



REPORT TO THE LIBRARY BOARD

MEETING DATE: October 28, 2010

Session:	Public Session
Subject:	Plaque to recognize The Farmer's Advocate
Prepared By:	Historic Sites Committee
Presented By:	Gina Barber
Purpose of Report:	For Decision: Approval <input checked="" type="checkbox"/>

Recommendation:

It is recommended that the Library Board accept the recommendation of the Historic Sites Committee to install plaques commemorating The Farmer's Advocate.

The Farmer's Advocate

From 1920-1965 site of the offices of the "Farmer's Advocate", Canada's foremost agricultural newspaper. Founded in 1866 as a monthly by its first editor, William Weld, it carried reports of fairs, scientific advances in agriculture, and regional stock sales. The journal ceased publication in 1965.

Background & Review

The "Farmer's Advocate" was founded by William Weld in 1866. The paper became Canada's longest published agricultural journal, and its existence here reflected London's influence in its agricultural hinterland, and its publishing strengths. Earlier this year, the chair and vice-chair of the committee, Hilary Neary and Gina Barber, met with Jerry Bribil, the owner of 122 Carling Street, former site of the offices of the "Farmer's Advocate." He welcomed the opportunity of the plaque being mounted on his property. This location (Marienbad Restaurant) also bears a London Public Library Board plaque recognizing the London Free Press. This will be third plaque commemorating significant newspapers which the HSC has developed recently, the previous two being the "Dawn of Tomorrow," and the "Industrial Banner."

Next Steps

The Historic Sites Committee has adequate funds in its account to cover the cost of this plaque.

Upon final approval of the location, the Historic Sites Committee and Library Administration will work to:

- finalize the text of the plaque;
- arrange for the casting and installation of the plaque; and
- plan and coordinate the unveiling.