

# Life among the plastic people

By JAMES BAILEY  
Frank DeTurse is one Mississauga man who lives in a world of plastic people and likes it.

Since they provide him with his living, his attitude is, perhaps, understandable. DeTurse, of Kenbar Rd., is president of DeTurse Studios Inc., a firm which manufactures the mannequins you've seen in store windows. His brother Joe, of Michelle Row in Mississauga, is general manager in charge of sales.

The two brothers operate a family business which is one of the largest manufacturers of mannequins in Canada. DeTurse believes his company is also the country's largest maker of garment-display forms — those armless, headless torsos which show off shirts and jackets in men's wear stores.

"We sell more male mannequin figures than anyone else in Canada," Frank DeTurse says, "and we're pushing for our female line to have the same kind of acceptance."

His staff of 10 works out of a 5,000-square foot plant near Spadina Rd. and Adelaide St. in downtown Toronto. DeTurse plans to expand to a 10,000 square foot area in the near future.

The plastic people are made from polyester resin and reinforced with fibreglass. It takes about 30 hours to produce a new model from scratch.

Often original molds are taken from live people in a lengthy process in which their body contours are reproduced in small sections, then transposed into a full-size prototype. Separate molds have to be taken at each point of the body where contour is pronounced, such as the knees, ankles, calf, waist, hips and bust line, and the skin surface must be uncovered. "As a result, the most important rule is: Don't forget the vaseline," DeTurse explains.

The pose of the mannequin is determined by what sort of clothing it will be

displaying. A legs-apart-and-hands-on-hips model would probably be used to display sportswear, while formal clothing would require a more sedate attitude.

DeTurse himself designs over 85 per cent of the mannequins his company produces. "Those are my son's feet right there," he declares proudly, pointing at one of his smaller models. That's a statement which few other company presidents can make about their designs.

Women's libbers might be gratified to know, that in mannequins, if not in life, females are taller than males. Female models are constructed to be five feet, 10 inches tall while the males are only five feet, eight. The reason is that most fashion models (human ones, that is) are tall and slim.

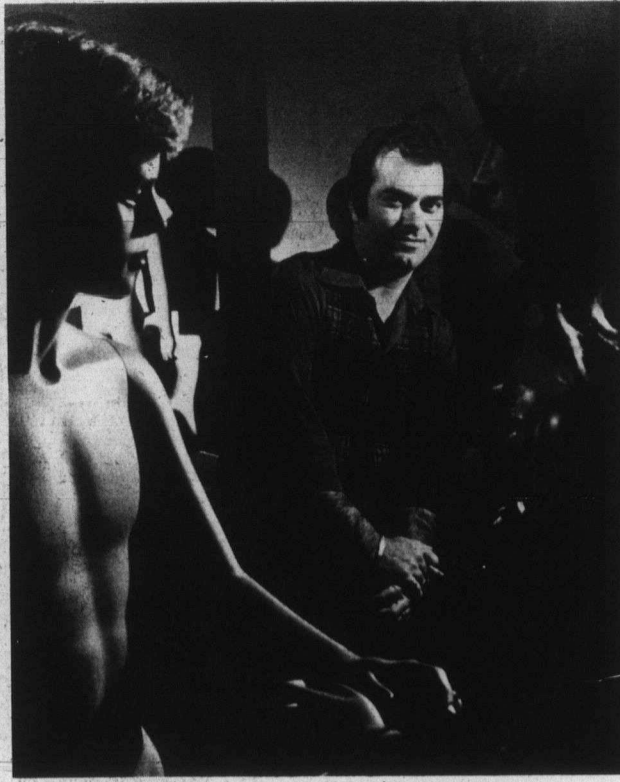
In the mannequin business, fat is definitely not where it's at. "We once considered turning out a plump line, but we decided against it," DeTurse comments. "No one wants to look plump."

Our society's changing mores are also reflected in the manufacture of mannequins. The no-bra look has meant that female mannequins now sport fully-shaped and painted-on breasts, unlike their de-sexed ancestors of earlier times.

As recently as 1972, a citizen in Galt complained to police because employees of a ladieswear store left undressed mannequins in a display window while they went for lunch. The police asked the store to cover up the models, but no charges were laid. "They're accepted now," says DeTurse, particularly for displaying knit suits and wool garments.

