



JOLLY TIME® and Popcorn: A Shared History, Rich Heritage

The history of JOLLY TIME® is the history of popcorn – after all, it was JOLLY TIME that started it all. Scroll through the timeline below to see the evolution of JOLLY TIME over the past 100 years!

1914 - Cloid Smith – the founding father of JOLLY TIME Pop Corn – and his son, Howard Smith, established the American Pop Corn Company and set up shop in their Sioux City, Iowa, home. From their basement they shelled, cleaned and packaged the first branded popcorn in the U.S. – JOLLY TIME Pop Corn. In its first year, the company sold 75,000 pounds of popcorn.

1925 - JOLLY TIME earned the Good Housekeeping Seal of Approval on all of its products, and still carries it today – longer than any other food product!

1925 - JOLLY TIME began packaging popcorn in a metal can developed by the American Can Company (makers of the first beer can). This packaging innovation made for better popping popcorn by sealing in the product's freshness.

1929 - Yearly sales of JOLLY TIME Pop Corn surpassed 10 million pounds. Before long, popcorn – under the JOLLY TIME banner – was available in general stores, grocery stores and markets everywhere!

1930s - During the Great Depression, popcorn was a luxury most people could afford. Audiences looking for cost-effective diversions flocked to the movies, munching on popcorn as they viewed the moving pictures. Or, they popped in the home: a 10-ounce, family-sized tin of JOLLY TIME Pop Corn cost only a dime, and JOLLY TIME's radio program hosted by, "General Jolly Time and his Pop Corn Colonels," promoted popcorn poppers available by mail for just one dollar.

1939 - On its 25th birthday, JOLLY TIME was named the "World's Largest Popcorn Producer." American Pop Corn Company sold 75,000 cases of JOLLY TIME cans—that's 1,125,000 lbs of popcorn!

1941 - Chesley Smith, Cloid's grandson and third generation Smith family, joined the company. Chesley's brother Wrede joined shortly afterwards in 1945.

1949 - Within one decade, the number of cases sold of JOLLY TIME cans increased more than six-fold to 500,000.

1956 – 1957 Arthur Godfrey, on his popular CBS radio show, broadcast nationwide, personally endorsed JOLLY TIME as "the world's best popcorn." Other popular celebrity endorsements included: Bob Hope, Ozzie & Harriet, Danny Kaye and Alan Ladd.



1968 - JOLLY TIME entered the realm of national network television advertising with spots on the popular game show "Let's Make A Deal" with Monte Hall.

1976 - Over the past decade, JOLLY TIME sales in pounds more than doubled and quadrupled in dollars.

1972 - Wrede Smith served as The Popcorn Institute President.

1980 - The nationally known weight loss franchise, Weight Watchers®, embraced popcorn as an accepted Weight Watchers program snack. Later, medical experts endorsed popcorn as a high-fiber food and recommended it to diet-conscious consumers.

1983 - JOLLY TIME's first microwave popcorn launched and took the country by storm. JOLLY TIME Natural Butter Flavored and Natural Flavor were introduced first, followed by Cheddar Cheese Flavor in 1988.

1986 - Popcorn ranked in the top five percent of the fastest growing snack food categories.

1988 - Americans ate 12.9 billion quarts of popcorn annually, or 52 quarts per person, 70 percent of which was eaten at home.

1991 - JOLLY TIME introduced American's Best®, the first nationally distributed popcorn to display the Better-Life® grains seal on its label. The seal guarantees the popcorn has been grown without chemical pesticides. Also that same year, 100 percent All Natural Butter Flavored and Natural Flavor Microwave Pop Corn became the first national varieties of microwave popcorn to be packaged without artificial flavors, colors or preservatives.

1995 - JOLLY TIME introduced the first poly bag with resealable feature to help maintain freshness.

1997 - JOLLY TIME introduced Blast O Butter Ultimate Movie Theatre Microwave Pop Corn, which quickly became a best seller and is still a leader in the category today.

2003 - JOLLY TIME hit a milestone, producing its one-billionth bag of microwave popcorn in Sioux City, Iowa.

2005 - JOLLY TIME Pop Corn was featured in Disney's Chicken Little, launching a long relationship with Disney & DVD releases

2008 - Healthy Pop 94% Fat Free products received the exclusive endorsement from Weight Watchers®.

2013 – JOLLY TIME partnered with Smart Balance® to produce four microwave popcorn products that are trans fat free and contain no hydrogenated or partially hydrogenated oil, JOLLY TIME® Butter, Butter Light, Homemade and Xtra Butter Microwave Pop Corn made with the Smart Balance® patented blend of oils.

2014 – JOLLY TIME turned 100, selling nearly 3 billion pounds (2.8 billion, to be exact) of popcorn since the company began in 1914.

Present Day - JOLLY TIME continues to plant and test as many as 500 hybrids each year in its ongoing effort to produce the highest quality popping and best tasting popcorn.

JOLLY TIME is run by the fourth generation of Smiths - Carlton and Garrett (a.k.a. Garry) Smith- first cousins and great-grandsons of Cloid H. Smith, company founder.

JOLLY TIME Pop Corn, located in Sioux City, Iowa, employs nearly 180 employees, some of whom are the second and third generations to work for the company. Currently, about 100 farmers grow popcorn for the company on about 20,000 acres, primarily in Nebraska and Iowa.

About JOLLY TIME® Pop Corn

The American Pop Corn Company of Sioux City, Iowa, is an independent and family-owned company that, for nearly 100 years, has produced and marketed JOLLY TIME Pop Corn, the first-ever branded popcorn. JOLLY TIME offers a variety of traditional and microwave popcorn products in grocery stores nationwide and in nearly 40 countries around the globe. It has the only microwave popcorn endorsed by Weight Watchers®, in addition to the only microwave popcorn made with the Smart Balance® patented blend of oils. JOLLY TIME Pop Corn is gluten free and is made using GMO-free popcorn. Learn more at www.jollytime.com.

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