

**1934-1963+**



*In 1909, a Montana brewer suggested that beer be put in cans. It wasn't until Prohibition lifted a little in 1933 that Kruger's was allowed to fill 2,000 cans, yet sold none. On January 24, 1935, Kruger Cream Ale was sold in Richmand, VA. Cans contained 12 fluid oz., a standard kept to this day. On the side of cans were instructions for how to use a church key opener.*

**1962-1965**



*Zip or Tab Top pull tabs were first introduced in 1962. Schlitz was the first nationwide brand to feature a "snap top." Ermal "Ernie" Frazee is credited with the patent. By August, 1963, 65 brands used this new design. In 1964, Continental Can introduced the "U-tab." In 1965, the first "ring pull" tab can was marketed. Ring pull tabs were used until 1975.*

Maxwell, D. B. S. (January 01, 2003). Beer Cans: A Guide for the Archaeologist. *Historical Archaeology*, 27, 2, 95-113.

**1965-1975**



*Early tabs were quite sharp, and sometimes cut fingers or toes when stepped on at the beach or while camping. In 1964, the American Can Company introduced a tab without sharp edges. "Smile beads" were also introduced, claiming that the raised edge around the opening prevented spillage. Two small raised beads used to align the tab looked like eyes to some.*

**1975-2015+**



*When the Sta-Tab launched in 1975, on Falls City beer, there was period of consumer testing and education--rather like the opening instructions printed on flat-top cans from 1934 to the early 1960s. From a waste point of view, the years after "the stay-on-tabs alone amounted to over 4 million tons of aluminum that was recovered and recycled rather than discarded."*

**BEERS**



COORS



SCHLITZ LIGHT



CARLING BLACK LABEL



BUDWEISER  
MICHELOB LIGHT  
ANHEUSER-BUSCH NATURAL LIGHT



OLYMPIA GOLD  
HAMM'S



MICHELOB



SCHLITZ  
OLD MILWAUKEE  
SCHLITZ STOUT



PILSNER LIGHT  
MILLER HIGH-LIFE



MILLER HIGH-LIFE



BURGIE  
PABST BLUE RIBBON



SCHLITZ (16 OZ.)



FALSTAFF



HEINEKEN BUCKHORN



MODELO ESPECIAL