

Take a Step Back in Time  
Authentic  
50's Diner



**1 Free Shake**  
with the purchase  
of a meal\*

**EXIT 59**

GATEWAY TO THE BEAUTIFUL BLACK HILLS

605-721-9452 • 1940 La Crosse St. • Rapid City • Adjacent to the Ramada

NOT REDEEMABLE WITH ANY SPECIAL. LIMIT 1 PER FAMILY/VISIT.

## KEYSTONE "Home of Mount Rushmore"

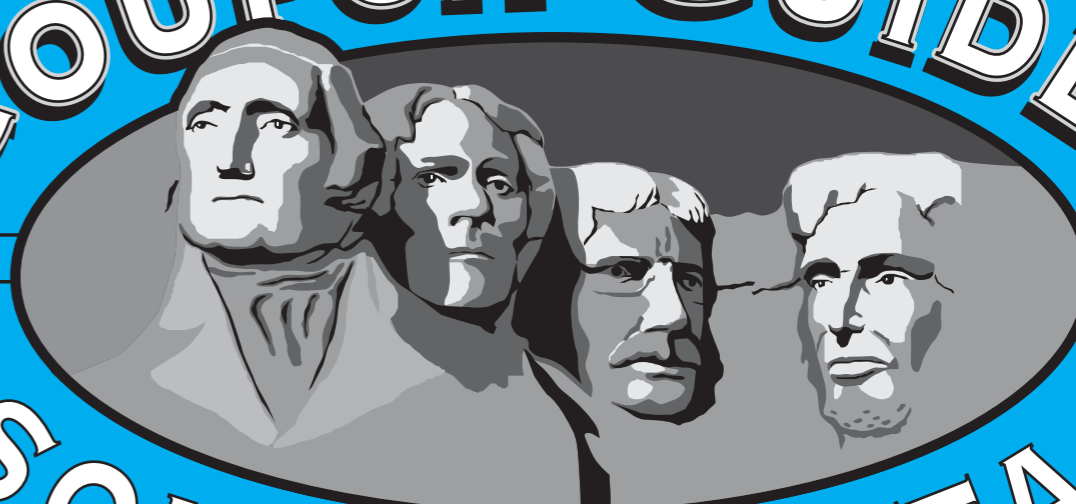
*Closest town to Mount Rushmore National Monument*



Keystone Chamber of Commerce  
P.O. Box 653, Keystone, SD 57751  
(800) 456-3345 or (605) 666-4896  
[www.keystonechamber.com](http://www.keystonechamber.com)

**FREE**

# FEARN'S COUPON GUIDE SOUTH DAKOTA



## SPECIAL SAVINGS

### FEATURES

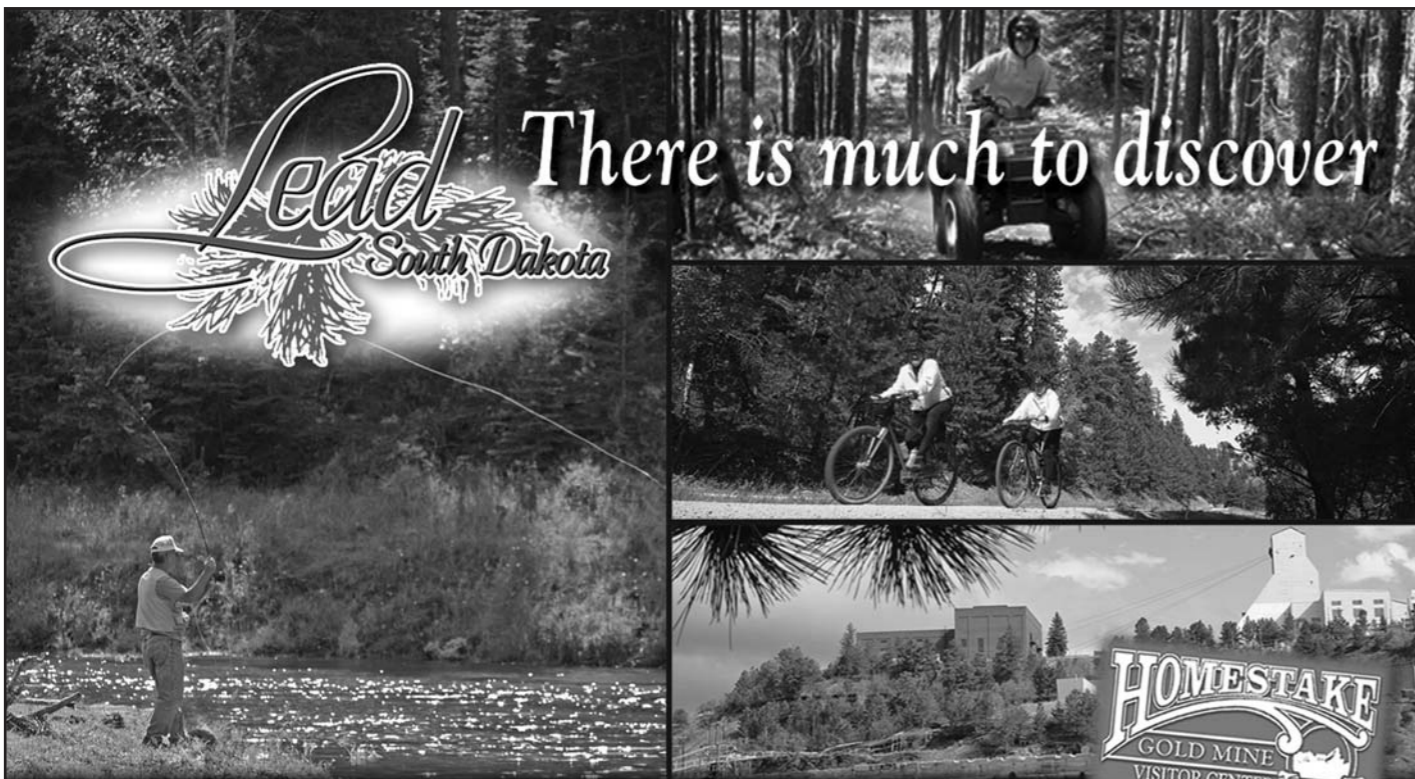
- \* Accommodations
- \* Attractions
- \* Entertainment
- \* Restaurants
- \* Gifts & Souvenirs
- \* Services

