

About New York

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Fit for a Princess

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By JOHN CORRY

The story was that Marion Javits was lobbying for Iran, and that her husband was unhappy about it, and so Mrs. Javits was unhappy, too. Nonetheless, Mrs. Javits said that she would carry on, and so presumably she will keep going to dinner parties. Lobbyists in New York always go to dinner parties; it is where they do their work.

So far, it is unlikely that Mrs. Javits has met many rich or powerful Iranians at the dinner parties. There have not been that many of them around New York, although now there are small signs that this may change. One sign is that Princess Ashraf Pahlevi, the Shah's sister, has just bought an apartment here. It is only a little smaller than a hotel.

The apartment is at 65th Street and Park Avenue, and it is a triplex. Once it belonged to Charles Revson, who ran Revlon, and before that it belonged to Helena Rubinstein. It is not a bad place to entertain.

When Mr. Revson owned the triplex, the top floor was a ballroom. When Miss Rubinstein owned it, the top floor was where she hung portraits, most of which were of herself. The Princess has not said what the top floor will be now, and neither has the Iranian Consulate. The Iranians want to come into New York quietly.

"My understanding," a lady who knows about these things said, "is that the triplex will be used for the Iranians who slip into New York for visits and have no place to stay. Princess Ashraf won't live there herself."

The lady who knows about these things also said that for a while there were rumors that the Shah himself would use the triplex. The rumors were that he needed a piedàterre. Iran's petrodollar income is something like \$17 billion a year.

Princess Ashraf does not really need the triplex herself because she already owns a house on Beekman Place. She bought it from Mary Lasker, the philanthropist, who bought it from William S. Paley, the chairman of the Columbia Broadcasting System, who built it. The dining room of the house is on the first floor, and it overlooks the East River. If Mrs. Javits starts lobbying in earnest, this is where she will be.

"There aren't many rich Iranians here yet," an investment banker said. "There are a few importers and exporters, and two or three men with real-estate interests.

"The families with the real-

estate interests have three or four brothers in them, and so they've sent one of the brothers to New York to look after things here.

"There are also some Iranians who live here just because they like New York, but they haven't penetrated the social life, the fund raisers and dinner parties yet. You see, it's all new wealth."

The investment banker said there was no way to measure how much Iranian money was in New York now, although he said that what there was in the way of big money had been put here not by individual Iranians, but by the Shah's Government.

He said that the money flowed in and out of banks and that Mrs. Javits's \$67,500 was to the Shah as sand was to the desert. He seemed to be suggesting that Mrs. Javits should ask for a raise.

Actually, the really big spenders who are in New York now from the Middle East may be the Saudi Arabians. The Olympic Tower on Fifth Avenue is full of Middle Easterners, and the champion spender among them seems to be a man called Adnan M. Khashoggi. He is a Saudi Arabian arms dealer, which means he is seriously rich.

Mr. Khashoggi has taken over two floors of the Olympic Tower, and is supposed to be spending \$2 million to remodel them.

The truly extravagant thing about Mr. Khashoggi's pad is that, like Princess Ashraf's place on Park Avenue, it may be empty most of the time. Mr. Khashoggi has said that he will not live in his apartment, but only use it for visits. He and his brother, who is also rich, will change their shirts there. OVER

Besides Mrs. Javits, Princess Ashraf and Mr. Khashoggi and Olympic Tower, there are other small signs that New York may be entering what historians may some day call its Middle Eastern period.

Swissair, for example, is working on what it calls a "Carpet and Caviar" flight. Swissair is thinking of running two special flights a month from New York to Teheran for people who are interested in visiting the great carpet and caviar centers.

Then there is the Iron Gate on West 54th Street, where beluga molassal caviar from Iran sells at \$110 for a 14-ounce tin. Jerry Stein, the president of the Iron Gate, said he had not yet had many rich homesick Iranians as customers. Still, he did sound hopeful.