"Madam, I don't have to eat the *whole* apple to know if I like it,"

Said Dr. Samuel Johnson to an irate author who complained he had critiqued her book after reading only one chapter. Following this Johnsonian logic, here is a sampler of Hal Gieseking's writing style and content, one bite at a time.`

Book Introduction: *30 Days to a good job* (Simon & Schuster)

Over the years search and rescue teams have noticed a curious quirk among hunters and hikers. When they lose their way in unknown territory, they start to run as fast as they can. This is the worst thing they can do because in a few moments they become exhausted, often fall and injure themselves or seriously deplete their body warmth. Then their desperation increases to the point that they go to the opposite extreme – they find a place to huddle and do nothing.

In today's corporate America, when people lose their jobs they frequently run to all their friends asking for job leads. Then they throw together a disorganized resume and an indiscriminate cover letter and mail them to virtually every help wanted ad even remotely related to their interests and qualifications. And they call dozens of personnel offices. After several days or weeks they may find that their energy and resources are depleted and they can sink into helpless despondency on the living room couch, their job search effectively ended.

Anecdote: *Drive back to Kentucky's Main Streets* (American Heritage advertorial)

Danville is another Kentucky Main Street city with a highly visible past. The Constitution Square State Historic Site here represents the very beginning of the state: the Kentucky Constitution was framed and developed here in 1792.

Doctors – and for that matter anyone interested in early medicine – should make a house call at the Ephraim McDowell House and Apothecary Shop, a National Historic Landmark. The first successful abdominal surgery in America was performed here in 1809. Jane Todd Crawford had traveled to Danville by horseback, presumably to give birth to predicted twins. Instead Dr. McDowell discovered that she had a huge ovarian tumor. He had to operate, without anesthesia, to save her life. Mrs. Crawford of hearty Kentucky stock apparently didn't realize she was a medical pioneer. Two days later she was up sweeping the floor, and she outlived the doctor by a decade.

Hal Gieseking's career has spanned writing, editing and broadcasting in the editorial and advertising fields.

- **Creative Supervisor,** Ogilvy & Mather, Inc., New York
- **Consumer Editor**, Travel Holiday
- **Travel Correspondent**, CBS Morning News
- **President**, Gieseking & Clive, Inc. (house agency: American Express)
- **Author,** twelve travel and business books, two novels (publishers include Simon & Schuster, Macmillan, McGraw-Hill)
- **President,** The Business Scribe, Inc. (travel advertising and marketing)
- **President, Vice-President,** Society of American Travel Writers
- **Board of Advisors, Special Programs,** College of William & Mary
-

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Article Development: *Williamsburg in Winter* (Coast to Coast magazine)

Christmas

Colonial Williamsburg, in the center of a history time capsule, officially begins the holiday activities on Thanksgiving weekend. But most local residents and visitors are convinced that the holidays really begin on the day of the Grand Illumination in early December. Each year about 25,000 people arrive before dusk for this event. Because of the crowds, most are advised to park at the Colonial Williamsburg Visitors Center (follow the green signs) and take one of the free buses to the Historic Area.

When the sun goes down, the fires and fireworks begin. All along the cobbled streets, torch-bearing colonial tradesmen set fire to light cressets—iron baskets on poles that are filled with pitch pine, which blaze with an intense brightness. The ersatz but attractive candles (electric for fire safety) in windows add glowing flickers of light up and down the colonial streets. Minstrels and other 18th century entertainers build the holiday mood until the fireworks splash red, yellow and stark white streaks of light over the Governor's Palace, the Courthouse, Chowning's Tavern and all the other restored or reconstructed homes, shops, public buildings and workplaces.

The audience is soon invited to go caroling by cresset light down Duke of Gloucester Street. It's a grand evening, but sometimes followed by a traffic jam that might have made British General Cornwallis glad he got out when he did.

