

Dear Friends,

Greetings once again from **Hart Ranch, Rapid City, South Dakota.**

Oh my, we can hardly believe it. **This is our 100th Great Escape travel newsletter.** We sent out the first on December 2, 2004 and the seed was planted. Since that time the seed has taken root and we have traveled extensively and on a full time basis. **It seems reasonable that for our 100th issue we should have some sort of special news, and in fact, we do!**

**As of today, we have taken steps to turn these newsletters into a website that will be available free to anyone who cares to look.** It's a big task, but we hope to have it completed within the next 30 days. We will give you the web address just as soon as the website is further along.

In the meantime, this will be another catch up letter describing a very interesting motorcycle ride with **Tim** to the **South Dakota Badlands National Park** and the very famous **Wall Drug Store.**

Early in June, we left Rapid City on the motorcycles and elected to go to the Badlands via Highway 44 which is certainly a back road made worse by extensive road work which turned it into a dirt road for about the first hour. If it hadn't been for the road work, 44 would have been a great scenic drive. Just a few miles before we reached the Badlands we went through the little town of **Interior.** It was lunchtime and we were tired and hungry. There weren't many choices, but we elected the **Wagon Wheel Bar & Grill.** Pretty disreputable on the outside, but not so bad on the inside.



Wagon Wheel Bar & Grill in the town of Interior, SD.

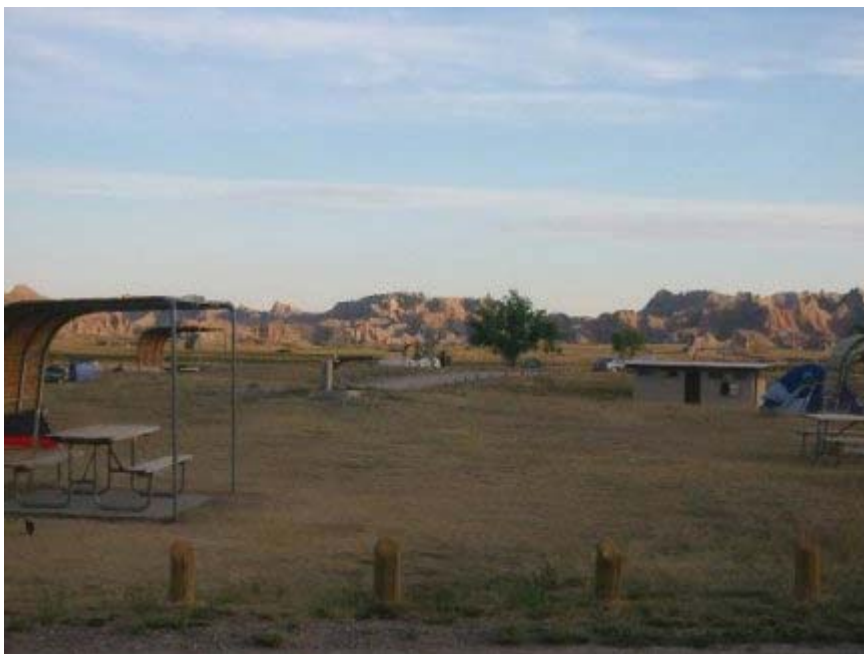
The one-woman waitress, bartender, cook and probably owner, was pleasant and we

ordered burgers and beer. The burgers were cheap enough except that every condiment added another 25 cents. Lettuce, 25 cents. Tomato, 25 cents. Onion, 25 cents, etc. All a bit strange, but not unreasonable considering that this town and establishment is in the middle of nowhere. The atmosphere was casual to say the least and came complete with a resident dog.



**Tim and resident dog.**

After lunch we rode just a few more miles to the national park visitor center which is definitely worth seeing and right in the same area is a very nice little campground.



**Cedar Pass Campground at Badlands N.P.**

While the campground and visitor center are quite nice, make no doubt about it, the Badlands are indeed bad. Traveling through them in the early days had to be an incredible ordeal. We hope to give

you a flavor of that travel from scenes along the Badlands Loop Road.



**Start of the Badlands road from our motorcycle.**



**The Badlands from above.**





**Badlands from below.**

The road through the Badlands is about 20 miles long and extremely interesting. The park calls it the loop road although it's not a loop. The southern end starts at Ben Reifel Visitor Center and the northwest end terminates at the Pinnacles Entrance to the park which is on Highway 240 that goes north to the town of Wall. So, in summary, we entered the park from Highway 44, went northwest on the loop road, and then north on Hwy 240 to Wall which is exit 110 on Interstate 90.

The whole purpose of visiting the little town of **Wall**, South Dakota, was to visit the now famous Wall Drug Store. This amazing store is a full block long and a full block deep. It's an unbelievable tourist attraction in the middle of nowhere. 76,000 square feet of free tourist attractions. How did this happen? That's the interesting part. The history of Wall Drug is a fascinating story indeed.

In 1931 Ted and Dorothy Hustead bought the existing Wall Drug.



**Original Wall Drug.**

Ted had graduated from pharmacy school in 1929 and knew that someday he would have his own drug store. So in 1931, he got his wish. The only problem was that the town of Wall only had 326 people and they were poor people at that. Ted and Dorothy struggled. Really struggled. They couldn't even sell a nickel cup of coffee. They agreed that they would stick it out for five years. Sad to say, they continued to struggle for all five years and were just about to throw in the towel when Dorothy had an idea. Lots of cars were going by on the highway, but no one was stopping. Wall in the summer is one hot place and the passing Model T's did not have air conditioning. Dorothy figured that maybe the cars would stop if their store offered free ice water. Ted agreed to try it and put up a series of small signs offering free ice water. Lo and behold, people poured in asking for free water and some of them bought other things at the soda fountain. Their dream came true. By the following

summer, they had to hire 8 girls to keep up with the customer load. Today, a good summer day will bring more than 20,000 visitors to this family owned business.



Today, Wall Drug still advertises free ice water.

There are so many specialty shops inside of the Wall Drug complex that it would take about four hours just to walk through them all. Many restaurants, clothing shops, jewelry shops, gift shops and on and on. What an entrepreneurial success story this place has become and it only took one great idea.



A small portion of the front of Wall Drug.



Tim on the Jackalope.



Chuck and a plaster lady.

Well, we don't know whether we've enticed you to visit Wall Drug or not, but if you're visiting the Badlands, you might as well drop in to Wall Drug and at least get a glass of free ice water.

Until next time, home is where we park it.

Chuck & Donna Cole  
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