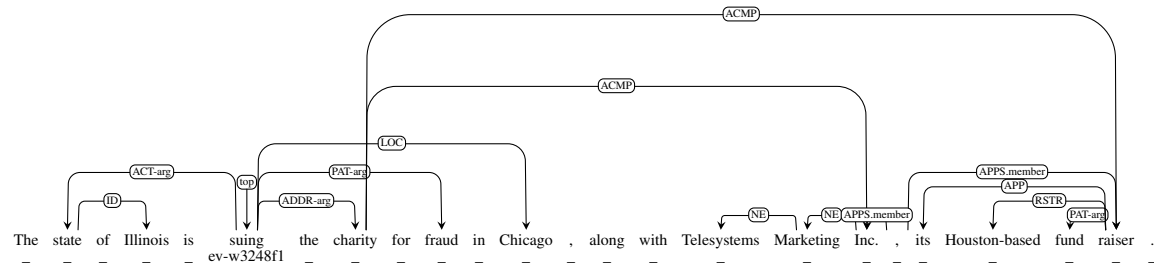


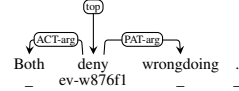
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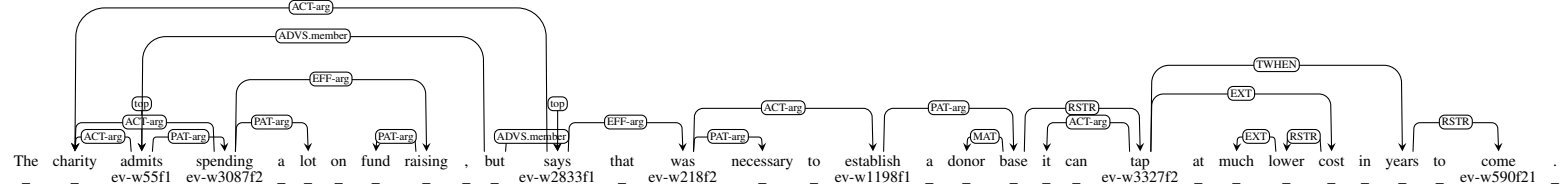




