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**WALL DRUG PAPERS**

PAPERS, 1941-1978  
(bulk dates, 1950-1977 )  
0.5 linear ft.

ACQUISITION: The Wall Drug Papers were donated by Ted Husted in 1977. Husted provided additional materials for this collection in 1978.

ACCESS: This collection is open for research without restrictions.

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ACCESSION #: RC77-0001

## History

On December 31, 1931, Theodore (Ted) and Dorothy Hustead used money they had inherited from Ted's father to purchase a drugstore in Wall, South Dakota. Wall, like most small Midwestern towns, struggled to survive during the Great Depression. Business was scant in the town that has been called the "geographic center of nowhere."

In July 1936, Dorothy Hustead had an idea how to bring more customers into the drug store. She suggested advertising free ice water to lure the drivers who were undoubtedly thirsty from driving across the oppressively hot prairie. The customers would sit to have a cold glass of water and hopefully buy something else. At the suggestion of Dorothy, Ted modeled some signs after the Burma Shave advertising concept and posted them along US Highway 16. The advertising worked immediately, and people were pulling off the highway to take advantage of the ice water.

Since 1936 Wall Drug has expanded to become a world-famous stop for tourists traveling to the Black Hill-Badlands region. It has also become an advertising wonder, marketing the normally "unmarketable."

Through its world-renown advertising Wall Drug still continues its popularity today. Signs advertising Wall Drug can be found not only across the United State, but also around the world. Wall Drug now draws up to 20,000 customers during the tourist season.

## Scope and Content Note

The Wall Drug Papers contain material concerning the history and operation of Wall Drug. The Papers are divided into five series: **Printed Material**, **Correspondence**, **Legal Documents**, **Ephemera**, and **Miscellaneous**. For preservation purposes all materials except the **Ephemera** were photocopied.

The **Printed Material** is divided into fifteen sub-series: Articles Concerning Wall Drug, Articles with Mention of Wall Drug, Articles from Foreign Periodicals Concerning Wall Drug, Articles by Norman Vincent Peale, Articles Concerning Wall Drug Signs in the United States, Articles Concerning Wall Drug Signs outside the United States, Articles Concerning the Highway Beautification Act of 1965 with Mention of Wall Drug, Articles Concerning the Highway Beautification Act of 1965, Articles Concerning Student Employees at Wall Drug, Articles Concerning the Vanishing Trails Tour, Articles Concerning the Wall Drug Dinosaur, Cartoons about Wall Drug, Articles Concerning the Hustead Family, Articles Concerning the Black Hills-Badlands, and Articles on Dana Jennings. Many articles could easily fit into more than one of these sub-series.

The **Correspondence** series is divided into three sub-series: Incoming, Outgoing, and Other. The Incoming sub-series contains primarily letters in response to an article written by Fay Gemmell, who wrote a critical article about Wall Drug ("Against the Wall in South Dakota," 1976). The Outgoing sub-series includes a letter from Ted Hustead to the publication who printed the critical article. The Other sub-series includes correspondence from a Hustead family vacation in Europe in Summer 1958.

The **Legal Documents** contain proceedings from the Congressional Record. The proceedings include remarks from George McGovern and James Abdnor promoting Wall Drug.

The **Ephemera** material includes bumper stickers from Wall Drug.

The **Miscellaneous** material contains teaching notes from University of South Dakota professors James D. Taylor, Robert L. Johnson and Gene B. Iverson. The notes focus on Wall Drug "as a policy case with emphasis on marketing, particularly promotion, and finance, with interesting aspects of management and personnel management."

**Related Subjects**

Wall Drug Store  
South Dakota – Description and Travel  
Hustead, Theodore E.

**Additional Resources**

Dustin, Daniel K. “Wall Drug, South Dakota: An Original Tourist Trap.” *Parks and Recreation* 36 (September 2001), 104-109.

Duffy, John M. “Dakota Images: Theodore E. Hustead and Dorothy Rush Hustead.” *South Dakota History* 33 (Summer 2003).

