

TV FIND  
**Going Mad**

By Eric Butterman

Fans are crazy about this Golden Globe-winning drama

**MAD MEN:** A term coined in the late 1950's to describe the advertising executives of Madison Avenue.

**B**ased on the lives and drama of Madison Avenue badmen during the sixties, the style of *Mad Men* will have some viewers wishing for the so-called good old days. By the show's account it was a time when every executive's office included a bar stocked with good scotch and every creative business meeting began with a drink. If you haven't watched from the beginning, the storyline of *Mad Men* can be as hard to make out as the characters in their smoke-filled boardroom. Allow us to clear the air a bit.

The boys of New York's advertising firm Sterling Cooper like to smoke—and drink—and carouse with a pretty face, including just about every girl in the office. The women of the firm, many who'd be

executives today, held only secretarial positions as per the standards of the era. Many of them are in fact smarter than the men they work for.

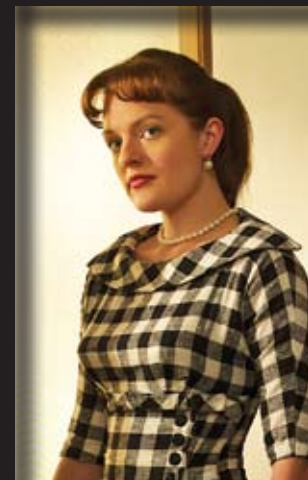
*Mad Men* is richly written and exquisitely acted. You can literally feel the tension between the sexes both on the job and at home. The show stays impeccably true to the societal norms of the time when honest and direct communication between a husband and his wife was often difficult if not impossible.

*Mad Men* takes us back to a time we've forgotten about, but it makes for the kind of drama you can't forget. Don Draper, the show's handsome leading man, is one of the most entertaining roles on television in the last 10 years. Let's meet him, along with the other interesting players.

**DON DRAPER –**  
Creative Director and Partner

Slicked black hair, tall, tailored suit in a perfect line, cigarette dangling from flawless fingernails, Don Draper looks like he walked directly out of one of his own ads. Confident, sexy, and subtly tormented, his job is to direct the ideas for the firm's ads. He is gifted, well paid, and living the good life—in fact he is literally living more than one life. From occasional flashbacks we learn that his real name is Dick Whitman, who escaped a rural childhood of poverty by stealing the dog tags and identity of a soldier who was killed next to him in Korea.

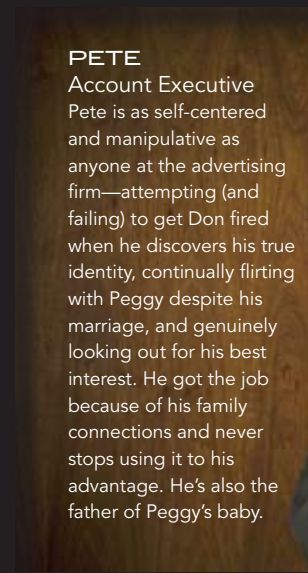
Though married with children, he also lives the secret life of a ladies' man and seems more comfortable in other women's beds than the one at home. As much as you might expect to hate Draper, he is charismatic and mysterious in a way that keeps us loyal. He shows a less chauvinistic side when he gives a lonely woman a job as a copywriter, a usually male-exclusive position, and also helps bring her back from deep depression—with no interest in her other than to help. He's a man of mixed morals, but untangling them is what makes him such a compelling character.



**PEGGY**  
Junior Copywriter  
The firm's first-ever female copywriter. Plain and extremely intelligent, she tries to be one of the boys. But her staunch Catholic world is suddenly turned upside-down when she becomes pregnant. After giving birth, Peggy ends up in a hospital suffering from mental illness. She gives up the child and with Don's help in keeping her secret, eventually recovers and comes back to work.



**JOAN**  
Office Manager  
A red-haired Marilyn Monroe beauty with brains to match. Joan is at times smarter than everyone, and at other times as naïve as a young girl. She sees more clearly than most all the things going on behind the scenes and helps give the other women a leg up at the firm.



**PETE**  
Account Executive  
Pete is as self-centered and manipulative as anyone at the advertising firm—attempting (and failing) to get Don fired when he discovers his true identity, continually flirting with Peggy despite his marriage, and genuinely looking out for his best interest. He got the job because of his family connections and never stops using it to his advantage. He's also the father of Peggy's baby.



