SELECTING THE PROPER GEAR

The Busch label is where it all begins. Note the snowy, craggy peaks affixed thereto. They are the mountains.

Comfort is crucial. If you mountaineer in public, pick a padded bar stool, preferably one that spins (to facilitate admiring the scenery). At home, a comfortable chair or sofa will do. Rule of thumb: if it feels good, and the police don't seem to mind, do it.

Then turn on the tube or spin a tune or crack a good book. The choice is strictly between you and the dominant hemisphere of your brain. Of course, some mountaineers say the smooth, refreshing taste of Busch is entertainment enough.

You are the mountaineer. And this is an ad. The subject of which is selecting the proper gear for mountaineering. (It all fits together so nicely, doesn't it?)

First and foremost, you'll need to pop the mountain top. For this task, faithful mountaineers use a church key. Secular mountaineers use a bottle opener. Don't be confused by these antics with semantics. Just remember, the opener is your primary tool. Be true to it and it will be true to you.

Second, choose a glass. Here the options become immense. German steins, hand-blown pilseners, old jelly jars, that cute little

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Mr. Boffer mug you've had since third grade.

Be adventurous. Experiment. Most mountaineers have a personal preference. You'll develop one too.

Food is next. Proper mountaineering, not to mention proper nutrition, requires a smorgasbord selection of snacks. Some mountaineers have suffered from a potato chip deficiency, a pretzel imbalance or other serious dietary deficits. Plan ahead.

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