

Just a dirty little cleaning business

"I was looking for something I could really get my hands on."

Hooters, to be precise.

That's Hooters with a capital "H", as in Hooters Maid Service, which is the pendulous proposition being touted by Scarborough's Richard Pinto, a South African-born soccer player turned hair dye salesman turned hopeful mammary entrepreneur.

It's a budding business, in the training-bra stage actually, and its motto is as follows: "When it comes to cleaning, we go all the way."

The premise is simple enough. Clients get to fork out \$65 an hour for the privilege of watching bare-breasted women wipe, polish, vacuum and generally shake their dustmops. House-keeping as erotica. Clean 'n' shine meets bump 'n' grind.

Not that this is a sexist undertaking, or anything. No gender bias here because Pinto is an equal opportunity purveyor of flesh and pulchritude. His ambitious plans call for a bevy of beauteous boys in the domestic stable, too, so that female patrons can get their households straightened and their libidos curled at the same time.

Yes, just what Toronto needs — door-to-door T and A, for the stay-at-home voyeurs.

"I was amazed that somebody hadn't thought of this before," says the 32-year-old Pinto, who will also be offering maids in negligees, and maids fully clothed.

Not that this is his brainchild, exactly. As usual, the Americans got there first.

Back in November, Pinto was watching *A Current Affair* on the tube when up pops this bit on a Las Vegas outfit called Hooters, featuring a bunch of pneumatic babes-cum-maids. *Eureka*, thinks Pinto. Unemployed for six months, he had been casting about for a business venture which would allow him to be his own boss. And here it was.

Within weeks, Pinto was in Vegas, meeting up with the man who really did come up with the Hooters concept. The two guys made a deal. Pinto gave the American \$15,000 and the American gave Pinto exclusive licensing rights for the Hooters trademark in Canada. Pinto figures he'll keep the Ontario rights and sell off the rest of the provinces.

Of course, Pinto could have easily saved himself \$15,000 and simply copied the idea while coming up with his own trademark. Surely there's enough mammary argot to pick from: knockers, titties, boobies, bazooms, headlights, knobs, tetons, jugs, high-beams, torpedos. Man has rarely been as inventive as when it comes to describing breasts.

But Pinto was convinced that it had to be Hooters. Something about riding the crest of the American success. First, he honed the cops to see if there was anything illegal about such an enterprise in Metro. Pinto claims they told him there was nothing, uh, bust-ible about the scheme.

Then he set about stacking up his staff. Some advertising on the radio shows. "You wouldn't believe how many calls I got from men and women. There are a lot of unemployed people out there and this is a good way for them to make money."

The job requirements are apparent. "Obviously, you don't have to be a genius. But the girls have to have certain looks, right? I mean, it would be difficult for me to hire someone who weighs 200 pounds. With the guys, I'm not looking for diseased bodies and tattoos. Just nice-looking men."

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**Rosie
DiManno**

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So far, he claims to have two female college students (the women will always work in pairs, earning \$15 each per hour, plus tips) and one male "butler" candidate. The outfits are similar: g-strings, cuffs, bow-ties.

The first gig for the women is next week. But Pinto also hopes to expand into the party and catering circuit. "There are so many stags and stagettes going on out there. We'll be able to both supply food and then clean up after everyone has gone. We already have a party lined up — a bunch of guys from a frat house at the University of Toronto."

Pinto stresses that his business — which he co-owns with a female partner — is not a front for prostitution. "Clients can't be allowed to touch the girls but of course they can watch. That's what they're paying for. But anyone who works for me will have to sign a contract that says they cannot solicit prostitution in any way, shape or form."

Pinto sounds right proud of himself on this point, almost gleeful. Forget about objectifying women, or humiliating them, or exploiting them, or dominating them. This is a business arrangement, he argues, a matter of free will.

"This is not harmful to anybody. It's just a maid service with a little bit of spice added. Some people are going to yell and scream, I know. But sex is rampant in Toronto. It's everywhere. The way I look at it, this is a whole new space shuttle I want to see if it's going to fly."

"Sex sells. But I'm not selling sex. I'm selling a maid ser-

vice. Sure. Just a dirty little cleaning business.

Super Kids Wanted!

WEDNESDAY, FEB. 17 — "More kids than ever are working on TV," says CTS-TV director Linda Devine at Canada's busiest Studio/Agency. Kids appear for everything from fashion to pizza. Some have earned \$25,000 for one ad. **We need more super kids** — boys and girls who are friendly, happy, and polite! Parents of super kids from all over Canada are invited to call CTS-TV for information. **Dial 923-9450**

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