Hanna, Julia. “American Dream.” *Harvard Business School Alumni Bulletin* (September 2004). [[http://www.alumni.hbs.edu/bulletin/2004/september/profile\\_hustead.html](http://www.alumni.hbs.edu/bulletin/2004/september/profile_hustead.html)]  
Retrieved 31 January 2006

Jennings, Dana Close. *Free Ice Water: The Story of Wall Drug*. Aberdeen, South Dakota: Northern Plains Press, 1969.

Wall Drug Store, Wall, South Dakota, pamphlets. University of South Dakota I.D. Week Library Chilson Collection HF6201 .W35x.

<http://www.walldrug.com/>. Retrieved 24 January 2006.

[http://en.wikipedia.org/wiki/Wall\\_Drug](http://en.wikipedia.org/wiki/Wall_Drug). Retrieved 24 January 2006

Box No.	Description
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<b>Box 1</b>	
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	PRINTED MATERIAL
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	Articles Concerning Wall Drug
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|  | “Ride a Bucking Bronco at the Wall Drug Store,” <i>American Druggist</i> , March 1948                                     |
|  | “Mechanical Band Plays at Wall Drug Store Every Day,” <i>Rapid City Journal</i> , 14 June 1949                            |
|  | “Drug Store in S.D. Wins World Fame,” <i>Minneapolis Sunday Tribune</i> , 31 July 1949                                    |
|  | “It’s All Done with Signs,” <i>Modern Philosophy</i> , July 1949  |
|  | “Signs Bring Fame and Fortune to Drugstore in South Dakota,” <i>The Milwaukee Journal Green Sheet</i> , 10 August 1949    |
|  | “Out in the Great Open Spaces,” <i>The Red Barrel</i> , January 1950  |
|  | “Fortune from Ice Water,” 19 February 1950, <i>The American Weekly</i>  |
|  | “A Fortune in Ice Water,” <i>Redbook</i> , August 1950  |
|  | “A Fortune in Ice Water,” <i>The Reader’s Digest</i> , October 1950   |
|  | “Halt the Roaring Column,” <i>Sales News (?)</i> , November 1950  |
|  | “Git Along, Little Dogie, Git Along,” <i>Drug Topics</i> , 29 January 1951  |
|  | “500,000 Customers Can’t Be Wrong,” <i>The Ice Cream Review</i> , August 1951   |
|  | “Salesmanship,” <i>Coronet</i> , October 1951   |
|  | “1,000 Signs Bring 500,000 People Annually to Wall Drug Store,” <i>Business Pix (?)</i> , November 1952                   |
|  | “Success Secrets,” Davenport, Iowa, 1952 (?)  |
|  | “The Wall Built on Free Ice Water,” <i>American News Trade Journal</i> , February 1953                                    |
|  | “I Like It Here,” <i>Minneapolis Tribune</i> , 30 September 1953  |
|  | No Title, <i>The Huronite and the Daily Plainsman</i> , 2 July 1954   |
|  | “Wall Drug Store Owner Lauds Rural Electrification,” <i>South Dakota High-Liner</i> , November 1955                       |
|  | “20 Years of Progress,” <i>R.E.A. Magazine</i> , 1956   |
|  | “Grew Rich Giving Away Water,” <i>Reveille</i> , 20 August 1959   |
|  | “Sizzling Buffalo Burgers,” <i>Newsweek</i> , 29 January 1962   |
|  | “The Wall Drug Store,” <i>Town</i> , August 1963  |
|  | “What’s Happening to the Corner Drugstore,” <i>Coronet</i> , April 1964   |
|  | “Where Ice Water Turned to Gold,” <i>West River Reflector</i> , August 1964   |
|  | “Man-Made, Natural Wonders Vy in South Dakota Town,” <i>Durant Oklahoma Daily Democrat</i> , 29 October 1965              |
|  | “A Million Dollars in Free Ice Water at Wall Drug Store,” <i>The Daily Republic</i> , 4 August 1966                       |
|  | “Million-Dollar Business from Glass of Ice Water,” <i>Argus Leader</i> , 7 August 1966                                    |
|  | “Free Ice Water Still Available As Wall Drug Marks 30 <sup>th</sup> Year,” <i>Aberdeen American-News</i> , 14 August 1966 |
|  | “Glass of Water Started It,” <i>Saginaw News</i> , 14 August 1966   |
|  | “Wall-to-Wall World Made Them a Mint,” <i>Peoria Journal Star</i> , 14 August 1966  |
|  | “Free Ice Water Lures Tourists,” <i>Milwaukee Journal</i> , 15 August 1966  |

