

DUPONT PULLS SPONSORSHIP OF “NOTHING SACRED”

E.I. du Pont Nemours, the company that advertised Corian on the opening segment of “Nothing Sacred,” has just joined the growing list of companies that are walking away from sponsoring the ABC show. Previously, Isuzu, Weight Watchers, K-Mart and Benckiser notified ABC that they will no longer allow their ads on “Nothing Sacred.”

William Donohue expressed the league’s satisfaction with the news:

“The corporate officials at DuPont have said that they do not want to offend any segment of society and that is why they have withdrawn sponsorship of “Nothing Sacred.” Their sincerity and good-will are much appreciated by the Catholic League and will no doubt be received with enthusiasm by the millions of Americans who have been offended by the show.

“The Catholic League is anxious to know which sponsor will be next to quit promoting “Nothing Sacred.” We are delighted by the response and will keep the pressure on the sponsors until we get what we want, namely, the removal of the show from television.”