

# ...Here are some things a visitor should know



## Local transportation varied

### TAXICAB

\$1.70 drop charge + \$.50 for each additional passenger  
\$1.00 per mile  
\$3.00 per person for special events or meter rate if greater Compliments or complaints? Call the Taxicab Bureau at 565-6272. Please be sure to remember the cab company and cab number.

### STREETCAR

St. Charles Ave./Carrollton Ave. and Riverfront lines  
Fare: \$.80 exact fare required; \$1 Riverfront Transfers to public bus: \$.10  
Schedules available at Regional Transit Authority (RTA) office: 101 Dauphine, 4th floor, 569-2700.

### PUBLIC BUS

Fare: \$.80; express is \$1  
Schedules available at RTA Office  
1001 Howard Avenue 569-2700

### "EASY RIDER" SHUTTLE

Circles Central Business District with stops along Poydras and Canal, also runs to the Superdome and New Orleans Convention Center.

Operates Monday - Saturday 6:30 AM - 6:30 PM

Fare: \$.30

### VISITOR PASSES

Entitle bearer to unlimited ridership on all streetcar and bus lines. Available at hotels and shopping areas.

Cost: \$3 for one day, \$6 for three days.

### PARKING

Following are a few parking tips to help keep you moving:

**ALWAYS READ THE SIGNS BEFORE YOU PARK!**

Beware of School Zones. The hours restrictions are enforced

Park-N-Shop-Many downtown businesses and department stores offer free or discounted parking with minimum purchases.

Park-N-Ride - Two Central Business District Shuttle Routes and a Vieux Carre (French Quarter) shuttle are available for your convenience. You may also park outside the downtown area and take a public transit bus or streetcar to your destination.

Many parking lots offer Early Bird Specials, reduced rates for early parkers who arrive before 8 a.m. Times and rates vary, so shop around for the lot that best fits your needs.

GOLF COURSE NEWS

## Spouse program offers a range of activities

The Spouse Program slated for the international conference and show includes special tours, meals and speakers.

Taking place in or originating in the New Orleans Hilton Riverside and Towers, the program follows:

Friday, Feb. 14

9 A.M. — Breakfast: A New Orleans tradition — Cafe au lait and beignets.

10:15 A.M. — City tour, introducing visitors to some of the most historic neighborhoods and landmarks.

Noon — Lunch at a popular restaurant, after which the city tour will continue.

3 P.M. — Buses will deboard visitors at their choice of Julia Street, with its art galleries and antique shops; Riverwalk, with specialty shops and restaurants; or the Hilton Hotel.

Saturday, Feb. 15

9 A.M. — Coffee and juice at the Spouse Activity Center.

10:30 A.M. — A private Mississippi River cruise on the restored steamboat Natchez. A

buffet luncheon will be served on board.

2:30 P.M. — A program, "Coping with Personal and Professional Disappointment," will feature speaker Harriet Hensley, who conducts workshops for the Menninger Foundation's Management Institute.

Sunday, Feb. 16

9 A.M. — Coffee and juice at the Spouse Activity Center.

9 A.M. - 11:30 A.M. — Psychotherapist Wendy Stebbins of the Stebbins Institute will speak on "Dealing with Difficult People."

9 A.M. - 5 P.M. — The Trade Show is open.

12:30 P.M. — A buffet luncheon will be served in the Spouse Activity Center.

1:30 - 3:30 P.M. — A parade just for spouses in traditional Mardi Gras fashion. A traditional New Orleans dessert will then be served, accompanied by music from a local jazz band.

2:30 P.M. — Cajun-style humor will be presented by Dave Petitjean, who will look at the lessons learned by the French Acadians, best described as "laughing at themselves."



## Say what? A lesson in New Orleansese

First of all, Louisianians kindly request that visitors refrain from saying Noo Or-leens. Although that particular pronunciation has a pleasant ring to it when sung—especially when it rhymes with dreamy dreams and Creole queens—it isn't at all proper in conversation. Of course, if you're a Yankee and proud of it, by all means fling about Noon Orleans. It's a dead give-away.

The correct pronunciation of our fair city is...uh...well, sort of, umm...N'Awlins. N'Orlyuns. N'yawlyuns. Well okay. It's pretty unprintable. But what it isn't is Noo Orleans. However...now pay attention because this is tricky...you'll also be recognized as a non-Orleanian if you don't say Orleans when referring to Orleans Parish or Orleans Street. It is Orleans Parish and Orleans Street.

"Orleans" is one of the most prominent shibboleths. They have a lot of shibboleths. To help you blend in with the natives, here are some hints about our sometimes loony localisms.

