



The Mercantile Times

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

The Mercantile Times

Welcome to our first edition of what we hope will be a periodic newsletter from the store with interesting info, ideas, plus a little Mountain talk. If we are lucky, perhaps we will give you an update with each season or even more often if the spirit moves us. All of us at Fred's will be contributing from time to time. We will let you know a little about store things, community happenings, as well as area goings on. Each time we will try to introduce you to one of our staff so you can get to know them better.

With each issue, a Beech Mountain weather synopsis will be given. We will try to recommend favorite places to go hiking, fishing, as well as giving dates for special events from Beech to Boone to Blowing Rock and points in between.

We hope by reading these newsletters, you will be able to know what's happening at Fred's and on Beech Mountain. We hope our information will help with planning your next visit to Beech or help you enjoy the Mountain and its surroundings even more if you are already here.

As you may know, our motto for almost 25 years at Fred's has been "If you don't see it...Ask for it...If we don't have it...You don't need it..." This may or may not always be true, but more often than not, it is. Just in case we can better serve you, please let us know. Share with us your ideas and thoughts on how we can make Beech a better place for all of us.

We hope you enjoy our first Mercantile Times.

Let us hear from you!

Weather Info From Beech Mountain

Month	Average High	Average Low	Rain	Highest Temp	Lowest Temp
June	63°	48°	4.01"	74°	39°
July	67°	56°	5.66"	74°	50°
August	68°	57°	10.41"	73°	53°
September	63°	49°	3.25"	71°	33°

Highest temperature all summer was 74°, recorded three times on June 12th and July 5th and August 27th.

Total rain fall for June, July, and August was 20.8" that occurred on 57 days out of 93 days.

Special points of interest:

? Tent Sale Everyday in October at Fred's (Weather permitting)

? October 11th—Oktoberfest Sugar Mountain

? October 18th & 19th—Woolly Worm Festival Banner Elk Hours 10 until 5

? October 18th—Valle Country Fair Hours 9 until 4

What's Hot For Fall At Fred's

New seasonal clothing is arriving daily. For the ladies, a great selection of Woolrich, Columbia, Alf, Lowe Alpine, and County Clothing are waiting for you to check out. For the men, don't forget we carry everyone's favorite for out of doors, Carhartt along with Columbia, Lowe Alpine, and Woolrich.

There is something for everyone, young folks, older folks, and kids too. Check out our Tee's and sweaters if you like logo wear for Beech Mountain and Ski Beech.

Outdoor wear is our specialty, with the best selection around. Hiking wear, snow wear, as well as casual, and shoe wear can be found in our shoe section. Merrell, Columbia and Timberland are our favorites with Sorel boots for the winter.

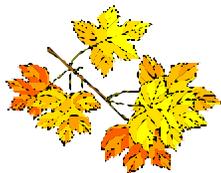
Just The Cold Facts



- ? Last year we recorded 106 inches of natural snow.
- ? 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

? John and Peter are tuning up the snowboards and skis. Our ski shop will open November 10th. We are taking online reservations now!

- ? For online weather info and a Beech Mountain daily forecast, connect to our website at www.fredsgeneral.com and click on the weather icon. Ray's weather 24 hours a day from Fred's.
- ? THINK SNOW! Make your plans early, call us soon.



Fall Colors

It's that time of year again. As of October 10th, our color is looking great and getting brighter everyday. Great leaf spots on the Mountain are Buckeye Lake looking up and Pinnacle Ridge.

Town News

- ? Construction on the new fire department substation on St. Andrews road is well under way. Drive by and watch it progress.
- ? Town Council elections are coming up soon. November 4th is election day. Three of the present seats are up for re-election. Candidates are Rick Owen, Gil Adams, Paul Piquet and Rick Miller.
- ? Construction on a new sewer line from the Buckeye plant across Buckeye Park and down the creek below to the dam. In conjunction with this construction is a new bridge spanning Buckeye Creek that will be part of the loop trail at the park.
- ? Bids awarded for repaving of Lake Road, Lakeedge Road and a section of the Beech Mtn Parkway

Hiking News

Fall is a great time to enjoy the 17.5 miles of town trails. Pond Creek Trail has been updated with signage, giving information on the animals and plant life you see as you hike. The Westerly Hills Hiking, Mountain Biking and Cross Country trail section opened in the spring and offers 3.5 miles of new trail.

For a trail map or the town trails, stop by Fred's.



Happy Halloween

Visit Fred's Soon!



Christmas Wreaths From Beech Mountain! Made from fresh, fragrant, fraser fir grown on the

slopes of Beech. Great gifts for family, friends and business clients.

Visit our Website for more information on how we ship direct, just in time for the holidays.

Email us your ideas...fred@fredsgeneral.com