

Streetcars give scenic tour of New Orleans

# Architect saves 60-year-old transit lines

**United Press International**  
NEW ORLEANS, La. — The Streetcar Tour, one of New Orleans' oldest, yet newest, and most intriguing attractions, grew out of a graduate student's project in landscape architecture.

But Peter Raarup, whose travels already had taken him from Texas to Louisiana via Connecticut, New York and several Latin American countries, had nonscholastic motives as well.

"I wanted to do a project that would get me back into a city," he said. "So I did a redesign project for the St. Charles Avenue area. About two or three months into the thing, I realized I really didn't want to redesign St.

Charles at all. I liked it the way it was."

Raarup came to view the old avenue as a lifeline through some of New Orleans' most fascinating sections, connecting the tourist crush of the French Quarter with a sedate, tree-shaded bend in the Mississippi River. Yet for all the area's lovely old homes, the streetcar line that served it was losing more than \$1 million a year.

The streetcars themselves, aging remnants of a citywide web and a nationwide tradition, soon became the focus of Raarup's vision. Their money problems haunted him, along with their failure to attract large numbers of tourists.

"I thought, why is this thing

operating at a deficit when it's one of the most wonderful things I've ever seen?" Raarup said. Based on research into the line's history, study of the system's mechanics and interviews with riders, he reached some conclusions.

The St. Charles streetcar, quite simply, was missing an opportunity. The world's oldest continuously operating street railway was falling victim to inadequate promotion, nonexistent packaging and the human animal's inherent fear of getting lost.

What Raarup decided to do was correct each of these wrongs — promote the streetcar as a symbol of the city and create an attractive deal for the tourist

dollar. He also wanted to simplify the ride so a person could get on with confidence and know exactly where to get off.

Raarup joined forces with architect Louis Costa and graphics expert Andre Neff to enshrine the streetcar and make a profit in the process. The partners outlined "The Streetcar Guide to Uptown New Orleans," devised the Streetcar Pass and set out to convince the New Orleans Public Service and the City Council the idea would work.

It took quite an effort to convince everyone — even with risk falling heavily on the partners and profits falling heavily on the troubled transit system. Finally, they reached an agreement last

year and Transitour, the trio's corporate identity, began.

Once the company stabilized as an attraction and an enterprise, it launched a program of streetcar packages for groups and individuals.

The main attraction is a \$20-a-person bar hop, which offers a transit pass and five coupons good for cocktails, wine or beer at St. Charles Avenue establishments.

The ride along the oak-shaded avenue covers a century and a half of architectural styles. It cuts across a modern business district, past Lafayette Square and Lee Circle with their statues, through the Garden District with its historic mansions and past Tulane and Loyola universities to Audubon Park.

The streetcars, built in the early 1920s, have old-fashioned wooden seats that can be re-

versed, depending upon car's direction. The seats have brass hand grips and aisles for standees.

The military green, wheeled vehicles clang along the 6.5-mile street with frequent stops, and the journey takes about 45 minutes. A trip offers an overall view of sights, and those who want to return for a closer look are of interest.

## Radio Shack experiments with 'swampy' advertising

**United Press International**  
FORT WORTH — The scientist-superhero peeks at a computer keyboard and suddenly video screens fill with waves and exotic color, sound monitors blink to life and reams of paper spit from machines.

For all the world it looks like a pretty spiffy secret lab.

That's exactly what producers of "Swamp Thing," another film about a comic book hero, had in mind.

But the movie set represents something else — an unortho-

dox marketing approach for electronics giant, Tandy Corporation's Radio Shack, which recently began lending its high-tech equipment for use in a range of movies and television shows, including Walter Cronkite's "Universe" and "Hill Street Blues."

"We talked to the company because we wanted a lab that looked a lab, full of noisy machines and things," said Michael Uslan, co-producer of the \$3.5 million "Swamp Thing," which is based on a DC

Comics character.

The equipment is seen in the opening sequences of the film, before the heroturn muck-covered monster is introduced into the swamp. But the name is the top credit by when the film comes close.

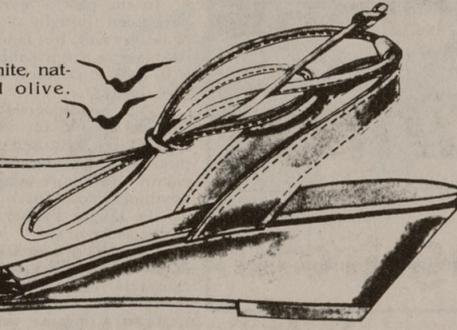
"That's where the ad comes in," said Ben M. The movie's other producer a great-looking superhero. We think teenagers who movie will remember the pany name."

