



William Morton Rocamora

May 25, 1924 - June 26, 2021

William (Bill) Morton Rocamora died on Saturday, June 26, 2021, in Asheville, North Carolina. He was 97 years old.

Bill was born on May 25, 1924, to Leon and Fan Baruch Rocamora in Asheville. His father died in 1935, when Bill was thirteen years old, but his mother continued to run the family business, which became Asheville Showcase and Fixture Company. As a young high schooler at Lee Edwards, Bill, with his brother, Leon, helped his mother in the store until Bill graduated and left to attend Georgia Tech, where he studied civil engineering. In 1942, he enlisted in the Navy, serving in the Pacific during World War II, until approximately 1947, when he was honorably discharged.

After the war, Bill returned to Asheville, joining his brother and mother in the family business. He met and fell in love with Joan Sarah Zageir. They married at the newly constructed Temple Beth Ha Tephila in 1949, with Rabbi Sidney E. Unger officiating.

Bill continued to work at Asheville Showcase for the next 70 years, selling the business in 2008. Over the years, it had become one of Asheville's thriving, small businesses. Bill became well known around town and in other parts of Western North Carolina for his generous loyalty to many large and small eateries, which Asheville Showcase served. Until almost the day of his death, many of his former customers remained his friends.

Bill Rocamora was predeceased in death by his wife of almost 66 years. He and his wife adored their children and grandchild. He is survived by his son

Lee R. Rocamora of Blowing Rock, NC; daughter Susan J. Rocamora of Columbia, SC; daughter Jane G. Rocamora and grandson David Zageir Rocamora of Jamaica, Plain, MA, in addition to many loving nieces and nephews.

The family is very thankful for Bill's friends in Asheville, some of whom predeceased him, including those who were part of the breakfast club in North Asheville and those who continued to play tennis and run with him, even into the years where such activities were ill-advised. The family would like to thank his wonderful friends, Ron and Donna Wilburn, and the caretakers of BrightStar Care.

A Graveside Service will be held at 10:00 am, Monday, June 28, 2021, in Riverside Cemetery, 53 Birch Street, Asheville, NC 28801.

In lieu of flowers, donations may be made in Bill's memory to Congregation Beth Ha Tephila (bethhatephila.org) or to any charity you wish.

Morris Funeral & Cremation Care is in charge of arrangements, and condolences may be made at www.morrisfamilycaregroup.com.

Cemetery Details

Riverside Cemetery

53 Birch Street
Asheville, NC 28801

Previous Events

Graveside Service

JUN 28. 10:00 AM (ET)

Riverside Cemetery
53 Birch Street
Asheville, NC 28801

Tribute Wall



“ *William Morton Rocamora*

October 07, 2023 at 11:15 AM



“ *Bill was a professional and personal friend, which, goes back to 1992 at Highlands Falls Country Club, Highlands, NC
He will be missed by all who knew him.
My deepest condolence goes to the family.*

Gary Warren

Gary Warren - June 28, 2021 at 12:00 PM



*There are so many fond memories of the Rocamora family and friends during the on going Asheville era. This noble generation will be missed greatly as we continue to feel their presence in so many different ways. Our deepest condolences to the family.
Mary Chiles Brooks*

Mary Chiles Brooks - June 28, 2021 at 05:06 PM



*Just learned of his passing. Such a wonderful gentleman & class act!
The Asheville community will certainly miss his presence! RIP Sir!*

tedd & Gail Smith - July 03, 2021 at 09:04 AM