

An old number, new tune

People who are still calling the old Hurok Concerts phone number are in for a bit of culture shock.

The Hurok organization was sold in February, three years after the musical impresario's death—and within months one of its old phone numbers was reassigned.

Who got 787-3880? Plato's Retreat, a "couples only" place on the site of the old Continental Baths.

While the baths, in the Ansonia Hotel at Broadway and 73d St., was a famed homosexual meeting place, Plato's professes to be for heterosexuals.

It advertises facilities such as whirlpool baths and locker rooms for "couples only." And an employe made no secret of the fact that rooms for those with more on their minds were available.

And those with music on their minds? Well, New York Telephone says the demand for new numbers is so great that it reassigns disconnected ones as soon as calls to them drop off.

That's what happened to the Lincoln Center Hurok number, which had been disconnected months before the organization was sold, a telephone company spokesman said. The Hurok office's number on Madison Avenue, shut off at about the same time, still is connected to a recording saying it's been disconnected.

Neither number is in the 1977-78 Manhattan telephone directory, but that's been out only for a month or so.

ADST-1504
16/11/77