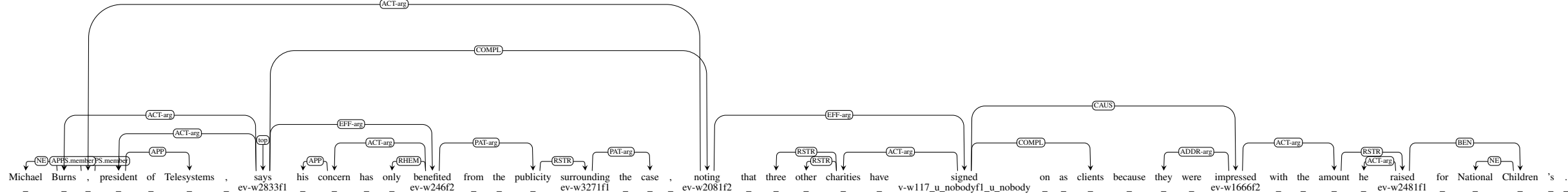
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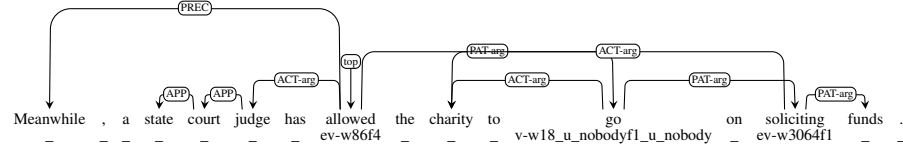
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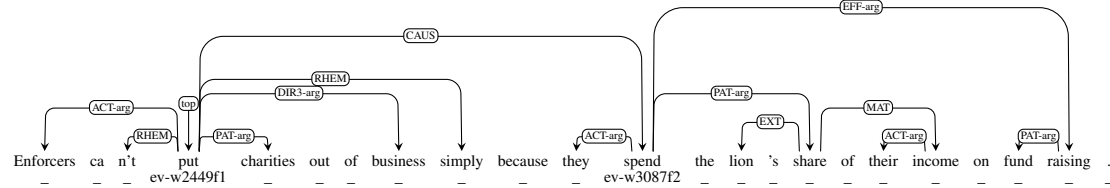
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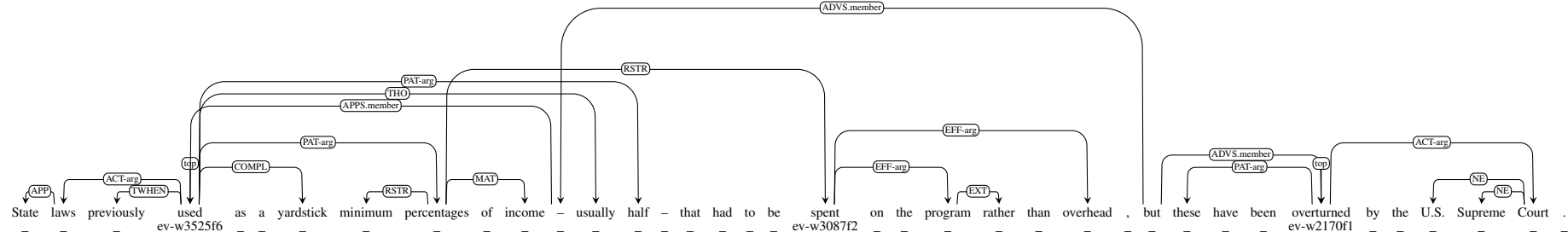
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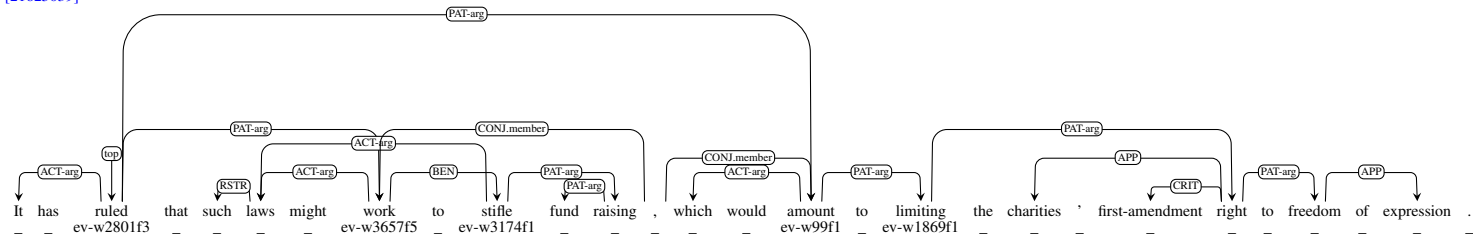
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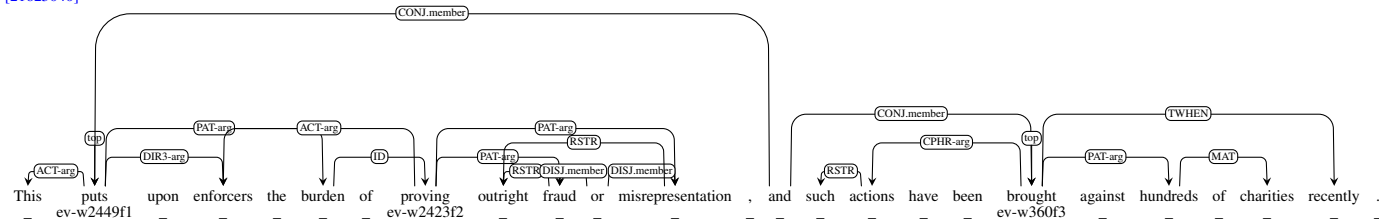
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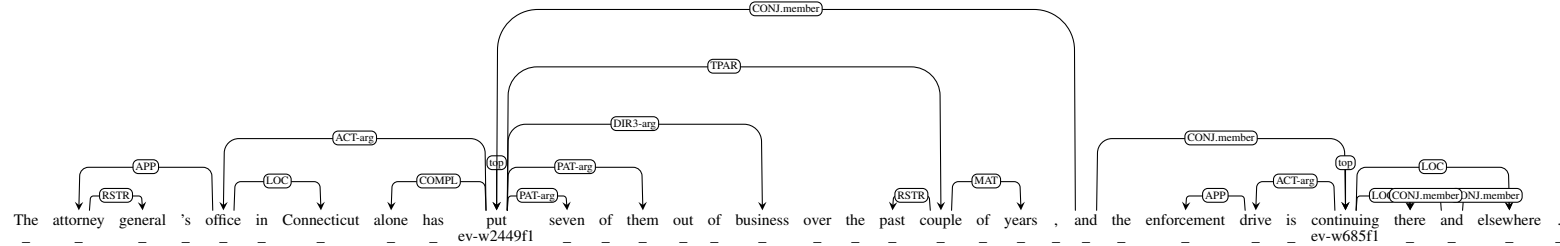
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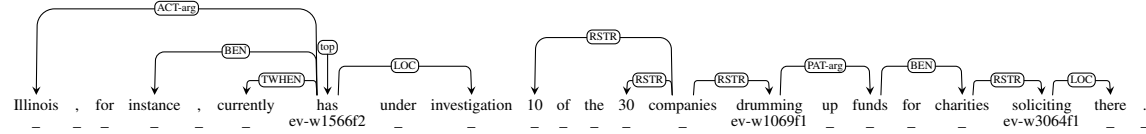
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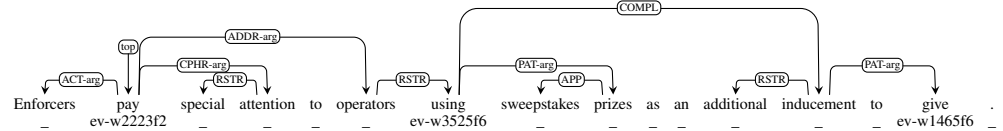
[21625041]



