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## **DIXIE HIGHWAY 90-MILE YARD SALE**

*Cartersville, Georgia* – Chenille bedspreads, pecan logs, fruit stands, and sweet ice tea fueled many local economies along the Dixie Highway from 1929-mid 1970’s. Now during the first weekend each June, the Dixie Highway route will once again attract thousands of visitors as it gears up to sell nostalgic souvenirs, antiques and much more during the Dixie Highway 90-mile Yard Sale. The next yard sale is set for June 6-8, 2008.

Northwest Georgia’s Dixie Highway Yard Sale follows much of the original 90-mile stretch from Ringgold to Marietta, known as The Battlefield Route. The yard sale celebrates the revitalization of the Dixie Highway and attracts visitors to simpler times, giving communities along the route an opportunity to promote their individuality and hidden gems. There are 13 Dixie Highway communities featured: Ringgold, Tunnel Hill, Rocky Face, Dalton, Resaca, Calhoun, Adairsville, Cassville, Cartersville, Emerson, Acworth, Kennesaw and Marietta.

A committee of regional Visitors Bureaus and Chambers formed Georgia’s Dixie Highway Association (GDHA) in 2001 to promote revitalization of tourism trade in nostalgic areas of their communities. A mega-yard sale was suggested as a great way to promote this historic driving tour. The concept complemented the original nature of the route.

Many yard sale sites will be marked with “Official Dixie Highway Yard Sale” signs that residents and businesses may purchase for a mere \$5 each from community coordinators. Other sales are sure to spring up along the route, too. Member businesses of the GDHA sell the signs in an attempt to register unique individual sales featured. “Yard sale registration is not necessary but it is encouraged,” said sale publicist Regina Wheeler, of the Cartersville-Bartow County Convention & Visitors Bureau. “By registering your individual sale, the association members can widely promote your items, which will lead to an enjoyable experience for travelers and

bargain hunters.” Some of the unique items sold last year included authentic chenille bedspreads, a dirt-track stock car, and a kitchen sink. Enterprising residents baked cakes, smoked barbecue and erected old-fashioned lemonade stands.

In its inaugural year in 2006, the sale was a huge success and very well attended. In 2007, the GDHA and Arcadia Publishing produced a souvenir book, *North Georgia's Dixie Highway* by Amy Gillis Lowry and Abbie Tucker Parks, which may be purchased at Visitor Information Centers and select stores on the Dixie Highway. The book features approximately 217 early photographs and memories of the Dixie Highway, arranged in five chapters dedicated to each of the participating northwest Georgia counties: Catoosa, Whitfield, Gordon, Bartow and Cobb. The book sells for \$19.99.

New in 2008 is the fact that the sale's popularity has increased rapidly, meriting the addition of Friday as an official yard sale day (previously the sale was only held on Saturday and Sunday). In addition, the GDHA coordinators have developed an official line of souvenirs that will be sold at Visitor Information Centers and Chambers of Commerce along the route. “One of the most requested items from day one has been a souvenir version of the official Dixie Highway route sign,” said Wheeler. “We even had a couple on holiday from England that wanted a Dixie Highway tag to carry with them on their motorcycle.”

Folks from England and across the U.S. have no trouble finding the Dixie Highway because it has many accessible points from Interstate 75 convey Wheeler. “We want visitors to really appreciate the experience and realize what these communities have to offer throughout the year. In addition to the sale, there are many diversions in each community. Visitors are sure to be well-fed and can see plenty of interesting attractions along the way. Be sure to bring the camera and make this a vacation weekend.”

## **About the Dixie Highway**

When Carl Fisher, an enterprising northerner conceived the idea of the nation's first interstate in 1912, he had the success of several personal business ventures in mind ranging from Michigan to Florida. But it was the enterprising nature of the south that proved the Dixie Highway route would be a lasting success for all. Even today in the shadows of its descendent, Interstate 75, the Dixie Highway is still in business thanks to Georgia's Dixie Highway Association.

“Drivin’ the Dixie – A Nostalgic Guide to Georgia’s First Interstate Highway” is a visitors guide that features attractions old and new, plus a map and driving directions. For your free copy and yard sale details, call 800-733-2280 or 770-387-1357. Visit online at [www.dixiehighway.org](http://www.dixiehighway.org).

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### DIXIE HIGHWAY YARD SALE QUICK FACTS

- Event:** Dixie Highway 90-Mile Yard Sale  
**When:** Friday-Sunday, June 6-8, 2008 – always the first weekend in June.  
**Where:** Along the nostalgic Dixie Highway, the “granddaddy of I-75”, which stretches 90 miles in northwest Georgia from Marietta to Ringgold.  
**Sponsor:** The Georgia Dixie Highway Association, 800-733-2280 or 770-387-1357; [www.dixiehighway.org](http://www.dixiehighway.org). Ask for your free Dixie Highway Guide.  
**Vendors:** Local community contacts will register official vendors in most areas beginning April 14, 2008. The \$5 registration is not required; however, participants benefit by getting an official yard sale sign and through publicity and advertising placed by community sponsors. See community information noted below.

