Mountaineering #4.

THE OPTIMUM MOMENT.

Mountaineering is a skill of timing as well as technique. The wrong moment, like the wrong method, marks the gap between amateur and aficionado. So the key to successful mountaineering is to choose the occasions wisely and well. When, then, is it appropriate to slowly quaff the smooth, refreshing mountains of Busch Beer?

Celebrations, of course, are both expected and excellent opportunities to test your mountaineering mettle. Indeed, on major holidays it is virtually mandatory to do so. Imagine ushering in the fiscal new year or commemorating Calvin C. Coolidge’s birthday or throwing caution to the wind during Take-A-Sorghum-To-Lunch-Week without the benefit of Busch. A disturbing prospect at best.

On the other hand, not every event needs to be as significant as those outlined above.

Small victories like exams passed, papers completed or classes attended are equally acceptable. Remember the mountaineer’s motto: menstruation is celebration. Interpersonal relationships are also meaningful times. There are few things finer than taking your companion in hand and heading for the mountains, transcending the ho-hum and humdrum in favor of a romantic R & R. Naturally, couples who share the pleasures of mountaineering run the risk of being labeled social climbers. But such cheap shots are to be ignored. They are the work of cynics, naysayers and chronic malcontents.

Similarly, the ambience of an athletic afternoon (e.g. The Big Game) is another ideal moment. Downing the mountains elevates the morale of the fan and, hence, the team. Therefore, if you care at all about the outcome, it is your duty to mountaineer.

When should one not enjoy the invigoration of the mountains? Here, you’ll be happy to learn the list is much briefer:

- During judicial proceedings and just plain foolish while crop dusting around power lines.

Mountaineering is considered declassé with dessert, improper otherwise.

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

Mountaineering is the science and art of drinking Busch. The term originates due to the snowy, icy peaks sported by the label outside and perpetuates due to the cold, naturally refreshing taste inside. (cf. lessons 1, 2 and 3.)