[21625043]



[21625044]



[21625046]

According to the Illinois attorney general's suit, Watson & Hughey sent mailings indicating that recipients were guaranteed cash prizes, and could win up to an additional \$ 1,000 on top of them, if they contributed as little as \$ 7.

[21625047]

But the total value of the prizes was only \$ 5,000 and most "winners" will receive just 10 cents, according to the attorney general's office.

[21625048]

The suit is still pending in Illinois state court.

[21625049]

Watson & Hughey has denied the allegations in court; officials decline to comment further.

[21625050]

While they can target some of the most obvious miscreants, enforcers concede that they are only scratching the surface.

[21625052]

One maneuver: the "public education" gambit.

[21625053]

The solicitation material indicates that donations will go toward a campaign alerting and informing the public about some health or other issue.

[21625054]

What it does not say is that the entire "campaign" may be the fund-raising letter itself.

[21625056]

"By putting these pithy statements on the solicitations, hundreds of thousands of dollars are claimed to have been spent on education to consumers when in fact this represents the costs of sending the newsletters."

[21625057]

Mr. Webster cites a four-page mailing from the United Cancer Council that offers a chance to win \$ 5,000 in gold bullion to those giving as little as \$ 5 to cancer education.

[21625058]

"A few boilerplate warnings about cancer appear but that's only two inches in all four pages."

[21625062]

The established charities are bothered by this but say they can do little about it.

[21625063]

"We can't police the many organizations that have sprung up in the last few years using part of our name."

[21625065]