### COMMUNITIES

- Marietta** – The Historic Marietta Square is a popular shopping destination for antiques, gifts and collectibles. Merchants will hold special sidewalk sales. **Vendor & Visitor Information:** Marietta Welcome Center, 770-429-1115.
- Kennesaw** – Popular route attractions include the Southern Museum of Civil War and Locomotive History and the Kennesaw Mountain National Battlefield Park. **Vendor Information:** Call Joe Bennett, Kenworth Kiwanis Club 770-529-8680.
- Acworth** – Expect downtown merchant sidewalk sales amidst vintage gas stations and 1920’s bungalows. Don’t miss First Friday on June 6 with special sidewalk sales and entertainment at historic downtown restaurants.
- Emerson** – Fried chicken and catfish is worth a stop at Doug’s Place Restaurant inside an original Dixie Highway gas station. Overnight accommodations include the Lake Allatoona Inn Bed & Breakfast, located just 2.5 miles off the Dixie Highway adjacent to the Allatoona Pass Battlefield. I-75 Exit 283. **Vendor & Visitor Information:** 770-387-1357.
- Cartersville** – Historic Downtown Cartersville is a hot spot for antiques, boutiques and wonderful restaurants. Expect merchant sidewalk sales along with many resident yard sales. On Saturday June 7, Cartersville’s Friendship Plaza (on the Dixie Highway) will host the

Classic Car Cruize in and a free concert featuring Still Cruizin' beginning at 5 p.m. On Friday and Saturday evenings see *Moonlight and Magnolias* performed by The Pumphouse Players at Downtown Cartersville's Legion Theatre. Nearby be sure to sample The Georgia Barbecue Classic, June 6-7 at Sam Smith Park at Milam Farm. Enjoy a Day of Discovery on Saturday when archaeological research is revealed at Etowah Indian Mounds State Historic Site. Overnight accommodations include 1,600 comfortable guest rooms convenient to I-75 Exits 288, 290 and 293. **Vendor & Visitor Information:** Registering vendors throughout the 40 miles of Bartow County, call Cartersville-Bartow County Convention & Visitors Bureau, 770-387-1357. Registration \$5 includes your "Official Dixie Highway Yard Sale" sign and online publicity.

**Cassville** – In addition to many resident yard sales, visitors will want to see the Old Post Office Museum, the Atlanta Campaign Pocket Park and stop at the historic Cassville Grocery. I-75 Exit 296. **Vendor & Visitor Information:** 770-387-1357.

**Adairsville** – Many multi-vendor yard sales are planned in this area, as well as merchant and resident sales on the Historic Public Square (block adjacent to Dixie Highway route). Look for antiques, accessories, stained glass, handcrafted jewelry, BBQ and more. Overnight accommodations available at I-75 Exit 306, including luxurious guest suites at historic Barnsley Gardens Resort. **Vendor & Visitor Information:** Adairsville Welcome Center, 770-773-1775.

**Calhoun/Resaca** – Route continues through downtown Calhoun, a Georgia Main Street City, where many original structures remain. Popular area attractions include New Echota State Historic Site and the Resaca Confederate Cemetery. Prime Outlets of Calhoun is just 3 miles off the route. I-75 Exit 312. **Vendor & Visitor Information:** Calhoun-Gordon County Convention & Visitors Bureau, 706-625-3200.

**Dalton/Rocky Face** – Original motor courts, Chenille houses and more are still prevalent in Dalton, the Carpet Capitol of the World. Many textile and home furnishings outlets combined with resident yard sales make this a great stop. **Vendor & Visitor Information:** Dalton-Whitfield County Convention & Visitors Bureau, 706-270-9960. Dalton offers lodging, dining and 20 miles of shopping opportunity.

**Tunnel Hill** – A popular respite from shopping is the W&A Railroad Tunnel and the Tunnel Hill Heritage Center, just ½ mile off the route.

**Ringgold** – Say "I do" to the Biggest Little Wedding Chapel in the Area. This "attraction" put Ringgold on the map. The Chow Time Drive In is a rare surviving southern "hamburger stand."

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# **90 MILE YARD SALE**

**COME SHOP THE NOSTALGIC  
DIXIE HIGHWAY YARD SALE!**

**HELD EVERY YEAR ON THE  
1<sup>ST</sup> WEEKEND IN JUNE  
June 6-7, 2008**

**90 MILES FROM RINGGOLD, GA  
SOUTHBOUND TO MARIETTA, GA  
The original Dixie Highway Route follows some of  
present-day US 41 and GA 293, through Main Street  
communities and retail centers of yesteryear.**

**FOR INFORMATION  
Call 800-733-2280 or in metro Atlanta 770-387-1357**