

the beer ourselves. (Imagine how difficult it was, later, to convince the MIT accountants that a \$1,400 bill for beer is a legitimate research expense.) The manager of the bar was happy to comply. After all, he would sell us the beer and his customers would receive a free sample, which would presumably increase their desire to return to the brewery.

Handing us our aprons, he established his one and only condition: that we approach the people and get their orders for samples within one minute of the time they sat down. If we couldn't make it in time, we would indicate this to the regular waiters and they would approach the table and take the orders. This was reasonable. The manager didn't know how efficient we could be as waiters, and he didn't want to delay the service by too much. We started working.

I approached a group as soon as they sat down. They seemed to be undergraduate couples on a double date. Both guys were wearing what looked like their best slacks, and the girls had on enough makeup to make Elizabeth Taylor look unadorned in comparison. I greeted them, announced that the brewery was offering free beer samples, and then proceeded to describe the four beers:

- (1) Copperline Amber Ale: A medium-bodied red ale with a well-balanced hop and malt character and a traditional ale fruitiness.
- (2) Franklin Street Lager: A Bohemian pilsner-style golden lager brewed with a soft maltiness and a crisp hoppy finish.
- (3) India Pale Ale: A well-hopped robust ale originally brewed to withstand the long ocean journey from England around the cape of Africa to India. It is dry-hopped with cascade hops for a fragrant floral finish.
- (4) Summer Wheat Ale: Bavarian-style ale, brewed with 50