\* [www.visitortips.com/tig/sdcoupon](http://www.visitortips.com/tig/sdcoupon)

Published & Distributed by  
**CERTIFIED FOLDER DISPLAY SERVICE, INC.**

7601 Black Hawk Road, Unit #4 • Black Hawk, South Dakota

**605-786-0215 Fax 605-786-0217**



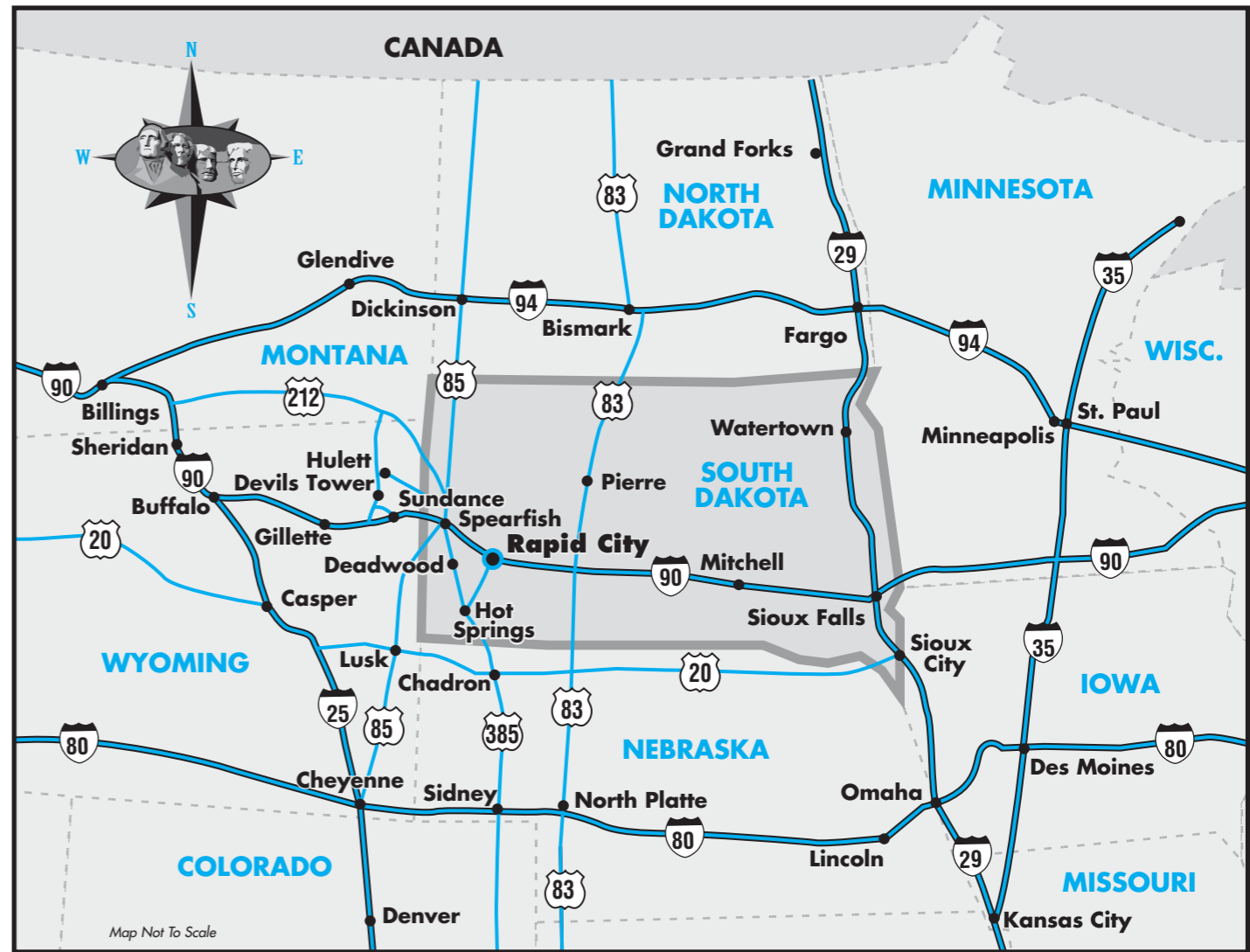
*Lead* There is much to discover  
South Dakota