Box No.	Description
	"The Battle for the Tourist," <i>Tulare Advance-Register</i> , 23 August 1966
	"A Million Dollars in Free Ice Water," <i>Wall Courant</i> , 1 September 1966
	"Promotion and Selling," <i>Drug News Weekly</i> , 5 September 1966
	"Owners of Unusual Drug Store Employ 125 College Students to Handle 3,000 Daily Customers During Tour Season," <i>South Bend Tribune's Magazine</i> , 11 September 1966
	"Free Ice Water Offer Grew into Million-Dollar Tourist Business," <i>America Druggist</i> , 12 September 1966 (?)
	"The 'Ice Water Store' That Warms to People," <i>Women's Wear Daily</i> , 16 September 1966
	"Free Ice Water Works Miracles," Tacoma, Washington, 18 September 1966
	"Only 1512 Miles to Wall Drug," <i>San Francisco Examiner</i> , 12 February 1967
	"Jess Ramblin," <i>The Bristol Press</i> , 10 August 1967
	"Free Ice Water Lures Tourists to Wall, S.D." <i>St. Paul Sunday Pioneer Press</i> , 13 August 1967
	"Three Light Bulbs and a Million Dollars of Free Ice Water," <i>Rural Electrification</i> , May 1968
	"Answers to Travel Questions," <i>Akron Beacon Journal</i> , 21 July 1968
	"Free Ice Water Ad Springs Business," <i>The Plain Dealer</i> , 21 July 1968
	"Want to Shop in a 'Hick' Store? Then Try Wall Drug," <i>The Ojai Valley News &amp; Oaks Gazette</i> , 14 August 1968
	"Free Ice Water Prospers Drug Store & Community," <i>Catholic Rural Life</i> , August 1968
	"What Is a 'Wall Drug'?" 2 August 1969
	"Wall Drug," <i>Picture Magazine</i> , 21 September 1969
	"A Cup of Cold Water," <i>The Farmer</i> , May 1970
	"Hi, Neighbors," <i>Yankton Daily Press and Dakotan</i> , 12 August 1970
	"Footnotes," <i>Deerfield Independent</i> , 13 August 1970
	"Among Us Girls," Unknown, 23 August 1970
	"True Tales to Live By," <i>Fort Dodge Messenger and Chronicle</i> , 8 September 1970
	"Outlaws Live in Wood," <i>Rapid City Journal</i> , 24 January 1971
	"Have You Dug Wall Drug?" <i>The New York Times</i> , 31 January 1971
	"Letters: Please Don't Tar All Us Charter Folks with the Same Brush," <i>The New York Times</i> , 7 March 1971
	"Inside Wall Drug," <i>Telenews</i> (Northwestern Bell?), August 1971
	"Why Is Wall Famous," <i>Argus-Courier</i> , 16 February 1972
	"Petaluma – Wall, South Dakota," <i>Argus-Courier</i> , 23 February 1972
	"Peter Citron: A Gold Nugget in Frozen Badlands," <i>Omaha World Herald</i> , 15 May 1972
	"Wall Drug Profits Hit Ceiling," <i>Souvenirs &amp; Novelties</i> , October 1972