Theme Development: *New Directions in Business Travel* (Business Week advertorial)

PERSONALIZED SERVICE

A second– or third-time guest at the Westgate Hotel in San Diego might be pleasantly surprised to be greeted by name at the front desk. The front desk personnel have a copy of "The Memory Book" to help them recall previous guests' names. Later in his stay that same guest may enjoy some other personal touches such as personal computers and video recorders delivered by room service or special help from "Lady Westgate." the hotel's lady concierge in the lobby. Lady Westgate not only performs such traditional favors as obtaining dinner and theatre reservations for guests but also may serve as a local public relations agent. She can call local newspaper columnists when a business traveler/guest is in town to introduce a new product or service.

Interview intro: *Garfield the Cat* (American Express Cardmember newsletter)

Human Foibles in the Funnies

The ancestors of newspaper comic strips date back to the early days of printing, but they were far from funny. A series of drawings on dividual sheets of paper might be posted on a wall to tell cautionary tales about crime and human failings. In the first part of this century American cartoonists used drawings in sequence for short funny stories, and the "comics" were born. "Garfield" has become one of the superstars of this art form. Since Jim Davis created this quirky corpulent cat back in 1976, Garfield has gobbled up millions of American hearts in comic strips syndicated in 1,700 newspapers and in over 12 million copies of cartoon books. The *For Members Only* newsletter interviewed Mr. Davis about the significance of comic strips in American life today—
and got a few catcalls from Garfield.

Anecdotal intro: *Historic Inns of the South* (Distributor: Random House)

The Two Meeting Street Inn in Charleston, South Carolina, is a house built on love and money.

In 1890 George W. Williams decided to celebrate his daughter's wedding in a spectacular fashion. He put a check for $75,000 on the newly-weds bed, enough money to construct a large new home at Two Meeting Street. Then he sent the bride and groom on a two-year honeymoon in Europe while the house was being built.

All this largess may have sparked an interfamily rivalry for the young couple's affections, for while the wife's parents were building the house, the *groom's* parents bought Tiffany windows for the new place and had them installed by Louis Comfort Tiffany himself.

When the house was converted into a luxury bed & breakfast by David and Karen Spell, it took the name of its address—Two Meeting Street. It is flanked by gardens with water oak, live oak, and dogwood trees and pink and white azalea bushes. Weather permitting (as it usually does in Charleston) a continental breakfast of fresh-baked blueberry and cranberry-orange muffins is served on a brick patio. Each of the guest rooms is furnished with traditional Southern canopy beds and an eclectic mix of antiques. A parlor is located on each floor, and there are several fireplaces, including one with a fabulous bas-relief blue-tiled mantel.

Guests over the years have included the woman who claimed to be Grand Duchess Anastasia of Russia (the only surviving daughter of Czar Nicholas II) and many, many honeymooners.

Mr. Williams certainly didn't realize what he was starting in 1890. His present to his daughter and son-in-law has become a gift to newly-weds through the ages.

News lead: *The Plastic Thieves* (The Hanover)

Californian Ellen B. is a single parent who works long hours as a secretary to support herself and her ten-year-old daughter. She spends every dollar carefully. That's why she was so puzzled when a store clerk in a neighboring town called to "verify" her address for the delivery of several hundred dollars worth of auto parts she had never ordered.

"But you came in yesterday and paid with your credit card," the clerk said.

"It wasn't *me*," she said.

"It had to be," the man protested. "You even showed me your driver's license."

Ellen had become one of the hundreds of thousands of victims of one of the fastest growing scams in America. The theft of her identity.

