

Pheasant Capital of the World®

By Lori Jo Mundstock

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Redfield Press
605-472-0822

In 1994 Walter Mundstock, frustrated with the claims of Winner, SD that they were the Pheasant Capital of the World, did some research and decided on a course of action. Here is a portion of his column from October 19, 1994 which began the saga.

A Grievous Error

On Friday Evening Doug Tobin of KSFY-TV made a grievous error which, so far as I know, he has failed to correct. He introduced a story about the impact of pheasant hunting on the city of Winner, calling Winner “The Pheasant Capital.”

As we all well know, that error is a slight upon the good citizens of Redfield and Spink County, for we are the historic Pheasant Capital of South Dakota and the title rightfully belongs to us.

The following week on October 26, 1994 the headline on the front page of the Redfield Press was Redfield is South Dakota’s Official “Pheasant Capitol of the World®” and a portion of the article reads: Redfield is now the official “Pheasant Capital of the World®”. The trademark rights to that slogan, which Redfield has claimed for more than 53 years, now belong to the Redfield Press.

Walter Mundstock, publisher of the Redfield Press, said that after a television newscast on October 14, during which another South Dakota Community was said to claim the same title as Redfield’s long standing slogan, he felt it was necessary to seek legal protection of the slogan. Further on in the article Mundstock said “The use of it by other communities dilutes the meaning of it. After all, this was where the first stocking of pheasants succeeded in South Dakota. This is where the first pheasant-hunting season occurred. The slogan has been used for more than 53 years by our community.”

The commotion with other towns in the area continued for a few weeks and then died down. When Mundstock sold the Redfield Press in 2000 it is unclear if the trademarks went with the paper or continued to be his property. What is known however is that when the State decided to honor the 100 years of pheasants in SD and attempted to use the “Pheasant Capital of the World” some feathers at Redfield City Hall got ruffled.

Adam Hansen, City Finance Officer for Redfield immediately began doing research on the trademark and found that it had lapsed and that officially no one was the Pheasant Capital of the World. He quickly corrected the situation and once again Redfield can legally and regally say Pheasant Capital Of the World®.