

VIDEO SCRIPT

TITLE: On Vacation

PREPARED FOR: SD Pathways Series

WRITER: Paul Higbee

PRODUCER: Jim Sprecher

DRAFT: FINAL RECORDED VERSION

DATE: January 31, 2005

SCRIPT #:16 TRT 13:46

V I S U A L

A U D I O

FADE IN:

Opening.

Opening Music Up and Under.

Boating or water skiing in the northeast. Golf in Hot Springs. Deer Mountain skiing. Walleye fishing on Oahe. Great Plains Zoo. Corn Palace. Cycling the Mickelson Trail. Visitors in the Shrine to Music Museum. Motorcycles in the Black Hills. Jewel Cave spelunking.

Music.

People viewing Mount Rushmore from one of the viewing terraces.

Narrator: Probably none of these vacationers are thinking about these two facts, but they're important to know. First, tourism—hosting visitors—is South Dakota's second biggest money maker...

Close-up of dairy cows.

ranking only behind agriculture.

Boats on Oahe.

Second, while lots of Americans consider vacation time essential...

Wealthy, well dressed passengers aboard an old-time ocean-going ship.

that wasn't always the case. Back in the 1800s vacation travel was something mostly reserved for the wealthy.

Union still.

That changed when American workers organized...

V I S U A L

A U D I O

“ “

and sometimes talked and sometimes fought...

with employers to limit work time per week to 40 hours.

Old-time industry.

In other words, usually eight hours a day, for five days...

Old-time tourism—maybe Coney Island.

creating what we call the weekend—time for relaxation.

Railroad shots.

Over the years, more and more factories and other workplaces granted employees a week or two of vacation time each year.

More railroad, and then Hot Springs, late 1800s.

Railroads took notice and began promoting places to visit. Hot Springs was one of those destinations. Starting in 1892...

Evans Hotel, old-time Evans Plunge.

trains delivered people seeking relaxation, and in many cases healing, in natural hot water spas. Hotels sprang up. In addition to warm baths and pools, a Hot Springs Commercial Club brochure spoke of Black Hills air that...

Southern Black Hills splendor.

VOICE OVER RECREATION OF AN OLD-TIME HUCKSTER – “sends the blood hurrying through your veins. It makes you hungry, eager to climb mountains, to walk, to bathe, to dance, to do everything and anything that is good for you. Next to the healing waters, it is the one thing that, more than any other, makes the weak

V I S U A L

A U D I O

Historic Corn Palace stills (displayed at the Corn Palace).

strong and the strong stronger.”

Narrator: About the same time Hot Springs started promoting its water and air, Mitchell began drawing train loads of visitors wanting to see one of America’s most unusual buildings—the Corn Palace.

Detail of the art.

Wonderfully detailed art designs of corn, other grains, and grasses decorated the building’s outside...

John Phillip Sousa band.

while inside the biggest entertainers of the time performed, including famous composer and band leader John Phillip Sousa.

“ “

A FEW SECONDS OF ANY WELL-KNOWN SOUSA MARCH.

East River prairie in fall.

Narrator: Still, the Corn Palace wasn’t the biggest attraction on the eastern South Dakota prairies. That distinction went...

Pheasants, and hunters.

to this bird, the ring-necked pheasant, eagerly stalked by hunters from around the world.

Pheasant art, and the big very fabricated pheasant sculpture at Huron.

In fact, pheasants are the very symbol of South Dakota in many visitors’ eyes. However, the bird wasn’t found here naturally. Ringnecks were imported from China, first by private citizens in the 1890s. The state Game, Fish, and Parks department began releasing pheasants in 1911.

V I S U A L

A U D I O

Trout, and shots of Black Hills trout streams.

And there's another creature that's brought lots of visitors to South Dakota, but didn't live here until introduced by humans. The Black Hills settlers of the 1870s and 1880s noted swift, cold, clear streams that were perfect for trout, and full of natural trout foods.

D. C. Booth Hatchery, Spearfish.

The only thing missing was the trout itself. Biologists at a United States government fish hatchery in Spearfish...

Cleghorn Hatchery, Rapid City and stocking milk cans.

and later at a state hatchery in Rapid City, changed that. Using milk cans like these...

Stocking stills.

they put finger-size baby trout into Black Hills streams.

Modern fly-fishermen, dissolving into a still of Calvin Coolidge.

The trout grew and lured fishermen from all over. Among those to pull trout from South Dakota creeks was the President of the United States...

Coolidge in South Dakota in 1927.

Calvin Coolidge. In the summer of 1927 the President spent three months amid deer, elk, and bison in Custer State Park. His visit did a lot to make Americans aware of the Black Hills.

Coolidge speaking at Rushmore.

He spoke at a ceremony that marked the start of blasting and carving on this mountain...

Rushmore as it looked before carving.

a mountain that, 14 years later, would look...

