

By: Rodriguez

H.R. No. 149

R E S O L U T I O N

1 WHEREAS, The death of Austin restaurateur Joe Limon Avila on
2 January 9, 2011, at the age of 81, has brought a great loss to his
3 loved ones and many admirers throughout the community; and

4 WHEREAS, Born in Austin on April 14, 1929, Mr. Avila learned
5 the restaurant business early on when he began delivering bread at
6 the age of six for his parents, Sophia and Florentino De La'O; they
7 had started a bakery out of their house during the Great Depression,
8 and Mr. Avila quit school after seventh grade to work full-time in
9 the family business; coming of age during the Korean War, he proudly
10 served his country in the United States Army and earned the Purple
11 Heart and other decorations; and

12 WHEREAS, From childhood, Mr. Avila cherished the dream of
13 owning a restaurant; through hard work and perseverance, he was
14 able to open the Sun Bakery on East Seventh Street with his mother
15 and stepfather in 1964, and by the following year, he had purchased
16 the business from them and named it Joe's Bakery & Coffee Shop; and

17 WHEREAS, Mr. Avila and his wife, the former Pauline Robles,
18 added Mexican food to the cafe's menu, and they worked tirelessly to
19 make Joe's Bakery a success; for years, Mr. Avila began baking in
20 the mornings and then ran the kitchen, spending most of his waking
21 hours at the restaurant; after his retirement, he continued to
22 frequent the popular eatery, greeting customers who ranged from
23 neighborhood regulars to politicians, musicians, and other
24 well-known people; always warm and smiling, Mr. Avila treated

1 everyone who walked through the door like family, and his
2 establishment became a center of social and civic life in the
3 community; his mischievous sense of humor was always on display,
4 and he enjoyed sharing stories about days gone by with diners and
5 employees alike; and

6 WHEREAS, This beloved icon remained humble through the years
7 and demonstrated an enduring commitment to East Austin and its
8 residents; he was a mentor and role model to the young people he
9 employed, and he frequently donated catering services for events at
10 Zavala Elementary School and the Pan American Recreation Center; on
11 Cinco de Mayo in 1993, he was honored by community groups with an
12 Unsung Hero Award; and

13 WHEREAS, A devoted family man sustained by a deep faith, Mr.
14 Avila instilled his strong values in his two daughters, Rose Ann and
15 Carolina, and he brought them into the restaurant business along
16 with other relatives; and

17 WHEREAS, Joe Avila blurred the lines between work and
18 pleasure, serving as a goodwill ambassador for his business as well
19 as for the community he was proud to call home; now, therefore, be
20 it

21 RESOLVED, That the House of Representatives of the 82nd Texas
22 Legislature hereby pay tribute to the memory of Joe Limon Avila and
23 extend sincere condolences to the members of his family: to his wife
24 of 56 years, Pauline Avila; to his daughters, Rose Ann Maciel and
25 her husband, Robert, and Carolina Avila; to his grandchildren,
26 Regina Estrada and her husband, Felipe, and Robert Maciel, Jr.; to
27 his great-grandchildren, Izabella and Evalina Sophia Estrada; to

1 his sisters, Josephine Cavazos and Hilda Lovern; and to a host of
2 other relatives and friends; and, be it further

3 RESOLVED, That an official copy of this resolution be
4 prepared for his family and that when the Texas House of
5 Representatives adjourns this day, it do so in memory of Joe Avila.