

EGUM

illustrated by Tim Oliphant

They developed upbeat, danceable songs for the teen market. While chewing bubblegum, Super K coined the phrase "bubblegum music," because they knew that teens and gum went hand in hand. The slogan stuck, and bubblegum pop was born.

Super K's band, the 1910 Fruitgum Company, sold over 5 million copies of their smash hit "Simon Says." It reached No. 4 on the Billboard charts in March 1968. The cheerful and playful tone of "Simon Says" made it a model for future bubblegum songs.

Record producer Don Kirshner kept bubblegum popping. In 1968, he formed The Archies. This band was named for famous comic book and cartoon characters. In 1969, The Archies got America dancing to their No. 1 Billboard hit "Sugar, Sugar."

Thankfully, this bubblegum won't get you face with the dentist. Instead, you'll feel sublime and cavity free! 

The music known as bubblegum pop exploded in the late 1960s. It thrives today with hits like Justin Bieber's "Baby" and Carly Rae Jepsen's "Call Me Maybe."

The sounds of bubblegum pop are filled with catchy lyrics, sticky hooks, and fun, snappy beats that won't escape your head. They make you sing out loud and press repeat. Move over Wrigley and Bubble Gum.

Jerry Kasenetz and Jeff Katz, together known as Super K, were leading record producers of bubblegum. In 1967, the hit-making duo collaborated with groups of writers and musicians.