Box No.	Description
	"Wall, S.D., Has Population of Only 800, But It's Drugstore Draws 10,000 a Day," <i>Wall Street Journal</i> , 5 September 1973
	"The Big Business of Little Wall," <i>Newsday</i> , 17 September 1973
	"Husteads Run (and Support) S.D. Town," <i>The Denver Post</i> , 23 September 1973
	"Drugstore Is Company in Tiny Town," <i>The Arizona Republic</i> , 4 October 1973
	"Wall, S.D. Has Population of only 800: But Its Drugstore Draws 10,000 A Day," <i>MSD Frontline</i> , September/October 1973
	"A Little of the US," <i>Afcent-Mirror</i> , 9 November 1973
	"Town Has Only 800 People, But Its Drugstore Has 10,000 Customers a Day," <i>National Inquirer</i> , 11 November 1973
	"A Town Built on Free Water," <i>Boston Sunday Globe</i> , 13 January 1974
	"Wall Drug is EOW Winner," <i>South Dakota Legion News</i> , April 1974
	"Oasis Built on Free Ice Water," <i>Los Angeles Times</i> , 12 May 1974
	"Places," <i>Playboy</i> , May 1974
	"Free Ice Water Did the Trick: World Now Comes to Wall Drug," <i>Freeport Journal-Standard</i> , 27-28 July 1974
	"Wall Drug Store," <i>The Daily Press New Dominion</i> , 19 January 1975
	"Drugstore That Sells Yesterday," <i>Modern Maturity</i> , April-May 1975
	No Title, <i>The Comstock News</i> , 26 June 1975
	"Ice Water Still Free at Wall Drug!" <i>The Scroll of Phi Delta Theta</i> , Summer 1975
	"Iced Water Built a Business," <i>Fort Worth Star-Telegram</i> , 21 September 1975
	"Stone in the Wall," <i>Waterloo Courier</i> , 14 September 1975
	"Dakota Drugstore Is Big Attraction," <i>The Seattle Times</i> , 21 September 1975
	"Wall (S.D.) Drug Surprising End to Billboard Monotony," <i>Lincoln Journal Star</i> (?), 21 September 1975
	"Weary Wanderers Wall-Eyed over Wall Drug," <i>Denver Post</i> , 21 September 1975
	"Weary Wanderers Wall-Eyed over Wall Drug," <i>Roundup</i> , 28 September 1975
	"New Challenge for Wall Drug," <i>Des Moines Tribune</i> , 3 October 1975
	"The Signs May Fall, But Can You Knock Down Wall?" <i>Harrisburg Patriot-Herald</i> , 12 October 1975
	"Wall-Eyed in Wall," <i>The Miami News</i> , 14 October 1975
	"Thirsty, Curious Drivers Stop at Wall, S.D." <i>Omaha World Herald</i> , October 1975
	"Sure Beats Ice Water," Ellsworth Air Force Base, 8 January 1976
	"The Great Wall of Dakota Snares Interstate Travelers," <i>Detroit Free Press</i> , 11 January 1976
	"Signs of Change for Wall," <i>The Boston Globe</i> , 1 February 1976

Box No.	Description
	"Tourism not Husted's Original Goal, But . . ." <i>Rapid City Journal</i> , 21 February 1976
	"Achievers at Wall Receive Recognition," <i>Rapid City Journal</i> , 9 March 1976
	"Fire Threatened Wall Drug Store" and "Robbery," <i>Pennington County Courant</i> , 20 May 1976
	"Up against Wall Drug," <i>San Francisco Sunday Examiner &amp; Chronicle</i> , 6 June 1976
	"Bobservations," <i>Pennington County Courant</i> , 10 June 1976
	"500 Miles and Many Signs Later, Traveler Enters Wall Drug Store," <i>Grand Rapids Press</i> , 15 August 1976
	"Wall Drug Still Gets on Tourists for Icewater," <i>Wall Drug Still Get on Tourists for Icewater</i> , 24 August 1976
	"Against the Wall in South Dakota," <i>Pennington County Courant</i> , 26 August 1976
	"Wall Drug Store Got a Bum Rap, Its Owner Says," <i>Keene Sentinel</i> , 8 September 1976
	"Can You Build a One-Block Store on a Foundation of Ice Water?" <i>Freeman Courier</i> , 15 September 1976
	"Wall Drug: A Store Built on Ice Water," <i>Argus Leader</i> , 12 October 1976
	"Wall Drug Founded on City Block, Ice Water," <i>Aberdeen America-News</i> , 8 December 1976
	"Can You Found a Store on a Foundation of Ice Water," <i>Great Lakes of the Dakota Tabloid</i> , December 1976
	"Wall Drug Store Got Started in 1931," <i>Argus Leader</i> , 19 May 1977
	"Going Places, Seeing Things" <i>Lancaster Sunday Newspaper</i> , 14 August 1977
	"Wall Drug Serving Yogi Malt," <i>The Nordica Viking</i> , Summer 1977
	"Driving . . . One Up against the Wall . . . Drug," <i>The Sunday Olympian</i> , 25 September 1977
	"Free H <sub>2</sub> O Prompts Success," <i>SDSU Collegian</i> , 16 November 1977
	"Advertising Plus Friendly Service Pay Off for Small Town Druggist," <i>Grit</i> , No Date
	"Bill Ladd's Almanac," <i>Courier-Journal</i> , No Date
	"Can You Build A One-Block Store on a Foundation of Ice Water?" <i>Wakonda Times</i> , No Date
	"Chicag [sic] Paper Tells of Wall Drug Store," <i>Canova Herald</i> , No Date
	"Dakota Drugstore is Big Attraction," Unknown, No Date
	"Englishman Vows He Will Return to Badlands Again," <i>Rapid City Journal</i> (?), No Date
	"A Fortune in Ice Water," Unknown, No Date
	"Free Glasses of Ice Water Attract Thousands to Store," Unknown, No Date
	"Free Ice Water Builds Million Dollar Business," <i>Better Buildings Magazine</i> , No Date
	"Free Ice Water Builds Million Dollar Business," Unknown, No Date
	"Free Ice Water Offer Grows into Major Attraction," <i>Mitchell Republic</i> , No Date

