trout trolling kit



MWTF Wobbler & Thinfish trout kit



MLJW The original Junior Wobbler selection



MLWB The original Medium Wobbler selection

Original



NEW COLOUR

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 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, 10 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.

54
Pink White Dots
Silver back

01
Gold

30
Silver

03
Copper

07
Fluo Orange
Silver back

20
Silver top
Copper back

46
Watermelon
Silver back

47
Candied Ice
Silver back

48
Orange
Monkey
Gold back

53
Yellow &
Orange
Silver back



Brucks® is the owner of Mooselook® and Savant™ World Wide.

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
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

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.



01
24K Gold

02
Chrome

03
Copper

04
Orange Candy
Silver back

05
Ivory & Red
Silver back

06
Emerald Shiner
Copper back

07
Fluorescent
Orange
Silver back

11
Silver & Blue

12
Copper &
Orange

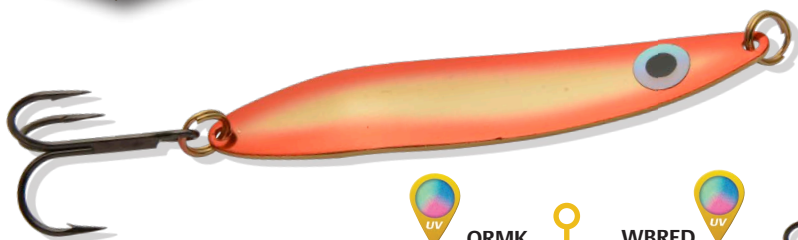
18
Silver & Blue
Nu-wrinkle



Outdoor personality and professional angler Patrick Campeau with a nice lake trout taken on the Black and Orange Mooselook. Black is a very effective option for trout, often overlooked by anglers.



Original



ORMK
Orange Monkey
Gold 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



GLB
Glow Blue
Silver back

GLG
Glow Green
Silver back

GLOR
Glow Orange
Silver back

WBRED
Wonderbread
Copper back

RBS
Rainbow Smelt
Silver back

FT
Firetiger
Silver back

ORBD
Orange
Black Dots
Silver back

SHC
Silver
Honeycomb

COPHC
Copper
Honeycomb

PKE
Pink Eye
Silver back

SNS
Sun Spots
Silver back



Raymond Carignan, host of Outdoor Passion Television with one of many lake trout caught on the Winnie in Pink Eye pattern. It is a willow leaf minnow imitation that trout are always chasing.



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

JAKE™

Savant lures proven styles and designs are now marketed under the Mooselook brand as "The Savant Series". Packaging bears both the Savant and Mooselook brands. Mooselook's state of the art plating and painted finishes are incorporated into the Savant lures series. Finishes include genuine Silver, 24K Gold and Copper bases with and without painted accents. They also include strike attracting eyes. Made in North America by anglers for anglers.

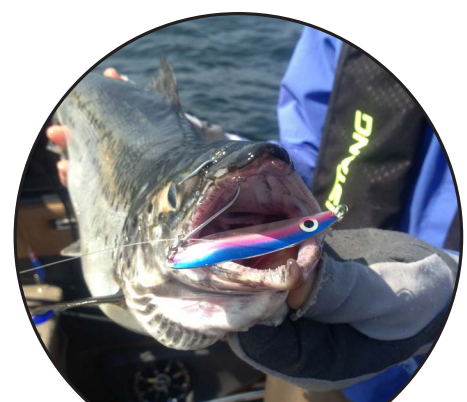
The Jake was one of the two original Savant spoon series. Modeled in a classic flutter spoon design similar to the Mooselook Thinfish. The Jake is a 3", 1/3 oz spoon stamped in half hard brass rather than the spring brass of the Thinfish series. This adds some weight and imparts a different action to this classic design.

Trout, walleye, pike and salmon patterns. The Jake is a versatile spoon at a wide range of retrieve or trolling speeds as well as vertically jigged.