Once a mining town for prospectors and fortune-seekers, today Lead is a haven for outdoor enthusiasts and history buffs. You can enjoy majestic views while hiking or biking along the 109 mile-long Mickelson Trail. Or enjoy a day golfing, viewing the abundant wildlife, fishing, or riding the ATV trails. For history buffs, take a step back in time by visiting Homestake, formerly the largest gold mine in the Western Hemisphere; Black Hills Mining Museum; Historic Homestake Opera House; and the Black Hills & Ft. Pierre Railroad Roundhouse. Then stroll through the town's Victorian homes and dine at any of our unique restaurants. There is much to discover in Legendary Lead.



160 W. Main Street  
www.HomestakeVisitorCenter.com

1-877-428-5590 • www.leadmethere.org • Vacation Packages call: 1-800-344-5122  
160 West Main Street, Lead, SD 57754



**MILEAGE BETWEEN RAPID CITY AND...**

Billings, MT	321
Bismark, ND	404
Casper, WY	251
Cheyenne, WY	291
Denver, CO	389
Des Moines, IA	629
Gillette, WY	140
Kansas City, MO	726
Mitchell, SD	282
North Platte, NE	348
Pierre, SD	191
Sheridan, WY	247
Sioux City, IA	429
Sioux Falls, SD	347
Spearfish, SD	48
Watertown, SD	406

**HELPFUL TELEPHONE NUMBERS**

<b>Emergencies</b>	<b>911</b>
Road Conditions	511
AAA Emergency Road Service	800-222-4545
South Dakota Campground Reservations	800-710-2267
South Dakota Tourism	800-S-DAKOTA
Black Hills, Badlands & Lakes Assn.	605-355-3600
Custer Area County Chamber	800-992-9818
Hill City Area Chamber	605-574-2368
Hot Springs Area Chamber	800-325-6991
Keystone Chamber (Mt. Rushmore)	800-456-3345
Rapid City Convention & Visitors Bureau	800-487-3223
Sioux Falls Chamber of Commerce	605-336-1620
Spearfish Area Chamber	800-626-8013
Sturgis Area Chamber	605-347-2556
<b>STATE/NATIONAL PARKS/MEMORIALS/MONUMENTS</b>	
Badlands National Park	605-433-5361
Black Hills National Forest	605-673-9200
Custer National Forest	406-657-6200
Custer State Park Reservations	800-658-3530
Jewel Cave National Monument	605-673-2288
Mt. Rushmore National Memorial	605-574-2523
Wind Cave National Park	605-745-4600

**\$1.00 off**  
**any regular admission**  
Not valid with any other discounts or promotions.  
Offer valid 2011

1145 N. River St. • Hot Springs, SD 57747 • Ph: 605-745-5165  
**WWW.EVANSPLUNGE.COM**

**visitortips.com**  
Delivering the Power of Brochures to the Internet!

Take a Step Back in Time  
Authentic  
50's Diner



**1 Free Shake**  
with the purchase  
of a meal\*



**Arnold's**  
Classic Diner

**EXIT 59**

GATEWAY TO THE BEAUTIFUL BLACK HILLS

605-721-9452 • 1940 La Crosse St. • Rapid City • Adjacent to the Ramada

NOT REDEEMABLE WITH ANY SPECIAL. LIMIT 1 PER FAMILY/VISIT.

*Tatanka*

STORY OF THE BISON  
US Hwy. 85 • One mile north of Deadwood  
605-584-5678

**\$1 OFF**  
**ONE ADULT ADMISSION**

Certain restrictions may apply. Must present coupon at time of visit. No cash value.  
One coupon per family per day. Not valid with any other promotional offer.

**Ranch**  
AMUSEMENT  
PARK

**\$2.00 off a Family Fun Pack**

*Great Family Fun!*

Valid 2011

- Adult Slick Track Karts
- Kids Go Karts
- Best Go-Kart Track in Black Hills – A 3/4 mile track!
- 2 18-Hole Mini Golf Courses
- Electric Bumper Boats with Water Cannons
- Jumping Castle with Slide
- The Bees - Kids Ride
- Tower Rock Wall
- Bumper Cars



One coupon per customer per day. CFDS coupon.  
Not valid with other offers & discounts, must present coupon at time of admission.

