



# The Mercantile Times

From Eastern America's Highest General Store  
Elevation 5049.42'

Snow Fall  
As Of Jan 6th  
41.8"



Happy New Year from everyone at Fred's. We hope that 2004 will be a great year for everyone. We're off to a super start with skiing, sledding, and snow on Beech. The winter predictions below will make you happy if skiing and a winter mountain visit are on your agenda.

Always remember the great staff at Fred's is available to talk with you about conditions on the mountain weather-wise and helping with planning a ski trip to one of eastern America's highest ski areas. Phone us at 828-387-4838 or e-mail us at fred@fredsgeneral.com.

## Winter Has Arrived!

Winter has arrived and just in time to help the ski season get off to a great start.

A 27-inch snowfall the weekend before Christmas and temperatures down in the teens got things started right. Temperatures became milder into the New Year, but great skiing continued.

Don't forget to check out the weather from our website. The forecast for Beech and current weather conditions are always available 24 hours a day, 7 days a week. [www.fredsgeneral.com](http://www.fredsgeneral.com)

## Winter To-Do List

If you come to the mountains in the winter, there are a few things to consider which may make your visit easier!

Just like the Boy Scout motto "be prepared", you need to be prepared for your ski/winter vacation trip.

- ? Be ready for snow and ice on the roads. You may need to buy chains, or have a four-wheel drive vehicle.
- ? Have the proper clothing. Layering is always best.
- ? Protect yourself from extreme cold, face, hands, ears by wearing hats, gloves, scarves.

Here's how Ray Russell forecasts the 13 weeks of winter, starting December 22nd and continuing thru March 21st.

| Week           | Ray's Forecast |
|----------------|----------------|
| 1. 12/22-12/28 | Cold and Snowy |
| 2. 12/29-1/4   | Cold           |
| 3. 1/5-1/11    | Mild           |
| 4. 1/12-1/18   | Cold and Snowy |
| 5. 1/19-1/25   | Cold and Snowy |
| 6. 1/26-2/1    | Cold and Snowy |
| 7. 2/2-2/8     | Cold           |
| 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           |

### 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

## Weather Info From Beech Mountain

| Month    | Average High | Average Low | Rain  | Highest Temp | Lowest Temp | Snow Fall |
|----------|--------------|-------------|-------|--------------|-------------|-----------|
| November | 53°          | 36°         | 5.61" | 67°          | 11°         | 4.5"      |
| December | 34°          | 20°         | 4.75" | 52°          | 16°         | 37.3"     |

# What About Skiing?

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



This is the time of the year we think about skiing, snow, cold weather, and a trip to Beech. With the holidays behind us we can now get down to the real business at hand . . . skiing.

If you are a veteran skier who knows the ropes of skiing our mountain the following is old hat to you. If you are new to Beech, we hope you can join us soon to enjoy some of the finest skiing in the south.

**Best Times To Ski . . .** Of course weekends tend to be busy especially when conditions are good. Friday and Saturday's are usually the busiest. Sundays can be great as folks head home after the weekend. If you can stay over through Monday you can take advantage of Ladies Day at Ski Beech.

Weekdays are good with fewer skiers than weekends. Tuesday's special is Two for One on lift tickets. Wednesday is known as Retro Wednesday with lift tickets going for only \$10.

## Just The Cold Facts

- ? Ski Beech will again offer their specials: Ladies Monday, Two for Tuesday, Retro Wednesday and Thousand Dollar Thursday, check out their new website at [www.skibeech.com](http://www.skibeech.com)
- ? January 11—USSA Double Slalom
- ? January 20–23—21st Annual adaptive “Learn to Ski” clinic. For more info, [www.NHS-Atlanta.org](http://www.NHS-Atlanta.org)
- ? February 5–9—Winterfest in Blowing Rock
- ? February 8—USSA Double GS
- ? February 29—Jimmie Heuga Snow Express for Multiple Sclerosis

## Ski Equipment

If you don't own your own ski equipment or snowboard, don't worry. We can help you in our ski shop with the best rental equipment on the mountain. With over 100 boards and 300 sets of shaped skies and boots up to size 15, Fred's is the place to start your ski trip. Our great staff, all skiers themselves, can fit everyone from children to adults. We also rent ski clothing and helmets. We're waiting to help you plan your next ski trip. Call us soon!! 828-387-4838



## Something New

**Lost Cove Trekking** - snow shoeing and hiking trips in the Pisgah Forrest. Mike Myers, an experienced guide, is offering something new for Beech Mountain folks. If you want a change from skiing for a day give him a call—828-898-9885 or 828-387-6636. A shuttle service is also available to help to get you where you want to go on the mountain, especially during inclement weather.

## Town News

- ? The new sub-station for the Beech Mountain Volunteer Fire Dept. is moving right along. Go down to St. Andrews Road and take a look.
- ? Bids for the new Buckeye Recreation Center will be opened on January 15th.
- ? New Falls Trail nearing completion.

## Meet the Crew

*John Hoffman* . . . Twenty years at Fred's as of December 22, 2003. Our longest, but not necessarily our oldest staff member, John has directed our Ski Shop through twenty years of wintertime fun. Working year-round since he became too old to be a life guard at the Beech Mountain pool, John is the early morning (7:18 am) radio personality at Fred's. He's on WECR 102.3 FM Monday through Friday telling all the things going on in

the store and on the mountain.

A former Battalion Chief for the Broward County Fire Department in Florida (and now a lieutenant on the Beech Mountain Volunteer Fire Dept.), John works diligently in our community serving on the Planning Board. His wife Paige is a school teacher and his 14 year old son, Matthew (a snowboarder) is a freshman at Avery High.

Email us your ideas...  
[fred@fredsgeneral.com](mailto:fred@fredsgeneral.com)