### CAJUNS AND CREOLES

These days the lower-case adjective "creole" describes virtually anything indigenous to the region, be it a tomato or a house. As a noun with a capital C, a Creole is a person, and therein hangs a tale. When the Spaniards colonized West Indies islands, many of them inter-married with Caribbean Indians. The Spanish word criollo was used to designate a full-blooded child born in the colonies, as opposed to a child of mixed parentage. French settlers in the New World gallicized the word to Creole (pronounced cree-ole). New Orleans was settled by French Creoles—i.e., full-blooded descendants of French colonists. Black Creoles were full-blooded descendants of African slaves, while "people of color"—mulattos, quadroons and octoroons—were of mixed blood. The Cajuns of South Louisiana are descendants of French colonists who, more than 350 years ago, settled in what are now the Canadian maritime provinces of Nova Scotia and New Brunswick. They called their home in the New World l'Acadie and they were known as Acadians. "Cajun" is a corruption of the anglicized word, Acadian. The British, who took possession of that territory in the 18th century, expelled the Acadian. Thousands of the Cajuns eventually settled in south Louisiana.

### WHICH WAY IS UP?

If you're alert, determined, and in New Orleans

long enough, you might be able to figure out which way is north, south, east, or west. New Orleanians don't use such mundane directions, because the serpentine Mississippi River, which carved out the croissant-shaped land mass upon which the Crescent City sits, renders them virtually useless. Instead, they let their waterways call the shots: Downriver (or downtown); upriver (or uptown); lake-side (toward Lake Pontchartrain); and riverside (toward Old Man River). Absolutely no one here would propose meeting on a southwest or northeast corner of anything, because there's really no such place. It takes a bit of practice, but you'll eventually grow accustomed to corners they call "downtown lakeside," "uptown riverside," and so on. Good luck!

### WHAT STREET IS THIS?

New Orleanians are particularly cantankerous when it comes to pronunciations of local streets.

The city was founded by French Creoles who christened the streets in the French Quarter, so you'd think Gallic names would roll right off their tongues. But you would be wrong. Chartres is said like the English word charters; Conti is pronounced con-tie and the "gun" in Burgundy is stressed.

Many an Orleanian refers to Eye-berville Street, and you already know about Orleans Street. Carondelet is a Spanish word, stressed on the second and fourth syllables, and the latter is pronounced just like "let."

Having played havoc with the city's very heritage, you can imagine what they do with street names that are Greek to us. Clio is Clie-o; Melpomene is Mel-po-meen; Calliope is Cal-yope; and we dance around poor Terpsichore to the tune of Turp-see-core.

And while we're on the subject of streets, a sidewalk here is called a banquette.

That's the French word for bench, and of course we mangle it to ban-ket. In the early days, sidewalks were made of wood with a slightly raised bench-like edge on the street side that helped protect the ladies' skirts from the mud and mire.

The French Quarter is also called the Vieux Carre (view ka-ra), which means "old square." Matter of fact, if you look for a "French Quarter" exit off the interstate you'll be out of luck. It's the "Vieux Carre" exit!

## Tax-free shopping draws thousands of visitors to city

The New Orleans Convention Center ranks third in the nation in terms of contiguous exhibit space when Phase II opened last July.

The increased space added 350,000 square feet of contiguous exhibit space, making the total square footage 700,000.

The facility also added a 35,000-square-foot ballroom, and 42 meeting rooms.

There were 459 definite and tentative meetings booked into the New Orleans Convention Center expansion as of July 1991 through the year 2013.

It is estimated that by the year 2000, the economic impact of the facility will be \$1 billion per year.

### LOUISIANA OFFERS TAX-FREE SHOPPING

Nearly 18,000 international shoppers have participated in the Tax Free Shopping program since the opening of the Tax Free Shopping Refund Center at the New Orleans international Airport in November 1989.

At this center, international visitors can secure tax refunds with vouchers from purchases made at businesses that are members of Louisiana Tax Free Shopping.

There are more than 1,000 participating Louisiana retail merchants in the program, including nine tax-free zones: Canal Place, New Orleans Centre,

Uptown Square, Riverwalk, Lakeside Shopping Center, Esplanade Shopping Mall, the French Market, New Orleans International Airport, and Northgate Mall in Lafayette.

LTFS recorded \$14.2 million in retail sales its first year.

Customers from 125 foreign countries spent an average of \$207 per sale and \$773 per visit. The total economic impact of all expenditures by LTFS users was \$38.9 million.

The Chamber/New Orleans and the River Region manages the tax-free shopping program, under the direction of the five-member Louisiana Tax Free Shopping Commission.