Not that mannequins are only used by department and clothing stores. You may have seen DeTurse's products burning up in a car fire scene on the CBC, or in the Houdini museum in Niagara Falls, or in the Dundas historical museum. Or you may have even seen them in a friend's washroom.

Mannequin arms and hands mounted on a wall make great towel holders.



Frank DeTurse with Mannequins he manufactured

## Restricted weapon seized by police

Discovery by Peel police of a cut-down M1 rifle, modified for firing with one hand, has resulted in the arrest of a Queen Mary Dr. man. Detectives searched a car in the basement of the apartment building at 2111 Roche Court and found the .30-cal rifle. William James Terrell, 26, is charged with possession of an unregistered and restricted weapon.

## K.M. BRADLEY AND ASSOCIATES

OAK QUEEN MALL ★ OAKVILLE ★ 844-7557

Now in Oakville, we specialize in executive and management recruitment and technical business services, serving our clients in the Toronto/Hamilton region.

**MANAGER OF ENGINEERING:** P.ENG Experienced in the heavy Fabricating Industry competitive salary. Cambridge area.

**SENIOR DRAFTSMAN:** Excellent salary. Burlington area.

**TELEPHONE ADJUSTORS:** Salary commensurate with experience for large Casualty Insurer.

**CLERICAL AND ADMINISTRATIVE RECRUITER:** Salary and/or commission. Experience required. Oakville area.

For these and other challenging positions contact, Paul Keeley

## PUBLIC NOTICE

TAKE NOTICE THAT: The Council of the Corporation of the City of Mississauga proposes to pass a By-law to stop up part of Bramalea Road in the City of Mississauga.

The following is a copy of the proposed by-law:  
**THE CORPORATION OF THE CITY OF MISSISSAUGA**

**BY-LAW NUMBER 512-75**

A By-law to stop up part of the allowance for road between Lot 10 in the Fourth Concession East of Hurontario Street and Lot 10 in the Fifth Concession East of Hurontario Street in the City of Mississauga.

The COUNCIL of the Corporation of the City of Mississauga, pursuant to Clauses C and D of Subsection 1 of Section 443 of The Municipal Act, R.S.O., 1970, Chapter 284 as amended, ENACTS as follows:

1. THAT the highways and parts of highways described in Schedule 'A' attached hereto and forming part of this by-law are hereby stopped up.

**SCHEDULE 'A' TO BY-LAW 512-75**

ALL AND SINGULAR that certain parcel or tract of land and premises situate, lying and being in the City of Mississauga, Regional Municipality of Peel (formerly in the Township of Toronto, County of Peel), Province of Ontario and being composed of that part of the road allowance between lot 10 in the fourth concession East of Hurontario Street and lot 10 in the fifth concession East of Hurontario Street which said parcel may be described as follows:

COMMENCING at the most Northerly angle of said lot 10 concession 4, east of Hurontario Street;

THENCE Southeasterly along the Southwesterly limit of the said road allowance, 1608.04 feet more or less to the most Westerly angle of that part of the said road allowance closed by Town of Mississauga by-law number 9220 (registered in the Registry Office for the Land Registry Division of Peel (No. 43) as Instrument Number 179107 v.s.;

THENCE Northeasterly at right angles to the last mentioned course being along the Northwesterly limit of that part of the road allowance closed by said by-law 9220, 66.0 feet more or less to the most Northerly angle thereof;

THENCE Northwesterly along the Northeasterly limit of the said road allowance, 1615.09 feet more or less to the most Westerly angle of said lot 10, concession 5, East of Hurontario Street;

THENCE Southwesterly along the Northwesterly limit of the said road allowance, 66.38 feet more or less to the point of commencement.

DATED AT THE CITY OF MISSISSAUGA this 12th day of November, 1975

LEONARD M. MCGILLIVRAY  
DEPUTY CITY CLERK  
CITY OF MISSISSAUGA  
1 CITY CENTRE DRIVE  
MISSISSAUGA, ONTARIO

TERENCE L. JULIAN, CITY CLERK,  
CITY OF MISSISSAUGA,  
MUNICIPAL OFFICES,  
1 CITY CENTRE DRIVE,  
MISSISSAUGA, ONTARIO

## Grade 4 swim program made part of curriculum

The grade 4 swim program will be incorporated as an on-going segment of the elementary school curriculum in Peel starting Jan. 1, 1976.

