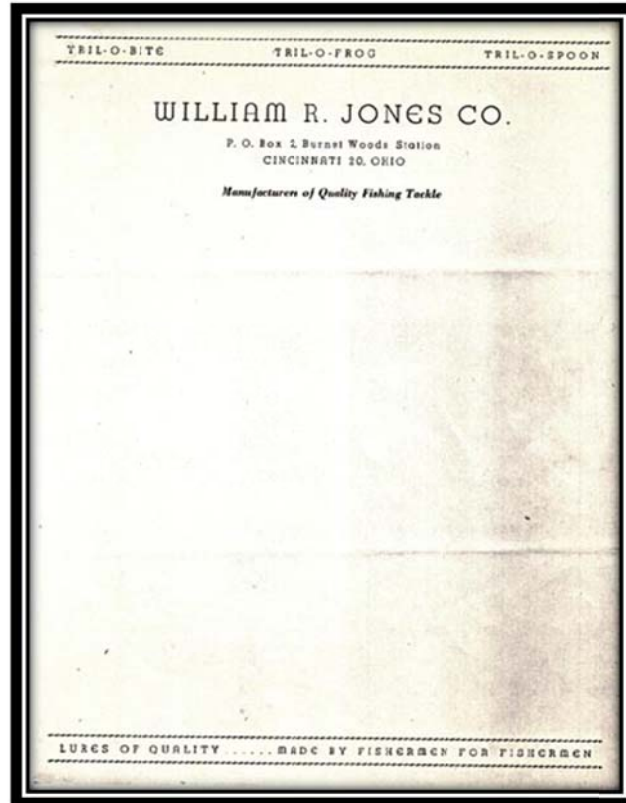


William R. Jones

(As nominated by Bill Potts)

William R. Jones was born in Cincinnati, Ohio in 1918. He attained a degree in Mechanical Engineering from the University of Cincinnati and also had art training at the Cincinnati Art Academy.

He formed the William R. Jones Company which manufactured lures called the Tril-O-Bite, Tril-O-Frog and Tril-O-Spoon. The original production issue of the Tril-O-Bite lure was in 1934. It was a modified version of the Heddon Ace and was made of stamped brass and filled with lead. Later versions were cast in lead and brass.



Company Letterhead

In 1943 he produced the beautiful Tril-O-Frog lure that was made to compete with a lure called Jake's Bait, invented by Frank Dellerman, also of Cincinnati, Ohio and made by the Park Manufacturing Company. The Tril-O-Frog was stamped by a progressive die cutting machine and hand painted. Later production lures were air brushed.

His lures were marketed by Hibbard, Spencer, Bartlett & Company (Chicago, Illinois), Boles Brendamour, and the Kruse Hardware Company. They were nationally advertised in Field & Stream, Southern Sportman and Outdoor Life magazines. Production ceased in 1950.


**A Few Facts About
the Tril-O-Bite and
Tril-O-Frog Lures**

The Tril-O-Bite and Tril-O-Frog lures were designed for all-around game fishing. The Tril-O-Frog is designed for lily pad and weed bed fishing. It has a positive weed guard to prevent snagging—has plenty action from fast to very slow retrieve; runs from a few inches to several feet beneath the surface. Durable constructed of the finest materials. Finished in beautiful, durable enamels and natural metal finishes.

The Tril-O-Bite runs from four to six feet beneath the surface depending on the speed of the retrieve, has plenty of snappy action. Used mostly in open water. An excellent lure for bass, pike, walleye, etc. Solidly constructed of durable brass, stainless steel and brilliant enamels.

Sold By

ATTENTION ANGLERS
here's what you've
been waiting for



**LOOK INSIDE
FOR REAL
FISH CATCHING LURES**

TRIL-O-FROG
TRIL-O-BITE

MADE BY FISHERMEN FOR FISHERMEN

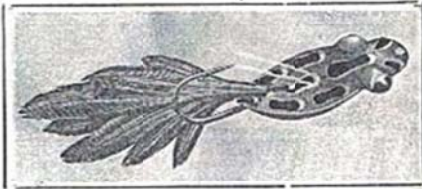
Mfg. by
WILLIAM R. JONES CO.
Cincinnati 20, Ohio

Company brochure (side 1)

ACTION GALORE
TRIL-O-FROG
 SEMI-SURFACE LURE

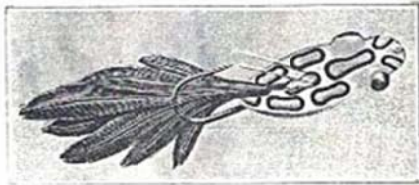
All prices include federal excise tax.

Here's real game fishing baits at last!
 Those fish catching Tril-O-Frogs in full color.



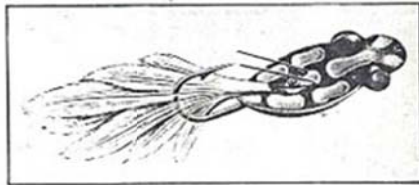
No. 101

Green Frog Finish 5/8 oz. Length 4 1/2" overall
 Black and yellow spots on green background. Green and white belly.
List Price \$1.10



No. 102

Yellow Frog Finish 5/8 oz. Length 4 1/2" overall
 Green and black spots on yellow background. White and yellow belly. Red chin.
List Price \$1.10



No. 103

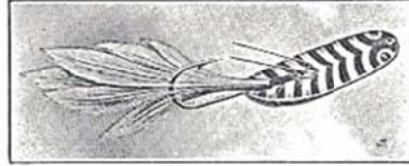
Black Frog Finish 5/8 oz. Length 4 1/2" overall
 Green and yellow spots. All black belly.
List Price \$1.10

Tril-O-Frog in All Black Finish (No. 104) \$1.10
 Tril-O-Frog in Chrome Finish (No. C 105) \$1.25
 Tril-O-Frog in Polished Brass (No. B 106) \$1.25

WHITE FEATHERS STANDARD ON ALL FROG BAITS

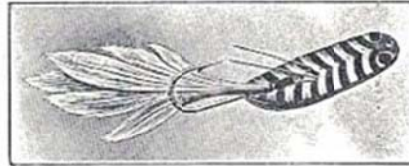
IT DARTS — WIGGLES — SHIMMYS
TRIL-O-BITE

Here's that new Tril-O-Bite they're all talking about. In full natural color — a deeper running bait than the Tril-O-Frog.



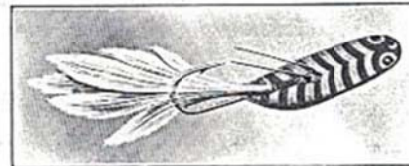
No. 201

5/8 oz. Length 4" overall
 White Background
 Black stripe. Red eye.
List Price \$1.10



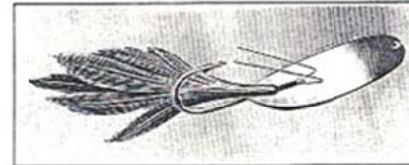
No. 202

5/8 oz. Length 4" overall
 White Background
 Red stripe. Black eye.
List Price \$1.10



No. 203

5/8 oz. Length 4" overall
 Yellow Background
 Red stripe. Black eye.
List Price \$1.10



No. 204

5/8 oz. Length 4" overall
 White with Red Blend Head.
List Price \$1.10

No. 205

Tril-O-Bite in all Black Enamel 5/8 oz. Length 4" overall
Order by Number List Price \$1.10

WHITE FEATHERS STANDARD ON ALL TRIL-O-BITES

Company brochure (side 2)

Honorary Member - 1987