Florida thus offered limited options for training health care practitioners and students who wished to become physicians or dentists had to compete for limited out-of-state spaces. Agitation for opening colleges of Dentistry and Medicine began in the 1940s. At first, citizens opposed the project because of projected costs.

After a publicity campaign, run largely by physicians such as Cason and Watson, the public agreed, “Let’s have one, even if the cost is great. Expense cannot be considered when the future of the medical profession in Florida is threatened.” March 28, 1947

Once citizens recognized the need for a medical and dental school, disagreement arose as to the best place to locate them. Large cities such as Tampa/St Pete, Miami and Jacksonville argued that they had the right mix of population and hospitals.

In Gainesville, then University of Florida president J. Hillis Miller strongly supported bringing the colleges there.

With Floridians unable to reach an agreement over the location of the medical and dental schools, the legislature called for a study by an unbiased committee in 1947. In 1948 a commission headed by physician Vernon Lippard began a study to determine the ideal site for the state schools. In 1949 the Lippard reported recommended Gainesville because of its central location and University.