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The Mercantile Times

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

The Mercantile Times

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Welcome to Our Late Summer, Early Fall e-Newsletter . . .

from the top of Eastern America's highest and coolest town (elevation 5506', high temps 72°). It has been a great summer on Beech, as can always be expected. Our temperatures did warm up on several days with the five warmest being July 26 at 77°, July 27 at 80°, July 28 at 76° and August 17 and 21 at 75°. Not too bad when compared to the rest of the world. Even with one 80° day, our summer has been enjoyed by many property owners, as well as visitors. Young and old alike enjoyed the five summer Sunday Sunset Concerts sponsored by Fred's and a few friends, including 4-Seasons at Beech, Charlies Realty and Rentals, Slopeside Beechwood Realty and the Beech Mountain Chamber of Commerce.

On August 6 our 24th Annual Crafts on the Green entertained almost 3000 folks who especially enjoyed our entertainment highlighted by the Forget-me-Knots, three young ladies from Valle Crucis playing their fiddles.

The Fire Dept. fundraiser on August 5 and 6 was successful. The fundraiser helped raise money for the new fire house on St. Andrews and will help fund the many annual needs of the all-volunteer department.

We will take a little break after Labor Day weekend activities which will include a big tent sale at Fred's, the last street dance of the season on Saturday night September 3 and the Kite Festival on Sunday, September 4.

After a few weeks to just enjoy September's beautiful weather of clear days and cool nights, the pace picks up again with Autumn at Oz on October 1 and 2 (information and tickets are available at the Beech Mountain Visitors Center.) The third weekend in October is probably the busiest of the Fall with the Woolly Worm Festival on October 15 and 16 and the Valle Fair on the 15.

Make your plans now for Fall and be sure to include Beech Mountain when planning your next get-a-way.

Changes Around the Store

It's been busy at Fred's with some projects to keep our best foot forward.

We started in early spring with the building of a new rock retaining wall on the west side of the northside parking lot (got that?) Soon, new paving followed with a fresh coat of asphalt everywhere (no lines, we're still into free form parking).

Next our famous painter Johnny Batista gave the toy shop building a fresh coat of paint. Soon there will be a new green metal roof to keep the Wizard and Beechwood Realty dry this winter.

In case you haven't noticed when you have passed by, we doubled the size of our office space (Fred's world headquarters.) Now Margie, Fred, and Chachi can all "find" a seat at the same time, not to mention all the others who often gather.

A few other improvements have been done by the in-house crew of John and Peter. They rebuilt a railroad tie wall out front. Other ties were replaced at the front entrance, making a smooth easy transition from the new asphalt into the gravel at the front step.

A few outdoor lighting upgrades have been made to make night time visits easier.

There is always something to do around the store. Thank goodness folks keep coming our way, which makes it necessary, after 27 years, to continue improving and keeping things up. Thanks!

It's Been a Flower Summer

If you are into flowers like we are at Fred's, you will probably agree that this summer has been the best ever (at least in a long time) for Mountain flowers.

We all know that sunshine and enough moisture are the key to beautiful flowers. This year's must have had just the right combination, from the Spring's tulips through August's Blackeye Susans (*rebecca*), the blooms seem bigger and brighter than ever.

Now is the time to be planting hardy mums for the Fall season to keep the color and blooms coming. If you like the tulips that come our way in April and May think about ordering soon for late October for early planting. Buying large size bulbs will make large size flowers.

Thanks to all who plant flowers on Beech Mountain to help make Beech beautiful.



Toy Shop Gigantic Sale . . . When everything in the Toy Shop goes on sale, everybody wins and that's what's happening right now with 25% off on everything (LGB Trains 10% off) from the front door to the back door and everywhere in between. It's time to toy shop.

Just in time for those early Holiday shoppers, everyone loves a toy shop and especially the Wizard's on Beech Mountain.

The sale will continue into the fall, but come early while the selections are good. Games, puzzles, plush, Brio and Thomas, books and collectibles, educational and scientific toys, and dolls all await you. The Wizard is waiting to greet you. Come soon!

Fall Events

Woolly Worm—October 15, 16, 2005

Valle Crucis Fair—October 15, 2005



Autumn at Oz—October 1 and 2, 2005

Art in the Park—October 1, 2005



Deli, Always on Top . . . We are especially excited these days with our Deli. If you haven't visited Fred's Backside Deli lately, you're in for a real treat. Good food, great quality, a full menu and delicious daily specials, all prepared by an awesome staff make our Deli Beech Mountain's favorite. If you call ahead, we'll have it waiting for you. If you would like our weekly specials e-mailed to you, just call Chachi. We're open daily. Come by when you are hungry (phone: 387-4838)

Bird Shop News

Fall has definitely arrived in the Wild Bird Supply Company! From Fall flags and doormats to scarecrows and Halloween décor, we have it all. With the traditional Fall festivals just around the corner, expect to find a wonderful new collection of locally crafted bird houses and feeders in addition to the large variety we already have available.

As always, we strive to provide a fine selection of functional birding supplies along with the whimsical and unique. Expect to find Droll Yankees, Vari-craft, Birdscapes, Mandarin, Brome's Squirrel Buster Plus, Perky Pet, Nature's Best, Absolute, Pennsylvania Amish crafts such as feeders, houses and mailboxes as well as handcrafted copper, glass jewelry and woodwork from many talented craftsmen and craftswomen . . . and, of course, Crocs!

Should you have any questions about backyard birding, please feel free to drop by anytime, we will be happy to assist you.

Fireman's Fund Raising Successful

If you were around and too busy to attend this years Fireman's Fundraiser activities during the weekend of August 5 and 6, you missed the season's greatest event.

Friday night's auction and activities at the Club will almost 100 special donors, raised a lot of money for support of the Fire Department. Thanks to all who attended.

The really big Fireman's Ball followed on Saturday evening with 200 attending the fun filled evening of good food and dancing. Thanks to all of you who attended this event. Thanks to everyone who helped with the activities, fund raising and parties.

In case you haven't sent in your annual contribution, please consider sending a check to the Beech Mountain Volunteer Fire Department at 503 Beech Mountain Parkway, Beech Mountain, NC 28604. Thank you.

New Recreation Center To Open Soon

Have you been out to Buckeye lately? If not, you should go take a look. Probably the finest indoor recreation center anywhere in the High Country is nearing completion. It all started probably 15 years ago when the town purchased land adjacent to Buckeye Lake for a future park site. A ball field was built with access up a road from the water plant. At the same time, another area was prepared for future tennis court construction.

A second phase of Park construction leveled off the remaining area making room for a playground, tennis courts, a 1/3 mile walking path and a site for the soon-to-be finished Rec. Center

After a nine year period, many meetings, much planning, several surveys, financial planning and a great deal of excitement, the doors will soon open, hopefully by Thanksgiving 2005.

If you have not had a chance to take advantage of one of the tours which have been offered, we will highlight a few of the center's offerings:

All within this awesome Center will be a full size basketball court, which will be used as a multi-purpose court for volleyball, tennis, in addition to basketball. An indoor tennis facility will be in the area adjacent to the basketball court.

An exercise area with extended operating hours will be available with the latest in equipment. Meeting rooms with a catering kitchen will cater to small meetings, wedding receptions and special programs. For young folks, a kid's playroom will be available and open during the center's operating hours.

For small groups and just relaxing, a living room space will welcome visitors with a fireplace and internet access.

A full time director will lead the activities. Family and individual annual passes will be available. To learn more about all of the offerings, call the Rec. Center number at 387-3003. A brochure is available with pass information, rates and other info that may be of interest.

