



## In Memory of Tila Zamora



Mrs. Tila Zamora was born north of Mission, Texas in 1917. During World War II, Tila volunteered to be an airplane observer and she also volunteered with the American Red Cross. After the war, she decided to go to beauty school where she earned diplomas that enabled her to open Tila's Beauty Salon in Elsa. Later, she was the Elsa Head Start Director where she had a passion for helping young children.

Tila was a civic and political leader in the Delta area. She was also involved in county, state and national politics. She had personal contacts with leaders like Franklin Delano Roosevelt, Lyndon Johnson, Allan Shivers and Kika de la Garza, among others. She has been recognized in the Rio Grande Valley as a political leader as well as a humanitarian and philanthropist.

The **Tila Zamora Endowed Scholarship** honors a woman who fought for the rights of Mexican American children in the Rio Grande Valley in the early 1940s.

When the superintendent of Edcouch-Elsa ISD refused to allow her daughter to enroll in the traditionally white school, Mrs. Zamora contacted President Franklin Delano Roosevelt. Her tenacity resulted in a decree from Washington that the school district could not deny Mexican American children access to the school because of their race.

Tila knew everyone and everyone knew her. If anyone needed anything done in Elsa, they knew to call Tila. She made things happen. She never met a stranger, and she believed in equality and making things right for everyone. She was known for showing love via her cooking skills, especially Tila's tamales.

Tila passed away in 2017, leaving an enormous legacy of love and family. Well into her 90s,

she continued to be politically active and show us that one person can not only make a difference but can have a profound effect on the entire community.

The **Tila Zamora Endowed Scholarship** was established by her granddaughter, Melodie Zamora Summersett.