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'Ladies' Night' Lawsuits on the Rocks?

The Age-Old Tradition Is Threatened by Lawsuits Nationwide

As a patron of these venues, he alleges that Ladies' Night discounts violate the 14th Amendment that guarantees equal protection to "similarly situated" persons. But are men and women really similarly situated in the dating marketplace? The law is one thing, but the mating game has its own set of intrinsic rules.

So where should the line be drawn? Basic Supreme Court case law says a state cannot discriminate unless it is for an important reason like public health and safety. Hollander argues the clubs have no legitimate reason for treating males and females differently in their admission policies.

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House. The ruling in the case struck down a policy excluding women, claiming it violated the Constitution's guarantee of equal protection.

Club owners maintain that Ladies' Night is not a policy of exclusion, but rather an economic enticement to increase business and satisfy their customers. They say the marketplace dictates whether the promotions are abandoned, not the courts.

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"Ladies' Night benefits the men as much as it benefits the ladies, the clubs and society," said John Juliano, owner of the recently closed Copacabana Nightclub. "And the only loser here is this grouch with a warped point of view."

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