

“NOTHING SACRED SUFFERS 30TH LOSS: FANTOM QUILTS

Fantom Technologies Direct, Inc. has become the 30th company to quit advertising on the ABC show, “Nothing Sacred.” A spokeswoman for the company, which used an (800) number to advertise its vacuum cleaner, said that ABC placed one of its purchased spots on the November 6 episode of the show. “I have taken the necessary steps with our advertising agency to ensure that this is not repeated,” she said, “by instructing them specifically to refrain from running our advertising during any future broadcasts of ‘Nothing Sacred.’”

The other companies that previously withdrew their support of the show are: Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, Glaxo Wellcome , Ponderosa, Dunkin’ Donuts, Scott’s Liquid Gold, Chrysler-Plymouth, Honda, Arm & Hammer, Home Depot, Borden, Alberto Culver, Montgomery Ward, Ovaltine, Dairy Queen, Mutual of Omaha, Telecom*USA, Cigna, McCormick, Pier 1, NordicTrack, John Paul Mitchell Systems and Meineke .

William Donohue voiced his joy today at the latest news:

“Fantom Technologies Direct acted quickly and responsibly by dissociating itself from the political agenda of ‘Nothing Sacred.’ In doing so, it makes its mark on the conscience of consumers, and this is especially true of those consumers who are committed to the pursuit of social justice.

“With 30 down and fewer left to drop, I only hope that the remaining advertisers wake up and smell the coffee. It’s never too late to quit-all it takes is a little Ray of compassion, love and understanding.”