This was decided by a 9-6 vote of Peel board of education. An amendment that the justification of the program be subject to review each year was also passed.

Ward 6 Trustee David Currey asked about the feasibility of holding the swim program on one of the board's professional development days.

He was told by the board chairman, Dr. Ted Humphreys, "I think the answer is no."

Tom McAlliff, trustee for ward 6, said he was concerned that "the Grade 4 child who can swim has to take the program."

"The program isn't strictly for those who can't swim," said Bob Skipper of ward 3.

As stated in the evaluation submitted by A. J. Kreyer, program superintendent of schools, the pool program is also aimed at skill improvement for those children who can swim.

Nora Busby, ward 9 trustee,

said that a coroner's jury into a drowning death last year recommended the board approve the continuation of the grade 4 swim program.

Those unable to swim at the beginning of the program last school numbered 1,209, while

at the end of the program, only 181 still could not swim. At the beginning of the program, 1,551 children were able to swim one length of the pool; by the end of the program, 2,694 could swim the length.

LET... **GIBSON'S** Keep the thoughtful dry cleaner you one step ahead of your Fall Cleaning.

CALL... 239-2301

Broadloom and Upholstered Furniture cleaned right in your own home.

**10% DISCOUNT on DRAPERIES**

Cleaned like new. Guaranteed Length.

**GIBSON'S** the thoughtful dry cleaner

Complete Dry Cleaning Service  
4241 Dundas W.  
Just East of (Royal York Rd.)

## Blaze

Police are investigating an apartment fire at 2111 Roche Court which caused \$3,000 damage.

A fire department spokesman said the blaze erupted in the clothes closet of an apartment rented by William Terrell, 26.

SAVE THE **TAX REBATE**

Buy from our Huge Stock

**CHEVROLET** all 1976 models  
**OLDSMOBILE** IMMEDIATE DELIVERY

... where satisfied  
Customers send their Friends

**APPLEWOOD MOTORS LTD.**  
168 QUEEN STREET SOUTH  
MISSISSAUGA RD. 2 MI. SOUTH OF 401  
277-9426 STREETSVILLE 826-1181

**NOTICE OF APPLICATION BY THE CORPORATION OF THE CITY OF MISSISSAUGA TO DISPENSE WITH A VOTE OF THE ELECTORS**

WHEREAS the Ontario Municipal Board by order H2692-71 made on August 23, 1971 approved an application by the City of Mississauga for the acquisition of land for purposes of road construction in the City of Mississauga at an estimated cost of \$350,000.00 of which \$175,000.00 was debentured.

AND WHEREAS it is now estimated that the actual cost of the said work will exceed such approved amount and that the total expenditure will be \$715,000.00, of which it will be necessary to borrow upon debentures the sum of \$357,500.00

TAKE NOTICE THAT:

- The Council of the Corporation of the City of Mississauga intends to apply to The Ontario Municipal Board for approval of an additional expenditure of \$365,000.00 for completion of the said work, whereof the amount of \$182,500.00 shall be raised by the sale of additional debentures payable out of the general rate over a period not exceeding ten (10) years.
- Application will be made to The Ontario Municipal Board for an order to dispense with the assent of the electors to the said additional expenditure. Any ratepayer may, within twenty-one (21) days after the first publication of this notice, send by post prepaid to the Clerk of the City of Mississauga, at the address given below, a notice in writing stating his objections to such approval and the grounds of such objections.
- The Ontario Municipal Board may order pursuant to the statute that the assent of the electors shall not be required and may approve of the said additional expenditure, but before doing so it may appoint a time and place for a public hearing when any objections will be considered.

DATED AT THE CITY OF MISSISSAUGA this 12th day of November, 1975.

LEONARD M. MCGILLIVRAY  
DEPUTY CITY CLERK  
CITY OF MISSISSAUGA  
1 CITY CENTRE DRIVE  
MISSISSAUGA, ONTARIO

Guess Who Is At Sherway?

It's that jolly old man Himself!

Santa will be in his castle daily from 10 a.m. and has a special treat just for you! Remember Sherway Gardens is "Where Wishes Bloom"...

**Sherway Gardens**

The beautiful garden of shops/Queensway at Hwy 427