

Numerous Parties Mark Formal Opening of 3525 Turtle Creek

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Dallas' fabulous luxury apartment skyscraper — the five million dollar, 23-story 3525 Turtle Creek Apartment Building — marks its formal opening this weekend.

Begun with a traditional ribbon-cutting Friday, the 3-day program of festivities is being accented by numerous private parties in the Turtle Room. Dallas' newest gourmet eating place in the newly opened Club 3525, luxurious private club for the tenants and limited outside membership; and in the large private dining room.

The event also signals the debut of the city's newest fashion beauty salon — the 3525 Salon de Coiffure, operated by Perry Williams and Nettie Grossman and featuring some of the country's top hair stylists. Open house is scheduled by the salon between 2 and 4 p.m. Sunday.

For the builders and owners, Edward T. Dicker and Jerome J. Frank, it is attainment of their aspiration to build one of the nation's finest luxury apartment houses as an edifice with dramatic growth and development of the city in recent years.

"We feel we have achieved our ambition," Frank said, "Admiring comment has come from Europe as well. We believe for the first time, people who can afford a home in a multi-story building will find everything they seek."

The underlying concept, Frank explains, was to provide for people accustomed to estate living but who do not desire to cope with problems an estate entail. Announced three years ago, the skyscraper contains 102 apartments, many of which have been occupied for several months.

Already tabbed the "most talked about apartment building in America," the super-luxury development gained national attention some months ago in major papers, and several European visitors have made a special point of coming to Dallas to view the building.

There are many striking features, not the least of which is the immense amount of space in apartments. Even the lower-price \$350-a-month apartment has 1,253 square feet, or about the same as an average new home in Dallas. The \$700-a-month units have 2,627 square feet and a \$1,500-a-month penthouse has more than 5,000 square feet.

An exterior of unique artistry is attained in the combination of honeycomb facade with recess windows and latticework sun screens. The west wall is one unbroken expanse of lacelike grillwork. All other facades have grillwork extended from each windowsill down to 2 1/2 feet below the top of the ceiling-high window of the floor below. The pre-cast concrete screen panels are hung between vertical columns of the building, which extend 30 inches beyond the walls, thus enclosing the window in a shadow bow with the grill forming a canopy.

Airy elegance characterizes the entrance and lobby. The arriving motorist stops beneath a broad porte-cochere in which hang metal-montage plaques. An expanse of glass wall at the right is broken by wide glass doors. Inside can be seen the magnificent lobby — floor

to ceiling windows on the east and other walls of natural brown teak paneling. There is a 24-hour doorman service, a security measure as well as convenience to tenants.

The structure has been so placed to take full advantage of scenic terrain. The natural setting complements a circular swimming pool which flows over a waterfall into a receiving pool. The pool terrace is just outside the east windows of the dining room. Access to the pool is from a mezzanine lounge, permitting tenants to reach the pool directly from their apartments.

The apartments, varying from one to three bedrooms, were designed by architect Howard R. Meyer to provide each tenant his own private world. There are five apartments on each floor. Each has a large entrance foyer which leads into the spacious living room with its integrated terrace. A separate dining room also opens onto the terrace. All apartments are custom decorated to the taste of the tenant. Kitchens are so designed and equipped that preparations for a small or large dinner party can be handled with equal facility.

Air conditioning for living and sleeping areas is controlled separately.

Another luxury feature is parking service which includes keeping cars of tenants always clean. a 2-story garage provides two parking spaces for each apartment along with facilities for automotive maintenance.

To simplify the tenants' problem in retaining domestic help, servants' facilities include powder rooms and a recreation room on the mezzanine.

Other features include central TV aerial, two passenger elevators, inter-communications system and laundry room equipped with washers and dryers.

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