

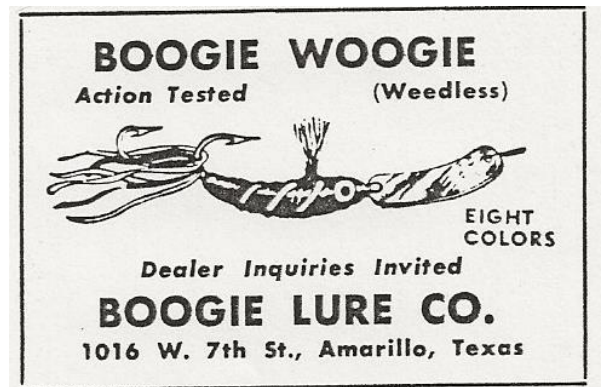


## Ewell Everett Parker, Jr.

Ewell Everett Parker, Jr. was not born with a fishing rod in his hand but he was active in all aspects of fishing from a young age. Ewell's father, Ewell Everett "Red" Parker, Sr., was a bass fisherman where there are no bass, or at least where most people think there are no bass. Red Parker called Amarillo, Texas home and that's also where Ewell lived a much of his life.

Ewell Everett Parker, Jr. was born in 1934 in Logan, New Mexico, not far from the New Mexico-Texas state line, west of Amarillo. During the World War II years the family moved back to Amarillo where Red Parker owned and operated a plumbing business. Parker was a fisherman and he caught a 7 pound bass in 1944 on a Creek Chub Bait Company Dingbat. That catch got him thinking about fishing lures and he was soon working on one of his own.

Red Parker's lure was called the Boogie Woogie. His wife Anna gave the lure its name. She was an accomplished piano player playing at many concerts, social functions and churches in the Amarillo area. But she was also a noted player of the boogie woogie style of music popular at the time.



Red Parker's lure became successful and the entire family including sons Ewell, Jr. and his brother, Sid, helped out with the painting and assembling of the lure.

Johnny Howell, a business man from nearby Coleman, Texas, owned a recently closed Firestone store building that needed an occupant. Howell and Red Parker made an agreement and the Parker family soon relocated to Coleman to make the Boogie Woogie lures.

Ewell Parker, Jr., a noted high school football player at the time, was soon class President at Coleman High School.

Red Parker's lure idea was very popular for a while but the small operation in Coleman, Texas had the same problem as many early lure makers and Boogie Woogie production was stopped.

Parker never patented his lure idea nor did he trademark the lure name. Sometime in 1954 another company, Speedclip Division of Arnold Tackle Corporation located in Paw Paw, Michigan started making the lure. The Speedclip lures have a large diving lip embossed with the company name.



Early Parker Boogie Woogie (top). 2 Speedclip versions (bottom)

Speedclip made the lure for a while and abandoned the idea at some point. Later, another company, Whopper Stopper of Texas, made a very similar lure called the Dirty Bird.

In 1953 Red Parker's success with the Boogie Woogie came to a close and the family moved back to Amarillo where he ran a successful plumbing business for many years.

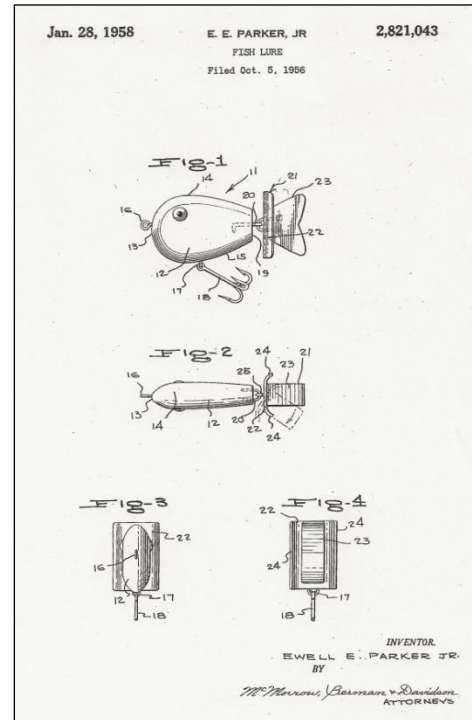
Red Parker and son Ewell entered the Fort Worth Bait and Fly Casting Tournament held in 1955, both placing high in the event.

Ewell Parker went to Florida and later New Orleans where he worked for Sears. He was visiting his folks in Amarillo when he met the local Sears store manager. A brief conversation between the two led to Ewell Parker going to work at the Amarillo Sears store.

