

SOLTERS & SABINSON, INC.

PUBLICITY-PUBLIC RELATIONS

62 WEST 45TH STREET, NEW YORK, N.Y. 10036, 212 TN 7-8500

FROM: JERRY AUGBURN

DOING IT UP PURPLE FOR THE KING

Frank Sinatra is making his debut at Caesars Palace in Las Vegas, November 22, and it's no ordinary occasion. All invitees to the King's Opening Night Performance have received what must be the most stunningly unique summons since knighthood was in flower. A bronze medallion costing well over \$10 apiece, it features a bas-relief carving of Sinatra on one side with the flip side bearing the actual invitation: "In commemoration of the inaugural performance of the noblest Roman of them all at Caesars Palace, be it known by this dictum that you are elected one of Caesar's special guests with the request to attend the Frank Sinatra premiere performance, November MCMLXVIII."

#

EE111968

