

Friends of Freedom Park

200 Monroe St. Prescott, WI 54021

www.freedomparkwi.org 715-262-0104

Supporting the mission of the Great River Road Visitor and Learning Center through membership, volunteer recruitment and fundraising.

Press Release

FOR IMMEDIATE RELEASE

From: Margaret Smith, Executive Director
Great River Road Visitor and Learning Center

200 Monroe St., Prescott, WI 54021

715-262-0104, www.freedomparkwi.org

Subject: Prescott spinners give visitors and residents a piece of Prescott history

Date: June 17, 2011

The gift shop at the Great River Road Learning Center at Freedom Park now features a selection of Prescott Spinners which offers residents and visitors from around the country and world a chance to see and purchase a piece of Prescott history.

In the early 1890s, local resident Charles H. Stapf perfected a spinner lure that was locally referred to as the Stapf spinner. In 1913, he began selling his spinners and flies commercially, and realized customers found it difficult to spell his name correctly. Stapf renamed his company the Prescott Spinner Company which manufactured the Prescott Spinner. In 1945, he sold the company and the Prescott Spinner lures are now being manufactured in Illinois.

The spinners became world famous early on as the first long wire leader lure that prevented a fish from cutting the fishing line with its sharp teeth to escape capture. Anglers used the Prescott Spinner as they moved through the water alternately raising and lowering the lure, with the spinner's blade flashing like the flicker of a minnow as the lure was lowered. The curious fish, seeing what looked like a moving minnow, was soon "hooked" for good.

To learn more about the Charles H. Stapf, the history of the Prescott Spinner Company and lure, please visit the permanent display of the Prescott Spinner Company's lures, photographs and archival memorabilia at the Heritage Center.

Caption: Drawing by Chuck Sundby, color by Savannah Wolf

