

Volume 1, Issue 5

August 27, 2004

The Mercantile Times

From Eastern America's Highest General Store
Elevation 5049.42'



Visit Our Online Store at www.fredsgeneral.com

It's A Time of Change On The Mountain

Wow! What a summer and how fast it has passed. Can you believe it? Fall is almost upon us and are you ready? September and fall as they arrive seem like a time of new beginnings. Kids start back to school and summer vacations are over. There seem to be changes each morning with temperatures cooling down on the mountain and daylight hours beginning to be a little shorter. As a few red leaves begin to show up on certain maples around, we can really think about fall being just around the corner.



Fall at Fred's...

New arrivals, almost daily in our clothing area, make your trip to the store more exciting. Woolrich, Columbia, and Horny Toad clothing, along with Merrell, Hi Tec and Columbia shoes are all being added to our selection.

We continue to have great mountain produce out on the front porch. Soon fall mums, pumpkins, straw and corn stalks

will be arriving for you to decorate with.

The Bird Shop is still one of the favorite spots in the store for folks looking for going home gifts, early Christmas shopping and all of your birding needs.

Be sure to visit us soon. Fall is a great time at Fred's!

Summer Concerts and Crafts On the Green Were Great!

If you came to Fred's for a Summer Sunday Concert in our Gazebo, you were one of the 2150 folks who enjoyed our mountain top music. A wet summer? While many complained, we were able to get all six gazebo programs in for a change.

Thanks to the many musicians who performed this summer.

August 7th was craft show day with our *23rd Annual Crafts On the Green* taking place on the summer's most beautiful day.

Sixty-five crafters and over 2,000 visitors enjoyed a perfect day on Beech.

Summer Weather

What can we say? Our Beech Mountain summer has been wonderful. Enough precipitation to get the flowers looking good, the blueberry crop was a great one, and the stream and lake levels full. In past years mid July has seen us thinking about water conservation, but not this summer.

This summer being a fairly typical summer, if there is such a thing, we have enjoyed normal temperatures, sunny and cloudy days, cool evenings, and foggy mornings.

Our warmest days this summer were on June 13 and July 10, when our high reached 73°. In contrast, our lowest temperature this summer dipped to 41° on August 7.

Total rain fall this summer: June had 6.61 inches, July had 4.8 inches and August, through the 26th, had 2.0 inches for a total of 13.41 inches. No snow so far!



The Mercantile Times

PERIODIC E-NEWSLETTER FROM FRED'S GENERAL MERCANTILE BEECH MTN, NORTH CAROLINA





Remembering Milo

Milo, our store cat featured in our last newsletter, has passed on to perhaps a better place. With saddened hearts, all of us at Fred's, as well as many others who always searched for him when visiting the store, will miss one of the store's most recognized residents. To everyone, especially to all the kids, thanks for being nice to Milo throughout the years.

Meet the Crew

Meet the Barnes' . . . Nancy, our Wizard in the toy shop and Bill, our favorite utility person doing a little bit of everything. They have been Beech Mountain residents for years, with Bill holding the record for our longest commuter, driving to Charlotte to work for IBM and traveling the world, until retiring two years ago. Now he helps open mornings and keeps things rolling through the day, Bill is a volunteer fireman who is literally the first one to the fire house when needed.

Nancy is the one who decides on all the neat toys that fill the shelves in the Wizard Toy Shop. She is the one who keeps it all in the right place and looking great.

They both like to travel to just about anywhere a plane can take them. Europe seems to be their favorite. When not working at Fred's or roaming the world, Bill and Nancy enjoy their granddaughter, Katie, who always likes skiing with her Granddad on Beech.

Thanks for all of your great dedication to Fred's.



Fall Color Feature

As the colors of our favorite season begin changing, we will try to keep you informed of the change and events in our area.

Late September often begins the color season on Beech. The middle of October is usually the most consistent color time in the High Country year after year.

One of the most important factors that triggers the change of color is the lessening of daylight as fall arrives. Other factors include moisture and frost. If you add up all the positives that we have experienced through this typical summer, we can look forward to a good color display as the days of September become shorter and cooler.

Get your scarecrow ready. Gather up those pumpkins. Plant some fall mums. Let a few maple leaves blow around and you'll be ready to let fall begin.



Town News

- Repaving is on-going on our roads.
- The new Recreation building at Buckeye Lake is progressing nicely.
- The sewer moratorium has been lifted.
- Building is going strong on Beech. In 2003, 51 building permits were issued.

Fall Events You Should Not Miss

September

- 4th and 5th, Saturday and Sunday
[Mile High Kite Festival](#), Beech Mountain

October

- 2nd and 3rd, Saturday and Sunday—[Autumn at Oz](#)
- 9th, Saturday only—[Oktoberfest at Sugar](#)
- 16th and 17th, Saturday and Sunday—[Woolly Worm Festival](#)
- 16th, Saturday only—Valle Crucis Country Fair