

SCOTT'S LIQUID GOLD DROPS "NOTHING SACRED"

Scott's Liquid Gold has become the thirteenth corporate advertiser to drop sponsorship of the ABC show, "Nothing Sacred." The company advertised Liquid Gold on the first episode and Alpha Hydrox on the second. The first twelve to quit the show were Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, AT&T, Glaxo Wellcome, Ponderosa and Dunkin' Donuts.

William Donohue was elated:

"Scott's Liquid Gold has demonstrated to Americans that it is a class corporate act. It was one of the few companies to advertise on both of the first two episodes of 'Nothing Sacred' and therefore its decision to pull all of its ads is of major significance.

"The producers and actors of 'Nothing Sacred' are quoted in *USA Today* as saying that they believe the show would fare better in the 10:00 p.m. time slot. This goes to show that they just don't get it: the American people are a lot smarter than they think, and they will not support a show that uses a world religion as a vehicle to make a political statement.

"Having lost 13 sponsors, the ball is in Michael Eisner's court. He should know that the Catholic League is prepared to take this game into overtime if that's what it takes to win."