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from North Carolina

The University of North Carolina Press

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UNC PRESS PUBLISHES FIRST HISTORY OF JEWS IN NORTH CAROLINA

(Chapel Hill, NC) On April 15, 2010, the University of North Carolina Press, in association with the Jewish Heritage Foundation of North Carolina, is publishing Leonard Rogoff's ***Down Home: Jewish Life in North Carolina***, a sweeping history of Jewish life in the Tar Heel State from colonial times to the present.

Down Home is part of a larger documentary project of the same name that includes a film and a traveling museum exhibition that will be launched at the North Carolina Museum of History on June 14, 2010, and then travel to the Greensboro Historical Museum, the Cape Fear Museum in Wilmington, and the Levine Museum of the New South in Charlotte, among other venues.

This beautifully illustrated volume incorporates oral histories, original historical documents, and profiles of fascinating individuals. The first comprehensive social history of its kind, ***Down Home*** demonstrates that the story of North Carolina Jews, though attuned to the national story of immigrant acculturation, has a southern twist.

Leonard Rogoff considers how the North Carolina Jewish experience differs from that of Jews in other southern states. He explains how Jews often settled in North Carolina's small towns, rather than in its large cities, and he documents Jewish North Carolinians' participation in building the

[more]

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2-2-2 Down Home

New South and the Sunbelt. He argues that North Carolina Jews were at the forefront of a changing South, and their experiences challenge stereotypes of a society that was agrarian and Protestant.

136 historic and contemporary photographs complement Rogoff's engaging epic, providing a visual panorama of Jewish social, cultural, economic, and religious life in North Carolina. This fascinating, complex, and entertaining book will not be surpassed even as the story it tells continues to unfold in the decades to come.

The book has been several years in the making and is the result of a close collaboration between UNC Press and the Jewish Heritage Foundation. According to Will Grossman, director of operations at the Foundation, "We are honored to have this book published by a North Carolina publisher with a great national reputation."

Elaine Maisner, UNC Press senior editor, notes, "It's been a pleasure to work with the Jewish Heritage Foundation of North Carolina and with historian Leonard Rogoff on *Down Home*. They are true and unwavering appreciators of the value of history well done."

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Down Home

Jewish Life in North Carolina

by Leonard Rogoff

432 pp., 30 color and 106 b&w illus. notes, index

ISBN: 978-0-8078-3375-9, \$35.00

Publication date: April 15, 2010

For more information: <http://uncpress.unc.edu/books/T-8729.html>

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