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Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas

By David G. Schwartz

Winchester Books. Paperback. Book Condition: New. Paperback. 326 pages. Dimensions: 8.9in. x 5.9in. x 0.9in. Jay Sarno built two path-breaking Las Vegas casinos, Caesars Palace (1966) and Circus Circus (1968), and planned but did not build a third, the Grandissimo, which would have started the mega-resort era a decade before Steve Wynn built The Mirage. As mobsters and accountants battled for the soul of the last American frontier town, Las Vegas had endless possibilities--if you didn't mind high stakes and stiff odds. Sarno invented the modern Las Vegas casino, but he was part of a dying breed--a back-pocket entrepreneur who parlayed a jones for action and a few Teamster loans into a life as a Vegas casino owner. For all of his accomplishments, his empire didn't last. Sarno sold out of Caesars Palace shortly after it opened--partially to get away from the bookies and gangsters who had taken over the casino--and he was forced to relinquish control of Circus Circus when the federal government indicted him on charges of offering the largest bribe in IRS history--a bribe he freely admitted paying, on the advice of his attorney, Oscar Goodman. Though he ultimately walked out of court a free man, he never got...



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