Bubble Mania

By Christine Broz

Many people enjoy chewing gum. It has been around since the days of the ancient Mayans and Greeks. But the best kind of gum to chew is bubble gum. This pink sensation popped into **existence** in the early 1900s and continues to be popular.

Bubble gum was first invented by Frank Fleer in 1906. However, it was too sticky to enjoy, and he didn’t sell very much. Then in 1928, twenty-three year old Walter Diemer, an accountant for Fleer’s gum company, came up with a new recipe. The new pink gum was stretchy and not as sticky as regular chewing gum. Diemer was soon selling lots of it and teaching sales clerks how to blow bubbles. Today, most bubble gum is the same playful pink color and comes in a variety of shapes.

People of all ages think bubble gum is fun. Youngsters love the challenge of blowing bubbles the size of a grapefruit. Some adults like it just because it reminds them of their childhood. You are sure to feel silly when a huge bubble pops ands sticks to your nose.

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Top 5 Favorite Bubble Gums

1. Stride
2. Hubba Bubba
3. 5
4. Trident
5. Big League Chew

from [www.thetoptens.com](http://www.thetoptens.com) accessed Dec. 20, 2011

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Bubble gum has been the subject of many contests and records. Susan Montgomery Williams of California set a Guinness World Record in 1994 for blowing a twenty-three inch bubble. People make up their own contests. They compete for who can blow the biggest or fastest bubble. They compete for whom can blow the most bubbles in a minute, or bubbles that won’t pop on their face before they can suck them back in. They have found other amusing things to do with bubble gum. These include blowing bubbles inside their mouths, inside a glass of soda, at the end of a straw, or with their noses.

Even the names of bubble gums are amusing. The first bubble gum was called Blibber-Blubber. Walter Diemer’s gum was called Dubble Bubble. In the 1930s, Bazooka® bubble gum was named after a funny looking musical instrument. Then came Bubblicious®, Bubble Yum, and Hubba Bubba. Try saying those names fast five times without cracking a smile.

Besides being fun, gum has many benefits. According to the ICGA (International Chewing Gum Association) there are **numerous** advantages to chewing gum. It has been proven to freshen breath, fight tooth decay, improve concentration, and even ease tension. Now, don’t you want to pop a piece in your mouth?

Bob Burns playing the Bazooka.

Millions of pieces of bubble gum are chewed every year. No wonder Walter Diemer was proud to say he made children happy all over the world.