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THE FUN FACTORY

Laughter-Creating Devices for Old and Young

White City Amusement Park, 63rd Street and South Parkway, Chicago, IL (1905)

Abandon all dignity ye who enter here. No person, however sedate and cynical, can go into this attraction without laughing and being well pleased with the world in general. Go where the laughter is loudest and there you will find the Fun Factory. This attraction is located on the east side of the "Board Walk," and is situated just north of the Electric Tower.

Mirrors are the cause of it all. By a most ingenious and skillful arrangement of the various glasses many humorous and amusing illusions are given. There is the convex mirror, the concave mirror, the double mirror, and in fact every kind of a mirror that human ingenuity has devised.

The spectator steps before one glass to look at himself and finds that he has apparently flattened out until he is only about one foot tall and five or six feet broad. The enormous change in the appearance of a person when he stands before this mirror is most ludicrous. The next moment he steps before another glass and sees himself many feet tall and extremely slender. From the first mirror to the last the spectator is convulsed with laughter.



Fun Factory

It has been observed that each spectator tries to put the laugh on some other person. He will stand way out from the mirrors and endeavor to beguile his friends to step nearer, and when they do so he will laugh at their discomfiture, only a moment later to find that he, himself, has wandered too near one of the mirrors and that he is the center of the laughter of his friends, who are thoroughly enjoying his awkward position.