Make No Mistake, Corona Is The Mexican Import Brew 'Mas Fina'

By LEE SULLIVAN

Fads and product popularity come and go, but if you want a sure thing, hold out for Corona Extra.

The golden Mexican nectar, which has earned faithful followers in more than 30 states(but, not surprisingly, is not yet available in North Carolina), will still be tingling tastebuds and satisfying the most demanding palates long after other flash-in-the-keg import beers are forgotten.

Even when America's passion for imported beers fades and yuppies return from their green bottle odyssey to good-old 'mare-can cans, Corona will survive. It's that good and it's that much better than other imports. Take if from a guy who knows.

My beer-drinking credentials are solid. For one thing, I attended The University in Chapel Hill. You can't get a major in beer there yet, but most graduates have a concentration in it. For another, I have learned from family members and friends the importance of enjoying beer, not guzzling it. Of course, guzzling is suitable at times and, with many beers, it is the only palatable method. But Corona is not a guzzler's beer. It is made to be sipped, tasted and savored.

If Corona was food, it would be perfectly-cooked prime rib au jus. If it was a car, it would be a Rolls Royce, silver of course. Simply put, Corona is the example of how good beer can be.

I was introduced to Corona about two years ago when brothers Mark and Scott Edwards, now Piedmont Airlines aviators, started bragging about some of the beers they had discovered in their travels. Scott was making regular corporate trips south to Acapulco when "Corona" popped up in his stories.

Like all beer drinkers, I was skeptical when someone else told me how good a beer was, but when Scott managed to bring some home, I was convinced.

The golden Corona was unbelievably smooth without the least hint of a bite. Most import beers leave more taste than they deliver, but not this stuff. Yet Corona still has the distinctive beer flavor, the one thing all beer drinkers — whether they like Molson Golden or, with no disrespect to Sloan Westmoreland or B.K. Barringer, Shaefer — demand.

And if the crisp taste and smooth texture weren't enough, the folks at Cerveceria Modelo in Mexico City enhanced Corona's appeal by putting it in clear, long-neck bottles. Beer drinkers know bottles are better, and long-neck bottles are the creme de la creme of beer delivery vessels.

But Corona is more than just another neatly-packaged import targeted directly at yuppie consumers, who look for foreign names when buying almost anything and who, for the most part, still believe Lowenbrau is imported. Corona is a beer for beer lovers, nothing else.

The taste and texture are elegantly simple, unlike the dark and malty imports that leave a metallic aftertaste and force drinkers to immediately check for loose fillings.

Corona is one of several Mexican brands that have become popular in America, but Corona shouldn't be demoted to the same category as Mexico's other offerings. Dos Equis and Carta Blanca are great for people who want to be sure someone sees them ordering a Mexican beer, but the flavor is not significantly better or worse than most average and above-average American brews like Busch, Coors and the previously mentioned Lowenbrau.

And even worse are Mexican concoctions like Sol — how can they put old can taste in a bottle? — and Chihuahua — a mutt beer despite its pure-bred name.

Corona stands out among these and other imports and, in my opinion, is better than American beers, bar none. Many folks who have tasted Corona agree. When the younger Edwards joined a fellow off-duty Piedmont pilot on a Corona-run to Atlanta earlier this year, they returned with 40 cases, just enough to fill the orders they had received.

Even the old man, a dyed-in-the-hops Bud man, will dive into the ever-dwindling supply of Corona when the longneck Buds run low.

Not everyone, however, is convinced. Scott Bolejack, my college roommate and a man with a finely-tuned taste for beer, didn't like Corona. But, then again, he does like the Cubs and the Green Bay Packers. There's no accounting for taste.

Personal taste is also the deciding factor in the lime issue. In the yuppiest of environs, lime slices are standard equipment with many imported(especially Mexican) beers and are used to create an interesting mix of flavors.

For me, it's hard to understand why anyone would order Corona and then want to change the flavor; but some people would put ketchup on prime rib and hang fuzzy dice from Rolls Royce mirrors.

It's your money and, if you are a beer drinker, make your own decisions. But for the best and most flavorful return on your investment, wait for Corona.

Like the bottle says, it is "La Cerveza Mas Fina."

The Best, Bar None, From South Of The Border

'Quality Experiences' Cited In MCC's Record Enrollment

Mitchell Community College has broken the 1,500-enrollment barrier. The Statesville school, which has a satellite Mooresville campus, is serving 1,500 students this fall.

"For several years 1,500 students enrolled in fall quarter classes has been one of our goals," commented Dr. Charles Poindexter, president of MCC.

"The increase must reflect quality experiences for students and the excellent reputation of the faculty and staff.

"The tradition of the college-transfer and business programs attracts students in large numbers as well as providing the first two years of quality instruction in small classes," Poindexter added.

