

So not only is Wall conveniently located 8 miles away from the entrance to the Badlands, there's also a little tourist attraction called Wall Drug here. Perhaps you've heard of it?



*Wall Drug Ride-able Jackalope*

Alas, despite hundreds of miles of signs promising wondrous things, Wall Drug is mostly a tired set of lazy props strung haphazardly amongst junk stores.

That's not so say there's nothing here. There is a smattering of western stuff, and the "back yard" has the jackalope and a building that feels like a small shopping mall but with extra props.



*Wall Drug - town inside a building.*

There is an animatronic dinosaur that wakes up every twenty minutes, wiggles a bit and roars impressively. Presumably that's fun when there's kids around to scare.



*Boot Hill shooting gallery - I actually kind of liked this one.*



*There's a saloon in back, although I think it only served ice cream. I don't know for sure because it was closed. They had this re-enactment of Wild Bill drawing on some no good cheatin' gamblers.*



*Stuff felt like it was assembled without any real plan and then had been aging for the past decade or two.*



*Having been impressed upon the importance of checking out recommended bathrooms by House on the Rock, I followed the signs. To a set of bathrooms straight out of a modern travel plaza.*

I've been trying to think why I loved House on the Rock so much but found Wall Drug to be mostly just boring. I do think it's the love put into it. House on the Rock was created by someone given over to creating spectacle. There are hints that Wall Drug originally was built around truly making an impressive spectacle, but then changed hands a while back. Now it feels like it exists purely to trick you here so you'll buy some junk and then move on. Of course, House on the Rock charges admission whereas Wall Drug is free, so that also perhaps explains their differences in style.

There's probably some metaphor to modern web services or newspapers in there somewhere. In summary: disappointing even though my hopes were low. It's quick in and out, worth a stop if you're driving by on I-90, but not really worth much time. Oh, and the food is poor, the ice cream is bland and the only beer they serve is Bud Light.