

# MURAL DEDICATION



**Sat., April 26, 1980**

# Special Thanks To

Chuck Goubil, GOLDEN HILL MARKET  
Mario Torero, SOLART GALLERY  
Chicano Park Steering Committee  
Centro Cultural de la Raza  
Father Ned and Sister Ruth Marie  
and Our Lady of Angels Church  
Korner Car Club  
San Diego Low Rider Car Clubs Council  
Lincoln Cushing, insurgent squeegee  
Paul's Music Enterprise  
Najors Market  
Tom Saunders  
Solis Lumber  
Wright's Party Supply  
Marsh's Concessions  
Rigel Meat & Appliance Co.

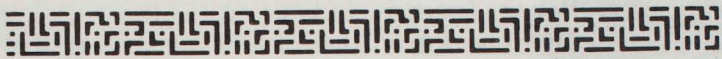
# GOLDEN HILL MARKET

"CHUCK"

21st & Market



# PROGRAM



- 1:00 Music by Paul's Music Enterprise  
Booths, Food  
Musica por Paul's Music Enterprise  
Puestos, Comida
- 2:00 Official Dedication/ Dedicación Formal  
Invocation, Father "Ned" Brockhaus  
Invocación, Padre "Ned" Brockhaus
- Representative, Sherman Unidos -  
Presentation  
Representante, Sherman Unidos -  
Presentación
- Community Speakers/ Oradores de  
la Comunidad  
Unveiling/ Quito del Velo
- 2:30 Culture/ Cultura  
Toltecas en Atzlán  
Ballet Folklorico  
La Rondalla, Conductor - Orville Brown
- 3:00 13K Roller
- 3:30 Car Hop  
Sponsors/ Feadores - San Diego Low Rider Car Clubs  
Council and Korner Car Club
- 4:00 Raffle/Rifa - \$75 Groceries Donated by Najors  
Music by Paul's Music Enterprise  
Musica por Paul's Music Enterprise





## La Historia del Mural

Sherman Unidos es un grupo que consistir principalmente de jovenes Chicanos. Este grupo se juntó porque la comunidad Sherman no recibe fondos de la ciudad ni del estado para programas de recreo, deportes, cultura ni otras actividades. Desde que empezó en Julio, 1979, Sherman Unidos se dedicó a mejorar las condiciones en nuestro varrio.

Una de las primeras cosas que queremos hacer fue a pintar un mural hablando de la necesidad de que se unen los varrios para parar los pleitos. Queriamos hablar de nuestros raices mexicanos, nuestra cultura hoy en dia, nuestro orgullo y nuestros futuros.

Con esta idea, hablamos con Mario Torero, un muralista de San Diego, arreglamos un curso del colegio para obtener creditos, reunimos fondos y empezamos.

Estudiamos la historia de murales, hablabamos de lo que queriamos ver en el mural y dibujamos unas ideas. Luego fuimos a los parques y las iglesias para obtener ideas de otra gente. Entonces, Chuck Goubil, dueño de la tienda que se llama Golden Hill Market (mejor conocido como "Chuck's Market") hizo una donación de \$200 par la pintura y otros materiales y nos dió una pared de su tienda para el mural.

Finalmente está completo. ¡Dedicamos este mural a todo el pueblo de Varrio Sherman y a la idea que todos en nuestra comunidad y de todos los varrios se tienen que unir para mejorar nuestras vidas!

Esperamos que este mural les tendra para ustedes lo mucho sentido que tiene para nosotros.

# History of Our Mural



IS A GROUP of mostly young Chicanos

that came together because the community of Sherman receives no city or state funds for recreation, athletics, cultural or other programs. Since it began in July, 1979, SHERMAN UNIDOS has been dedicated to improving the conditions in our varrio.

One of the first things we wanted to do was paint a mural that talked about the need for us to unite the varrios and stop the pleitos. We wanted it to talk about our roots in Mexico, our culture today, our pride and our futures.

