

RALPH'S ARMY SURPLUS

3964 Wm. Penn Highway

Monroeville, PA 15146

(412) 372-5242

I would recommend advertising on the It's Alive show. This is my only TV advertising so I have a pretty good indication that my increased business has come directly from the show. Also, I have heard on many occasions customers quoting the my TV ad. They walk over to the shoe department and say "Ralph has BOOTS!" just like in the commercial.

Mark Menold produced our spot and we are very pleased with how affordable and effective it is. When we asked that some changes be made to the commercial to reflect our winter items, Mark shot new footage and had the new spot airing within a week of our request.

We have been advertising on the show since it started and are proud to be a part of its success.



Bruce Silverblatt, Owner