Mountaineering as all but the chronically misinformed know, is the skill, the science and the art of drinking Busch Beer. It begins by heading for the mountains (i.e., a quick jaunt to your favorite package emporium or watering hole) and ends by downing the mountains (i.e., slow slaking swallows of the brew that is Busch). 

However, between those two points lies a vast area of personal idiosyncrasies sometimes called technique and sometimes called methodology (depending on your major). Hence, this ad. 

Sipping vs. chugging. Both have their merits, of course. But generally speaking, except for cases of extreme thirst or a leaking glass, sipping is the more prudent practice for serious, sustained mountaineering. 

Next, the proper position. Some swear by sitting; others by standing. Suffice it to say that the most successful mountaineers are flexible, so you’ll find both sitters and standers. (Except on New Year’s Eve, when it’s almost impossible to find a sitter.) 

Which brings us to additives. Occasionally a neophyte will sprinkle salt in his Busch; others mix in tomato juice; and a few on the radical fringe will even add egg. While these manipulations can’t be prohibited (this is, after all, a free country), they are frowned upon. Please be advised that purity is a virtue, and the natural refreshment of Busch is best uncompromised.

Finally, there’s the issue of containers. Good taste dictates a glass be used. But bad planning sometimes prevents that. If you find yourself forced to drink from the can, you should minimize this breach of etiquette. Be formal. Simply let your little finger stick out stiffly (see Fig. 4). Happy Mountaineering!

Don’t just reach for a beer. Head for the mountains.