

Friends Of The Library Lecture | Lecture

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Friends of the Library: Spring Lecture

**Wednesday, April 16, 2025 | 7:00–
8:00 p.m. | Merrill-Cazier Library,
Room 101**

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From humble roots in Northern Utah to national scholarship, Dr. Cody Patton returns to share how one small container changed the course of American consumerism.

Learn About The History Of The Beer Can



Dr. Cody Patton, Assistant Professor of History at Montana State University Billings

Join us for the Friends of the Library Spring Lecture featuring historian and Utah State University alum Dr. Cody Patton. In his talk, *Canned History: Beer, Branding, and Waste in 1930s America*, Dr. Patton examines how the American brewing industry pioneered the world's first throwaway carbonated beverage container—the beer can—and forever altered the landscape of packaging, marketing, and consumption.

Patton traces the beer can's origin story to the 1930s, when breweries faced stiff competition and turned to innovation to stand out. What began as a convenience quickly transformed into a cultural norm—one that encouraged single-use packaging and helped shape modern consumer behavior. Patton's research challenges us to consider how historical shifts in industry and design continue to influence environmental and economic choices today.

A Northern Utah native, Dr. Patton earned his B.A. in History from Utah State University, where he discovered his passion for archival research while working in the Merrill-Cazier Special Collections and Archives. He completed his doctorate in American History at The Ohio State University and now serves as an Assistant Professor of History at Montana State University Billings.

Don't miss this engaging evening of history, culture, and conversation.