



POLO LOUNGING Robert Anderson at The Beverly Hills Hotel

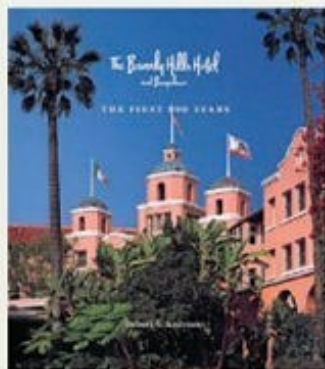
In the Pink

A new book recounting 100 glamorous years of The Beverly Hills Hotel shows why the city's most famous centenarian never looked better.

| By Andrew Myers |

"I can look back 100 years and see where my life changed," says Robert "Robbie" Anderson. No temporal traveler or contemporary Rip Van Winkle, he's the great-grandson of Margaret J. Anderson and grandson of Stanley Anderson, the duo who built, owned and operated The Beverly Hills Hotel. And Robbie is talking about 1912, the year his relatives opened "The Hotel." That launch triggered a century of parties and pulchritude, power stays and displays, all of which are colorfully recounted in *The Beverly Hills Hotel and Bungalows—The First 100 Years* (\$100, The Beverly Hills Collection), Anderson's comprehensive, 10-years-in-the-making tome that links

TIMELINE



Written in the Stars

A hundred years of glitz, glamour and scandal at The Beverly Hills Hotel.

—*Ramona Saviss, Roujean Khazaie and Jenna Polito*

1912

Developer Burton Green builds the 12-acre hotel and names it after Beverly Farms, his home in Massachusetts.

1941

Elizabeth Taylor's father, Francis Taylor, opens the doors to his art gallery on the lower level, resulting in Liz's love affair with the hotel (she would frequent the bungalows with six of her eight husbands).

1942

Howard Hughes checks in, staying at the hotel for more than 30 years, parking his famed Cadillac on the street below Bungalow 4.

1948

The popular McCarthy Salad, named after Neil McCarthy, a showbiz attorney and Polo Lounge regular, is introduced and adored by the masses.

1949

The new \$1,500,000 Crescent Wing, lobby, Polo Lounge and Fountain Coffee Shop are redesigned by architect Paul Revere Williams in a pink and green motif.

1960

Marilyn Monroe takes shelter here during the filming of *Let's Make Love*, staying in Bungalow 10 with her third husband, Arthur Miller. Rumor has it that Monroe fell in love with Yves Montand on the set of the film, which was co-written by Miller, and they carried on their affair in Bungalows 20 and 21.

1964

The hotel refuses to let The Beatles book 15 rooms because the hordes of teenage girls following them would cause mayhem for the staff.

1972

Charlie Chaplin, who frequented the hotel in the '20s, returns to the hotel to accept an honorary Oscar.

1976

A photograph of The Beverly Hills Hotel appears on the cover of the Eagles' Grammy-winning album *Hotel California*.

1987

The current owner, the Sultan of Brunei, buys The Beverly Hills Hotel from Denver oil tycoon Marvin Davis, who had purchased it the year before.

1992

The hotel is closed for a two-and-a-half-year, \$100 million restoration.



IF THESE WALLS COULD TALK
Clockwise from top: A trolley stop in front of the hotel that led to the Beverly Hills train station; horseback riders departing the hotel, which used to have stables with 25 horses on the premises for guests; Cesar Romero and Carole Lombard at a function held in The Beverly Hills Hotel.

past and present with a signature pink bow.

There's fox hunting in the hills before pavement replaced bridle paths. There's starlet hunting by the legendary pool (built in 1935, originally with a swathe of white silica sand). There's Big Deal hunting in the Polo Lounge (which was a remodel of the El Jardin restaurant, which, in turn, was a remodel of the children's dining room), not to mention horseplay and hiding out in the bungalows.

Anderson, a Beverly Hills native and retired commercial real estate broker, retouched, organized and archived more than 10,000 photographs, culling approximately 500 for the book. Much of his research stemmed from the scores of articles he wrote on the history of the city for the *Beverly Hills Courier*.

Still, for him the hotel's history is his family's story. "How a single woman with two kids could pull this off, when women couldn't even vote? It's incredible," he says, explaining that his great-grandmother presciently sold

the hotel (for \$1.5 million) in 1928, before the Depression, and that his grandfather was an early investor in Beverly Hills commercial real estate, notably on Rodeo Drive. "We own a lot of corners," he says, smiling appreciatively.

Anderson sees the history of the hotel as intertwined with the history of Beverly Hills. "The birthplace of Beverly Hills, both geographically and symbolically, is The Beverly Hills Hotel," he writes, adding that the hotel, built two years before the city was incorporated, not only offered a room and full board for \$13.50, but was the community's "anchor," providing leisure and cultural activities as well as school rooms and church services. "Will Rogers, the city's first mayor, was sworn in on the front lawn," he says, noting that both the hotel and city came about because of land speculation and attempts to capitalize on water, transportation and oil—and hence provide "a history of Southern California in microcosm."

Now that's entertainment. **A**