FEARN'S  
**COUPON GUIDE**  
SOUTH DAKOTA

**TABLE OF CONTENTS**

**GIFTS, SOUVENIRS, CRAFTS**

Blackhills Roundhouse	Lead	Page # 3
Sioux Pottery	Rapid City	3

**ATTRACTIONS & ENTERTAINMENT**

Big Thunder Gold Mine	Keystone	6
Black Hills Roundhouse	Lead	3
Circle B Ranch Trail Rides	Rapid City	4,5
Dinosaur Park	Rapid City	4,5
Evans Plunge	Hot Springs	1,9
Everything Prehistoric/ Museum Black Hills Institute	Hill City	10,11
Flags & Wheels	Rapid City	10,11
The Flintstones Bedrock City	Custer	10,11
National Museum of Woodcarving	Custer	9
Old MacDonald's Petting Farm	Rapid City	4,5
Ranch Amusement Park	Rapid City	12,13
Rushmore Cave	Keystone	3,6
Tatanka Story of the Bison	Deadwood	12,13
Wounded Knee Museum	Wall	3

**VISITOR SERVICES & INFORMATION**

Lead South Dakota	Lead	1
Keystone Chamber of Commerce	Keystone	6,15

**ACCOMMODATIONS**

Budget Host Hills Inn	Hot Springs	Page # 9
Holiday Inn Express	Sturgis	10,11

**CAMPING**

The Flintstones Bedrock City	Custer	10,11
------------------------------	--------	-------

**RESTAURANTS, FOOD & GAS**

Circle B Chuckwagon	Rapid City	4,5
Arnold's Classic Diner	Rapid City	12,13,15

FEARN'S  
**COUPON GUIDE**  
SOUTH DAKOTA

For Sales Information Contact:  
**Dean Sargent (605) 786-0215**

**FEARN'S 2011 SOUTH DAKOTA COUPON GUIDE**  
PUBLISHER: Anne M. Fearn  
CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081  
(760) 727-5100 Fax: (760) 727-1583 www.certifiedfolder.com  
South Dakota District Sales Office: Certified Folder Display Service, Inc., 7601 Black Hawk Road, Unit #4, P.O. Box 225, Black Hawk, SD 57718  
(605) 786-0215 Fax: (605) 786-0217

Neither Certified Folder Display Service, Inc. nor the South Dakota Coupon Guide make any representation expressly or implied as to the performance of the advertisers herein, or the accuracy of the facts herein. Certified Folder Display Service, Inc. and the South Dakota Coupon Guide jointly and severally disclaim any responsibility for acts or omissions of these advertisers. Copyright 2011 by Certified Folder Display Service, Inc. All rights reserved. No part of this Travel Guide may be reproduced without permission of the publisher. SDCB611.

**BLACK HILLS ROUNDHOUSE** *Lead's Newest Attraction*

Family Fun with a "Victorian Theme"  
 BLACK HILLS ROUNDHOUSE  
 Roundhouse Restaurant • Living Map Theater  
 Good As Gold Gift Shop • Club Car Beer & Wine  
 Located on Highway 14A in Lead • Open Year-Round



**\$2.00 OFF Any Purchase**

Not valid with any other coupon or discounted items.

bhroundhouse.com

**Save at the Cave!**

Explore underground passageways that lead to spectacular stalactite rooms on this fun and educational 1 hour Guided Cave Tour. Try the new Soaring Eagle Zipline - the Region's First Zipline Attraction.

5 miles East of Keystone on Hwy 40  
 605.255.4384  
 rushmorecave.com

**10% off your Tickets**

Present this ad when purchasing tickets.

Valid 2011

Valid on Walking Tour & Zip Line admission only. Not valid with any other offers, or promotions.

**"The Best Cave Experience in the Black Hills."**

- Casey from Minnesota



**RUSHMORE CAVE**

In 1890, a small band of Lakota families fled across the December landscape, trying to reach the protection of the Pine Ridge Agency, South Dakota. We invite you to learn about who these people were, why they were afraid, and the events that occurred that winter.



**THE STORY OF Wounded Knee**  
 The Unforgettable Story of Wounded Knee Will Touch Your Heart!

Interstate 90 at Exit 110

605.279.2573  
 woundedkneemuseum.org

One Minute From Wall Drug  
 5 Minutes From Badlands National Park West Entrance  
 40 Minutes East of Rapid City

Gift Shop • Books  
 Jewelry • T-Shirts

Open Daily 8:30am - 5:30pm  
 May 1 - October 1

**\$2.00 OFF**

Each Adult Admission  
 In Your Group

Coupon Not Valid With Other Promotions

**SIoux POTTERY**  
 "SEE IT MADE"

Our Factory Outlet & Retail Store offers a fine selection of Lakota-made pottery produced by on-site artists. Also Mandellas, Dream Catchers, Dance Rattlers, Silver Jewelry, Indian Art, Bead & Quillwork

