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June 29, 2004

The Mercantile Times

From Eastern America's Highest General Store
Elevation 5049.42'

Snow Fall
For 03/04
Winter 111.10"



Visit Our On Line Store at www.fredsgeneral.com

It's Summer on the Mountain

July is here and we're going strong. Lots of folks are around and more are coming daily.

Those of us who are lucky enough to live year round on the mountain, look forward to summer and all it brings. The return of friends and familiar faces, warmer temps, and bright sunshine (sometimes, when its not raining!), bright and beautiful flowers, wild and planted, and a full schedule of events, music, and celebrations (more things to do than time to do them).

Come join us and celebrate summer on the Mountain!

Fred's Summer Picks

Summer brings a full schedule of great events on the Mountain and nearby. Something for everyone is how we like to think of it.

Right here on Beech our Sunday Concerts, Crafts on the Green (Aug 7th), street dances, July 4th celebration (pig roast July 3rd), headline the schedule of summer events. Thanks to all who work hard to make our summers great on Beech.

If you like great music, join our friend Joe Shannon and his Mountain Home Music Series, www.mountainhomemusic.com.

ASU's Appalachian Summer, July 1st thru

31st, festival bring to the High Country many wonderful events. This summer's outdoor fireworks concert features the Platters, Drifters and Coasters on Saturday, July 31st, make your plans now.

Views, Vistas and Villages of Avery County along with music is on tap brought to us by the Avery Banner Elk Chamber of Commerce. The Kruger Brothers are one of the groups to perform this summer. Check out the schedule at www.balconyoftheblueridge.com.

Whatever your taste in music, there is something for you this summer.

Summer Events...On Beech and In The High Country

Every summer folks are amazed at everything there is to do in our High Country Area. Music, arts, festivals, and gatherings are what make everyone keep coming back year after year.

On Beech you can enjoy our six Summer Sunday Sunset Concerts and our Crafts on the Green, a giant yard sale, and the 47th Annual Roasting of the Hog, our July 4th celebration, just to mention a few events.

Throughout the High Country a plethora of events await you, unequaled anywhere and leading the way is the Highland Games at Grandfather Mountain.

LMC Summer Theatre

Always popular and right at our front door, this season's offering includes *1776*, July 1st—3rd, *My Fair Lady*, July 21st—24th, 26th and 28th, and *Fiddler on the Roof*, August 11th—14th 16th and 17th.

In addition, Spotlight Theatre's, Appalachian series in the Pinnacle Room is an enjoyable series to include in your summer theatre experience.

For further info, please contact the box office at 898-8721 or www.lmc.edu/lmcperformingarts/lmst-info.htm.



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

Meet Milo

Milo, the store cat, could probably share a lot of things with us, if only he could talk. Maybe some think it best he can't, for someone who popped in one day about this time, four years ago. Not nearly as full bodied as he is now, he seemed to just take the place of Ernie who's untimely death during a Hill Climb had brought a little sorrow to everyone.

Fast learning to assume a laid back role as head store cat, Milo has become a store personality who is greeted by thousands and loved by many from young to old. He can usually be found most days lounging on either porch or sometimes venturing out into the parking lot to take advantage of warmer conditions.

While we all love him, his two favorite people at Fred's are Renee and Darron Castiglione, who groom him, feed him, and sometimes accompany him to the vet.

Be sure to come to Fred's often and look up Milo soon.



Meet the Crew

Meet the Pattons, Peter and Meredith....our favorite employee couple. Meredith is the always cheerful person who greets you daily in the Bird Shop. She is a native North Carolinian from Concord, and a UNC Charlotte graduate, where she studied philosophy and art history. Her birding knowledge enlightens folks during the summer and then she helps skiers as winter time arrives in our Ski Shop.

Peter, the other half of this great combo is a former fireman and Auburn fire science graduate. We refer to him as the flower man who is usually found working his green thumb out front, helping folks with their flower and plant selections. Winters find Peter in the Ski Shop helping folks with skies and snowboards. While being Meredith's husband is Peter's primary enjoyment, he also enjoys collecting Heddon fishing lures, going fishing, and sharing his vast knowledge with others.

We enjoy these two, being an important part of our store family.



Birds and Blooms

Have you visited the Wild Bird Supply Company at Fred's? You will be pleasantly surprised at all that it holds. Of course, we specialize in supplying

you with the High Country's best selection of feeders, houses, hardware, and books all for the birds.

CD's, gifts, clothing, decorative items, all await you in our shop.

Meredith and Cyndi can help you with bird information or gift selections.

As we say "everything but the birds" can be found at Fred's Wild Bird Supply.

Don't forget all of the blooms in our gardening section. Plants, many grown by April right here on Beech Mountain, soils, plant foods, tools and garden art can all be found.

Something for everyone awaits you.

The Wizard Awaits You

at Fred's Toy Shop located next door to Fred's store. The High Country's most unique toy emporium. The Wizard's toys offer something for all the young folks on your list. Games, collectables, Thomas, kites, LGB trains, puzzles, books and many unique items found only at the Wizard are awaiting your arrival.

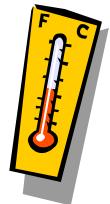
Visit the Wizard soon!

Town News

- New fire station completed and in use.
- Revised Town Hiking Trail Map Available
- Buckeye Recreation Complex now under construction

June Weather (thru June 28th)

Average Temperature	59.7°
Highest Temperature	73°
Lowest Temperature	47°
Rain Fall	6.61"



HAPPY 4th OF JULY



Email us your ideas...
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