

Westmounters are reading the *Independent*

Thank you to all of our current, and previous, letter writers. Your comments are encouraging and heartening to me and the team, but they also serve a specific purpose for all of us: showing advertisers that you – the readers – are out there.

It is not too late to add a short for publication note in a subsequent issue.

Thank you again.

David Price, publisher, Westmount Independent

I LOVE THE INDEPENDENT

Thank you to the entire staff at the *Westmount Independent*. I look forward to receiving my copy through email.

I worked in the newspaper business for many years, from managing the classifieds at *The Suburban* to the *Westmount* and *Downtown Experience*. I can only say that the *Independent* is informative, imaginative and popular because it taps into the sentiments and psyche of the residents of Westmount.

Thank you!

SUSAN GOLD

QUIET WEEK, USEFUL PAPER

Last week was quiet in Westmount, as it always is during summer, and I expected you would have difficulty finding enough material to fill your paper. But you did it! And the information was useful.

D. O. NEWNHAM, METCALFE AVE.

KEPT INFORMED

I support the coverage of events in Westmount by the *Westmount Independent*. By reading the *Independent* each week, I am kept informed about city hall and its operations, recreation centre programs, people and their homes, buildings, schools, parks, restaurants, schools, stores and storeowners. I never miss it.

DOREEN LINDSAY, GROSVENOR AVE.

HEARTY ENDORSEMENT

I would like to heartily endorse the *Independent* and the job it is doing. The content is excellent: the coverage of neighbourhood activities, the real estate information, the news about our council and the Westmount recreation centre are all very informative and appreciated. Keep up the good work.

TIM CARSLY

VOICE IN SUPPORT

I want to add my voice to those in support of the *Westmount Independent*.

Local papers remain an important

source of information and exchange, a forum for discussion on things that concern us all.

I should also like to mention how much better I, and I am sure others, are sleeping having recently learned that an escaped pug named Rudy is safely back home.

Thank you, *Westmount Independent*.

KEVIN TIERNEY, REDFERN AVE.

NICE TO FIND INDEPENDENT AFTER BREAK

So nice to come home from holiday and find the *Independent* back in the stores again. Now I know the end of summer hours for the swimming pool, the progress of construction around Roslyn, the price of houses in my locality and a useful address for someone who installs blinds. Your paper makes me feel that Westmount is truly a community where we enjoy, support and help each other. Long may it continue!

ANN ELBOURNE, SOMERVILLE AVE.

GREAT COMMUNITY PAPER

In response to your recent request, we would like to say that the *Westmount Independent* is a great community newspaper that covers all sorts of local events, big and small. The newspaper supports local school activities and achievements, and it keeps us informed regarding issues affecting Westmount. It is a fun newspaper to read, it is well written, and we look forward to it each week.

JOHN STIX AND DORA KNEZ,
MONTROSE AVE.

FAITHFUL READER

I have been a faithful reader of the *Independent* since moving to Westmount six years ago. It is convenient to have the local news at one's fingertips. I also scan the ads, and am always especially keen to check the upcoming events. It is wonderful to find a real community newspaper in my mailbox each and every week.

JANE BRODERICK, ST. CATHERINE ST.

OFFER OF SUPPORT

We offer our support to the *Independent* as regular readers! We enjoy the articles and Westmount news and refer also to adverts for construction and services. Hope you can keep it up.

HUGH AND BETH McADAMS

THANK YOU

Just a quick note to say thank you for helping us keep up to date on all that goes on in this wonderful city. I look forward to each issue delivered to my door.

ANDREA FIELDMAN, ARLINGTON AVE.

GREAT LITTLE PAPER

I am heartened that you seek letters, not money. What a relief.

You have created a great little paper. Whilst it may be little, it is big on community. And that is what makes it a big part of my weekly reading.

Keep it up.

JACK LOCKE, STAYNER ST.

CONGRATULATIONS, LOOK FORWARD TO IT

Please accept my congratulations for continuing to produce a thoroughly readable and useful publication.

I look forward to its weekly appearance in my mailbox.

In 2012, I returned to Westmount, where I grew up, after a 30-year absence from Quebec.

I referred to its advertisers to find useful services and I continue to do so.

By reading it faithfully, I continue to be informed about new developments and changes in the community.

Thank you for the efforts of you and your staff.

JUDY PATTON HAMILTON,
ST. CATHERINE ST.

RELY ON ADVERTISERS

We have lived in Westmount for over 40 years and have always relied on our local newspaper to keep us informed as to what is happening in our city. Aside from council meetings (and the occasional city of Westmount flyer) the only way we have access to information regarding our community is through the *Westmount Independent*.

We also rely on the local advertisers who make it much easier for us to reach them through their ads in the *Westmount Independent*. We would actually like to see more ads laid out in a dedicated classified section – i.e. items for sale, lost and found, garage sales, small movers, work wanted, caregivers, etc.

