The George A. Smathers Libraries recently received a prestigious National Endowment for the Humanities (NEH) Challenge Grant worth up to $500,000 to build a $2 million endowment fund that will broaden access to humanities resources relating to the Jewish experience in Florida, Latin America and the Caribbean. The NEH will provide a $1 match for every $3 donated so our challenge is to raise $1.5 million in matching funds. This will strengthen and provide greater emphasis on the conjunction of three of our preeminent collections: the Isser and Rae Price Library of Judaica, the Latin American and Caribbean Collection and the P.K. Yonge Library of Florida History. Many disciplines at the University of Florida will benefit from the acquisitions, digital collections, outreach programs and research provided by this endowment.

The NEH Challenge Grant represents a second historic award for the Libraries. The first was in 1977 when the NEH inaugurated the Challenge Grant program for the purchase of books and materials that established the Isser and Rae Price Library of Judaica. Today, thanks to the generous support of (Continued on page 2)
An example of a kind of rare, hidden item that can be acquired for the collection through the endowment: 

Isaac Leib Peretz, Der Litwak, translated into German by M. S. Brafmann, Verlag Juedische Rundschau, Havana, Cuba, c. 1950. Between 1933 and 1945, around 75,000 Jews fled Germany for Latin America and the Caribbean, including Cuba. This extremely rare booklet was produced by the German-Jewish refugee community living in Havana.

We need your support now! The first commitment for the Challenge Grant is to raise $270,000 by June 30, 2015. With your help we can reach our goal!

John E. Evans, Bryant’s press secretary, gave a brief introduction to the film content and background.

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PBS documentary screening

Governor Farris Bryant: The Age of the Mind

–DAWN OF A NEW AGE IN FLORIDA HISTORY –

On April 23, the Smathers Libraries screened the PBS documentary chronicling Farris Bryant’s term as governor of Florida from 1961-1965.

Age of the Mind traces the challenges of the first half of the decade of the 1960s. This film tells the story of Governor Farris Bryant and his administration’s impact on the State of Florida. It includes new insights and reminds us of how things we take for granted now were rooted in controversy and compromise in their creation. The film highlights:

- The promotion of tourism in Florida
- Bridging the gap between business and bureaucracy
- The first inventory of state-owned conservation lands

The film was produced by Governor Bryant’s daughter, Adair Simon, with input from his daughter Cecilia Bryant. Both lived through much of its content in the Governor’s Mansion. Adair has since enjoyed a successful film career and Cecilia a successful law career.

ENDOWMENT FOR RESOURCES ON JEWISH HERITAGE IN FLORIDA, LATIN AMERICA AND THE CARIBBEAN

The second commitment for the Challenge Grant is to help build a permanent endowment that can be acquired for the collection through the endowment:

The endowment will ensure greater public access and study, as well as their preservation. These materials will be made much more accessible and visible as the Libraries—with 38 national and international technology partners—build and maintain a new Jewish Diaspora Digital Collection at UF. Competitive research fellowships will be established for scholars and graduate studentships to stimulate new research into Jewish history and culture based on the collection. Wider and undererved audiences will learn about the Jewish experience in this region through expanded outreach programs, including exhibitions, tours, lectures and publications.

These ongoing activities will help achieve two major goals for the Libraries. The first goal is to provide broader access to under-researched historical materials to revolutionize current scholarship and promote greater knowledge and understanding. The second goal is to lead national and international efforts to inspire greater study of the Jewish diaspora of Florida, Latin America and the Caribbean and the ways in which minority groups and individuals in these areas contribute to the wider society.

Judith Russell, dean of University Libraries, and Rebecca Jefferson, head of the Price Library of Judaica, are leading the effort. "We are excited to be at the forefront of a project that will transform our knowledge about the Jewish people of this region and greatly inform many other disciplines within the humanities," Russell said.

UF alumnus and Miami entrepreneur Gary R. Gerson, who provided the first funds to build the endowment, said he feels certain the Jewish community "will be interested in preserving the history of diasporic influences made by Jewish people transplanted to Florida."

To support this exciting challenge award and contribute to the Endowment for Resources on Jewish Heritage in Florida, Latin America and the Caribbean fund, please contact Katie Boudreau, director of development at the George A. Smathers Libraries at boudreau@ufl.edu or (352) 273-2505. To discuss opportunities to donate materials to the Jewish Diaspora Collection (JDOC) at UF, please contact Rebecca Jefferson at JDOC@ufl.edu.

We need your support now! The first commitment for the Challenge Grant is to raise $270,000 by June 30, 2015. With your help we can reach our goal!

Challenge Grant (Continued)

its donors, the Price Library is known as the best Jewish Studies research collection in the southeastern United States. This second Challenge Grant recognizes that the Price Library of Judaica and the University of Florida are now singularly well suited to lead a new national and international effort to map, study and promote the diversity of histories and cultures in this hemisphere.

The annual interest generated by the $2 million endowment will be used in perpetuity to fund strategic acquisitions, digitization, research and public engagement projects. Thus, previously hidden and/or threatened Jewish heritage materials from Florida, Latin America and the Caribbean that are suitable for digitization will be acquired,
What are they? Citrus labels, including these from the Jerry Chicone collection and the Chase & Company collection were glued to packing crates for oranges and grapefruit to identify the growers and/or shippers and were used in Florida primarily from the early 1900s until the early 1950s when crates were replaced with cardboard boxes. Always colorful and often exotic or humorous, labels identified products or promoted a theme to attract customers and create brand loyalty. Representations of birds, flowers, animals, bountiful harvests, Native Americans or a particular region such as the Indian River were depicted in the labels. In recent years the labels have experienced a surge in popularity with collectors and unused inventories of labels have surfaced.

