



## Can, Beer

### Date

c. 1975

### Primary Maker

Continental Can Company, Inc.

### Medium

metal, paint

### Description

Twelve-ounce generic beer can. Body of plated ferrous sheet metal, crimped and sealed at edge to form a cylinder. With crimped-on bottom and formed aluminum top having a detachable pull-tab closure. Lithographed direct label features an extremely sparse and simple format with generic product text in black letters placed against an otherwise undecorated white background.

### Dimensions

4.875 x 2.625 in. (12.4 x 6.7 cm)