



ROY JEWELL

(1912-1993)

Roy Jewell was born and farmed in Dunwich Township, Elgin County, but his personality and reputation were well known throughout Southwestern Ontario. He began his career in journalism during the depression as a writer for the Family Herald. In 1946 he became secretary and field-man for the Middlesex County Federation of Agriculture and in this position began speaking five minutes a day, five days a week over CFPL. The station donated this time as a public service. Gradually the time was extended until in 1948 Roy became the Director of Farm Services at CFPL - Radio. In the beginning, the only off-site programming was for the Seed Fair (the predecessor of today's Farm Show) and the occasional onsite farm interview recorded on record discs,(before the advent of the tape recorder) to be played back later in studio. His radio program ran for 31 years,

Roy was a London television pioneer, the "Roy Jewell Farm Show" was the first and perhaps the longest running farm TV show in Canada. The CFPL television station started broadcasting on a Saturday night in November of 1953 and Roy's show went on air live the following Monday night. The show ran for 24 years.

While many of us remember Roy on radio or television, he maintained his "Oats and Thistles" column in the London Free Press for many years before becoming an editorial columnist for the Western Ontario Farmer from 1970 to 1984. In this manner he was able to keep his urban and rural readers informed of current agricultural events and trends,

Reflective of the diversity of his interest in agriculture, he sat on many commodity boards and was a member of several agricultural associations and fair boards. Always seeking to expand his knowledge of research, production and marketing, Roy Jewell organized agricultural tours to many destinations around the world. In the community, he was an active member of his church, the Mason's, the Chamber of Commerce, Drama Club and Highland Games in Dutton.

Roy Jewell received many honours, including induction in the Ontario Agricultural Hall of Fame, for his involvement and commitment to local, provincial and national agricultural production, marketing and communications organizations. Perhaps the most lavish was his retirement appreciation night held here at Western Fair in October of 1977 where more than 500 fans and friends gathered to honour Roy for his long term dedication to agricultural communication.