

If 1 can costs \$0.95, then 2 cans cost  $0.95 \cdot 2$ , 3 cans cost  $0.95 \cdot 3$ , and  $x$  cans cost  $0.95x$ . This is the total cost of the cans that George can buy. Therefore,  $0.95x$  is equal to \$4.75.