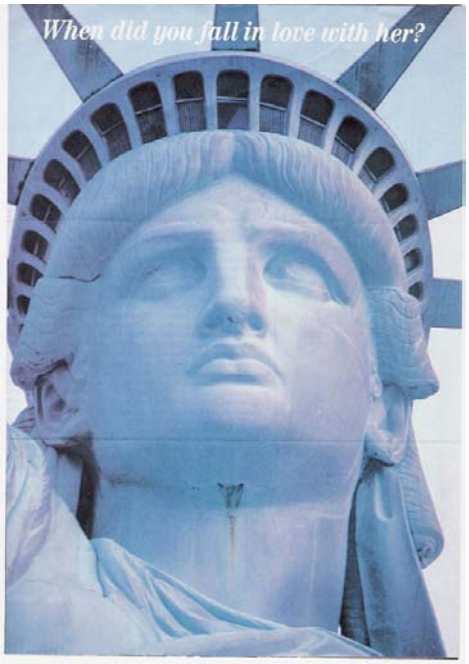
Analogy: *Business brochure*

ATTILA & BEN

Ironically two greatly dissimilar historic figures—Ben Franklin and Attila the Hun, possessed the attributes most needed for business survival today. Ben was a constant fountain of new ideas, and Attila had an absolute *lust* for victory. What a marketing team they would have made!

Attila knew how to attract attention. Clad in rough fur and a leather helmet, he roared into battle on his black steed, *Lightning*. Soon enemies were surrendering *before* the battle, conquered by the hun's fierce "public relations" image that preceded him.

When Ben Franklin couldn't clearly see the food on his plate or recognize guests across the table, he invented the world's first bifocal glasses. Creating new solutions to life's nettles was a Franklin specialty. (Franklin stove, lightning rod, first public fire department, first public library, etc. etc.)



Special announcement: *American Express newsletter*
(Text: Hal Gieseking Design: Bob Clive)

Love at first sight for millions of people of all ages

The people who love her can save her. Join with American Express in a major step to restore the vitality of a Great Lady before her 100th Birthday Celebration.

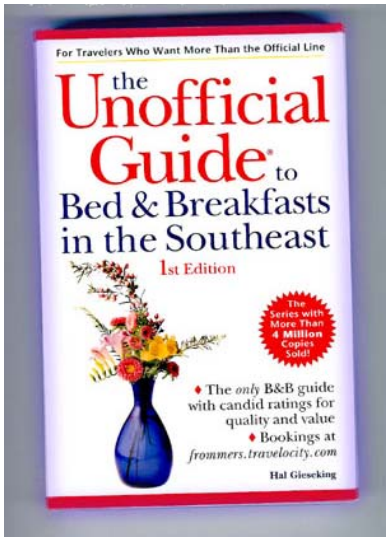
Recently a 5-year-old rushed to the railing of a ferry approaching Liberty Island, letting out a shout of pure joy.

"It's the Lady!"

He was experiencing that chill down the spine that has affected so many of our parents or grandparents when they arrived at the door of America and gazed at the Statue of Liberty. But behind her peaceful expression, the Lady hides serious problems. The supporting structure of her torch and right arm have become so badly corroded they may have to be replaced. Many of the 2,000 cast-iron straps that support the copper skin have rusted. Her 3/32nd-inch thick skin is serious damaged in many places. The Great Lady is in desperately poor health.

Now the Great Lady needs our help so that she will always be there for us, and for our children. So that three years from now or three hundred years from now a child can look up and shout,

"It's the Lady!"



B&B Review: *Unofficial Guide to Bed & Breakfasts in the Southeast*

New Bern House Overall: ** Room Quality: C Price: $68-$88

If guests should awaken about 6 a.m. to find a maid dressed in black bringing fresh towels, not to worry. It is probably a ghost. This maid has appeared to guests in Room #2, which seems to be a hangout for a few local spirits—including a white-gowned granny who likes to stare out the window. All of this makes for lively storytelling at the New Bern House which stages mystery weekends. Room #4 also has had some ghostly sightings. We just wish they had a ghost painter who would touch up the hallways which are getting a little dingy, or a ghost carpenter to plane down the low bridge on the stairs where *guests* go bump in the night. But the rooms are comfy, the rates are modest, and we'll take fresh towels any way we can get them.