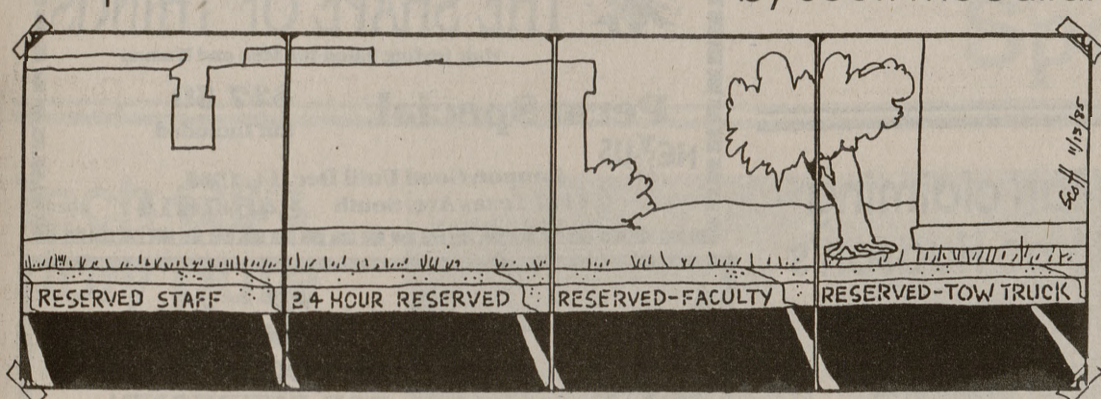


Warped

by Scott McCullar



Cessna hopes retail store will revive interest in flying

Associated Press

industry out of a six-year slump.

DALLAS — Cessna Aircraft Co. has begun peddling planes at a Dallas shopping mall in a test flight of what the company hopes will revive interest in private flying and pull the

officials from the Wichita, Kan. based manufacturer said the idea could improve sluggish lightplane sales and prompt the opening of 400

Cessna stores across the United States.

Besides selling aviation-related merchandise, the new store, called Hangar 10, uses a flight simulator to entice customers to take flying lessons at nearby Cessna Pilot Centers.

The store is the focal point for a new selling strategy, including Hangar 10 social clubs that offer activities and travel discounts to members and a Cessna-Hangar 10 credit card that can be used to purchase parts, fuel and service as well as merchandise at the stores.

Cessna's aim is to introduce flying on the public's turf — the shopping mall — rather than at the airport. The first Hangar 10 store opened Tuesday at the Valley View shopping center in affluent north Dallas. A second store is scheduled to open later this month in Minneapolis.

"It's a bold leadership innovation by Cessna," said Richard Schwebel, vice president of Cessna's aircraft marketing division.

Cessna reported a \$2.7 million profit for a nine-month period ending in June. But the profit mainly reflected accumulated tax benefits. Without the benefits, the company would have posted a \$17.5 million loss.

While industry observers have predicted an eventual recovery of sales of larger business turboprops and jets, they have been less optimistic about the future sales of smaller single-engine, piston-powered aircraft favored by flying enthusiasts. The number of people learning to fly remains down significantly.

Police beat

The following incidents were reported to University Police through Monday:

- MISDEMEANOR THEFT:**
 - Five bicycles were stolen from various locations on campus.
 - Six wallets were stolen from various locations on campus.
 - Four hub caps were stolen from a 1981 VW Rabbit parked in Parking Annex 61.
 - A Texas A&M class ring and \$35 were stolen from a room in Hart Hall.
 - A push-button phone was stolen from the Halbouty Geosciences Building.
 - A telephone was stolen from 530 Blocker Building.
 - A Hewlett-Packard calculator was stolen from 431 Blocker Building.
 - A license plate that says "GIG EM" was stolen from a 1982 Pontiac Grand Prix parked in PA 25.
 - An orange wheelbarrow belonging to Parsons' Mounted Cavalry was stolen.

DISORDERLY CONDUCT:

- A woman reported that while she was in Hensel Park a man exposed himself to her.
- Someone in Law Hall threw four hard-boiled eggs at pedestrians as they walked by Ramp 8.

CRIMINAL TRESPASS:

- A woman reported that when she entered her unlocked dorm room in Mosher Hall, there was a "nice looking" man sitting on her bed. The man said, "Well, I've been waiting for you," and the woman ran out of the room.

ASSAULT:

- A woman reported that her ex-boyfriend stopped her in the breezeway outside Krueger Hall. The man refused to let her into the building and insisted that she speak with him. When the woman tried to walk away, the man physically restrained her and slapped her face. The man left when he was approached by a resident adviser.

