



Living History of Illinois and Chicago®

[Living History of Illinois and Chicago®](#) – Facebook Group.

[Living History of Illinois and Chicago Digital Library](#)

[Living History of Illinois Gazette](#) - The Free Daily Illinois Newspaper.

[Illinois History Store®](#) – Vintage Illinois and Chicago logo products.

THE OBSERVATION WHEEL

A UNIQUE AND DELIGHTFUL METHOD OF SEEING WHITE CITY

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

In the plaza in front of the Midway at the extreme southeast corner of the park is the Observation Wheel. For many years this device, in a less improved form, has enjoyed great popularity among all classes, and this year is proving no exception. The cause of this is due probably to the fact that there is no keen excitement or nerve testing chances about it. It is a form of entertainment which even the youngest child or the oldest person may enjoy without the slightest foreboding — hence its popularity.

Owing to the position given the Observation Wheel it was necessarily limited as to size, but there was no limit put upon the completeness and stability of the structure. This wheel is the finest ever constructed since the Ferris wheel at the World's Fair in 1893. It is smaller than the Ferris wheel because the management realized that a great number of persons feared to ride in the former because of its great and cumbersome bulk. It was too large and excited feelings of distrust in even the most brave. The success which has characterized other smaller wheels made it advisable to make the White City Wheel of a size which would be without the objectionable features of the Ferris wheel, and yet would carry the people to a sufficient height so that they might view the stirring



Observation Wheel



Living History of Illinois and Chicago®

[Living History of Illinois and Chicago®](#) – Facebook Group.

[Living History of Illinois and Chicago Digital Library](#)

[Living History of Illinois Gazette](#) - The Free Daily Illinois Newspaper.

[Illinois History Store®](#) – Vintage Illinois and Chicago logo products.

panorama which is always presented to the sight-seer at White City.

White City's Observation Wheel is the perfection of mechanical and engineering skill, the mechanism being so perfect and yet so simple that a child could easily run it. No perceptible effort is discernible when the wheel is started or stopped, because the ingenious placing of the ball bearings absolutely prevents all jar or friction.

There is something particularly entrancing about a ride on this Observation Wheel. The visitor is slowly and irresistibly carried to a height which permits a clear view of all the surrounding houses and attractions, and in fact gives the spectator a complete bird's-eye view of the whole in all its pristine beauty. Probably the chief attraction of this wheel is the fact that the rider feels the sensation of being maintained in the air by invisible forces.

Various devices have been invented from time to time by promoters of amusement parks, but none has ever yet been found which will take the place of the Observation Wheel and its peculiarly pleasant and indefinable sensations.