Rushmore today.

like this. The sculptor...

V I S U A L

A U D I O

Borglum.

Gutzon Borglum...

Needles.

came to South Dakota because tourism promoters hoped he would carve granite spires in the Black Hills into statues, representing Old West heroes.

Borglum with his studio models.
Crew on Rushmore in the 1920s and '30s.

Borglum suggested carving the great granite cap of Mount Rushmore instead, and he liked the idea of presidents. With money mostly obtained in Washington, D. C. by South Dakota Senators and Representatives, and with the help of 400 workers...

Slow pan across the faces.

Borglum created not just a tourist destination, but one of the United States' most powerful symbols.

1930s car travel.

Even before the last carving work on Rushmore in 1941, visitors were coming to South Dakota to see it, less and less by train and more and more by car. But car trips in the 1930s weren't like they are today.

Dusty, unpaved road.

Roads were unpaved and dusty. There was no air conditioning.

Early Wall Drug, and Dorothy and Ted.

In 1936 Dorothy and Ted Hustead guessed that hot travelers would consider stopping by their drugstore in Wall for free ice water...

Pop-up Fact: Before refrigerators, people got ice in winter and stored it for summer.

V I S U A L

A U D I O

Wall Drug signs.

if they put up a few signs along Route 16A.

Wall Drug in the 1930s and 1940s.

Their hunch proved right, and most people bought a few items in addition to drinking water. Before long, the little drugstore was anything but little.

A few seconds of stills showing Wall Drug's evolution.

Music.

Wall Drug signs in other nations.

Narrator: Today Dorothy and Ted's grandsons run Wall Drug, and their signs are found all around the world.

Sioux Falls airport.

Today South Dakota's travelers can come by plane...

I-90 traffic.

but most arrive on our highways in cars...

Motor homes and buses on I-90.

motor homes and buses...

Motorcycle rally.

and on motorcycles. Every August hundreds of thousands of motorcyclists come to a world famous rally at Sturgis.

Map.

While Interstate 29, running north and south...

Map.

and Interstate 90, running east and west, are the highways most South Dakotans think about when planning to cross the state...

V I S U A L

A U D I O

Map with interstates fading, and highway 18 revealed.

there are other routes to consider.

For example, highway 18—sometimes called the Oyate Trail—links...

Yankton.

historic Yankton...

Pickstown area.

Missouri River sites...

Pow-wow.

and something lots of travelers to South Dakota want to find...

Other cultural shots of Rosebud and Pine Ridge.

our American Indian culture, especially vibrant on our reservations.

Map showing highway 14, dissolving to 1920s Chicago skyline.

A little to the north, highway 14 is the Black and Yellow Trail, established in the 1920s to bring visitors west from Chicago...

Black Hills.

to the Black Hills...

Old Faithful.

and Yellowstone Park.

Gardens at Brookings.

The Black and Yellow Trail passes through Brookings...

State Fair.

the state fair city of Huron...

V I S U A L

A U D I O

Capitol.

past the state capitol in Pierre...

Cattle country.

and over the Missouri River and into West River prairie country before reaching the Black Hills.

Washington Pavilion. Restored Deadwood Main Street at night. Mickelson Trail. Tatanka.

SEGUE MUSIC.

Face of Crazy Horse on the memorial.

Narrator: There are always new reasons for tourists to come to South Dakota. In 1998, another face carved into a mountain was unveiled—that of Crazy Horse...

Model, and the entire mountain as it looks today.

part of a vast mountain sculpture created to honor all American Indians. Korczak Ziolkowski started carving in 1947...

Still of Korczak Ziolkowski.

Blasting.

and his family continues the work today.

Fall shots.

MUSIC.

Custer State Park buffalo roundup.

In recent years tourism leaders have promoted the notion of visiting South Dakota not just in summer, but into the fall...

East River snowmobiling.

and winter.

Tatanka sculpture.

And even with new attractions...

V I S U A L

A U D I O

Big-name Corn Palace act.

visitors don't seem tired of the old. Big-name stars still play the Corn Palace.

Avenue of flags at Rushmore.

Up to three million folks visit Mount Rushmore each year.

Fort Sisseton.

History...

Badlands at sunset.

and the splendor of our state and national parks and monuments are always draws.

Pheasant in flight.

Pheasants still fly...

Trout.

trout are still stocked in Black Hills waters...

Fishing from boats at Oahe.

as are walleye, pike, and other fish in the great reservoirs behind the Missouri River dams.

Kids at any attraction—perhaps the butterfly house in Sioux Falls.

Of course, as most South Dakota kids know, you don't have to be from out-of-state to be a tourist here.

Teenagers working in tourism.

And you don't have to be an adult to work in tourism. Because so much of it happens in summer, lots of South Dakota young people get their first jobs as hosts to our travelers.

Close.

Closing Music.
