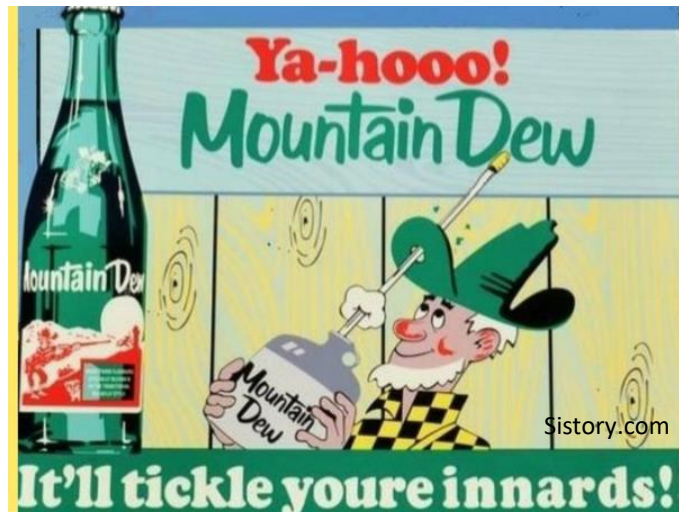


Artifact of the Month

Tribal Historic Preservation Office

May 2022

Created in Knoxville, TN in the 1940s by two brothers (Barney and Ally Hartman), Mountain Dew's original intention was to be a mixer. It was first officially sold in 1951 in only 7 ounce bottles. So high in sugar and caffeine, the beverage wasn't popular in its early days and in fact, the flavor we know as Mountain Dew today wasn't invented until 1960. Bought by Pepsi-Cola shortly after its popularity grew in the southern parts of the U.S., Mountain Dew was marketed with a "hillbilly" flair. The phrase "It'll tickle your innards" and the character "Willy the Hillbilly" were proudly displayed on bottles giving it an edge in the southern markets and Appalachia; an impactful campaign that lasted for five years. Some bottles even designate who they were filled by (below-left).



In early 2020, the Tribal Archaeology section of the THPO office found a 1960s Mountain Dew bottle on the Brighton Reservation. After some research the Collections team stumbled upon the wild history of the beverage and even found some old advertising commercials on YouTube. The image at the top of the bottle (left) signifies the 1960s secondary motto: "...there's a bang in every bottle." (Roadside America).



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