

# SPONSOR EXPLAINS SPY FILM DOUBTS

Goodrich Calls N.B.C. View  
of Program Too Broad

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By VAL ADAMS

The B. F. Goodrich Company said yesterday that it withdrew sponsorship of "The Science of Spying" because it feared the documentary program might harm the United States Government.

The hour-long program dealing with espionage activities of the Central Intelligence Agency was televised Tuesday evening by the National Broadcasting Company. Those who were interviewed included Allen W. Dulles, former head of the C. I. A., and Richard Bissell, former director of plans for the agency. It was produced by Ted Yates of N. B. C. News.

Representatives of Goodrich and its advertising agency, Batten, Barton, Durstine and Osborn, Inc., viewed the film program at a screening on Monday. The next day they notified N. B. C. of cancellation of sponsorship. The program, they said, "is entirely different from the outline submitted to and accepted by B. B. D. and O."

Yesterday N. B. C. said it believed the content of "The Science of Spying" was "well within the broad outlines of the program proposal originally" accepted by the advertiser and its agency.

A statement issued by the agency said:

"The program as produced violates the general advertising policy of B. B. D. and O.'s client, B. F. Goodrich, in that the telecast treats a controversial public issue in a way which may do harm to the Government of the United States with no assurance that the Government of the United States has been consulted with respect to the contents of the program."

On the program Mr. Bissell said that in many trouble spots the United States supported the political right "not because we are rightists," but because there were no alternatives to chaos. Mr. Dulles said he could not deny that the United States had encouraged the Shah of Iran to overthrow the Mossadegh Government in 1953. There also was a mention that some Guatemalan revolutionists had been trained at Fort Benning, Ga.

Products made by Goodrich include automobile tires and tubes and other rubber products, chemicals, plastics and aircraft parts. The company's operations are international.

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