

# **“NOTHING SACRED” LOSES #20: MONTGOMERY WARD**

Montgomery Ward has become the twentieth company to withdraw its sponsorship of “Nothing Sacred.” In doing so it joins Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, AT&T, Glaxo Wellcome, Ponderosa, Dunkin’ Donuts, Scott’s Liquid Gold, Chrysler-Plymouth, Honda, Arm & Hammer, Home Depot, Borden and Alberto Culver.

The official statement from the department store reads as follows: “After a careful review of the new fall programming, Montgomery Ward has determined that ‘Nothing Sacred’ on ABC does not meet its acceptable advertising standards. Therefore, as of October 3, 1997, Montgomery Ward has determined the appropriate steps to ensure none of its advertising is aired during the ‘Nothing Sacred’ program.”

William Donohue was ecstatic:

“I hope Montgomery Ward has a banner fourth-quarter and that Catholics do their Christmas shopping there.

“Last week’s episode of ‘Nothing Sacred’ was branded ‘Loser of the Week’ by *Entertainment Weekly*. At the rate the show is going, it’s likely to win the ignoble prize of ‘Loser of the Year.’ ‘

“Those who are trying to undercut the Catholic League by starting a counter-boycott have entered the arena too late: the game’s just about over and everyone knows who won.”