1 SIZE, 12 COLOURS			
Stock No.	Length	Approx Weight	Colours
SJ45	3" - 7.6 cm	1/3 oz - 9.5 g	All



Raymond Carignan, host of Outdoor Passion Television with a nice landlocked salmon, "Ouananiche" caught on the Jake in Rainbow Smelt pattern. The Jake is a traditional weight version of the flutter spoon design.



GENEVA™

OLDSCHOOL REDESIGNED

An original design dating from 1922. While sorting through the numerous lure styles at one time produced by the Alphabet lure company, acquired by Lake Clear many years ago, we came across this gem, an original in this design. The Geneva (the design's original name) is most often used as an attractor spoon. We made a slight modification to the size and curvature to maximize the action of the lure and are re-introducing the original Geneva design spoon.

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, 18 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



CLASSIC METALLIC

S
Silver Mirror



COP
Copper Mirror



G
Gold Mirror



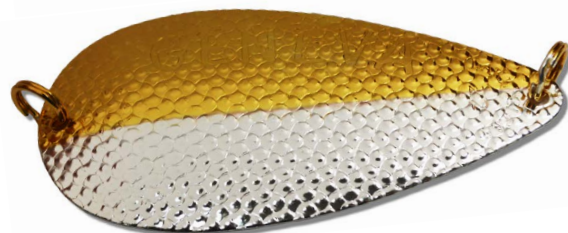
HHSC
Silver & Copper Mirror



HHSG
Silver & Gold Mirror



HHSGN
Silver & Gold Nu-wrinkle



Jean Lemay of Quebec city with a very nice catch of speckled trout he caught using the Lake Clear Wabblers DEEP. As the season progresses and the water temperature climbs, the trout move deeper to cooler water. The DEEP version of the Lake Clear is a deadly presentation later in the year. The Geneva is also a heavier presentation than the traditional LCW1 Lake Clear Wabblers.



COLOUR SELECTION

SBLU
Silver & Blue



SOR
Silver & Orange



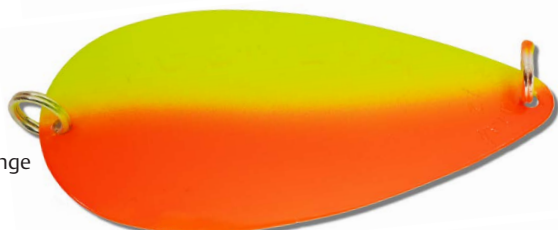
SCH
Silver & Chartreuse



CDIC
Candied Ice
Silver back



YO
Yellow & Orange
Silver back



BG
Bubblegum
Silver Back



DECAL ACCENTS

EB
Electric Blue



FW
Red



RB
Rainbo Prism



PINK
Pink



CH
Chartreuse



GOR
Gold & Orange



LCW: THE ORIGINAL

The Lake Clear Wabblers originated in 1920 in Lake Clear Junction in the Adirondacks, hence the name. Mr. H. Robare, a French Canadian guide in the area fashioned the original "spoon" using a pair of tin snips and a car headlight bezel. The interior of the bezel was chrome and the exterior brass, the original finish of the Lake Clear Wabblers.

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, 28 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	All except: BLZN, NGVS, GLRP, GLCH & BKOR
LCW5	2" - 5.1 cm	1" - 2.5 cm	1/6 oz - 4.7 g	S, GOLD, COP, S/BLU, S/CH, S/OR, EB, ORAN, ORMK, HHSG, HHSC, HHSGN

