

This is the true story of one of Americas favorite giants. First appearing in 1928, the Jolly Green Giant went from a vegetable mascot to a company brand to a cultural icon. And this giant still owns a spot on the shelves of Americas grocery stores more than eight decades later. The Jolly Green Giant was the face of what would become the Green Giant Company, makers of canned vegetables - first peas, then corn and much more. It was just the beginning. This giant went on to tower over much of the 20th century as the invention of a legendary ad man, the subject of a hit song, the partner of a TV star, the promotional stunt of a radio station owner and the tourist attraction of a small Midwestern town. Ho! Ho! Ho! is the full amusing account of how the Jolly Green Giant came into being, and how, over time, he became nearly as appealing and wholesome as a helping of sweet niblet corn.

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