

**LAST CHANCE!! CALL NOW!**

**731-7551 or 733-2882**



*A Super Weekend of  
Sports and Entertainment!*

**DON KING'S  
INTERNATIONAL**



**SPORTSMAN'S  
BALL**

At

**CAESARS PALACE**

LAS VEGAS, NEVADA

**Thursday, June 8, 1978**

**"A Festive Evening in the  
Tradition of the Ringside Breed"**

Don King and Caesars Palace invite you to attend the most unique event ever staged in connection with a boxing match . . . the First International Sportsman's Ball, to be held on June 8, the eve of the Norton/Holmes Heavyweight Championship fight.

Championship boxing matches have traditionally attracted an eye-catching breed of spectator but since the comeback fight of Muhammad Ali in 1970 . . . ringside crowds have formed an even more dazzling backdrop for these athletic events. The spectacular attire, the extreme styles, the males challenging the females for the brilliance of color have been as exciting as the action of the fight.

All of this will be revived in an affair of gaiety, disco fever and highstyle at the Sportsman's Ball where the fashions will range from the chic to the outrageous as "players" from Harlem to Appalachia, Buttermilk Bottom to Madison Avenue, Hough to Watts, from Chicago's Southside to Capitol Hill "strut their stuff" for recognition from their peers and the Grand Jury of Celebrity Judges.

★★★★★★

**All tickets to  
Sportsman's Ball  
\$100**

*Caesars finest buffet and drinks  
included in price of admission*

**\$15,000 in cash  
and prizes to the  
grooviest dressers  
and best  
disco dancers.**



**The Night before the  
★ KEN NORTON-LARRY HOLMES ★  
W.B.C. Heavyweight Championship Fight**

**HURRY! FOR BALL RESERVATIONS CALL  
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