

## Welcome to Modesto USA



Founded in 1850, Modesto, USA is the Classic American City. Modesto has a rich history of agriculture, community, innovation and civic pride. Modesto has been the

center of the development of California irrigation, food production and home to the largest canneries and wineries in the world. Today, Modesto is a strong, independent city, with leading multi-national companies and a vibrant music, arts and dining scene. With a revitalized, centrally located downtown and a friendly community full of family and friends, the big city culture that Modesto has to offer blends nicely with the small town feel. Locals call it "Modestocana" and we welcome you to experience it for yourself.

### American Graffiti Was Born Here



"Where were you in '62?" asked a movie poster in 1973. It was a simple question that has tugged on our culture ever since. Everything from Grease,

Happy Days, and the fond feeling of retro-America points back to the George Lucas movie about the end of high school age in Modesto. This cinematic look at Modesto was fun, novelty, romance, and reality all rolled into one, with some of the best rock and roll music ever written. The spirit of American Graffiti still endures today. 10th and 11th Streets of Downtown Modesto were the location and the origin of the stories and people of the true cruising route that inspired Lucas' film.

We hope you'll have a rockin' good time on this nostalgic walk through history. We think you'll also have some fun checking out these additional driving tour locations. These are not public places, so please enjoy them as a photo and driving experience. Get your kicks on the Historic Modesto Graffiti Cruise Route!

### George Lucas Historical Locations

Boyhood Home – 530 Ramona Avenue  
1962 Crash Site – Sylvan & Rexford Drive  
Lucas Plaza – 17th and J Street  
John Muir Elementary School  
Roosevelt Junior High School  
Downey High School – 1000 Coffee Road  
Modesto Junior College "City College" -  
435 College Avenue

### Modesto Historical Information Locations

McHenry Museum	A&W Drive-In
McHenry Mansion	Gene Winfield's Shop
Great Valley Museum	Uptown Arena
Old Modesto Train Station	(Formerly for
Graceland Park	concerts and wrestling)
Modesto Arch	California Ballroom
Modesto High School	

### Former locations of the Main Drive-Ins

Burge's Drive-In - 9th and O Street  
Al's Drive-In – McHenry at Francis

### For More Information

Modesto Convention and Visitors Bureau  
209-526-5588

[www.visitmodesto.com](http://www.visitmodesto.com)  
[www.modestogov.com](http://www.modestogov.com)  
[www.modestoview.com](http://www.modestoview.com)

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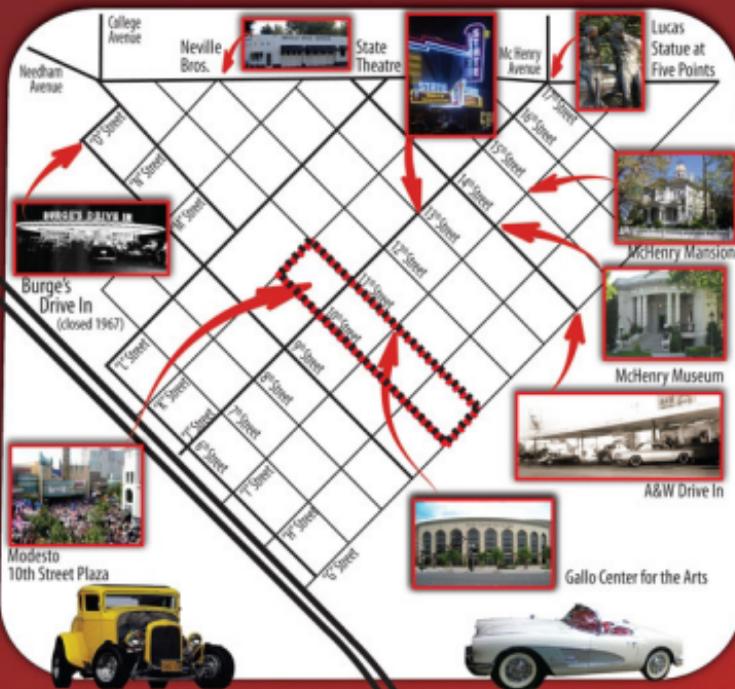


## HISTORIC GRAFFITI

# Cruise Route

## DOWNTOWN MODESTO WALKING TOUR

The Modesto, USA Historic Graffiti Cruise Route evolved over the years, eventually running north and south on McHenry Avenue. The original cruise route was 10th Street. It started as a back-and-forth run from "O" Street to "G" Street that happened every Thursday, Friday and Saturday night. Later, 10th Street became a one-way street and a loop was formed at 10th Street, "G" Street, 11th Street and finally to "O" Street where Burge's Drive-In would anchor the turn-around. Burge's was the inspiration for Mel's Drive-In in American Graffiti. Even though Burge's and Al's Drive-Ins no longer exist, the A&W Drive-In still features roller-skate music wearing car-hops and the cool tunes from the '50s still ring from the speakers.



Cruising returns every year to Downtown Modesto during our Graffiti Summer, complete with classic car shows that draw vintage cars and celebrity guests from around the nation. The North Modesto Kiwanis Club has been instrumental in the Graffiti Summer revival with the production of the American Graffiti Car Parade, Show and Festival.

## Cruise Stops

- 1 History of Modesto
- 2 American Graffiti Makes History
- 3 Key Classic Cars
- 4 Evolution of the Cruise Route
- 5 Modesto Through the Ages
- 6 George Lucas Bio and History
- 7 Car Clubs of the '50s and '60s
8. The Cruise Police & Police Cars
- 9 Music of American Graffiti
- 10 Modesto Music Scene Then & Now
- 11 Modesto Feeds the World
- 12 The High Schools of 1962
- 13 The Drive-Ins
- 14 The Car Customizers
- 15 The "Drag"
- 16 Hometown Heroes
- 17 Downtown Culture, Art & Music
- 18 Why did people cruise?
- 19 Graffiti Summer
- 20 Modesto Community Experience
- 21 Lucas Locations in Modesto
- 22 Drag Racing
- 23 Nightclubs of the '50s & '60s
- 24 The Radio Stations
- 25 Movie Theaters Then & Now