One mile south of South Dakota School of Mines  
 1441 East St. Joseph, Rapid City, SD 57701  
 605-341-3657 • 800-657-4366

Factory seconds, at 50% of retail price

**FREE POTTERY**  
 Each child receives a **FREE** pot to decorate as they sit with our Lakota artists

www.siouxpottery.com

Valid 2011



**25% DISCOUNT**  
 with this ad  
 on 1st Line Merchandise

Take a Step Back in Time  
 Authentic  
 50's Diner



**1 Free Shake**

with the purchase of a meal\*

**EXIT 59**

GATEWAY TO THE BEAUTIFUL BLACK HILLS

605-721-9452 • 1940 La Crosse St. • Rapid City • Adjacent to the Ramada

NOT REDEEMABLE WITH ANY SPECIAL. LIMIT 1 PER FAMILY/VISIT.



*Tatanka*

STORY OF THE BISON  
 US Hwy. 85 • One mile north of Deadwood  
 605-584-5678

**\$1 OFF**  
**ONE ADULT ADMISSION**

Certain restrictions may apply. Must present coupon at time of visit. No cash value. One coupon per family per day. Not valid with any other promotional offer.



**\$2.00 off a Family Fun Pack**

*Great Family Fun!*

Valid 2011

- Adult Slick Track Karts
- Kids Go Karts
- Best Go-Kart Track in Black Hills - A 3/4 mile track!
- 2 18-Hole Mini Golf Courses
- Electric Bumper Boats with Water Cannons
- Jumping Castle with Slide
- Bumper Cars
- The Bees - Kids Ride
- Tower Rock Wall



One coupon per customer per day. CFDS coupon. Not valid with other offers & discounts, must present coupon at time of admission.

Bedrock City - Celebrating Over 40 Years in Custer, South Dakota!

# THE FLINTSTONES™ BEDROCK CITY

YABBA DABBA DOO! CUSTER SD

Theme Park and Camping Resort in a Stone-Age setting  
(605) 673-4079 • www.flintstonesbedrockcity.com

TM & ©Hanna-Barbera (s10)

**\$1.00 OFF Each Paying Adult!**

Must present coupon.  
Not valid with any other offer.

## Flags & Wheels Indoors

Take Omaha to 12th Street  
**605-341-2186**

**BUY TWO, GET ONE FREE!**  
**ON OUR GO CARTS, BUMPER CARS & LASER TAG!**

Certain restrictions may apply. Must present coupon at time of visit. No cash value. One coupon per family, per day. Not valid with any other promotional offer. Expires 9/15/10



877-793-7979  
www.histurgis.com

Present ad for \$10 OFF\*

Whether you're visiting for a relaxing vacation away or an extended business trip, you'll enjoy an impressive array of contemporary amenities and features, and customer-focused services that accommodate your lifestyle.



- 84 Rooms • 28 Suites
- Indoor Pool & Waterslide • Jacuzzi • Fitness Center
- Business Center • Free Wi-Fi • Game Room
- Complimentary Deluxe Hot Breakfast • Gift Shop
- Convention Center Adjacent
- Free Shuttle Service to Deadwood

\*\$10 off entire stay. Certain blackout dates apply. Exp. 4/30/12

Room Packages • 605-347-4140 • Exit 30, I-90 • 2721 Lazelle Street • Sturgis, SD 57785

Celebrating Our 35th Season!

# CIRCLE B CHUCKWAGON

## Chuckwagon Suppers and Western Music Show

From Rapid City 15 Miles West on Hwy 44W, 1 mile North on Hwy 385

For Reservations & Info  
**605-348-7358**

1-800-403-7358  
RESERVATIONS SUGGESTED

Delicious Chuckwagon Supper and Western Music Show by the Circle B Cowboys. (Now serving buffalo!)  
Supper Served at 6:00 pm rain or shine. Under cover

**Fun for the Whole Family!**

Gold Panning • Trail Rides • Western Town  
Pony Rides • Gift Shop • Western Shootout  
Woodcarver • Kids' Shooting Galley

www.circle-b-ranch.com

**\$1.00 OFF\***

Admission  
(up to 4 persons per coupon)

\*Not valid with any other discounts or offers.

Valid 2011

Our 35th Season!

# TRAIL RIDES

## at CIRCLE B RANCH est. 1976

From Rapid City, 15 miles West on Hwy 44 W, 1 mile North on Hwy 385

For Reservations & Info  
**605-348-7358**

1-800-403-7358

Come and ride the trails of the **Circle B Ranch**, nestled in the beautiful Black Hills of South Dakota. We offer fun rides for anyone looking to experience a little bit of the "Old West!"