Box No.	Description
	"Hang Yore Hat Up, Podner! You're in Wall, S. Dakota," Unknown, No Date
	"Ice Water Is Big Seller in S. Dakota," <i>Grand Rapids Press</i> , No Date
	"No Wall around Wall, S.D." Unknown, No Date
	"Return Trip to South Dakota, and Wall Drug," <i>Telegraph Herald</i> , No Date
	"Signs of Prosperity," Unknown, No Date
	"Wall Drug Makes for an Interesting Summer," Unknown, No Date
	"Wall Drug: A Million-Dollar Mom & Pop Store," Unknown, No Date
	"Wall Drug Store in 30 Years Becomes Million-Dollar Business," <i>Huron</i> , No Date
	"Wall Drug Store Offers Free Ice," <i>Sisseton Courier</i> , No Date
	"The Wall Drug Store—Thata Way," <i>The Cornell Innkeeper</i> (Cornell University), No Date
	"World's Best Known Drug Store Is Product of Graduate of N.U." Unknown, No Date
	No Title, Chamberlain Register, No Date
	Articles with Mention of Wall Drug
	"Hucksters of the Hills," <i>Omaha World-Herald Magazine</i> , 10 September 1950
	"Wall," <i>Good Housekeeping</i> , January 1951
	"Where the West Is Wild, But Not Too Woolly," <i>Better Homes &amp; Gardens</i> , July 1951
	"Fabulous Soda Fountains," <i>Cosmopolitan</i> , December 1951
	"Our Trip Out West," <i>The Cuba City News-Herald</i> , 10 July 1952
	"Route Ramblings," <i>Ringstead Dispatch</i> , 15 July 1954
	"You Can't Find a Deer for Gas Stations and Souvenir Stands in Southern Hills," <i>Rapid City Journal</i> , 10 September 1954
	"Wall Residents Keep One Eye on Highway, the Other on Ted Hustead," <i>Rapid City Journal</i> , 15 April 1956
	"Wall Residents Keep One Eye on Highway, the Other on Ted Hustead," <i>Argus Leader</i> , 22 April 1956
	"'High Noon' Top Movie Choice," Unknown, 25 February 1958
	"Christmas Celebrated at the Franklin 'Old Place,'" <i>Bullock (?) County Herald</i> , 1962
	"Spur of the Moment," <i>Rapid City Journal</i> , 29 August 1963
	"For More or Less," <i>Wisconsin Dells Area Guide</i> , April 1964
	"What's Happening to the Corner Drugstore?" Unknown, April 1964
	"The Sights of South Dakota," <i>The Denver Post</i> , 14 June 1964
	"Reporting at Large," <i>Minneapolis Tribune</i> , 17 January 1965
	"The World," <i>The Villisca Review</i> , 12 August 1965
	"Along the Way," <i>The Glen Ridge Paper</i> , 19 August 1965
	"Moon Was No Help in Cedar Pass," <i>Champaign-Urbana Courier</i> , 5 August 1966
	"Miles of Nation Seen, Heard, Felt," <i>Christian Science Monitor</i> , 19 August 1966
	"Iowan Answers Editorial," <i>Argus Leader</i> , 8 September 1966
	"Vacation Oddities of the Midwest," <i>Tulare Advance-Register</i> , 1 October 1966

