Mountaineering is an oral tradition. Over the years, it has been passed down from teacher to pupil, father to son, package store owner to customer. As a result, a folklore—a mythology, if you will—has formed around the mountains of Busch. You, being a student of mountaineering, no doubt wish to acquaint yourself with these truths and half-truths, these stories both accurate and apocryphal. A wise decision. And, as luck would have it, this ad is just the ticket.

One of mountaineering's earliest legends is Bennington. Bennington, adventurer, international bon vivant and inventor of the phrase "your check is in the mail," as he who perfected the finer points of expedition financing. While other mountaineers resorted to such bizarre extremes as gainful employment, Bennington subsidized assaults on the Busch mountain top with creative economies. An amalgam of paper schemes, franchised dreams, dummy corporations, and corporate dummies kept Bennington afloat on 20 fiscal years. Asked at the culmination of his career to reflect upon the secret of success, Bennington revealed his first rule: "Keep all your assets liquid."

Another frequent subject of mountaineering lore is the wildlife. Numerous tales abound, but perhaps the most famous story is that of the 1975 Muncie Mathematics Convention. All 75 prodigies, white kids and befuddled geniuses initiated an all-day conference. Before the evening was over, several of them were bending the slide rules. Others were smoking big cigars and telling every woman in sight they were agents with an eye for figures, claiming:

"I can make you a mathematical model, baby. Talk about your wildlife!

But when looking for sheer courage, W. Dexter Poole must rank in lore among the top mountaineers. Fond of saying "The road to truth goes through bad neighborhoods," Poole enjoyed nicknicking with danger and approached mountaineering as a test of survival skills. In his most famous challenge, Poole, equipped only with 30 waterproof matches and a major credit card, parachuted into a remote area known as Cleveland. He was up to the task. Within 24 hours, Poole was bask- 1

ing under the hot sun of Antilles, downing the smooth, cold, refreshing mountains of Busch Beer. A credit to his colleagues and a colleague on credit.

What becomes a legend most?

That is (one) a matter of subjective judgment and (two) in a constant state of flux. Keep in mind legends are created every day. So when you flex your mountaineering muscles, be true to the tradition. At best, you'll be part of history. At least, you'll be a near-myth.

Mountaineering is the science and art of drinking Busch. The term originates due to the strategy by poets spurred by the label (coke) and perpetuated due to the cold, naturally refreshing taste inside. The stories mountaineers and their source of their exploits are legendary, any similarity to actual people, living or dead is purely coincidental.

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

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