**Fun for the Whole Family!**

Enjoy our western town, gold panning, gift shops, ice cream parlor, playgrounds, model calf roping, woodcarver and miniature goats & donkeys.

www.circle-b-ranch.com

**\$1.00 OFF\***

Per Rider  
(up to 4 persons per coupon)

\*Not valid with any other discounts or offers.

Valid 2011

# Dinosaur Park

Est. 1936

**\$1.00 OFF**  
Fossil Find or Gemstone Mining

Towering Life-Sized Dinosaurs  
100 Mile Views On  
National Register of Historic Places

**FREE**  
Bag of Popcorn  
w/this ad; 1 per family

Large selection of 1/2-Priced T-shirts

940 SKYLINE DRIVE • RAPID CITY, SD • 605.343.8687

## EVERYTHING PREHISTORIC / MUSEUM

Gift Shop of Black Hills Institute / Black Hills Institute

**10% OFF**  
**PURCHASE or ADMISSION**

Must Present This Coupon

117 Main Street • Hill City, South Dakota  
www.bhigr.com • (605)574-3919



Pony Rides • Pig Races  
Bottle Feeding • So much more!

Visit this world-class petting farm for some real hands-on fun!

Guests tell us... "Best Animal Show in the Hills!"

Receive a  
**FREE PONY RIDE**

with each child admission

Must present coupon. Subject to weight restriction. Valid 2011.

9 miles south of Rapid City on Hwy. 16  
(605) 737-4815 • oldmacsfarm.blackhills.com

**Celebrating Our 35th Season!**

# CIRCLE B CHUCKWAGON

## Chuckwagon Suppers and Western Music Show

From Rapid City 15 Miles West on Hwy 44W, 1 mile North on Hwy 385

**For Reservations & Info**  
**605-348-7358**  
 1-800-403-7358  
 RESERVATIONS SUGGESTED

Delicious Chuckwagon Supper and Western Music Show by the Circle B Cowboys. (Now serving buffalo!)  
 Supper Served at 6:00 pm rain or shine. Under cover

**Fun for the Whole Family!**  
 Gold Panning • Trail Rides • Western Town  
 Pony Rides • Gift Shop • Western Shootout  
 Woodcarver • Kids' Shooting Galley

**\$100 OFF\***  
 Admission  
 (up to 4 persons per coupon)  
 \*Not valid with any other discounts or offers.  
 Valid 2011

www.circle-b-ranch.com

Bedrock City - Celebrating Over 40 Years in Custer, South Dakota!

# THE FLINTSTONES™ BEDROCK CITY

## YABBA DABBA DOO!

### CUSTER SD

Theme Park and Camping Resort in a Stone-Age setting  
 (605) 673-4079 • www.flintstonesbedrockcity.com

**\$1.00 OFF Each Paying Adult!** **Must present coupon. Not valid with any other offer.**

**Our 35th Season!**

# TRAIL RIDES

at **CIRCLE B RANCH** est. 1976

From Rapid City, 15 miles West on Hwy 44 W, 1 mile North on Hwy 385

**For Reservations & Info**  
**605-348-7358**  
 1-800-403-7358

Come and ride the trails of the **Circle B Ranch**, nestled in the beautiful Black Hills of South Dakota. We offer fun rides for anyone looking to experience a little bit of the "Old West!"

**Fun for the Whole Family!**  
 Enjoy our western town, gold panning, gift shops, ice cream parlor, playgrounds, model calf roping, woodcarver and miniature goats & donkeys.

**\$100 OFF\***  
 Per Rider  
 (up to 4 persons per coupon)  
 \*Not valid with any other discounts or offers.  
 Valid 2011

www.circle-b-ranch.com

# Flags & Wheels Indoors

Take Omaha to 12th Street  
**605-341-2186**

**BUY TWO, GET ONE FREE!**  
**ON OUR GO CARTS, BUMPER CARS & LASER TAG!**

Certain restrictions may apply. Must present coupon at time of visit. No cash value. One coupon per family, per day. Not valid with any other promotional offer. Expires 9/15/11

**FREE Attraction!** Est. 1936

# Dinosaur Park

**\$1.00 OFF** Fossil Find or Gemstone Mining

**FREE** Bag of Popcorn w/this ad; 1 per family

**Towering Life-Sized Dinosaurs**  
**100 Mile Views On National Register of Historic Places**

**Large selection of 1/2-Priced T-shirts**

940 SKYLINE DRIVE • RAPID CITY, SD • 605.343.8687

**Holiday Inn Express & Suites**

877-793-7979  
 www.histurgis.com

Present ad for **\$10 OFF\***

Whether you're visiting for a relaxing vacation away or an extended business trip, you'll enjoy an impressive array of contemporary amenities and features, and customer-focused services that accommodate your lifestyle.

