

UK EVENING NEWS - JEREMY PLANS TO CATCH 'EM YOUNG - 1.1979



IN TOWN

COMPTON MILLER

Now Jeremy plans to catch 'em young

THERE is little doubt that the Embassy has become the liveliest and most outrageous—if hardly the most select—disco in town.

Now its owner, Burke's Peerage proprietor Jeremy Norman, has found a remarkable wheeze to catch new members young—very young.

He plans to open shortly the first under-18s of its kind in London, to be called 14 Plus/Minus 18, complete with teenage disc jockeys and waiters.

And in case you wondered, it will serve only non-alcoholic refreshment.

"This is what everyone young has been waiting for—we'll have queues down Bond Street," predicts the Embassy's general manager

Stephen Hayter, who cribbed the idea from New York.

"We'll invite the kids from 7 p.m. to 11 p.m., after which regular members will be allowed in. Initially we'll charge £5 membership and £2 entrance—we've got a very grand junior committee."

The Undiplomatic Club, as Ritz magazine dubs it, hopes to attract the offspring of doting Mums who "can't refuse their little Johnny or Henrietta anything."

However, its ambience of cheeky, satin-shortened waiters, men dancing together and other camp jollities could prove a little "strong" for impressionable youth.

I certainly don't expect to find Prince Andrew or Prince Edward there.

