Contact: Mark Stiffel
Brecks International Inc
Phone: 819-563-2115
Fax: 819-563-5131

2560 Roy Street
Sherbrooke, QC J1K 1C1
e-mail: brecks@williams.ca
website: www.brecksinc.com

Brecks®

Press Release 2014

Brecks is pleased to announce the acquisition of the Thomas M. Delaney company of Gilbertsville NY, manufacturer of the Lake Clear Wabbler.

The Lake Clear Wabbler 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 Wabbler. Upon Mr. Robare's death, his wife continued on with the company after marrying Mr. G.E. Billings. They did so for a number of years until Mr. Arthur T. Freer acquired the company in 1957 from their son. Mr. Thomas Delaney subsequently purchased the company in 1985 and managed it until February 2014.

The Lake Clear Wabbler is the original spoon of this design. Copied by many but never duplicated, the lake Clear Wabbler is 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. It has been in short supply as of late.

We will maintain the proven shapes and styles of the existing series, stamping the lake clear in the original dies acquired from Thomas Delaney. We will improve upon them with our resources and facilities which now produce the Williams brand as well as the Mooselook & Savant brands. Our trademark jewellery quality finishes of genuine silver and 24 carat gold will now be the standard on the Lake Clear Wabbler. The new range will include the classic silver and copper finishes. Gold will replace brass and half and half finishes previously of silver and brass will now be silver and gold. We will also apply our plated and baked on electro-clear finish which does not yellow and protects our silver and copper finishes making them even salt water resistant. The selection will include painted multicolours and offer glow finishes.

The Lake Clear Wabbler selection for 2014 will include;

• **The original #1 LCW1 Wabbler**. 3-1/8" x 1-1/2" in width weighing 1/3 oz. available in 22 finishes / colours.

• **The second Wabbler size introduced was the #3 LCW3**. This slightly different version of the Wabbler is a narrower, more streamlined willow leaf shape. At 3" in length its width is 1-1/8" weighing ¼ oz., it is offered in 19 finishes / colours.

• **The smaller #5 Wabbler LCW5**. This is the junior of the group. The #5 measures 2" in length by 1" in width and weighs in at 1/6 oz., it is offered in 12 finishes / colours.

Original
LAKE CLEAR®
Wabbler

For more information, please visit our soon to be released website at www.lakeclearwabbler.com or call customer service at 819-563-2115

Contact: Mark Stiffel
Brecks International Inc
Phone: 819-563-2115
Fax: 819-563-5131

2560 Roy Street
Sherbrooke, QC J1K 1C1
e-mail: brecks@williams.ca
website: www.brecksinc.com

Brecks®

Press Release 2014

The Lake Clear selection for 2014 will also include multi blade small trolling attractors. These lures have been around for decades and have proven their effectiveness. Add to that 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 us as part of the acquisition dates back 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. 12 inches in length on multi braid stainless steel wire with red attractor beads. These attractors are named after the blades they are comprised of.

• **544 multi blade gang troll** for trout and other species. One larger #5 blade followed by 2 smaller #4 blades.

• **422 multi blade gang trolls** for trout and other species. One larger #4 blade followed by 2 smaller #2 blades.

Colour combinations include; Silver, Gold, Copper, Silver & Copper and Silver & Gold

The Lake Clear Wabbler is back!! It will be available on local retailers' shelves this spring. **In time for the trout season.**

Made in North America by anglers for anglers.

Original Lake Clear® Wabbler

For more information, please visit our soon to be released website at www.lakeclearwabbler.com or call customer service at 819-563-2115