There is absolutely no question that the *Westmount Independent* is an extremely important and vital newspaper and we look forward to reading it every week.

JAMES AND MICHELE MACDOUGALL,
PRINCE ALBERT AVE.

INFORMATIVE, WELL PRESENTED

Thank you for the *Westmount Independent*. It is a great little neighbourhood newspaper, informative, concise and well

presented.

For example, I particularly enjoyed the article about Toucheh on August 30. I have dined there often and enjoy the “home cooking.” I am happy to learn it will reopen and only hope the former owners are well, health wise. They were very personable people. I wish them good luck.

Without the *Westmount Independent*, I, nor your readers, would not know that Toucheh will reopen mid-September and we may spend money there! Good luck and thank you.

BEVERLEY HUTCHISON, KITCHENER AVE.

OF UTMOST IMPORTANCE

Thank you for publishing such a wonderful paper as yours. We are especially thankful since we receive it and don't live in Westmount (two blocks away) but all of our shopping, banking and visits to pharmacies, doctors, dentists and restaurants are all done there. The information you provide is of utmost importance, enabling us to be updated on all the happenings in our area. Keep on with your good job!

JUANA CALVO, CEDAR AVE.

LOOK FORWARD

I look forward to reading the *Westmount Independent* every week. They are delivered to the seniors' home where I live. I enjoy reading the local news and seeing the photos.

BARBARA MOORE

WELL WRITTEN, NO BIAS

In response to your request for comments on the newspaper, I must tell you that I appreciate it very much. I find that the topics are all relevant to Westmount residents and the reporting is well written and shows no bias.

The other weeklies that drop through the letterbox contain a) far too many ads, b) far too many articles, which have clearly been lifted from wire services or the internet and have no local relevance and c) far too little real Westmount content.

I realize that it is the ads that keep you going, but if you can continue to survive with the present formula, I will continue to be a regular reader.

Maybe the smaller number of ads you carry means more attention per ad per reader!

ANDREW SHARP, DE MAISONNEUVE BLVD.

FINE JOB

Please accept this short note as my occasional reminder to you and your advertisers that I read all of

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– and we thank them

your paper including all of the advertisements, and I find that the *Westmount Independent* continues to be an excellent local paper that serves Westmounters very well. Having such an amazing source of articles, photos, letters, opinions, news, real estate info, micro-brewery reviews, Westmount council proceedings, social goings-on and advertisements is a weekly treat that I look forward to. Westmount is a very dynamic place of active, interesting people, and I enjoy learning about them all in the *Westmount Independent* each week. You and your team do a fine job. As the song goes, “Long may you run.”

WILLEM WESTENBERG, STAYNER ST.

INTEGRAL PART OF WESTMOUNT

My wife and I have been residents of Westmount since 2000, and for many of those years there was one local newspaper that had content that we found to be not very interesting and as a result, we would leaf through it very quickly and obviously take no note of the ads that ran in the paper.

Several years ago, the *Westmount Independent* came upon the scene, and things changed immediately. The paper had such wonderful content and so much purely local content that we would peruse the newspaper to such a point that we would often spend more than half an hour reading it. The ads were also done in a very tasteful manner that seemed to be more personalized as opposed to the competing newspaper that had a typical newspaper feel. We know that our neighbours and friends living in Westmount also feel exactly the same way.

In its short time, the *Independent* has become an integral part of Westmount and a great source of information not only because of its news but because of its advertising content to let everyone know what is going on in the city.

I personally have come across many local papers in the province of Quebec and consider the *Westmount Independent* to be near the top of the list in terms of quality, readability, attractiveness and content.

MICHAEL POLAK

FINDING THE TRADESPEOPLE

We enjoy the paper very much and, in fact, it has been a big help finding service people. It is a real community resource.

DIANA AND DUNCAN McNEILL

READ IT COVER TO COVER

In response to the publisher's note in

the September 6 issue, we read the *Independent* from cover to cover each week. We find the paper fun, informative, with views and articles that are fair and well balanced.

Keep up the good work

ALLEN RUBIN, LEXINGTON AVE.

DON'T STOP

The Russo household truly appreciates all the content made available to us in the pages of the *Westmount Independent*.

Don't stop doing what you are doing.

JOE RUSSO, SHERBROOKE ST.

IMPORTANT TO MAINTAIN

Let me add this message to the many others, which I am sure you are receiving, attesting to the importance of maintaining the *Westmount Independent* as the valuable resource it is for all members of the Westmount community.

It enables all of us to obtain, free of charge, valuable information and to express our views about events and developments affecting our lives within this city. The newspaper is awaited in our home each week with great anticipation. Long may it continue to roll off the presses.

MAURA MCKEON

WHERE ELSE?

Where else am I going to find so many interesting tidbits of information about my neighbourhood?

