

The Mercantile Times

From Eastern America's Highest General Store
Elevation 5049.42'

Snow Fall
As Of Feb 12th
64.00"



25 Wonderful Years on Beech

Twenty five years ago on February 9th, Fred's General Mercantile opened its doors. Our very first customer early that winter morning was Bruce Jones who purchased a can of Donald Duck orange juice and a pack of Lance nabs.

Since that first morning, Fred's has opened every single day—9,131 days. Opened from early to late even on Christmas, New Years, and Thanksgiving. We have been ready to serve the great folks of Beech Mountain, residents and visitors alike, for a quarter of a century.

When we first opened our doors there were only two of us to do it all, but soon we employed a part timer to help in the Deli. Now there are thirty great folks who are waiting each day to help you with all of your mountain needs, from groceries to clothing, hardware to footwear, bird supplies, Deli daily specials, skis and snowboards, and much, much more!

We still say, If you don't see it, ask for it.... if we don't have it... you don't need it!

Thanks everyone for 25 great years!



Bruce Jones (far left) with Fred and Margie Pfohl, February 9th 2004

Our Winter Continues

With five more weeks of winter left, our winter has been a good one with constant snow, (almost 60 inches so far), cold temps for good snowmaking, and a few sunny days thrown in to make us feel good. Our January average high was 32.8° and the average low was 16.8°.

If you haven't bought one of Ray Russell's calendars, you can still pick one up at

Fred's. It makes for great reading with many interesting local weather facts. The average monthly high and low for Grandfather Mountain as a comparison to Beech according to Ray's calendar is 33.7° and 17.7° with 13.5" of snow for a January average. The coldest day ever in Banner Elk was January 21st, 1985 when it was -31° for a low and -3° for a high.

Sale! Sale! Sale!

It's February and time for our annual outerwear sale. Great prices await you on all of our ski wear. A great selection is still left with this season's new colors and styles. Let Meredith, Cindi, John, Peter, Burt, Ben, Dylan, Brett, Leif or Rory help you with all of your skiing needs in our shop. Call, email, fax or drop by the friendliest ski shop on the Mountain.

Here's how Ray Russell forecasts the last five weeks of winter.

Week	Ray's Forecast
8. 2/9-2/15	Cold and Snowy
9. 2/16-2/22	Mild
10. 2/23-2/29	Cold
11. 3/1-3/7	Cold and Snowy
12. 3/8-3/14	Mild
13. 3/15-3/21	Mild

Weather Info From Beech Mountain

Month	Average High	Average Low	Rain	Highest Temp	Lowest Temp	Snow Fall
December	34°	20°	4.75"	52°	16°	37.3"
January	32.8°	16.8°	2.61"	57°	-2°	11.8"

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

What Else?

Coldest day so far this winter—January 7th -2 degrees

While skiing is the number one activity on Beech in the winter, there are many more outdoor recreational opportunities available than you may think:

- ? Take a hike on one of the mountain's trails.
- ? Go ice skating at Ski Beech.
- ? Try out the sledding hill, free and located next to the Visitor's Center .
- ? Walk around the trail at Lake Coffey (1/4 mile) or Buckeye Park (1/3 mile).
- ? Next time there is a fresh snow, look for deer, turkey, fox and rabbit tracks, which can easily be found.
- ? Build a snowman. The Avery/Banner Elk Chamber is having a contest through March 31st with a \$300 first prize.
- ? Winter photography, there is no better time to take pictures.



As the Nike folks say.... "Just Do It"

Town News

- ? The Town Council voted unanimously to build the Recreation Building at Buckeye Lake.
- ? The lower section of the West Bowl Trail will be closed soon, due to development in that area. Check for details.
- ? New pumps now on line and operating for discharge at the Buckeye Creek Treatment Plant.
- ? Clint Isles has been appointed chairman of the Town Planning Board, replacing Roger Bullock.

Meet the Crew

April Clough ... Eighteen years at Fred's, she has done it all from helping grow the flowers everyone enjoys, to running the store. If you have purchased footwear from us, April probably ordered it. If you picked up a bottle of great wine at Fred's, April probably selected it. If you found just the right item from our house wares area, April probably selected it, as well as stocked it.

The mother of two, whom both have worked at Fred's, April lives on Beech Mountain just a few hops away, (not far at all when you ride a broom, just kidding April!!)

For many years she has worked six days a week, only recently she has cut back to five days. She will be busy this spring with a new greenhouse she has just finished building. Watch for April's flowers, hanging baskets etc. at Fred's in the spring. Thanks April for making 18 or our 25 years great!

MID-WEEK EQUIPMENT RENTAL SPECIALS AT FRED'S MUST INCLUDE A WEDNESDAY

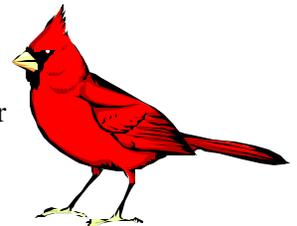
Shaped Skis: any 3 consecutive days \$30

Snowboards: any 3 consecutive days \$48

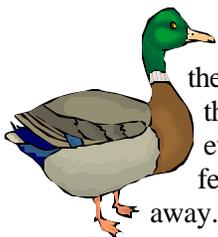
We have Clothing and Helmet Rentals

Don't Forget The Birds

Winter time is a great time to enjoy our mountain wild birds. Be sure to keep your feeders full. We have a great selection of seed, suet and feeders.



Lake Coffey Ducks/Geese Say Hello



"Its been a cold winter for us down on the lake. We are busy keeping a hole in the ice to swim around in. Thanks to everyone who drops by to say hello and feed us. Hopefully spring is not too far away. Think spring for our sake please."

Just The Cold Facts

- ? Ski Beech will again offer their specials: Ladies Monday, Two for Tuesday, Retro Wednesday and Twenty Dollar Thursday, check out their new website at www.skibeech.com
- ? February 29—Jimmie Heuga Snow Express for Multiple Sclerosis