### by CITIES



**EL PASO**  
Smooth leather: Red, white, natural, olive and mauve.  
\$39.99

**PHOENIX**  
Smooth, leather: White, natural, mauve and olive.  
\$35.99



## Lewis'

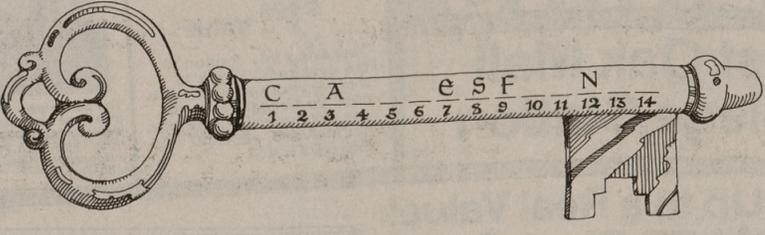
Shoe Stores

Culpepper Plaza  
10-8 Mon.-Thurs.  
10-6 Fri.-Sat.

## THE QUEST OF THE SECRET CITY SWEEPSTAKES



here's a city in Europe—you could travel there free. So unravel these riddles, and uncover its key.



**TO PLAY THE GAME:**  
Answer each of the riddles that will appear here each week in February. Write your answer in the blanks below each riddle. The letters with numbers below them correspond to the numbered spaces in the master key. As you fill in the letters of the master key, you will be spelling the name and location of a secret city in Europe. Send us the solution, and you and a friend could win a trip there, free.

**TO ENTER SWEEPSTAKES:**  
1. NO PURCHASE NECESSARY.  
2. Grand Prize consists of two regular round-trip economy airfares to the secret city, 30-day Eurail passes, American Youth Hostel passes, two backpacks and \$1000 in cash.  
3. Cut out master key for use as official entry blank or use 3" x 5" card. Print your answer along with your name and address. Mail to Secret City Sweepstakes, P.O. Box 6018, Norwalk, CT 06852.  
4. The first 1,000 correct respondents will receive a poster as an entry prize.  
5. All entries must be received by 3/15/82. Enter as often as you wish, but each entry must be mailed separately.  
6. A random drawing of all correct entries will be held 3/22/82 by the Highland Group, an independent judging organization whose decision is final.  
7. Sweepstakes void where prohibited, taxed or otherwise restricted.  
8. All potential winners may be required to sign an affidavit of eligibility to verify compliance with the rules within 30 days of receipt of same. For a list of prize winners, send self-addressed, stamped envelope to Secret City Sweepstakes c/o Highland Group, 16 Knight St., Norwalk, CT 06851.

**5** WHAT AM I?

My arsenal is patience,  
My sword is chalk;  
My discipline is conscience,  
My medium is talk;  
My reservoir is history,  
My greatest love is truth;  
My highest art is alchemy,  
Where lead to gold is youth.

5 — 13 — 4  
(Answer to Week #2 Riddle: CLEF)

Miss Texas A&M University Scholar

# Pageant



Saturday,  
February 27

7:00 pm

Rudder Auditorium

student: \$3.50  
non-student: \$5.50  
tickets available at  
MSC Box Office

presented by MSC Hospital

**MSC Cafeteria**

Now Better Than Ever. You Will Be Pleased With These Carefully Prepared and Taste Tempting Foods. Each Daily Special Only \$2.19 Plus Tax. "Open Daily"

Dining: 11 A.M. to 1:30 P.M. — 4:00 P.M. to 7:00 P.M.

<p><b>MONDAY EVENING SPECIAL</b></p> <p>Salisbury Steak with Mushroom Gravy Whipped Potatoes Your Choice of One Vegetable Roll or Corn Bread and Butter Coffee or Tea</p>	<p><b>TUESDAY EVENING SPECIAL</b></p> <p>Mexican Fiesta Dinner Two Cheese and Onion Enchiladas w chili Mexican Rice Patio Style Pinto Beans Tostadas Coffee or Tea One Corn Bread and Butter</p>	<p><b>WEDNESDAY EVENING SPECIAL</b></p> <p>Chicken Fried Steak w cream Gravy Whipped Potatoes and Choice of one other Vegetable Roll or Corn Bread and Butter Coffee or Tea</p>
<p><b>THURSDAY EVENING SPECIAL</b></p> <p>Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing — Hot Garlic Bread Tea or Coffee</p> <p>FOR YOUR PROTECTION OUR PERSONNEL HAVE HEALTH CARDS.</p>		
<p><b>FRIDAY EVENING SPECIAL</b></p> <p>BREADED FISH FILET w TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread &amp; Butter Tea or Coffee</p>	<p><b>SATURDAY NOON and EVENING SPECIAL</b></p> <p>Yankee Pot Roast (Texas Salad) Mashed Potato w gravy Roll or Corn Bread &amp; Butter Tea or Coffee</p>	<p><b>SUNDAY SPECIAL NOON and EVENING</b></p> <p>ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter Coffee or Tea Giblet Gravy And your choice of any One vegetable</p>

"Quality First"

GENERAL FOODS® INTERNATIONAL COFFEES MAKE GOOD COMPANY.



Suisse Mocha



Cappuccino



Irish Mocha Mint



Cafe Vienna



Cafe Francais