Box No.	Description
	"Roving South Dakota Black Hills," <i>The Sioux City Sunday Journal</i> , 16 July 1967
	"Jess Ramblin," <i>Bristol Press</i> , July 1967
	"There's More than Gold in the Black Hills," <i>Mobile Life</i> , January 1969
	"The Black Hills," <i>The Minneapolis Star Tribune</i> , 17 June 1969
	"Travel Writer Says Publicize Cowboys, Indians," <i>Rapid City Journal</i> , 19 June 1969
	"Fire Auxiliary Monthly Benefit Dinner Is Today," <i>The Markham Tribune</i> , 24 August 1969
	"300 Drugstores on Trip; Stopped at 299," <i>Grand Island Independent</i> , 15 November 1969
	"Nickel Coffee Bastions Holding," <i>Rapid City Journal</i> , 3 March 1970
	"Five-Cent Coffee Prevails at Two Black Hills Sites," <i>The Forum</i> , 5 March 1970
	"Camping Camera," <i>Better Camping</i> , April 1970
	"Faces and Places," Tacoma, 6 July 1970
	"Giant Heads Face South Dakota's Badlands," 12 September 1970, <i>The Telegram</i> , 12 September 1970
	"Battling the Badlands," <i>Omaha World Herald</i> , 17 April 1971 (?)
	"Lindner Looks at Sports," <i>Rapid City Journal</i> , 30 August 1972
	"The Uncrowded Badlands," <i>The Motorist</i> , July/August 1972
	"The Black Hills: Not Exactly Hills nor Black," <i>The Blade</i> , 4 February 1973
	"South Dakota Badlands No Longer So Formidable," <i>The Morning News</i> , 26 September 1973
	"Dakota Badlands Impressive," <i>The Daily Press New Dominion</i> , 4 November 1973
	"The Big Car: End of the Affair," <i>Time</i> , 31 December 1973
	No Title, <i>Rapid City Journal</i> , 19 March 1974
	"Black Hills and Badlands," <i>Chicago Tribune</i> , 28 April 1974
	"Black Hills Bonanza," <i>Houston Town &amp; Country</i> , March/April 1974
	"Mt. Rushmore Selected Most Popular in Straw Ballot," <i>Watertown Public Opinion</i> , 10 June 1974
	"Badlands Offers 'Visit to Moon,'" <i>The Milwaukee Journal</i> , 14 July 1974
	"Buffalo in the Supermarket," Unknown, May 1974
	"The Classic West," <i>Discovery</i> , Summer 1974
	"Nature Carved Prairie into Stark S. Dakota Badlands," <i>Des Moines Register</i> , 4 May 1975
	"Auto Trips That Feature Excitement for Youngsters," <i>The Christian Science Monitor</i> , 24 June 1975
	"Larson on the Hill," <i>Pierre Times</i> , 28 June 1975
	"The Voices of South Dakota," <i>Travel</i> , July 1975
	"Yellowstone Panorama," Forlow Tours <i>Storybook of Tours</i> , 1975
	"SDSU Salute Hails Bicentennial," <i>Daily Republic</i> , 12 February 1976
	"Blue Valley DanDeLines," <i>The Hoven Review</i> , 22 July 1976
	"5,000 Miles of Beauty," <i>The Cincinnati Post</i> , 1 September 1976
	"Lundstroms Premier Special in 'Dakota Country,'" <i>Daily Republic</i> , 11 September 1976