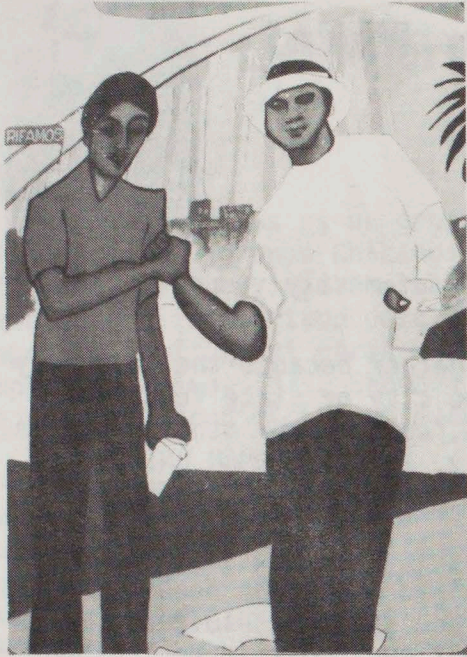
We talked with Mario Torero, a local muralist. He got college classes set up so we could get some credit for our work, raised some money and we started. We studied the history of murals, talked about what we wanted in the mural and made sketches over a period of four weeks. Then we went out to the parks and churches to get people's ideas.

Chuck Goubil, owner of Golden Hill Market (also known as "Chuck's Store") donated \$200 for the paint and materials and gave us the wall of his store.

For the last few weeks we have been painting and changing things here and there as people make suggestions.

Finally it is done. We dedicate the mural to all the people in Varrio Sherman and to the idea that we must unite everyone in our community and unite our varrios to improve our lives.

We hope the mural will mean as much to you as it does to us.



# OUR MURAL



# " El arte refleja el Espiritu del Pueblo "



FELICIDADES A SHERMAN UNIDOS

Jess Haro  
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Irma Castro  
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1960 National Avenue  
San Diego, Ca. 92113  
Tel. 236-1228

J. Manuel Sanchez, Attny.  
Member of Board  
233 A St., #1008  
San Diego, Ca. 92101  
234-6468.

Tenemos juntas para la comunidad el cuarto  
jueves del mes, a las 7 p.m. en el local  
de la Federacion. Se invita a todos.

## READ THE CALL LEA EL CLARIN

SEE THE SHERMAN MURAL IN  
THIS WEEK'S ISSUE!

PUEDA VER FOTOS DEL MURAL  
EN EL NUMERO ACTUAL.

## A DEDICATION

TO ALL MY STUDENTS

"Querer es poder."

Where there is a will,  
there is a way."

To succeed in life and in  
your education, you must  
have self-respect, self-  
control and self-discipline.

I wish you success and  
happiness always.

Julio Hernandez, San Diego H.

# THE ARTIST

"It's the cosmic renaissance we're experiencing and this barrio mural and Sherman Unidos is the latest evidence of such existence. We're thankful to the creator almighty to have given us this majestic history unequal in the whole world. If not alone, nuestra cultura will and is the major element of our reawakening and its arte muralista is in the forefront of its interpretation as the loudest voice of la Raza pride. More over, the mural's presence--its transcendental imagery and multicolored spectrum--does not only embrace the local community's passion y sentimientos, but it also catches the vision of all cross traffic flow.

This message of the SHERMAN MURAL, "Pride of La Gente's History" will be transmitted to all minds and souls whose eyes shall see this image de nuestro mural in person and through the published pictures...positively one of the finest community murals in Southern Califas."

Your servant,

Torero

Mario Torero is truly a many-talented activist, as we can see by this portrait of himself, sketched in his own words: "a master muralist, poet, actor, dancer, teacher, promoter, provocateur, prophet and most definitely a lover of human kind(ness); a star of most local cultural activity where murals are on focus, both here on our beautiful San Diego, as well as state-wide and nationally, where Torero has projected his presence."

