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The Mercantile Times

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Greetings from Fred's

It's winter time on the mountain and at last we can enjoy more seasonal weather with a fire in the woodstove (or fireplace), helping folks with tire chains or shoveling and plowing a little snow.

Following a great holiday period with lots of folks and skiers on the mountain, a three week warm period set in with winter returning late in January. Thank goodness winter is back, hopefully, and will be around through mid-March.

Our weather has been a little crazy in recent weeks with a low of -10 recorded on December 20 and 21. On January 18, 19 and 24 the low was -4. Snow fall since November first has been 37.8 inches (through February 3, 2005.)

No matter what the weather outside has been, it continues to always be bright, warm and cozy inside at Fred's. Drop by soon.



It's a New Year . . .

And we would like to say thanks to everyone who visited Fred's in 2004. Even if you just thought about visiting, we thank you, too. We often pause to think about all the great folks who have joined us during the past 26 years. Thanks to everyone who have stopped by Fred's throughout the years.

Happy New Year to all of you from all of us at Fred's. We hope 2005 will be wonderful, prosperous, healthy and fun for everyone.



Winter Trees of Beech

It's almost impossible to take trees on Beech Mountain for granted. What would our mountain be like without trees? In the winter when they look like this, you may think they are at their best, but what about the greens of Summer and reds, yellows and oranges of Fall?

Enjoy the trees of Beech anytime . . . just don't take them for granted.



Still Some Winter Left

Still six more weeks of Winter. What will it bring? Who knows?

Ray's outlook is not too bad and the Woolly Worm predicts cold, with snow returning in early March. What do you think?

Our weather is always on at www.fredsgeneral.com. Be sure to stay in touch.

RAY'S PREDICTIONS

Week 1—12/21 - 12/27	Cold and snowy	Week 7—2/1 - 2/7	Cold with light snow
Week 2—12/28 - 1/3	Cold and snowy	Week 8—2/8 - 2/14	Cold and snowy
Week 3—1/3 - 1/9	Cold with light snow	Week 9—2/15 - 2/21	Near normal temps, only light snow
Week 4—1/10 - 1/16	Near normal temps, only light snow	Week 10—2/22 - 2/28	Mild, no snow
Week 5—1/17 - 1/23	Near normal temps, only light snow	Week 11—3/1 - 3/7	Cold and snowy
Week 6—1/24 - 1/30	Cold and snowy	Week 12—3/8 - 3/14	Cold and snowy
		Week 13—3/15 - 3/21	Cold and snowy

WOOLLY WORM PREDICTIONS

Weeks 1 - 4 Cold and snowy	Weeks 5 - 11 Cold but no snow	Weeks 12 -13 Cold and snowy
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PERIODIC E-NEWSLETTER FROM FRED'S GENERAL MERCANTILE BEECH MTN, NORTH CAROLINA





Sale Time is Here!

Columbia, Woolrich, Trespass, Horney Toad, County Clothing, ALPS and ALF are all on sale now at Fred's! Ski wear, outerwear, sweaters, sportswear and more are all included.

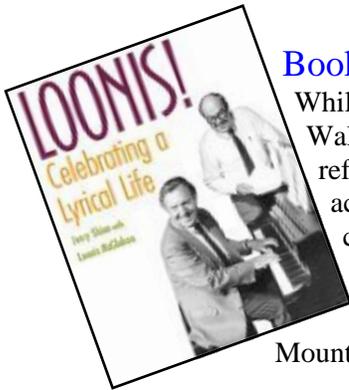
From children to adult sizes, Columbia and Trespass ski clothing is looking good and all on sale in the ski shop. Upstairs, our Woolrich and Columbia men's and women's selection is still great and all reduced in price.

Come by and check us out. There is still some winter left and our prices are great.



Sledding Hill Going Strong . . .

The sledding hill has had it's ups and downs this season, but everything is going good, thanks to folks like the snowmaker, Jim Brooks, and his back up, Riley Hatch. Please remember to follow the rules for safety and fun. Good sledding.



Book Section

While our book selection at Fred's is not quite as big as that found at your local Barnes and Noble, Waldens or Books-A-Million, it is none-the-less a great one. We like to specialize in books that reflect on our mountain area, the state of North Carolina, good cooking, railroads and outdoor activities. From time to time special books catch our eye and we enjoy passing them on to our customers, who may or may not know about them.

Loonis! Celebrating a Lyrical Life by Jerry Shinn is our pick of the month in our book section. Both Loonis and Jerry are people we have enjoyed knowing as friends and Beech Mountain part-time residents.

Loonis McGlohon, who was a great friend of ours and wrote the music for the Land of Oz in 1970, passed away last year. In this book, he shares with Jerry Shinn many wonderful stories from his life and musical career.

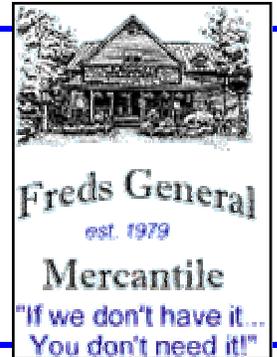
You will love it! It is published by East Carolina University Press. It comes in hard or soft cover and we will even ship it to you.

Online Store

We're in full swing, waiting for your order. Check out our private label offerings. They make great gifts.

We now offer PayPal® to make your online experience easy and secure.

Don't forget to call or e-mail for items in addition to our online offerings. If you want to talk to a "real" person, call 828-387-4838, 7:30 am—10:00 p.m. or e-mail us at fred@fredsgeneral.com. We're waiting to hear from you.



Town News

- Randy Corn was elected as Planning Board Chairman.
- The Council is considering folks for the Recreation Committee and the Recreation Center Advisory Committee. If you are interested, let them know. They need a few good people.
- Recreation Center Update: The steel work is up and construction continues when weather permits. Look for progress in the Spring. Watch it go up. We will all be able to enjoy it soon.

