

The Most Exciting Building in America

By Jim Key, Special Feature Editor, *The Dallas Morning News*
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The magnificence and uniqueness of 3525 Turtle Creek has captivated the imagination of the entire nation. Recent stories in magazines and newspapers throughout the country have reported this exciting addition to the Dallas scene.

To those who have recently wound their way along scenic Turtle Creek, there have flashed a hint of an adventure in passing what is destined to become a distinctive address ... 3525 Turtle Creek boulevard. Soon to be completed here is a private world of luxury living for the most particular, the new 3525 Turtle Creek Apartments.

The underlying concept in development of 3525 Turtle Creek was to provide for people accustomed to estate living but who do not desire to cope with the problems an estate entails, according to Edward T. Dicker and Jerome J. Frank, owners and builders.

Expertly landscaped and partially wooded, 3525 Turtle Creek is situated on Turtle Creek Boulevard and Holland Street, just five minutes from downtown Dallas or the Dallas Country Club and only a few blocks from the heart of the exclusive club and restaurant area.

An unusual feature of 3525 is that the annoyances of tipping has been eliminated. In fact, it is written into the leases that absolutely no gratuities are permitted.

The apartments were designed by Architect Howard H. Meyer to provide each tenant with his own private world. Sliding glass doors connecting apartments with individual outdoor terraces create a sense of spaciousness and "indoor-outdoor living" particularly suited to the Southwest.

Each apartment is strictly isolated to prevent transmission of sound. This technique was devised, according to Meyer, to insure privacy for tenants, heretofore completely foreign to apartment living. Living rooms open from a gracious entrance foyer. Certain to gain quick approval of those who like to entertain in the home, the apartment kitchens are so designed and equipped those preparations for a small or large dinner party can be handled with equal facility.

The ground floor of 3525 Turtle Creek includes a spacious lobby; a personal club room for tenants' large parties or dinner-dances; and exclusively appointed dining room ... The Turtle Room ... rich with teak and polished crystal; and a private Club, 3525.

Magnificence of the landscaping is revealed by 17-foot, floor-to-ceiling windows on three sides of The Turtle Room. Food service will also be available to apartments, the club room or swimming pool.



The natural setting complements a luxurious circular main swimming pool which flows over a waterfall into a receiving pool. The two pools nestle naturally in an angle of the building adjacent to an existing ravine. The pool terrace is just outside the east windows of the dining room. Cabanas curved around one side of the pool terrace overlooking the view of the Turtle Creek Park and Holland Park. Access to the pool is from a mezzanine lounge. This permits tenants to reach the pool directly from their apartments.

Included in plans for 3525 Turtle Creek are a putting green and a greenhouse. The putting green will offer a pleasant diversion for golfers, as will the greenhouse those tenants with green thumbs.

Spacious one, two and three-bedroom unfurnished apartments are renting from \$350 to \$700 monthly and penthouses at \$1,500 a month, including all services.

Tenants will be provided 24-hour doorman service for maximum security. Intercommunication systems connect apartments and doorman. Two garage spaces will be available for each apartment. And attendants for car parking will keep cars always clean.

Unique year-round air conditioning, with individual room controls, permits both heating and cooling winter and summer alike.

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

The Turtle Room, open to the public, will feature continental cuisine, prepared by master chefs and served in the French manner. Private parties and luncheons will be under the personal supervision of Ray Lacombe and Jimmy and Betty Vouras. Lacombe and Vouras' also operate Dallas' world-famous Chateaubriand.

Incomparable 3525 Turtle Creek will be more than a distinguished address for its residents. For its marks an adventure in gracious living for Dallas and the Southwest ... a private luxurious world offering sophistication in a country estate setting.

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