Some of the increase was credited to the efforts of the college marketing program, especially the advertising for fall quarter, the visits and mall displays and workshops involving large numbers of college student development staff and instructors. Some increase is based upon employer support of additional education for employees and availability of part-time jobs to help defray educational expenses. The disappointment was under-enrollment in some vocational programs, even though jobs exist for program graduates and employers need trained workers.

The challenge for the college staff is to try to keep as many of the students as possible achieving at a satisfactory level to attain educational goals with the support services available, Poindexter commented.

Barnette Reunion October 4

The second annual Barnette reunion is scheduled to be held in the fellowship hall of McKendree's Chapel United Methodist Church in the Mayhewtown community on Sunday, Oct. 4.

Dinner will be served, picnic-style, at 1 p.m.

All members of the clan are invited to attend.

Each family is requested to bring a well-filled basket of food.

Geisler Leaves On Deployment

Marine Lance Corporal Marvin S. Geisler, son of Marvin H. and Betty L. Geisler of 404 North Race St., Statesville, recently deployed on a six-month deployment to the Mediterranean aboard the battleship USS Iowa, homeported in Norfolk, Va.

During the deployment, Geisler will participate in several exercises *including "Display Determination." "This is the USS Iowa's first* Mediterranean cruise since she deployed there in 1951.

Geisler joined the Marine Corps in June 1985.

Chinese Painter At Davidson

Chinese brush painter Zhac Qiu will be in residence at Davidson College the weekend of Oct. 2-3. He will show some of his works, demonstrate his painting techniques and give a public lecture.

Zhao's paintings will be on display Friday from 10 a.m. until noon in the Conversation Pit of the College Union, where he will be demonstrating his techniques, the lecture, "Chinese Brush Painting," begins at 4 p.m. Friday in the Morrison Room of the Union.

On Saturday, from 11 a.m. until 2 p.m. the artist will take part in Davidson College's International Festival, entertaining questions as he paints.

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JOE AMICO

Amico Joins Tom Wilson

Joe Amico has joined Tom Wilson and Associates of 514 East Center Ave. as general manager of its real estate division.

Amico formerly was with Knox Realty here. In his new job he says his duties include "purchasing, selling and leasing real estate in North Carolina, South Carolina and West Virginia."

Amico, 33, lives on Johnson Dairy Road.

BETH HEARD

Heard Agent With Howard

Mrs. Beth Heard has joined Howard Realty of 212 South Academy St. as a sales representative.

She is experienced in real estate, having been associated with a real estate firm in Moncks Corner, S.C.

A native of Sparta, Heard is a graduate of the University of North Carolina at Greensboro. She and her husband, Frank, lived in Ohio until his retirement. They now live at 416 West Center Ave. They have five sons and seven grandchildren.

Mrs. Carl Neal's Mother Dies In Burlington

Mrs. Emelar Walker Glosson, 93, of 915 West Webb Ave., Burlington, died at 11:05 a.m. last Friday at her home following a four-month illness.

She was the mother of Mrs. Carl (Doris) Neal of the Brawley School Road of Mooresville.

Born in South Carolina, Mrs. Glosson was a daughter of the late Joel Calvin and Caroline Viola Wilkins Walker.

Mrs. Glosson, prior to her retirement, was employed by B.A. Sellars Department Store in Burlington.

She was a member of Hocutt Memorial Baptist Church in Burlington, the White Shrine of Jerusalem, and Elizabeth Chapter 41, Order of the Eastern Star.

Mrs. Glosson's husband, Henry Bright Glosson, preceded her in death in 1941.

Surviving are: two daughters, Mrs. Carl (Doris) Neal of Mooresville and Mrs. Clyde (Ruby) Craven of Oakridge, Tenn.; one son, Henry Bright Glosson Jr. of Burlington; two sisters, Mrs. Dosbia Murphy of Wilmington and Mrs. Pearl Garrell of Thomasville; and one brother, Rufus Walker of Lexington. Eighteen grandchildren, 30 great-grandchildren and nine great-great-grandchildren also survive.

A funeral for Mrs. Glosson was conducted at 2 p.m. Sunday at Hocutt Memorial Baptist Church in Burlington, with Dr. Al Roberts officiating. Burial was in Pine Hill cemetery in Burlington.

Memorials may be made to Hocutt Memorial Baptist Church, 302 North Logan St., Burlington, North Carolina 27215.

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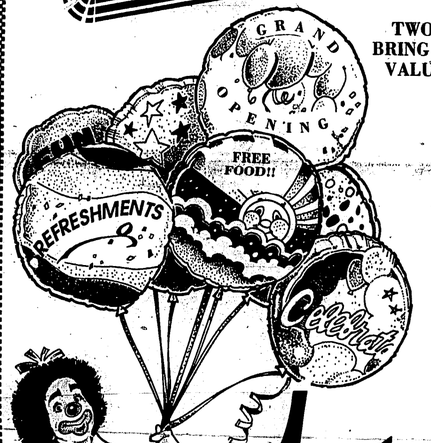

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