

HOW ENTERTAINMENT CONQUERED REALITY

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Gabler persuasively argues that entertainment has become 'a force so overwhelming it has fi-

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FEBRUARY 8, 1999

THE MAIL					
GOINGS ON ABOUT TOWN					
THE TALK OF THE TO wrick on Monica-watching					
Et cetera Reacisiones.					
DEPARTMENTS Pat'n' Bill					
DEPARTMENTS The Political Scene Pat 'n' Bill. Why Senator Moynihan won't celebrate if Clinton gets off.  Why Senator Moynihan won't celebrate if Clinton gets off.  Shouts & Murmurs The Last Catalogue.  Madical Dispatch The Cancer-Cluster Myth.  John B. Kenney 33					
Shouts & Murmus The Cancer-Cluster Myth John B. Kenney 33					
Shouts & Murmurs The Eastern Myth John B. Kenney 33  Medical Dispatch The Cancer-Cluster Myth					
us I and The Chicken Value					
The Unprotected	10				
A REPORTER AT LARGE The Onphotected	-				
The Case of the Shock of the Old. Vintage Marajin					
A REPORTER AT LARGE  The case of Chicago's youngest murder suspects.  The case of Chicago's youngest murder suspects.  LETTER FROM EUROPE The Shock of the Old.  An Italian town shattered by earthquakes has An Italian town shattered by earthquakes has to choose between its art and its people.  LETTER FROM EUROPE The Shock of the Old.  Jane Kramer to choose between its art and its people.					
FICTION "A Friend in the Trade"					
What gets left behind in a move to an armore william Trevor 66	ř				
THE CRITICS  A Critic at Large Two biographies of Marilyn Monroe  Books Elizabeth Strout's "Amy and Isabelle"  Briefly Noted  Dancing The Eifman Ballet at City Center  Dancing The Eifman The Sundance Film Festival  Joan Accella  POFMS	)				
POEMS II hos" 85	Ó				
POEMS "Langston Hughes" "Nest" "Nest" "CROSSWORD 8 x 10 Cryptic No. 76. "David Denby 85 "Evin Young 44 "Louise Glück 50	L				
CROSSWORD 8 x 10 Cryptic No. 76  THE BACK PAGE The Crummiest Generation	7				
COVER Woman of the Year, by Dean Rohrer Roz Chast 81	В				
DRAWINGS  Leo Cullum, J. B. Handelsman, Lee Lorenz, Gahan Wilson, Bruce Er Kaplan, David Sipress, Victoria Roberts, Danny Shanahan, Frank Cothan Sidney Harris, William Hamilton, Robert Mankoff, Bernard Schoenbaun Stuart Leeds, P. C. Vey, Warren Miller, Tom Cheney, Charles Barsotti, Harris, Barbara Smaller	ic n, n,				

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## The day we found a monster in our mailroom

his happened in Tokyo.
A Japanese mother returned a kid's parka to us. And some body in Shipping discovered a toy in the pocket – a goofy, 4-inch monster.

Well, figuring some little kid

sent it back.
The next thing
you know, we
received a postcard from a very
grateful mother.

would miss it, he

Seems that goofy monster was her kid's favorite toy.

Mind you, we get cards and letters all the time at Lands' End® – thanking us for the little unexpected things we do.

A lady in Germany wrote that she ordered a necktie for her son – who usually doesn't wear ties – asking us to send him instructions on how to tie it.

Instead, one of our people tied one to show him how. And sent it in a gift box, for extra measure.

And then, there's the English chap who sent back one of our Original Attaches – well worn –

asking us to repair a broken zipper.

We sent him a brand new Attache.

He wrote back
that not only was he
delighted by the
replacement—he
even likes the new
color better.

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