- 84 Rooms • 28 Suites
- Indoor Pool & Waterslide • Jacuzzi • Fitness Center
- Business Center • Free Wi-Fi • Game Room
- Complimentary Deluxe Hot Breakfast • Gift Shop
- Convention Center Adjacent
- Free Shuttle Service to Deadwood

\*\$10 off entire stay. Certain blackout dates apply. Exp. 4/30/12

Room Packages • 605-347-4140 • Exit 30, I-90 • 2721 Lazelle Street • Sturgis, SD 57785

**Old MacDonald's Petting Farm**  
 Family Fun Park

**Pony Rides • Pig Races**  
**Bottle Feeding • So much more!**

Visit this world-class petting farm for some real hands-on fun!

Guests tell us...**"Best Animal Show in the Hills!"**

Receive a  
**FREE PONY RIDE**  
 with each child admission

Must present coupon. Subject to weight restriction. Valid 2011.

9 miles south of Rapid City on Hwy. 16  
 (605) 737-4815 • oldmacsfarm.blackhills.com

**EVERYTHING PREHISTORIC / MUSEUM**  
 Gift Shop of Black Hills Institute / Black Hills Institute

**10% OFF PURCHASE or ADMISSION**  
 Must Present This Coupon

117 Main Street • Hill City, South Dakota  
 www.bhigr.com • (605)574-3919

# BUDGET 4 FUN!

in Hot Springs, SD

Stay at 

 (605) 745-3130

Stay at Budget Host Hills Inn and receive 10% off room rate!

**10% Off!**

Play at **Putt 4 Fun**



(605) 745-PUTT (7888)

Play at Putt 4 Fun and receive \$1.00 off admission for whole family!

**\$100 Off!**

Offers not valid with any other discounts or offers. Must present this coupon for discounts. Valid 2011

[www.budgethosthillsinn.com](http://www.budgethosthillsinn.com) • 640 S. 6th Street, Hot Springs, SD



**\$1.00 off**  
any regular admission

Not valid with any other discounts or promotions.  
Offer valid 2011

1145 N. River St. • Hot Springs, SD 57747 • Ph: 605-745-5165

[WWW.EVANSPLUNGE.COM](http://WWW.EVANSPLUNGE.COM)

# KEYSTONE "Home of Mount Rushmore"

Closest town to Mount Rushmore National Monument



Keystone Chamber of Commerce  
P.O. Box 653, Keystone, SD 57751  
(800) 456-3345 or (605) 666-4896  
[www.keystonechamber.com](http://www.keystonechamber.com)

AAA Star Rated

Family Approved Attraction

**\$100 OFF**



## MUSEUM OF WOODCARVING

Two Adult Admissions

Hwy 16 West Custer, South Dakota

- Life work of Disneyland's original animator
- Works from top U.S. caricature carvers
- Carving Studio of resident woodcarver
- Wooden nickel theater
- Museum Gallery of over 80 woodcarvers & artists

Must be presented at time of purchase

Valid '11

SAVE with this AD

**\$1.00** OFF EACH ADMISSION

**.50¢** OFF GOLD PANNING



Historic Keystone, "City of Gold"

**3 mi. from Mt. Rushmore**

EXPERIENCE the Black Hills Gold Rush of the 1890's. Informative guides lead you underground where you receive a free sample of gold ore. Pan for gold by the stream with guaranteed gold. Gem panning also available. Visit the gold processing museum, eatery and gift shops. Hometown of Mt. Rushmore. Keystone, SD [www.bigthundermine.com](http://www.bigthundermine.com)

Valid until Oct. 31, 2011

Visit our "Company Store" & Specialty Gift Shop



Use in Gift Shop

or Museum Gallery

**20% OFF**



## MUSEUM OF WOODCARVING

- One-of-a-kind Woodcarvings
- Black Hills Gold
- Over 30 designs of T-Shirts
- Quality Gift Items

Must be presented at time of purchase

Hwy 16 West Custer, South Dakota

Reg. Price Items

Valid '11

## Save at the Cave!

Explore underground passageways that lead to spectacular stalactite rooms on this fun and educational 1 hour Guided Cave Tour. Try the new Soaring Eagle Zipline - the Region's First Zipline Attraction.

5 miles East of Keystone on Hwy 40  
605.255.4384  
[rushmorecave.com](http://rushmorecave.com)

**10% off**  
your Tickets

Present this ad when purchasing tickets.

Valid 2011

Valid on Walking Tour & Zip Line admission only. Not valid with any other offers, or promotions.

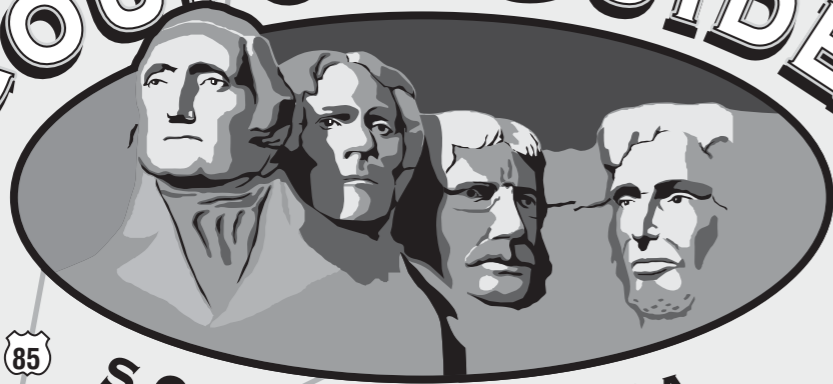
"The Best Cave Experience in the Black Hills."