**BETTY**  
Don's wife  
Like a beautiful porcelain vase with a crack growing bigger by the episode, this former model turned bored housewife in her late 20s cares for the kids while trying not to lose her mind. Betty eventually realizes that Don is having an affair and takes her anger out on their young son. Her desperation and pain lead Betty to regularly escape to the stables and even have a one-night stand during their separation (and soon after, learns she's pregnant!).



**MAD MEN**  
AMC Sundays, 10/9pm C



**ROGER**  
Partner  
Roger was born into the family business. Gray-haired and sophisticatedly dressed, women are his obsession. Having dallied with countless girls, Roger finally leaves his wife for a new secretary. Never seeing a martini he didn't like, his friendship with Don is often threatened by his selfishness—which even causes him to make advances on Betty!

**BEFORE YOU STEP THROUGH THE PORTAL AND FIND YOURSELF IMMERSSED IN THE EARLY 1960'S, TAKE A LOOK AT A FEW CURRENT EVENTS OF THE TIME:**

- ✿ The average income for a man was \$5,400.
- ✿ The average income for a woman was \$1,300.
- ✿ 90% of homes had a TV (an impressive explosion that was mirrored by the invention of the Internet).
- ✿ A Soviet missile shoots down an American spy plane.
- ✿ President Dwight Eisenhower signs the Civil Rights Act of 1960 into law.
- ✿ The U.S. Food and Drug Administration announced the approval of the world's first approved oral contraceptive pill.
- ✿ Candidates, Richard M. Nixon and John F. Kennedy, participate in the first televised presidential debate.
- ✿ Nikita Khrushchev protested the U.N discussion of Soviet Union policy toward Eastern Europe.
- ✿ John F. Kennedy became the youngest man elected President
- ✿ President Kennedy announced his goal to put a man on the Moon before the end of the decade.
- ✿ Construction of the Berlin Wall has begun.
- ✿ The Vietnam War officially began.
- ✿ Mandatory prayers in public schools were ruled unconstitutional.
- ✿ The first black student, registered at the University of Mississippi, escorted by Federal Marshals.
- ✿ Johnny Carson took over as permanent host of NBC's Tonight Show.
- ✿ Cuban Missile Crisis threatened the world with nuclear war.



## Mad For Mid-Century Modern

Many fans of the series *Mad Men* are digging the Mid-Century Modern furniture style that is so accurately portrayed in the show's various sets. Here are some tips on how to recreate the Mid-Century Modern style in your home from FineLiving.com and HGTV.com.

- \* Modern furnishings have clean lines and simple style.
- \* Low furniture provides a sense of space.
- \* A neutral palette on walls and floors adds to a spacious vibe.
- \* Introduce color through artwork, furnishings, and decorative objects.
- \* Online auction sites are a great source for mid-century furnishings.

Crazy about the decorating style seen on *Mad Men*?

Go to [delightmag.com](http://delightmag.com) for tips on how to make your home mid century modern.

Source: Pamela Cole Harris, About.com



## Glass.

Light and views of the outdoors is very important to attaining a Modern style indoors. The majority of modern homes have large glass windows, which are usually bare. That might not work for a stickler for privacy, so if the openness bothers you, simple, clean, unadorned curtains can be used.



## Sleek.

Modern finishes are sleek, smooth, and gleaming. A modern kitchen features lacquered cabinets from natural woods or green products. Countertops are granite, stone, stainless steel or a green laminate made smooth and shiny. Floors emphasize smooth stone, hardwoods, or bamboo.



## Neutrals.

Modern style showcases neutrals. The most popular wall color in the design is white or a shade of white, although color is sometimes used for dramatic effect. The furniture is upholstered in neutrals or tone-on-tones, with leather adding richness to the space. Textured neutrals add softness to the design. Small splashes of color can be added with accessories.

## Low and simple.

Furniture in a modern room is low, simple, and modular. The goal is to provide comfort without impeding the view of the outdoors from other parts of the open space. Modern style furniture can easily fit into a budget. Just visit a used office furniture warehouse which features lots of chrome, leather, and low sleek lines that can easily be recycled, reupholstered, or refurbished.

