



Melvin A. Ehrlich, D.D.S.

"Dr. Mel"

Pediatric Dentistry

Dear Judy,

Just wanted to drop you a quick line to let you know that I have been very pleased with the response I have received to date from my ads in *The Homesteader*. You and your paper are helping me meet my target market and my pediatric dental team and I are very happy with the high level of professionalism of your staff.

While word-of-mouth and referrals from close friends continue to be my primary source of referrals, those new to the area commonly don't have the luxury of such sources upon arrival in the Metrowest area. *The Homesteader* has been very helpful in helping us fill this void and assisting these new neighbors find the high quality of children's dental care they seek.

Thank you for your continued assistance. As we have discussed previously, I do almost no advertising for my practice. However, I look forward to continuing my association with your publication.

Sincerely,

Dr. Mel