J. DAVEY

CAN'T IMAGINE WESTMOUNT WITHOUT INDEPENDENT

Just a note to tell you I can't imagine this community without your fine newspaper. The *Independent* really has a great team.

The journalism is excellent, its editorial point of view fair-minded. The articles, letters and submissions are always of interest. There is something special about your publication, a certain passion for bringing news and issues to your readers.

I always look forward to reading it. If I see your paper at an outlet before I get home, I'll grab it and flip through it, intending to read it thoroughly later.

The layout is very lively and eye-catching. Of the three or four periodicals, journals and publications that I read regularly, the *Westmount Independent* is only one that I actually look at all the ads. I'm inspired to shop or spend locally wherever I can.

JOHN FRETZ, LANSDOWNE AVE.

USEFUL ADS

Just letting you know that in our household we always look forward to receiving

the latest copy of the *Westmount Independent*.

It is so full of important and interesting information about our community, and the ads are very useful: our roofer and others in the indispensable trades were first discovered by reading these, and, for another example, I've just scouted out the new pizza resto and the soon-to-open Greek tavern that were mentioned in the *Independent*. We also avidly read the real estate ads and related information in every issue. Do carry on; you're doing a great job.

ROSEMARY HADDAD,
DE MAISONNEUVE BLVD.



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WESTMOUNT SQUARE



Thank you, Westmount

Thank you to our second batch of current and our previous, letter writers. Your comments are encouraging and heartening to me and the team, but they also serve a specific purpose for all of us: showing advertisers that you – the readers – are out there.

Thank you again.

David Price, publisher, Westmount Independent

PLACE KENSINGTON

PAGE AFTER PAGE

Herewith a small letter to you in response to your recent request. I am a new Westmounter enjoying your newspaper tremendously. I always read it page after page, from beginning to the end. It is very informative and very interesting. So continue the good work, please.

A. LOESECKE, HILLSIDE AVE.

GOALS HAVE BEEN MET

In answer to your note in the *Westmount Independent*, I want to let you know that both my husband and I are avid readers of the publication. I started reading the local weekly when it was delivered to my parents' home (they bought their house on Kensington Ave. in 1941), and also upon returning to Westmount after a few years away. So, it is a long tradition, which I hope will continue for many years to come.

When the *Westmount Independent* was launched, it was not the only player in the field. Over the years, it became more and more important, more and more interesting. Eventually, it became the only weekly covering all kinds of news in Westmount. What was accomplished is noteworthy: the readers found that the content is varied, interesting and helps them keep tabs with what is happening in the community. Reporting on major issues is well done and allows Westmounters to develop an opinion and cast a vote when the time comes, not only at municipal election time, but in other circumstances as well.

Advertising local retail stores is helpful in many ways. They are close by, and we get to know them and appreciate what they sell. Real estate agencies ads occupy a good portion of the publication and coupled with analysis of the market in Westmount, such contributions paint a good portrait of the situation as it exists and surely attracts many purchasers who know they get good value for their money.

Local activities are also advertised and made accessible to readers. The fact that it is possible to have French advertisements to reach French-speaking Westmounters is a plus.

All in all, the *Independent* is doing a good job, and I am sure that the objectives, the goals set, are met.

Westmounters do encourage advertisers because what they offer locally answers our needs and our expectations. I was surprised when a friend of mine who, at the time, lived in the Town of Mount Royal, said: "the atmosphere in your commercial streets is that of a village." I had never

looked at it in that light. She was right, of course, and her comment was not to be taken lightly.

People talk to each other, share this and that, and the spirit is a good one and camaraderie is noticeable. It goes along with the development of a sense of community that our politicians favour for obvious reasons.

In that context, where communications are important, the newspaper delivered each week in our mailbox is precious and, hopefully, it will continue to cater to a clientèle who, granted, do not pay for it, but who, nevertheless, want a quality product and will not be tempted to throw it away without reading it. The best to you and your team.

NIQUETTE DELAGE, GROSVENOR AVE.



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HISTORICAL ASSOCIATION ON BOARD

The Westmount Historical Association (WHA) feels that your weekly community newspaper, which informs residents about local events and newsworthy items, responds to the needs of Westmounters. The well-researched articles by Lauren Sweeney, the beautiful photos by Ralph Thompson, and your support for needy dogs and cats are appreciated by residents, who receive your publication at the door. WHA events are listed in the Comin' Up column, our lectures and walking tours are sometimes reported, and Andy Dodge's History by the House provides us with fascinating information about some of Westmount's homes. We would love to see coverage of our events and Comin' Up carried on a regular basis. Keep up the good work.

CAROLINE BRESLAW, PRESIDENT OF THE WESTMOUNT HISTORICAL ASSOCIATION

SECOND THE SUPPORT

I so appreciate you and *Westmount Independent* covering a recent event for us. I also just finished reading the current issue and second all those who speak so highly about the *Independent*.

My sincere appreciation.

DOREEN FRIEDMAN, COORDINATOR,

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