

# HMO AD WITHDRAWN

It wasn't the worst ad we've seen, but it wasn't acceptable, either. "Why was Jesus born in a manger?", the ad questioned, to which the reply came, "Because Mary and Joseph belonged to an HMO!"

This ad was placed, without authorization, in the New Jersey editions of the New York Times. The newspaper wasn't happy with the clandestine tactic used by the advertiser and we weren't pleased with the ad itself.

We are happy to report that the offending party got the message from both sides. In a letter to us, he said that "Obviously, I was wrong and I am sorry." We're satisfied.