Box No.	Description
	"The Lundstroms Moving thru Dakota Country," <i>The Lundstroms Message for America</i> , December 1976/January 1977
	"Let 38 Geniuses Help You Find That 'One Big Idea,'" <i>The Wall Street Journal</i> ," 29 March 1977
	"Eat without a Big Bite on the Wallet," <i>Chicago Daily News</i> , 16-17 July 1977
	"Flashbacks," <i>Pittsburg Press</i> , No Date
	"Good Days in Dakota's Badlands," Unknown, No Date
	"Hillsway," Unknown, No Date
	"Mount Washington Winter: Heavy Going," <i>Mt. Washington Valley Signal</i> , No Date
	"Retired Iowan's Journey to Top of World," Unknown, No Date
	"They Didn't Forget," <i>Billings Gazette</i> , No Date
	"This 'N That," Unknown, No Date
	"Thru the Hills," Unknown, No Date
	"Wall Drug, Crazy Horse Publicized," Unknown, No Date
	"Wall People Thanked by Information Staff," Unknown, No Date
	"The Wild Horse's Race against Extinction," Unknown, No Date
	Articles from Foreign Periodicals Concerning Wall Drug
	"Unusual Advertising on Tube," <i>London Telegraph</i> , 15 April 1962
	"Enterprising Advertising," <i>Underground: The London Underground Railway Society</i> , October 1962
	"Housewife's Idea Made Them Rich," <i>Liverpool Daily Post</i> , 30 July 1963
	"A Letter from the Badlands," <i>London Daily Telegraph and Morning Post</i> , 12 September 1963
	"They Found a Fortune in Iced Water," <i>Waterway's Magazine</i> , May 1964
	"It Pays to Advertise . . . Long Distance," <i>London Daily Express</i> , 5 December 1964
	"It Pays to Advertise," <i>The American</i> , 11 August 1967
	"De Tjente Seg Rike på Vann," <i>Motor</i> , December (?) 1967
	"Anyone for South Dakota?," <i>Australian Post</i> , 1967
	"Ireland for Cooling-Off," <i>Irish Independent</i> , 16 October 1970
	"Hosting the Hostesses," <i>Haven</i> , May 1972
	"Eventyret Begynte med Reklame for Gratis Isvann," <i>Adresseavisen</i> , 12 July 1975
	"Gratis Logies in Amsterdam" <i>Het Parool</i> , 25 August 1975
	"The Lure and Fascination of Seven Fabulous Stores," <i>America Illustrated</i> , No Date
	"Wall Advertising Pays," <i>Auckland Star</i> , March 18
	Articles by Norman Vincent Peale
	"Don't Let Defeatism Smother Creativity," <i>Indianapolis Star</i> , 1 October 1966
	"Releasing Creative Powers," <i>Citizen-News</i> , 3 October 1966
	"Everyone Should Develop His Genius," <i>Chicago Tribune</i> , 8 October 1966
	"Creative Power Must Be Freed," <i>Sunday Star</i> , 9 October 1966
	"Release Your Creative Powers," <i>Globe Democrat</i> , 9 October 1966
	"All Are Given Genius, But Few of Us Use It," <i>Chicago Tribune</i> , October 1966
	"Use Your Mind," <i>Lincoln Journal Star</i> , 1966

