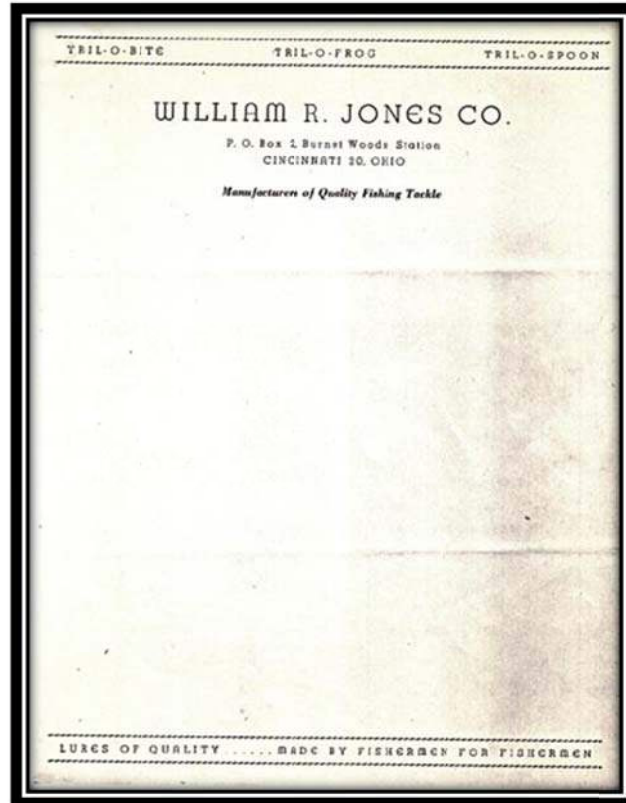


## William R. Jones

(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. Durably 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

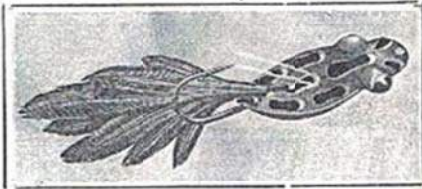
Mfg. by  
**WILLIAM R. JONES CO.**  
Cincinnati 20, Ohio

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  
 Black and yellow spots  
 on green background.  
 Green and white belly.

5/8 oz. Length 4 1/2" overall

List Price \$1.10

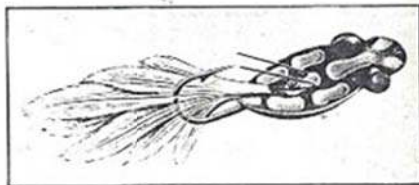


No. 102

Yellow Frog Finish  
 Green and black spots on  
 yellow background. White  
 and yellow belly. Red chin.

5/8 oz. Length 4 1/2" overall

List Price \$1.10



No. 103

Black Frog Finish  
 Green and yellow spots.  
 All black belly.

5/8 oz. Length 4 1/2" overall

List Price \$1.10

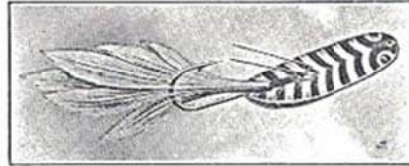
Tril-O-Frog in All Black Finish (No. 104)	\$1.10
Tril-O-Frog in Chrome Finish (No. C 105)	\$1.25
Tril-O-Frog in Polished Brass (No. B 106)	\$1.25

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.

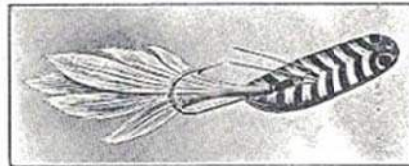


No. 201

White Background  
 Black stripe. Red eye.

5/8 oz. Length 4" overall

List Price \$1.10

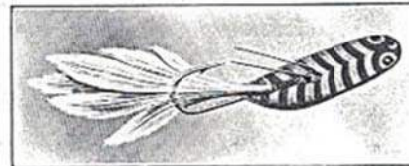


No. 202

White Background  
 Red stripe. Black eye.

5/8 oz. Length 4" overall

List Price \$1.10

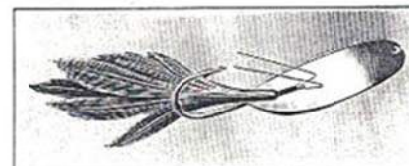


No. 203

Yellow Background  
 Red stripe. Black eye.

5/8 oz. Length 4" overall

List Price \$1.10



No. 204

White with Red Blend Head.

5/8 oz. Length 4" overall

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