



J Guadalupe Flores Martinez

December 11, 1950 - January 11, 2026

J. Guadalupe Flores Martinez, most commonly known as Lupe, passed away on January 11th, 2026 at the age of 75.

Lupe was born on December 11, 1950, in Mexico to Bertoldo Flores and Ana Martinez Flores. He moved to the United States at a very young age with his family and later attended Woodlake High School in Woodlake, California. It was there that he met the love of his life, Ana Avila, whom he married on August 2, 1975.

Lupe proudly served his country in the United States Marine Corps from 1970 to 1972. He was a Vietnam War veteran and was stationed in Okinawa, Japan, a service he carried with great pride throughout his life.

He worked for many years as a truck driver for Knudsen's, later transferring to Dairyman's/Land O' Lakes, where he continued working until his retirement. Lupe was known for his strong work ethic and dedication to providing for his family.

A true social butterfly, Lupe was outgoing, friendly, and always surrounded by loved ones. He loved golfing and, most of all, spending time with his family and friends. His laughter, stories, and warm presence will be deeply missed by all who knew him.

Lupe is survived by his loving wife, Ana Flores; his daughter, LiBrandi Atilano; his son, Guadalupe Flores Jr.; his siblings Martin Flores, Elvira Soria, Bennie Sanchez, Rose De La Rosa, Barbara Hurtado, Terri Diaz, Luis Flores, and Celeste Cruz; his brother-in-law Eulogio Avila Jr., his sisters-in-law Maria Avila and Blanca Chavez, and numerous nieces, nephews, cousins, and friends.

He was preceded in death by his parents, Bertoldo and Ana Flores, by two siblings who passed at a young age: his sister Maria Flores and his brother Ramon Flores, his son-in-law Robert Atilano, and his brother-in-law Enrique Avila Sr.

Visitation will be held 4:00 PM - 7:00 PM Tuesday, January 27th, 2026 at Salser & Dillard Funeral Chapel, 127 E. Caldwell Ave., Visalia. His services will take place on Wednesday, January 28, from 11:00 a.m. to 12:00 p.m. at the same location. A Celebration of Life will follow on Wednesday, January 28, from 2:00 to 7:00 p.m. at the Tulare Veterans Memorial Building. Lupe will be laid to rest in Woodlake, California, in a private ceremony for immediate family only.

Lupe's legacy of love, service, and friendship will live on in the hearts of all who were blessed to know him.

Services have been entrusted to Salser & Dillard Funeral Chapel. Memorial Tributes and condolences may be offered by logging onto www.salseranddillard.com.

Previous Events

Visitation

JAN 27. 4:00 PM - 7:00 PM (PT)

Salser & Dillard Funeral Chapel
127 E. Caldwell Ave.
Visalia, CA 93277

Service of Remembrance

JAN 28. 11:00 AM - 12:00 PM (PT)

Salser & Dillard Funeral Chapel
127 E. Caldwell Ave.
Visalia, CA 93277

Tribute Wall



“ *Salser & Dillard Funeral Chapel created a Tribute Video in memory of J Guadalupe Flores Martinez*



Salser & Dillard Funeral Chapel - January 27 at 05:49 PM



“ *Salser & Dillard Funeral Chapel created a Webcast in memory of J Guadalupe Flores Martinez*



Salser & Dillard Funeral Chapel - January 26 at 11:10 AM



“ *Condolences to the family. May he rest in peace. I went to school with him.*

Maria Varela - February 04 at 09:34 PM

DG

“ My Dad passed away when I was only 15 and I was definitely Daddy's girl. So many things I missed out on with him. Some might think it is odd to say, but Lupe filled a void in my life when he would text me every now and again and say "I'm having a cold one at....., wanna join? I enjoyed our talks over a beer or two! I never got to do that with my dad. I will never forget him! Such a kind, honorable man. Cheers to you Lupe! Till we meet again!



Debbie Gerbig - January 27 at 05:36 PM

RR

Oh Debbie, sorry for the loss of your dad at such a tender an age. It's meaningful to the family that our brother treated many of his friends and peers with respect and dignity. He always sought out the best in all that befriended him. Thank you for sharing.

Rose Mary De La Rosa - January 28 at 07:24 AM

GG

“ Gjon & Tierney Guerrero purchased the Peaceful White Lilies Basket for the family of J Guadalupe Flores Martinez.



Gjon & Tierney Guerrero - January 27 at 03:48 PM

RP

“ Have known Lupe since high school. Later we worked at dairyman's together for 30 years. Played alot of golf and had a few beers together. He is one of the finest men i ever knew. He will be missed by all!❤️

Ron Pugh - January 24 at 02:26 PM

RR

Thank you Ron for your kind words. 🌸

Rose Mary De La Rosa - January 25 at 02:54 PM

FC

I've known Lupe, Ranger to some of us, since we were teenagers growing up in Woodlake. We probably connected because we were fellow Tejanos, like the Canos, Dorias, Solises, and other families who came to Woodlake back in the '50s.

I have a lot of great memories cruising around and just hanging out with Lupe, Severo, Rudy, Joe, Primo, and Merced. Those were good times, and I'll always hold on to them. I'm especially thankful that Lupe and some of us reconnected later in life and got to spend time together again as older guys.

I knew Lupe as a good friend, a family man, an honorable man, and a proud Marine.

I will miss you, my brother.

Fred De La Cruz - January 26 at 02:48 AM

RR

Fred, thank you for sharing. Yes, Lupe was delighted with the gathering of friends over the breaking of bread. He was "Semper Fi"

Rose Mary De La Rosa - January 26 at 07:29 PM

AC

I've known Lupe for a long time along with his family. He was a very nice person to know.

Alice Castello - January 27 at 05:40 PM