Box No.	Description
	“Problems, He Says, Are Really Blessings in Disguise,” <i>Palm Beach Post</i> , 28 April 1972
	“Turn Your Problems into Ideas and Think Your Way to Success,” <i>National Enquirer</i> , 18 August 1974
	“Why Positive Thinkers Get Positive Results,” <i>Guideposts Magazine</i> , 1974
	“Rocky Mountain Reps Meet with Dr. Norman Vincent Peale,” Unknown, 1975
	“A Thanksgiving Message from Norman Vincent Peale,” <i>Guideposts</i> , November 1976
	“Free Ice Water” from Peale’s <i>You Can If You Think You Can</i>
	“Every Problem Contains Its Own Solution,” <i>Foundation for Christian Living</i> , Vol. 21 No. 14
	“Think New for the New Year,” <i>Foundation for Christian Living</i> , Vol. 23 No. 10 (Part III)
	Articles Concerning Wall Drug Signs in the United States
	“Signs in Seven States Are used to Promote Small Drug Store in Tiny South Dakota Town,” <i>Advertising</i> , 14 July 1952
	“Ted Believes in Signs,” <i>The Advocate-Leader</i> , 21 May 1953
	“Don’t Overlook the Highway Trade,” <i>Pathfinder</i> , June 1953
	“Road Sign Language: Fools 200,000 Every Summer . . . And They Like It,” July 1956
	“To the Bushwhackers the Spoils,” <i>Tulare Advance-Register</i> , 15 September 1964
	“Viroqua after Tourists,” <i>Boscobel, Wisconsin</i> , 19 March 1965
	“It’s 1,390 Miles to the Wall Drug Store,” <i>The San Bernardino Sun</i> , 28 June 1968
	“Twin Cities Have New Way to Reckon Mileage,” <i>Rapid City Journal</i> , 12 April 1970 (?)
	“Only 1,390 Miles to Famed Wall Drug Store—Give or Take a Mile,” <i>Evening Telegram</i> , 23 July 1971
	Untitled, <i>The Press Democrat</i> , 13 March 1972
	“Petaluma – World’s Championship,” <i>Pennington County Courant</i> , 14 September 1972
	“A Return to the Native,” <i>St. Paul Dispatch</i> , 28 November 1972 (?)
	“Minding the Store,” <i>Inside Footwear</i> , 25 July 1975
	“How Many Miles to Wall Drug Store?” <i>Woodall’s Trailer Travel</i> , November 1975
	“Can Graffiti Be an Intellectual Pursuit?” <i>The Harvard Crimson</i> , 20 March 1976
	“No Sign,” Unknown, No Date
	“New Dominion Side Views,” <i>The Daily Press New Dominion</i> , No Date
	“934 Miles to Wall Drug,” Unknown, No Date
	Articles Concerning Wall Drug Signs outside the United States
	Unknown, <i>Time</i> , 20 August 1951.
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	"Dakota Black Hills Teem with History, Wild Beauty," <i>Milwaukee Sentinel</i> , Unknown
	"Deadwood: Noisy Fun with a Yearning for Culture," <i>The National Observer</i> , Unknown
	"South Dakota's Black Hills: A Lively Tourist Attraction," <i>The Publick Observer</i> , Unknown

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Articles on Dana Jennings

- “Dana Jennings—See How He Runs, Working on S.D. Ice Water Man,” *The Great Lakes of the Dakotas Tabloid* (?), 12 May 1969
- “Dana Jennings Begins His 4<sup>th</sup> Book on South Dakota,” *Yankton Press and Dakotan*, 21 April 1969
- “Madison’s Fire Whistle Linked Writer to S.D.” *Madison Daily Leader*, 22 April 1969
- “Inspirational Reading,” *Sturgis Tribune and Black Hills Press*, August 1969
- “Wall Drug—‘Free Ice Water!’” *Petaluma*, No Date

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Incoming

- From Makens, Jim  
16 January 1975
- From Cooke, Muriel K.  
9 September 1976
- From Cunningham, Pat  
10 September 1976
- From Kernozicky, Joe  
n.d.
- From Sullivan, Roy  
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Outgoing

- To Barndollar, Frank  
1 September 1976

Other

- Hustead European Vacation (Summer 1958)  
Brussels, Belgium  
Cologne, Germany  
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Congressional Records

- Congressional Record—Appendix, “Wall Drug Celebrates 30<sup>th</sup> Anniversary of Tourism Ingenuity,” 16 August 1966
- Congressional Record—Senate, “South Dakota’s Wall Drug,” 11 September 1973
- Congressional Record—Extension of Remarks, “Inflation—A 5-Cent Cup of Coffee—And Welcome to South Dakota” 21 July 1975

EPHEMERA

- Wall Drug Bumper Stickers

MISCELLANEOUS

- Teaching Notes on Wall Drug by James D. Taylor, Robert L. Johnson, and Gene B. Iverson, ca. 1974