

SPECIAL REPORT: TERROR'S NEW TARGETS

THIS
TWIN
IS
BOUND
FOR
GLORY



The Coming Epidemic of **ARTHRITIS**

THE BAD NEWS: Research shows that the disease starts attacking your joints long before middle age

THE GOOD NEWS: The latest treatments are more effective than ever



HAPPY HOLIDAYS, MARTHA

After the year she's had, Martha Stewart could use some Christmas cheer. In the wake of her insider-trading scandal, she stopped appearing on CBS's *The Early Show*, resigned from the board of the New York Stock Exchange and saw her face removed from K Mart's holiday ads. But, overall, the season seems to be treating her well. K Mart says sales of Stewart's Everyday line of linens and housewares are up this year,



MATT HOYER—AP

and her new line of holiday wares—ornaments, wreaths, lights—is off to a fast start too. "People are separating Martha Stewart Living the brand from Martha Stewart the personality," says K Mart CEO James Adamson. But how about her other ventures? —By Sean Gregory and Daniel Kadlec

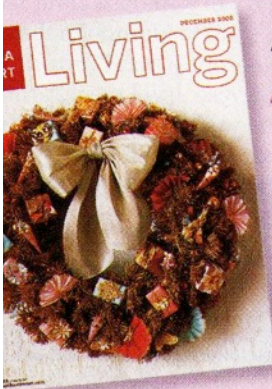
THE TV SHOW
Ratings for her daily syndicated program are down, and she canceled her holiday special, citing cost and the "uncertainty" of her personal situation.
Not a good thing



REUTERS

THE MAGAZINE
Ad pages for *Living* are up 19% in December and 5.4% for the year.
A good thing

THE PAINT
Sales of her 416-color line have grown six out of seven months since debuting at Sherwin-Williams stores.
A good thing



THE FURNITURE
Under a partnership with Bernhardt, her 200-unit collection hits stores in April. About 400 retailers have committed, and reviewers have dubbed it a "clear winner."
Could be a good thing



Bosnak, at home in New York City, made \$13,123

REUTERS

Panhandling.com

HAVING A PROBLEM COVERING your medical expenses? Need money to get out of a bad marriage? Can't afford your next vacation? A growing number of Americans are going online for help, starting a website at which they beg total strangers to fund their cause. Internet panhandling got national attention last June, when Karyn Bosnak, an out-of-work TV executive who had racked up \$20,000 in credit-card debt, posted the site *savekaryn.com* to help pay off her Bergdorf's, Prada and Gucci bills. "Nothing is really in it for you," she wrote. "But I do believe ... if you help me, then someday someone might help you." It worked. Spurred by stories on the *Today* show and elsewhere, Web surfers sent Bosnak checks, credit-card numbers and cash to the tune of \$13,323. Last month she announced at her site that she is finally in the black. Her success has spawned dozens of imitators. Some 70 sites are sprinkled throughout the begging categories of such Internet engines as Yahoo and About.com. Some seem earnest, like *helpjennifer.com*, dedicated to helping Jennifer Glasser pay her doctor bills for Lyme disease. (She has made \$4,000 since August.) Others are more tongue in cheek, like

edneedsahammer.com, dedicated to getting Ed a—well, you get the idea. Many fall somewhere in between. Penny Hawkins, who is putting herself through nursing school to support her children, has made \$1,400 since August via her site *helpmeleavemyhusband.com*. "I'm not a beggar on the street," she says. "I'm trying to improve the quality of my life. I'm just looking for a hand up." Cyberbegging has grown big enough for a backlash to start: Bosnak's appeal has spawned such cyber-responses as *savekarynnot.com* and *dontsavekaryn.com*.

Why donate to perfect strangers online, especially when there's no guarantee that the money is going where it is supposed to go? "There's an immediacy to supporting a straightforward cause that can make people feel good," says Erika Ineson, a fund-raising consultant based in New York City. It can also be contagious, a sort of cyberversion of *Pay It Forward*. Robin De Luca, a single mother, sent a donation to *savekaryn.com* because she "thought it was hilarious." In October she launched her site, *sexysinglestrugglingmom-needsyou.com*, to help finance her fight against hepatitis C. Her tally so far: \$117.

—By Harriet Barovick