During these years Ewell came up with an idea for a fishing lure. He knew the shape he wanted his lure to have and also knew he wanted it to wiggle upon retrieve. He carved several examples out of solid plastic and tested them. The lure didn't have the action he wanted but he didn't give up.

By accident he placed the small metal tail part on backwards and cast the resulting lure in the water. The lure wiggled just like he wanted it to.

Parker filed for a patent for a Fish Lure on October 5, 1956. He was granted patent 2,821,043 on January 28, 1958. He named the lure the Ewelure.



The Ewelure lure has two sections joined by a pair of screw eyes. The lure is the shape of a small baitfish. The plastic lure parts were made by a plastic company in Fort Worth, Texas. Ewell and his family along with a couple of other workers painted and assembled the Ewelure in Amarillo.

Ewell advertised the lure in the May 1959 issue of Sports Afield, but had limited success from the ad.



The Ewelure lure sold in both local retail stores and was even found at a store in California.



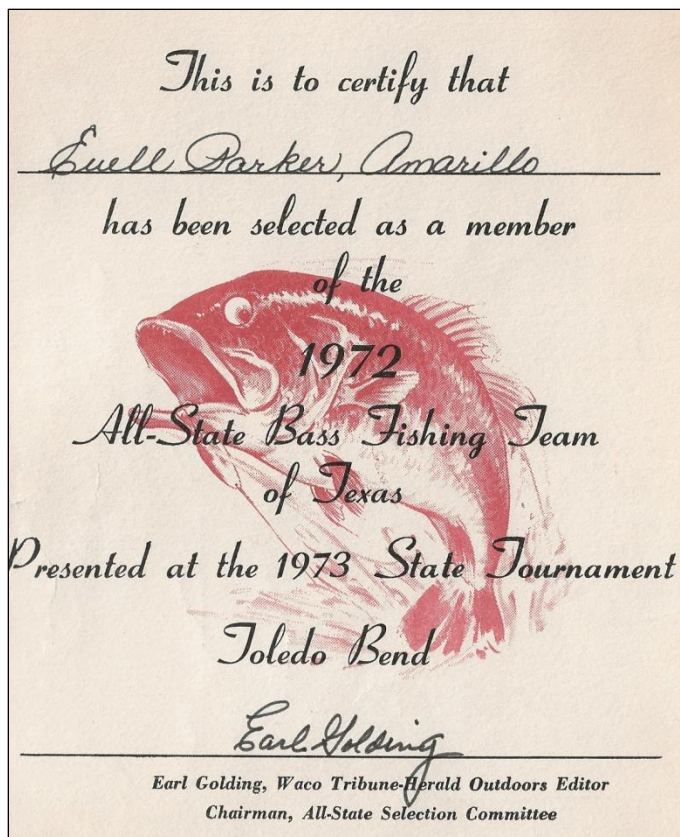
Ewell was also very successful as an individual angler and had numerous tournament wins. He won the Panhandle Fishing Club tournament for 3 years running which retired the trophy. He was also selected to the 1972 All-State Bass Fishing Team of Texas.



**Ewell Parker Collection**

Ewell and his father, Red, fished area stock tanks and ponds around Amarillo. When the bass tournament craze hit Texas and the country, both Parkers participated. Red and Ewell Parker fished as a father-son team and won many team tournaments in the Texas panhandle.





Ewell Parker was also a pioneer in bass fishing on television. He created, wrote, produced and

directed a fishing series called Challenge Match Fishing starting in 1981.

Fortunately for Parker he received 13 copyright certificates for the television show which proved very important. In later years another group copied the fishing show format and aired a similar television show. Parker however had the idea sewn up and won a copyright infringement decision against the newcomer show. He later started The Vacation Network (TVN) on cable TV and was President of the network.

Ewell qualified for the Bassmasters Classic on the Ohio River in 1983. He placed 15<sup>th</sup> just ahead of Ricky Clunn and Tommy Martin, serious bass fishermen in anyone's book. He fish in tournaments for many years.

Today 87 year old Ewell Parker, Jr. lives with his wife Bobbie in Las Vegas, Nevada. He is a tournament fisherman, lure maker and designer, lure patent holder, fishing television pioneer and someone that wasn't born with a fishing rod in his hand. But he was close!

Submitted for Honorary Member of the National Fishing Lure Collector's Club by  
NFLCC Life Member Colby Sorrells of Texas.