

Word About 3525 Turtle Creek Spreads as Fast as a Texas Tale

By James A. Cockrell, Real Estate Editor, *The Dallas Morning News*
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It's no Texas Brag when the folks at 3525 Turtle Creek proudly call their 22-story structure the most talked about apartment building in America.

Only partially completed, the super-luxury development already has gained an immense and diverse amount of attention.

Some months ago, major papers across the country carried long stories on 3525 Turtle Creek, oohing and aah-ing at the monthly rentals of \$350 to \$1,500.

And even the *Communist Daily Worker* in New York has taken cognizance of sorts of the building, devoting a whole editorial to fuss about such accommodations for better-heeled folks.

Now the public has its first chance to visit at least part of this new kind of apartment development. Two of the floors are finished and open. The charge of \$1 for each visitor is being given to the Dallas Symphony Orchestra.

Visiting times are 3 p.m. to 9 a.m. weekdays and noon to 8 p.m. on Saturdays and Sundays.

There are many striking features, not the last of which is an immense amount of space. Even that lowest-priced \$350-a-month apartment has 1,253 square feet, or just about the same as in the average new home in Dallas.

The most expensive unit, a \$1,500-a-month penthouse, has more than 5,000 square feet.

Aside from the puns about the neglected rich — the theme most of the non-communist papers have used in writing of 3525 — the institution fills definite need.

There are some people with considerable money who don't particularly want a hug ground area. Too, several of them wish to be fairly close to town.

So, reasoned the developers Edward T. Dicker and Jerome Frank, why not provide estate-type living in a handy from close to downtown.

Proof that they were right came quickly as leases were signed.

There are some ground facilities at 3525, such as two swimming pools and a greenhouse for those with green thumbs and green backs. Also, there will be a golf putting green.

For their rent checks, 3525 residents will get a number of extras.

With each apartment, regardless of its rent check size, come two garage spaces, and electric ovens come in pairs too, with each apartment.

One set of luxuries concerns the series of powder rooms for the maids. Such help, of course, is getting increasingly scarce and these lounges, it is hoped, will keep a full staff of maids.

The decor of these lounges, it is planned, will be of a manner in keeping with the whole luxury theme of 3525. Thus, despite the *Daily Worker's* protestations, several Dallas maids in a few months will be living in a style unknown to the very highest commissars.

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