



The 27th Letter

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Do you know the story behind the Twenty-Seventh Letter of the alphabet and how and why it was created? The Twenty-Seventh Letter was invented by Walter Diemer in 1928, the creator of the Dubble Bubble bubble gum at the tender age of twenty-three. He worked for the Fleeer Chewing Company in Philadelphia and was consider a "Baby Genius". He was famous for working in his spare time tinkering with gum recipes for the fun of it, but one of his experiments didn't go the way he was hoping for. He was trying to improve the length of the taste of gum. Mr. Diemer said, "It was purely an accident I was creating something else and wound up with a bubble like substance". He wanted to make his invention catch on with the pub-



Walter Diemer creator

lic. He came up with a gimmick a twenty-seventh letter to the alphabet a few months later thanks to the inspiration of his daughter. She just loves making popping sounds with her mouth with the help of her delicious gum! That's how he got the shape. It was to mimic what are mouth looks like when we blow bubbles with the bubble gum and it caught on like a hitch. It was popular more with the children than anyone else.

Not everyone was to keen on the idea because it meant change to what was consider to be the standard for so long. A lot of people were happy with the twenty-six letters of the alphabet. The sales went through the roof despite some of the population not liking the new letter. They still loved the taste. Eventually, with time the gim-

mick of the new letter caught on, with the help of the younger crowd. He felt accomplished, he was quote saying; "I've done something useful in my life. I've made kids happy around the world". (www.ideafinder.com/history/inventions/bubblegum.htm) The twenty-seventh letter was finally entered into our alphabet officially in 1967 after thirty-nine years after it was first introduce into the public. It was the sixties; it was a time for a lot of changes.

Fun Facts

- 1.) Why is bubble gum pink? It's the only color Diemer had available to him.
- 2.) The average person chews 300 sticks a yr.
- 3.) Chewing gum itself has been @ 900 yrs. WOW!!!
- 4.) In 1869 doctors tried to scare the public by saying that it would get their intestines stuck together. (Those evil doctors.)
- 5.) Chocolate flavored gum could never work because it would make the gum soft.
- 6.) In the U.S. alone the gum product sells more then 2.0 Billion in retail sales last yr.



References/ Links :
www.tootsie.com/dubble_land.php
www.bing.com
www.ideafinder.com

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