

EDDIE



Q: How long have you been doing TV commercials?

E: About 14 years.

Q: Only in Los Angeles and only for Zachary All?

E: Strictly in L.A. and only for Zachary All.

Q: Are you Zachary All?

E: It is a fictitious name. I am a partner. My name is Eddie Nalbandian.

Q: How long has Zachary All been in business?

E: Sixteen and one-half years.

Q: What made you decide to go on TV? And how did it affect your business?

E: That is a long story. We went on TV 14 years

ago. My partner had had experience with TV. He said, I think it would be a good idea if we went on TV. There are no clothing stores doing TV advertising. Everybody is in the newspaper. He said maybe we could find a new angle to promote a business. He said you are going on TV. I said you are crazy. I was never on TV in my life. I am a tailor. He said to me, look you will be going on TV. I laughed. He brought a man in who was a friend of his who is today the president of ABC, Elton Rule. He was the local sales manager of ABC. We looked to see what we could do that would not kill us in price and do us good. Elton came up with what you would call a beer-type show today. It