

The Joint Was Jumpin' Promoters Story: A Behind-the-Scenes Look at the Golden Age of Las Vegas

In the annals of Las Vegas history, few eras shine as brightly as the "Golden Age" of the 1950s and 1960s. During this time, the city transformed from a sleepy desert town into a glittering entertainment mecca, attracting millions of tourists from around the world. At the heart of this transformation were a group of visionary promoters who brought the biggest stars of the era to Las Vegas, creating unforgettable experiences that would forever be etched in the city's legend.

Among these promoters, none were more influential than Tony Marnell, Lou Walters, and Bill Miller, the trio behind the iconic "Joint" nightclub at the Desert Inn Hotel. "The Joint Was Jumpin' Promoters Story," written by Steve Stoliar and Jeff Ware, is a fascinating insider's account of the rise and fall of this legendary venue, as told through the eyes of its three founders.

The Early Years

Tony Marnell, a former boxer and nightclub owner, first arrived in Las Vegas in 1947. Seeing the city's untapped potential, he opened his own club, the Thunderbird, which quickly became a popular destination for both locals and tourists. In 1950, Marnell joined forces with Lou Walters, a successful Broadway producer, and Bill Miller, a former publicist for MGM. Together, they purchased the Desert Inn Hotel and set out to create a nightclub that would rival any venue in New York or Los Angeles.



The Joint Was Jumpin': A Promoters Story

by Edward M. Hallowell

★★★★☆ 4.7 out of 5

Language : English
File size : 14290 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 289 pages
Lending : Enabled



The Joint, as it became known, opened its doors in 1952 and quickly became the hottest ticket in town. The club's intimate setting and star-studded lineup attracted a clientele that included celebrities, politicians, and high-rollers from around the world. Frank Sinatra, Dean Martin, Sammy Davis Jr., and Elvis Presley were just a few of the countless legends who graced the Joint's stage during its heyday.

The Golden Age

The 1950s and 1960s were a golden age for Las Vegas and the Joint was at the center of it all. The club was a playground for the rich and famous, a place where anything was possible and the party never stopped. The promoters went to great lengths to create an unforgettable experience for their guests, from booking the biggest stars to providing them with lavish perks and accommodations.

In addition to its legendary entertainment, the Joint was also known for its innovative marketing. The promoters were masters of creating buzz and

generating excitement, using everything from newspaper ads to radio contests to promote their shows. They also pioneered the concept of "package deals," which included tickets to the show, dinner, and accommodations, making it easy for tourists to plan their Las Vegas getaways.

The Rise and Fall

The Joint's success was not without its challenges. The promoters faced competition from other Las Vegas venues, including the Sands Hotel and Casino, which opened its own nightclub in 1959. They also had to deal with the changing tastes of the public, as newer and more modern venues emerged.

Despite these challenges, the Joint remained a popular destination well into the 1960s. However, by the early 1970s, the club's popularity began to decline. The rise of rock and roll and the changing demographics of Las Vegas contributed to the venue's downfall. The Joint closed its doors in 1976, but its legacy lives on as a symbol of the golden age of Las Vegas entertainment.

A Lasting Legacy

"The Joint Was Jumpin' Promoters Story" is a captivating and entertaining account of one of the most iconic nightclubs in Las Vegas history. Through the firsthand accounts of Tony Marnell, Lou Walters, and Bill Miller, readers get a glimpse into the world of these legendary promoters and the behind-the-scenes stories that shaped the entertainment landscape of Las Vegas.

The book is a valuable contribution to the history of Las Vegas and a must-read for anyone interested in the city's golden age. It is a testament to the

vision and creativity of the promoters who brought the biggest stars of the era to Las Vegas, creating unforgettable experiences that continue to inspire and entertain to this day.



The Joint Was Jumpin': A Promoters Story

by Edward M. Hallowell

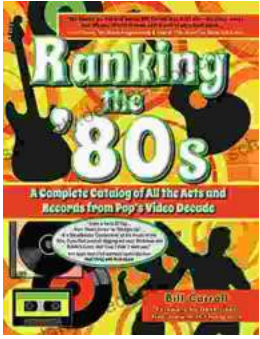
★★★★☆ 4.7 out of 5

Language : English
File size : 14290 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 289 pages
Lending : Enabled



Musorgsky and His Circle: A Russian Musical Revolution

Modest Mussorgsky was a Russian composer who played a pivotal role in the development of Russian classical music. He was a member of the "Mighty Handful," a group of...



Ranking the 80s with Bill Carroll: A Nostalgic Journey Through Iconic Pop Culture

Prepare to embark on a captivating expedition through the vibrant and unforgettable era of the 1980s. Join renowned pop culture expert Bill Carroll as he expertly ranks...