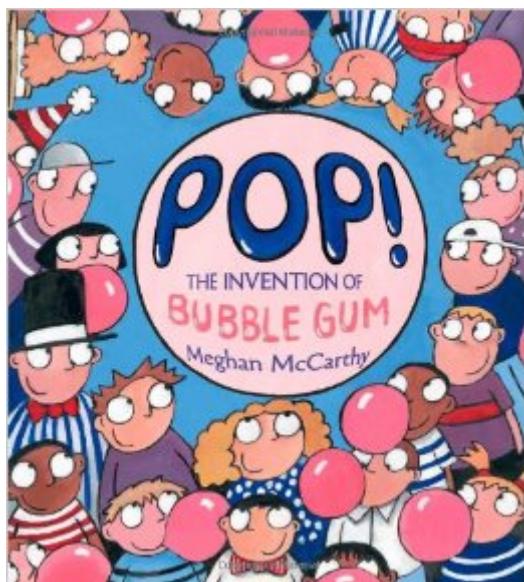


The book was found

# Pop!: The Invention Of Bubble Gum



## Synopsis

Gum. It's been around for centuries "from the ancient Greeks to the American Indians, everyone's chewed it. But the best kind of gum "bubble gum" wasn't invented until 1928, when an enterprising young accountant at Fleer Gum and Candy used his spare time to experiment with different recipes. Bubble-blowing kids everywhere will be delighted with Megan McCarthy's entertaining pictures and engaging fun facts as they learn the history behind the pink perfection of Dubble Bubble.

## Book Information

Lexile Measure: 740L (What's this?)

Hardcover: 40 pages

Publisher: Simon & Schuster/Paula Wiseman Books; 56042nd edition (May 4, 2010)

Language: English

ISBN-10: 1416979700

ISBN-13: 978-1416979708

Product Dimensions: 9 x 0.3 x 10 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars (See all reviews) (17 customer reviews)

Best Sellers Rank: #86,793 in Books (See Top 100 in Books) #40 in Books > Children's Books > Science, Nature & How It Works > How Things Work #83 in Books > Children's Books > Education & Reference > History > United States > 1900s #88 in Books > Children's Books > Children's Cookbooks

Age Range: 4 - 8 years

Grade Level: Preschool - 3

## Customer Reviews

This book brings it home for kids that businesses aren't always successful at what they do, and that finding a way to be profitable takes a LOT of persistence, energy, and late nights. And the book is so cheerfully illustrated -- they'll forget they are learning when they are caught up in the fun of DubbleBubble. It's fun for young scientists to see that science isn't just sterile environments; science is fun and applicable across many specialties. Parent Note: The book does seem to present the triumphant formula as a bit haphazardly arrived at: "added a bit of this and a drop of that." I don't know how Dubble Bubble was created -- it may have been a happy accident, or it may have been more scientific than this book portrays. For another bubble gum biography, try William Wrigley Jr.:

## Wrigley's Chewing Gum Founder (Food Dudes)

This is my favorite book! I teach third grade, and it's perfect! I love the illustrations, and that it is a historical biography that is so casual and funfilled! Great quality of the book as well. delivered this perfectly, and I'm really happy with it. Would recommend.

Back in the late 1920s, a young accountant named Walter Diemer decided to go beyond his job of crunching numbers for his employer, a candy company named Fleer. Company scientists had been trying, without much luck, to develop a new kind of chewing gum with which people could blow bubbles. Walter could not resist trying his hand, and ultimately his experiments with a variety of secret ingredients yielded a mixture that produced bubbles, stayed soft, and tasted good. After a large batch sold out within one day at a local mom-and-pop store, Fleer marketed the new concoction as Dubble Bubble and used its success to avoid going into bankruptcy. Curious children who wonder why their bubble gum is pink and how it came about will enjoy this informative and engaging picture book. The book makes a valuable resource for teaching children about the rewards that come from innovation in terms of new products for companies to sell and consumers to enjoy.

This book ties in nicely with The Gum Chewing Rattler. Students enjoy learning about the invention of bubblegum with this book. It is presented in short but to point way with great illustrations. At the end they discover even more facts about bubblegum throughout our world's history.

I knew nothing about this book before I purchased it for my school library for the Maryland Black Eyed Susan Awards. This story, of the history of bubble gum, quickly became a school favorite and inspired my students to do a lot more research on bubble gum!

I found this book by accident after buying a "toy" for a 4yr old relative's birthday (a girl). I decided to purchase it in addition to the toy. She opened it at the end of the gift opening session at her party, and ignored all of the toys and dolls previously opened. She asked her grandmother to read it to her, and she was facinated by the story & the beautiful illustrations, from the beginning to the end. I paid the full price at a Mom & Pop toy store (but I did get free gift wrapping), but this price is excellent. I would highly reccomend it.

Book was interesting and amusing to an audience of Italian youngsters learning English. Pictures were great and storyline captivating especially with a followup of bubble gum chewing and bubble blowing.

I think this would be a fascinating topic for children (I'm sure I would have loved to learn about the invention of bubble gum when I was young!)-note this is not about the invention of gum, but \*bubble\* gum. Though we do get a quick history of how long gum has been around for-I found the story interesting, especially the fact that the inventor wasn't even in R&D and that he kept going when everyone else had given up (there's a great message - though nice and subtly written). However, the whole book left me wanting more. I wanted to know exactly what made the recipe finally work, but apparently it's a secret (which, isn't the author's fault, of course), but there were so many details that I felt were glossed over that I really think could have made this more intriguing for children. That said, there's some good information in the back matter which helps to fill in some of the gaps. But, ultimately it felt more like a biography instead of an insight into bubble gum. So, all in all, if it's a topic that interests you or your child, go for it! But, compared side by side, I much preferred McCarthy's other book: *Astronaut Handbook*.

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