- Casey from Minnesota

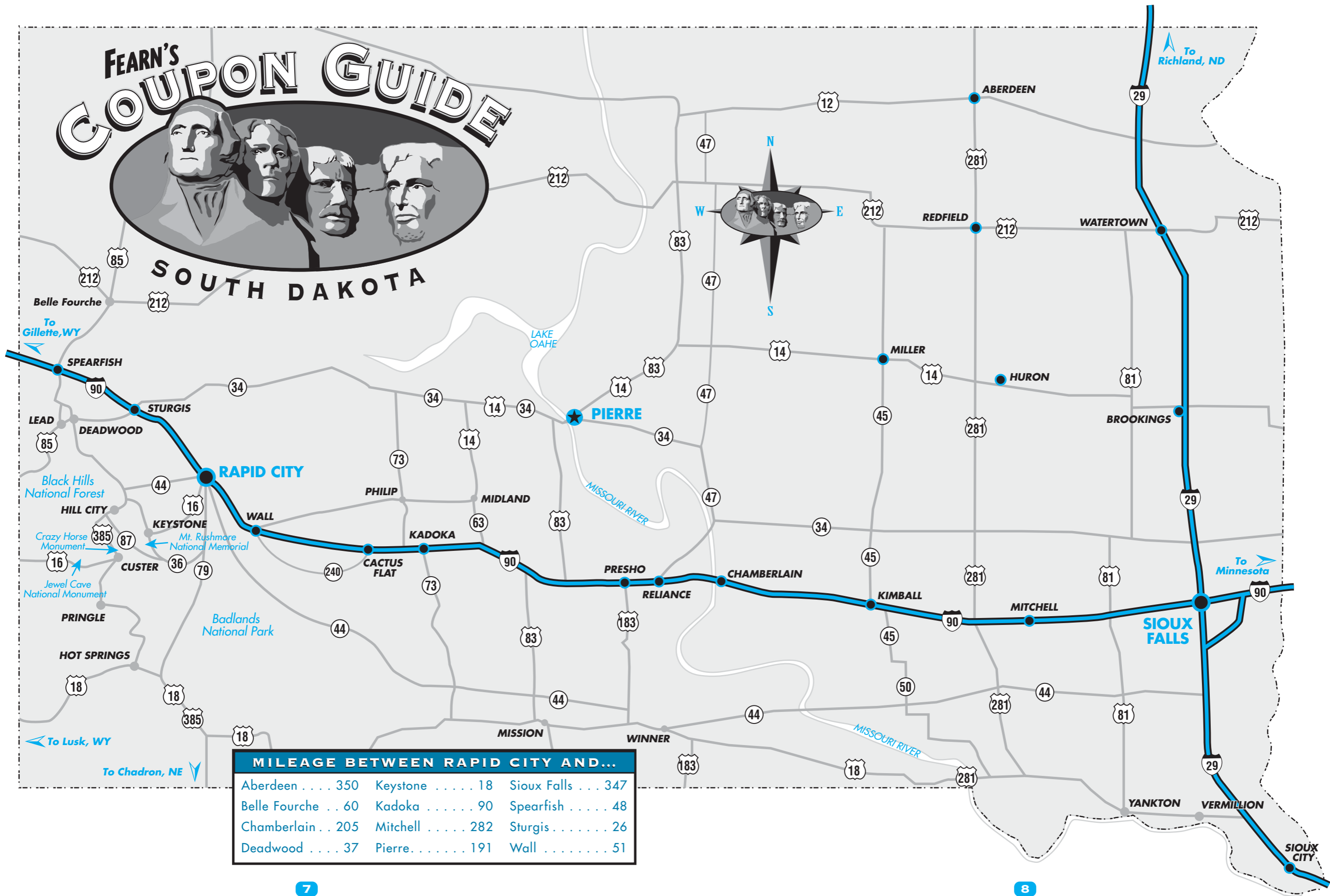


**RUSHMORE CAVE**

# FEARN'S COUPON GUIDE



**SOUTH DAKOTA**



MILEAGE BETWEEN RAPID CITY AND...		
Aberdeen . . . . .	350	Keystone . . . . . 18
Belle Fourche . . .	60	Kadoka . . . . . 90
Chamberlain . . . . .	205	Mitchell . . . . . 282
Deadwood . . . . .	37	Pierre . . . . . 191
		Sioux Falls . . . . . 347
		Spearfish . . . . . 48
		Sturgis . . . . . 26
		Wall . . . . . 51