**Hospitals Urged to End Harsh Tactics for Billing Uninsured Patients**

The American Hospital Association, an industry trade group, delivered a “Dear Alert” on June 17, urging hospital organizations and individual hospitals not to pursue their uninsured patients aggressively. The “Dear Alert” is a formal communication from the AHA’s president and a three-page memo, warning members to stop using the cruel tactics to evict patients — garnishing wages, seizing bank accounts, and putting liens on homes.

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**Wal-Mart Shift Shows Job Sites Welcome Gay Employees**

In what is likely the most significant corporate social responsibility move of the year, Wal-Mart, the world’s largest retailer, announced that it will begin offering health benefits to its gay employees and their partners.

The move comes after years of pressure from gay rights groups and advocates, who have been pushing companies to be more inclusive and to offer benefits to their gay employees.

**New Sew, Hip-Hugging Jeans Attract Women Who Avoided ‘Casual Weekend’ Image**

As Hollywood’s much-talked-about sequel to the hit movie “Cinderella” has shrewdly been marketed as a family outing, the jeans market has been aggressively marketed as a family-friendly activity.

For years, denim has been marketed as a casual weekend image, but with the release of “Cinderella,” the jeans market has shifted to a more formal and sophisticated look.

**Denim Gets Daring in Asia**

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**Marketplace**

**The Wall Street Journal**

**Monday, July 7, 2003**

**Old-Style Cartoons Fade to Black Amid Computer Animation**

By Dan DeMaggio

**Digital Dreaming**

By睐Nehris

**Denim Gets Daring in Asia**

BY CRIS PRYSTAY

**Rehabilitation**

BY CRIS PRYSTAY

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Denim is making a comeback as a fashion statement for women, especially in Asia, where traditional clothing is still very much in style.

**Denim Gets Daring in Asia**

BY CRIS PRYSTAY

**Rehabilitation**

BY LAURA LEE

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Jeans Take on Air: Flair: Curvy

Old-School Cartoons: Do a Fade to Black

Wal-Mart Loses Run in Union Fight

New Channel Plans to Feature Programs for Middle America

Advertising

In Crowded Playing Field, ESPN Must Tread Lightly With ‘X Games’ Campaign

A competition aims to attract fans of extreme sports and jocks to its network. But can ESPN win the game this time?

The network has a history of losing to rivals in the battle for viewers.

By BRUCE ROSEN

Emotions, excitement and controversy greet the launch of a TV campaign

Wal-Mart Loses Run in Union Fight

By ROBERT L. PETERSON

Wal-Mart Stores Inc., the nation’s largest retailer, waged a successful campaign to oust union organizers from its stores and keep labor agreements in place. Now, the union is making a comeback.

The United Food & Commercial Workers International Union, which has organized Wal-Mart stores for years, won a federal election in December to represent workers at 33 stores in California.

The union had lost a strike vote at Wal-Mart in 1997, but the company has since changed its in-store policies, creating a more friendly environment for union organizers.

The campaign, which was waged by Wal-Mart, was a concerted effort to keep union organizers from gaining a foothold in stores across the country.

Wal-Mart has been trying to prevent union organizers from gaining a foothold in its stores for years. The company has been involved in a series of legal battles with the union over its in-store policies, including its decision to allow workers to wear union clothing.

Wal-Mart’s legal team has been working hard to ensure that union organizers cannot gain a foothold in its stores, and the company has been successful in preventing union organizers from winning votes in several of its stores.

But the union has been able to gain a foothold in at least one store, a Wal-Mart in California.

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