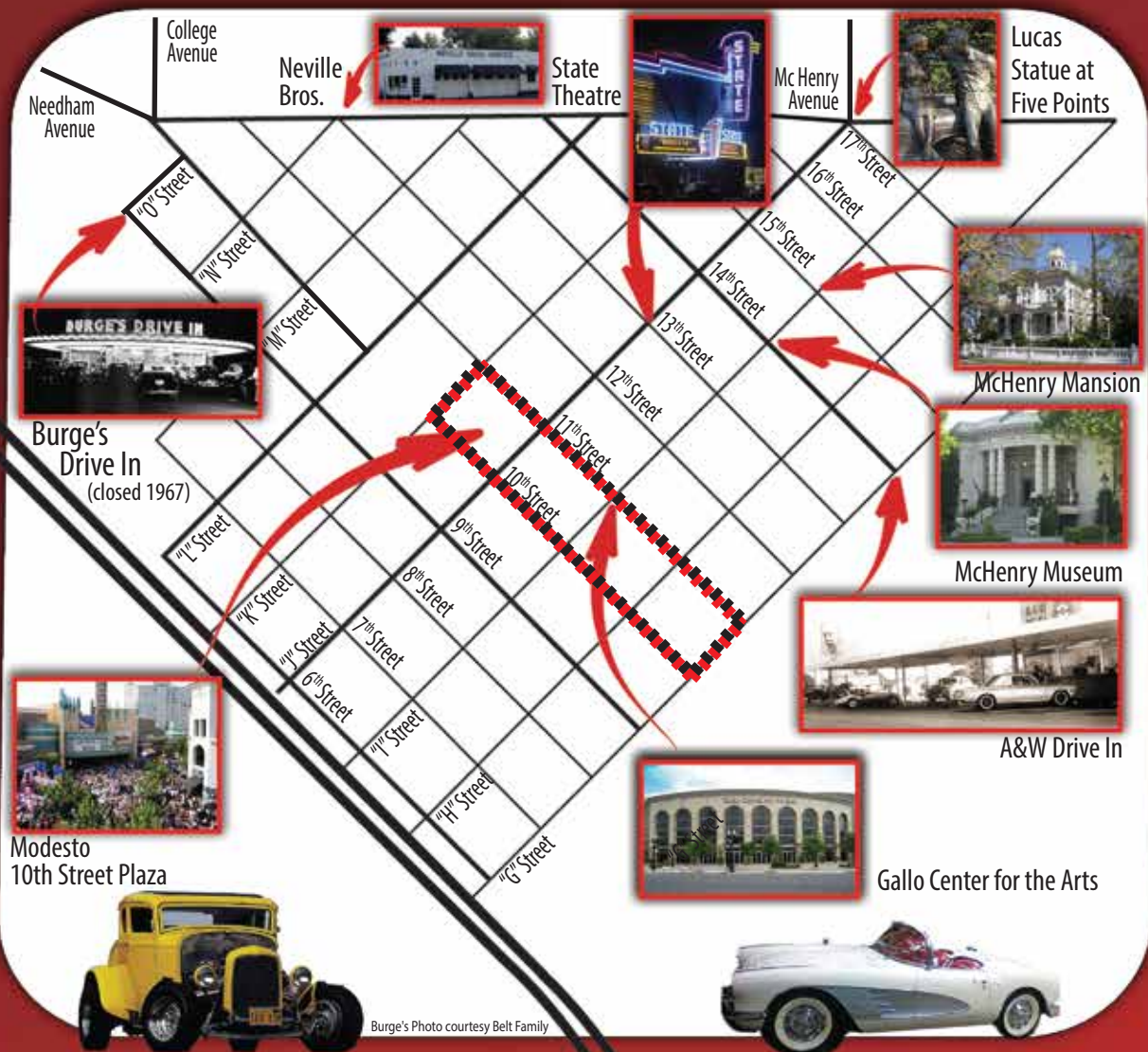


The Modesto, USA Historic Graffiti Cruise Route evolved over the years, eventually running north and south on McHenry Avenue. The original cruise route was 10th Street. It started as a back-and-forth run from "O" Street to "G" Street that happened every Thursday, Friday and Saturday night. Later, 10th 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 wearing car-hops, and the cool tunes from the '50s still ring from the speakers.



Cruise Stops

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

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.



Welcome to Modesto USA



Founded in 1870, 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 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 driving tour experience. Get your kicks on the Historic Modesto Graffiti Cruise Route!

George Lucas Historical Locations

- Boyhood Neighborhood– 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 |
| Graceada 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
- www.modestogov.com
- www.modestoview.com



HISTORIC GRAFFITI

Cruise Route

DOWNTOWN MODESTO WALKING TOUR

WWW.MODESTOCRUISEROUTE.COM