



Herschel 'Sonny' Clay

Herschel 'Sonny' Clay, a 63-year-old realtor and insurance agent in Thomasville, Georgia, worked with his father, the late Thelma Herschel Clay in the design and production of wooden plugs manufactured from around 1935 to the late 1940's by Thomasville-based Clay's Bait Company.

Sonny Clay helped make and sell lures designed by his father. They included the exquisite Clay's Red-Head, a glass eyed, spring loaded saltwater lure that features unusual plate hook hardware and a hollow body fitted with a mushroom-shaped wooden head that recoils to free it from snags.

During the years' preceding and following World War II, Sonny Clay, then a youngster, worked at priming, painting, delivering and selling an assortment of clay lures that included several Florida-type saltwater plugs and many wooden freshwater baits. All Clay baits were made by hand.

By virtue of his association with the pre-1960 fishing tackle industry and the fact that his family's company was among relatively few Deep South tackle manufacturers, he is being made an Honorary Member of the NFLCC.

Honorary Member - 1991