

Bazooka Joe bubble gum

From the sweeties.net wiki

Bazooka is an American bubble gum that was sold around the world: a piece of gum in a red, white and blue wrapper, with a tiny comic strip inside starring Bazooka Joe.

A post war bubble gum

Bazooka bubble gum was launched in 1947, shortly after the Second World War, by the Topps Company of Brooklyn, New York. It was most likely named after the bazooka, the rocket weapon used by the United States Army in the war, which itself took its name from a musical instrument. The gum came in red, white and blue packaging and originally sold for a penny.

Bazooka Joe

In 1953 Topps changed the packaging to include a small comic strip with each piece of gum, starring a character called Bazooka Joe. There have been more than 1,535 different Bazooka Joe comic wrappers to collect. As well as the cartoon, each wrapper carried a fortune and an offer for a premium, a small prize you could send away for. The older comic strips were larger than later ones.

Comics in bubble gum were not new. Fler's Dubble Bubble came with its own comic strip, the Fler Funnies, whose first characters appeared in 1930: see [Walter Diemer, the accountant who invented bubble gum](#).

Bazooka around the world

Bazooka was sold in many countries from the 1960s, often with the Bazooka Joe comics translated into the local language. In Canada the cartoons appeared in English or French. In Israel the gum was made under licence, with the cartoons in Hebrew. In Spain it was sold as Chicle Bazoka, with one o, from the mid 1960s, with the rhyming slogan chicle bazoka, siempre en la boca: Bazooka gum, always in the mouth.

The end of the comics

In 2012 the makers announced they would stop including comics and use brain teaser puzzle wrappers instead, to modernise the brand, though the comics continued in Argentina. Bazooka Candy Brands was part of Topps until Topps was bought by Fanatics in 2022, and in 2023 the private equity firm Apax Partners completed its purchase of the business.

Flavours

Alongside the original, Bazooka has come in flavours such as Strawberry Shake, Cherry Berry, Watermelon Whirl and Grape Rage, and in sugar free versions. For how bubble gum is made, see [how is bubble gum](#)

[made?](#)

Earn rewards on [sweeties.net](#)

Earn loyalty points on every order. Free to join.

+100 pts

Create your free account

Welcome bonus + earn on every order.



100 pts = 1 tree

Plant a tree in Scotland

Pledge points to our reforestation partner.



[sweeties.net](#) · Tunbridge Wells, Kent · hello@sweeties.net · 3-click cancel at [sweeties.net/cancel/](#)