Actual Size Comparison



LCW1



LCW3



LCW5

GOLD
Gold Mirror



S
Silver Mirror



COP
Copper Mirror



HHSC
Silver & Copper Mirror



HHSG
Silver & Gold Mirror



HHSGN
Silver & Gold Nu-wrinkle



HHSCN
Silver & Copper Nu-wrinkle



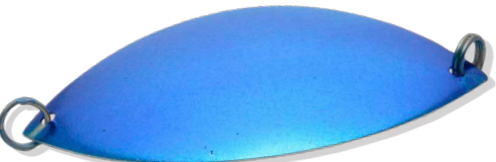
CH
Chartreuse top
Silver back



ORAN
Orange top
Silver back



EB
Blue top
Silver back





S/BLU
Silver Blue

S/RED
Silver Red

S/CH
Silver Chartreuse

S/OR
Silver Orange

C/OR
Copper Orange

NGVS
Night Vision
Silver back

ORMK
Orange Monkey
Gold back

CDIC
Candied Ice
Silver back

YO
Yellow & Orange
Silver back

BLZN
Blue Zone
Silver back

WTML
Watermelon
Silver back

GLB
Glow Blue Red
Silver back

GLOR
Glow Orange
Chartreuse
Silver back

GLRP
Glow Raspberry
Black
Silver back

GLCH
Glow Chartreuse
Red
Silver back

BKOR
Black Orange
Black back

BKCH
Black Chartreuse
Black back

FT
Firetiger
Silver back

LCW DEEP™

TWICE THE WEIGHT OF THE REGULAR LCW1 WABBLER

Introduced to resounding success in 2017, the Lake Clear Wabblers DEEP takes the proven fish catching action and shape of the original Lake Clear Wabblers and beefs it up by doubling the weight of the original. Designed to fish deeper without added weight, it has rapidly gained the favour of Lake Clear fans all over North America.

1 SIZE, 13 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



YO
Yellow & Orange
Silver back



FT
Firetiger
Silver back



BTOR
Burnt Orange
Silver back



CDIC
Candied Ice
Silver back



GOLD
Gold Mirror



S
Silver Mirror



HHSC
Silver & Copper
Mirror



HHSG
Silver & Gold
Mirror



SBLU
Silver Blue



SCH
Silver Chartreuse



SOR
Silver Orange



GLB
Glow Blue Red
Silver back



GLOR
Glow Orange
Chartreuse
Silver back



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. Black is an underutilized pattern that is very effective. This was one of many caught that day and the #51 pattern accounted for most of them.

GLOW

GLOW

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 12"

GOLD
Gold

S
Silver

COP
Copper

SCC
Silver &
2x Copper

SGG
Silver &
2x Gold



Outdoor writer and personality Pat Campeau knows that a small Gang Troll like the Lake Clear 3 blade series is a very effective presentation for trout. The vibrations and flash from the genuine Silver and 24K Gold blades brings them in. Followed by a snelled hook and worm or fly, 12 to 24 inches behind the Gang Troll.



Michael Morgan with a beautiful 5 lb plus land-locked salmon from northern Maine taken on a Mooselook Silver Blue Wobbler. The Wobbler was developed on Lake Mooselookmeguntic in 1936 and bears its name.



A beautiful 3 1/2 lb Maine brookie taken by John D. Silva using a small Lake Clear Gang Troll with GM Skinner blades.

NEW FOR 2019!

LAKE CLEAR® GENEVA™

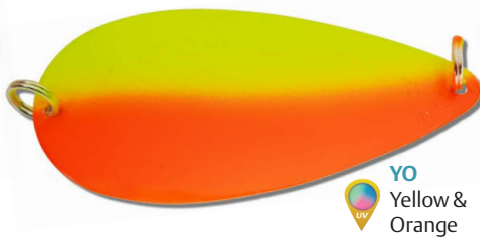


Pages 18-19



CLASSIC

HHSG
Silver & Gold
Mirror



PAINTED

YO
Yellow &
Orange



ACCENT DECALS

GOR
Gold & Orange

MOOSELOOK® THINFISH®

Page 13



54
Pink White Dots
Silver back

WABLER®

Pages 6-7



FT
Firetiger
Silver back
W30 Through W70



DMD
Five of Diamonds
Silver back
*NEW IN W30

WILLIAMS®

BULLY®

Page 2



SOR
Silver & Orange



SBLU
Silver & Blue



SCH
Silver & Chartreuse

WHITEFISH®

Page 8



YO
Yellow & Orange
Silver back
C70 & C90

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