CRIMINAL MISCHIEF:

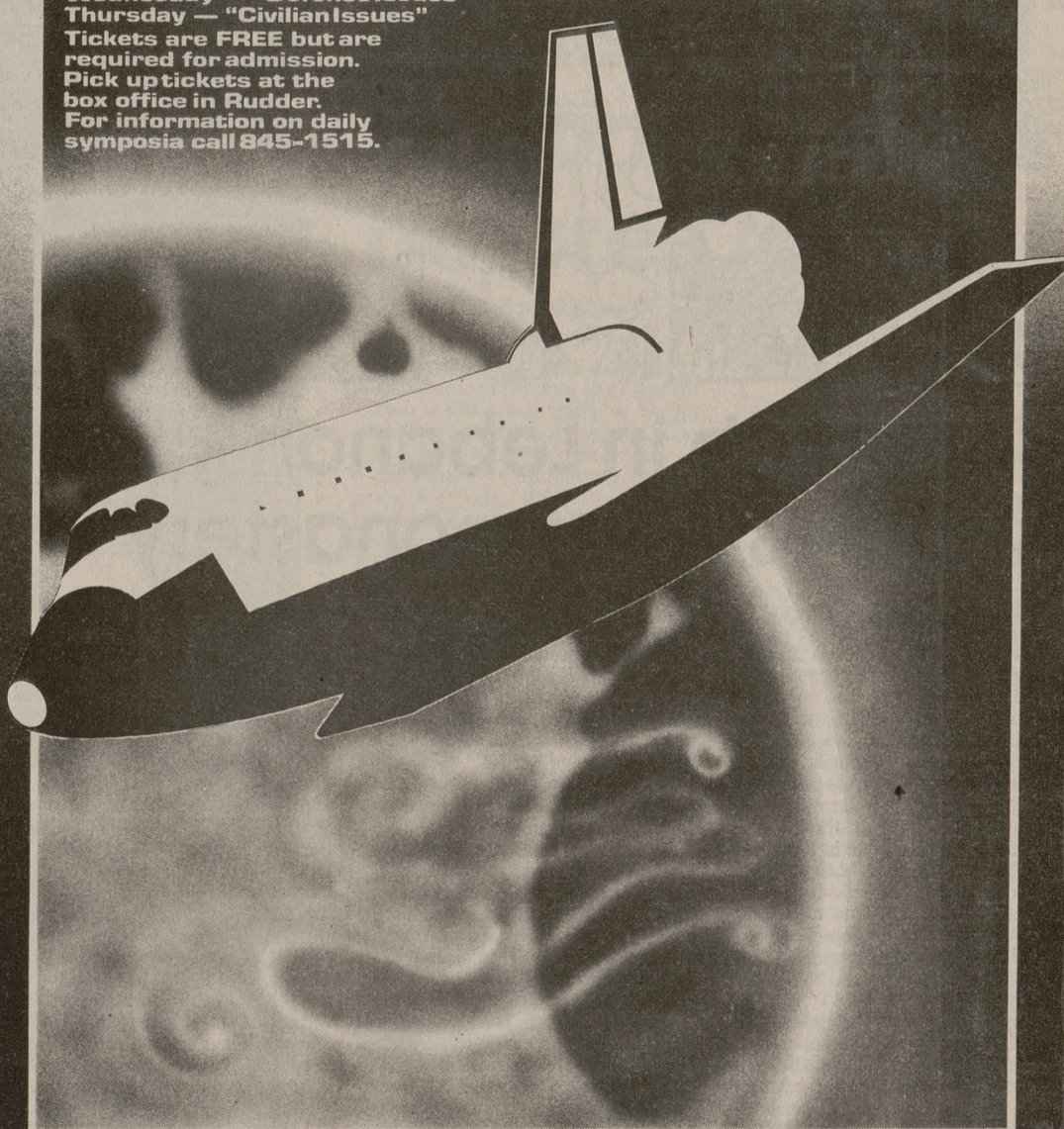
- Someone entered a DeHavilland Twin Otter airplane in Easterwood Airport and tampered with several controls. A bag of rurgatated matter also was found on the airplane.

BURGLARY OF A MOTOR VEHICLE:

- An Escort radar detector was stolen from a Toyota Celica Supra parked in PA 54.

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- CHOW DINE
- DINE CULINARY DELIGHT
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If you want to be even more flexible, try the **ANY 12 PLAN**. Choose any 12 of the 20 meals. For late risers who still want to eat on the weekend, this plan is \$625.49 (\$3.36 per meal).

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\$400-\$499	600
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\$600-\$699	1800

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