When it comes to presenting a visual message, Mario sees no limitations and is proving it quite so. Through the auspices of San Diego Evening College, Off-Campus Programs (with whom this Sherman Mural was created) Torero is presently working on planning to paint two murals consecutively with the LOMAS LOCOS and Golden Hills community. Also through another of his mural expressions courses at San Diego State University, a major mural is in progress at SDSU Aztec Center. Dedicated to Guadalupe Posada (the most historically celebrated print maker of Mexico) This mural is scheduled to be dedicated by this Cinco de Mayo celebration. Torero, an ardent promoter of the arts, and particularly of Chicano Fine Arts, has taken it upon himself to bring to San Diego the Chicano's best of the West (Southwest)Artistas, Printers, Sculptors and Print Makers to a Galeria he founded called SOLART GALLERY, located on 28th and "B" Streets in Golden Hills. You are welcome to appreciate this work and participate in mural painting by calling 295-0384.



## SOLART GALLERY

Here is a pleasant opportunity for you to view and acquire beautifully custom-framed works of art by contemporary RAZA line artists.

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Administrative Assistant

VILLA MONTEZUMA  
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Phone - 232 1458  
Walt Bauer Ent.

### Sawaya Bros. Markets

425 SOUTH 30TH STREET  
SAN DIEGO, CALIFORNIA 92113

C. SAWAYA

TELEPHONE (714) 232-6419

# DEDICATIONS

To: Goyo de Shelltown  
Forever Mine  
From: Sandra de Sherman

To: Pato de Logan Heights  
I Only Have Eyes for You  
From: Martha Esparza

To: Carlos Mello  
Put Your Head on my Shoulder  
From: Tina

To: My Wife Ardela  
I Love You for So Many Reasons  
From: Julio Hernandez

To: Puppet Sherman  
Tell Him  
From: Smiley SM

To: Hector ELA  
A Thousand Miles Away  
From: Your honey Naty-13-

To: Ruben  
Tell It Like It Is  
From: Minerva Campa

To: Snoopy Sherman  
As I Sit Here  
From: La Boo-Boo 30's

To: Homeboys and Homegirls  
You Ought to be Having Fun  
From: La Sleepy Logan

To: Perico  
Ain't No Big Thing  
From: Becky

To: Francisca Rincon Sherman  
Confessing a Feeling  
From: Raul Diaz Logan Heights

To: Thee Casualetts  
Living It Up  
From: La Happy<sup>1</sup> de Logan

To: La Smiley<sup>1</sup> de Sherman  
It's All in the Game  
From: Homegirl Puppet SM

To: El Smiley Logan Heights  
Just Because  
From: La Giggles SM

To: Irene & Smiley  
If Not For You  
From: Bob & Joani

To: Tony  
Me and You  
From: Rosa Valarde

To: Rosa Nurio  
You Belong to Me  
From: Leonardo Hernandez

To: Becky  
Ain't No Big Thing  
From: Perico Barrio Sherman

To: La Boo-Boo  
Devil or Angel  
From: Loco Snoopy Sherman

To: Thee Casualetts  
Ain't No Stopping Us Now  
From: Smiley

To: Loco de OT  
Always and Forever  
From: Chapis de Sherman

To: My dude Gordo Chula Vista  
Forever Mine  
From: Susana de Sherman

To: Fernando Lozano  
I Love You for All Seasons  
From: Ana Flores

To: Maria Lopez  
I'm On the Outside Looking In  
From: Smokey

To: Leticia Mendoza  
De Rodillos ante a Ti  
From: Tony Rodriguez

To: My Homeboys de Market St.  
Don't Let no one Get You Down  
From: Chino Market St.

To: Ruben  
Just Because  
From: Minerva Campa

To: Shy Boy and Becky  
You Belong Together  
From: La Gloria de Sherman

To: Samuel Barujas  
I Need You So  
From: Therlma Burragan

To: My baby Elias Valle  
de WF  
A Thousand Miles Away  
From: Susi Sherman

To: Little Robert  
I Want to Get to Know You  
From: Guess who?

To: Raul Diaz Logan Heights  
I love how you Love Me  
From: Francisca Sherman

To: Smiley and Irene  
Thanks for Being a Friend  
From: Homegirl Giggles  
de Sherman

To: My Husband, Bob  
We've Only Just Begun  
From: Your wife, Joani

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# NAJORS MARKET

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