Where are they? P.K. Yonge Library of Florida History, James Cusick, jgcusick@ufl.edu, (352) 273-2778.

What is it? A dance card was used to record the names of partners for individual dances at a formal party. The inside listed the type of each dance and sometimes the name of the song. The card usually had the name of the sponsoring organization and had a pencil attached by a cord. The expressions “pencil me in” and “my dance card is full” originated from the practice of using dance cards. This card documents a dance sponsored by the University of Florida’s University German Club on December 2, 1911.

Where is it? University Archives, Peggy McBride, pmcbride@ufl.edu, (352) 273-2643.

What is it? This jar for holding leeches would most often be found in a 19th century pharmacy or apothecary, where leeches were sold to further the common practice of bloodletting. Bleeding was an important feature of European medicine since the ancient Greek practice of balancing the humors—one who suffered from an excess of blood (they would be hot and wet) would undergo bleeding to bring the excess into balance. In the 1820s and 1830s, European leeches were so widely used in the practice and removed from the French swamps in such large numbers that the population declined and leech hunters had to widen their searches across Europe. Americans used leeches for medical practice but they too had to turn to Europe for supplies because American species were not able to draw enough blood. This jar is attributed to Samuel Alcock and Co. circa 1840 and has perforations in the lid to allow air exchange.

Where is it? Health Center Science Libraries, Nina Stoyan-Rosenzweig, nstoyan@ufl.edu, (352) 219-1801.

What is it? Young Cizcée Camean sent this postcard to her friend Luisa to inquire about Luisa and her family. She has not heard from them in a while. She asked Luisa for her portrait, and she asked Luisa to ask Flora and Arcadia for their portraits too. She wanted Arcadia to know that she hoped to meet her in Cuba one day. Finally, she promised to send her portrait to all her friends. From May 20, 1920.

Where is it? Latin American and Caribbean Collection, Margarita Vargas-Betancourt, mvargasb@ufl.edu, (352) 273-2692.
Chapter One

Sponsor a bench for $5,000

Sponsor a table for 2 for $5,000

Sponsor a table for 4 for $7,500

Sponsor a table for 5 for $8,500

University of Florida in perpetuity.

a loved one or yourself. The name will be associated with the humanities and social sciences library.

Leave your legacy that millions of visitors can see each year.

Many opportunities are available for you to sponsor a table or bench. Your gift will be recognized with a permanent bronze plaque in honor of, in memory of, or in celebration of your loved one or yourself. The name will be associated with the University of Florida in perpetuity.

Sponsor the Gator sculpture for $100,000

Please inquire about naming opportunities for the colonnade and the colonnade walkway. For information contact Katie Boudreau at 352-273-2505 or boudreau@ufl.edu.

Friends of the Libraries

I would like to use my annual membership in the following:

- The Florida Society #046773
- Stewards of Florida History #013861
- The Howe Society #047739
- Jewish Heritage Fund (NEH Challenge)
- Stewards of Florida History #013861
- I would like to include the University of Florida Libraries in my bequest

I would like to know how to create a library endowment

I would like to make a gift through my will

I would like to make a gift through a trust or foundation

I would like to know how to create a library endowment

I would like to learn about endowed funds

Thank you for your support!
As you saw in the cover article, the George A. Smathers Libraries recently received a prestigious National Endowment for the Humanities Challenge Grant, one of just 16 awarded nationally, to build an endowment fund that will broaden access to humanities resources relating to the Jewish experience in Florida, Latin America and the Caribbean. The award provides a $1 match for every $3 donated so our challenge is to raise $1.5 million in matching funds over four years. Our first commitment for the Challenge Grant is to raise $270,000 by June 30th of this year.

We are seeking support to help us reach our goal as the date draws near. This is an opportunity for your gift to have more impact and assist in the development of this important collection and make it accessible.

The Libraries continue to be sought after spaces for students to convene. Last August the Collaboration Commons on the first floor of the Marston Science Library added 700 seats and a variety of technologies. Since then both Marston and Library West have an increase in visitors over the previous year. The increase in use during the five month period from September 2014 through January 2015 was approximately 37% for Marston and 12% for Library West. The increased demand for study space has prompted the Libraries to add additional seating where possible to meet those needs.

The improved Library West colonnade design will add additional outdoor space with 294 seats at tables, benches and low brick walls under the colonnade and on adjoining terraces. We look forward to being able to provide this comfortable and functional space to students and all Gators who come to campus.

We hope you enjoy the new feature “Treasures from the Libraries’ Collections.” Each department and branch library contains a treasure trove of materials that are of interest not only as academic resources, but also because of their intrinsic beauty, their content, or the unique history of the item. Each issue will feature four to five items for you to discover and includes a description and where they can be found in the Libraries. Some are also available online in the University of Florida Digital Collections at http://ufdc.uflib.ufl.edu.

As always, I invite you to visit the Libraries and get to know them and us personally. Please contact me at jcrussell@ufl.edu or (352) 273-2505 to arrange a tour at your convenience.