

MAD MEN

Written by Matthew Weiner

One-Hour Pilot "Smoke Gets In Your Eyes"

Revised Pink April 20, 2006 Full Revised Blue
April 18, 2006 Production Draft April 3, 2006

Mad Men --

A term coined in the late nineteen-fifties to describe the advertising executives of Madison Avenue.

They coined it.

2.

FADE IN:

- 1 TITLE CARD "MAD MEN" 1
Images and sounds from late 1950's and early 60's advertising:
Doctors selling cigarettes. Athletes selling liquor. Bathing suit
models with vacuum cleaners.
And most importantly, proud Dads with their perfect wives and
children driving their cars to some green suburban utopia.
We get a sense of the time and its ideals.
END TITLE SEQUENCE.
- 2 TITLE CARD "MANHATTAN - 1960" 2
- 3 EXT. MANHATTAN STREET - NIGHT 3 Stock footage of
late 50's - early 60's Manhattan - night-
time shots of vintage skyscrapers, traffic, and people.
- 4 INT. KNICK KNACK BAR 4
Vinyl upholstery and mirrored walls, but brand new. It's after work,
but the women have their hair done and each man's tie is pushed to
the top of his collar. Highballs and martinis clink under quiet music

and everywhere are the sights and sounds of smoking.

Alone in a red corner booth is DON DRAPER, early 30's, handsome, conservative, and despite his third old fashioned, he is apparently sober. He is doodling on a cocktail napkin. He crosses something out, puts down his fountain pen, and taps a cigarette out of a pack of "Lucky Strike".

The BUSBOY, a middle-aged black man, too old for his tight uniform, approaches.

BUSBOY Finished, sir?

DON Yeah. Got a light?

The busboy pulls out a pack of matches from the back of his 'Old Gold's' and lights Don's cigarette.

*

(CONTINUED)

4 CONTINUED:

Pilot Episode "Smoke Gets in Your Eyes"

Pink 4/20/06

2.

4

DON (CONT'D) Ah, an 'Old Gold' man.

(inhaling) 'Lucky Strike', here.

*

There is an awkward silence. The busboy starts to walk away.

DON (CONT'D)

Can I ask you something? Why do

you smoke 'Old Gold'? *

The busboy seems flustered and looks around nervously. The burly white BARTENDER approaches.

BARTENDER

I'm sorry sir. Is Sam here

bothering you? He can be a little chatty.

DON

No, we're actually having a
conversation. Is that okay?

BARTENDER (thinking)

Can I get you another drink?

DON (points to drink)

Do this again. Old Fashioned, please.

The bartender walks off.

DON (CONT'D) So, obviously you need after working here all
to relax night.

BUSBOY

I guess. I don't know.

DON

What is it, low-tar? Low-nicotine?

Those new filters? I mean, why "Old Gold"?

BUSBOY

They gave them to us in the
service. A carton a week for free.

DON

So you're used to them. Is that
it?

*

(CONTINUED)

Pilot Episode "Smoke Gets in Your Eyes"

. 4 CONTINUED: (2)

BUSBOY Yeah, they're a habit.

DON

So I could never get you to smoke another kind? Let's say, my Luckies?

BUSBOY

I love my Old Gold.

DON

Let's just say tomorrow a tobacco weevil comes and eats every last Old Gold on the planet.

BUSBOY That's a sad story.

DON

Yes, it's a tragedy. Would you just stop smoking?

BUSBOY

I'm pretty sure I'd find something.

I love smoking.

DON

(writing as he speaks)

"I love smoking". That's very good.

BUSBOY

My wife hates it. "The Reader's Digest" says it will kill you.

DON

Yeah, I heard about that.

BUSBOY (shrugs)

Ladies love their magazines.

DON Yes, they do.

. 5 INT. APARTMENT HALLWAY - LATER

3.

4

Don, hat in hand, knocks on the door. He waits a beat and checks his watch. It's midnight. The door opens to reveal MIDGE DANIELS, a sexy no nonsense woman about Don's age wrapped in a red kimono.

Pink 4/20/06

(CONTINUED)

5

*

*

5 CONTINUED:

Pilot Episode "Smoke Gets in Your Eyes"

Pink 4/20/06

4 .

5

MIDGE (sarcastic)

You weren't worried about waking me, were you?

DON

Am I interrupting anything?

MIDGE No, only my work.

She turns and Don follows her shapely form into the apartment.

6 INT. MIDGE'S APARTMENT - CONTINUOUS

6

The apartment has a huge glass view of Manhattan and is decorated in Swedish modern: chrome, teak, and white. In the center of the room, under a large mobile, is a queen-size bed on a platform.

Midge walks to her drafting table where she is working. Don sits on the edge of the bed.

MIDGE

Well, you're lucky I'm still up
working. And that I'm alone.

DON How's it going?

MIDGE

They invented something called

"Grandmother's Day". It ought to keep me busy drawing puppies for a few
months.

She holds up a few of the greeting cards that she has been working on.

DON

Can I run a few ideas past you?

Midge smiles and heads to the bar to fix a couple of drinks.

MIDGE

Does that mean what I think it

means? Because I'm familiar with most of your ideas.

Don starts leafing through his pockets, pulling out napkins.
(CONTINUED)

6 CONTINUED:

6

Pilot Episode "Smoke Gets in Your Eyes"

Pink 4/20/06

5.

DON

I have this situation with my
cigarette account.

MIDGE (surprised)

Wow, you really are here to talk.

DON

The Trade Commission is cracking
down on all of our health claims.

MIDGE

I get "Reader's Digest".

(handing him a drink)

This is the same scare you had five years ago. You dealt with it. I know I
slept easier knowing that doctors smoke.

DON

But that's the problem. The whole

"safer cigarette" thing is over. No more doctors, no more testimonials, no
more cough-free, soothes your t-zone, low-tar, low- nicotine, filter-tipped,
nothing. It's over. All that's left is a crush-proof box and "Four Out of Five
Dead People Smoked Your Brand."

Don drains his drink. Midge puts on a record. She sits behind him on the
bed, starts rubbing his neck.

MIDGE

Is this the part where I say, "Don

Draper is the greatest ad-man ever and his big strong brain will find a way
to lead the sheep to the slaughterhouse"?

Don grabs her hands over his shoulders, pulls her over and kisses her on
the lips lightly.

DON

I don't want to go to school

tomorrow.

MIDGE

Are you going to pitch it to me or

not?

* *

(CONTINUED)

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06 6.

6 CONTINUED: (2)

DON

Midge, I'm serious. I have

nothing. I'm over and they're finally going to know it. The next time you see me there'll be a bunch of young executives picking the meat off my ribs.

MIDGE

That's a pretty picture.

DON What's your secret?

MIDGE

Nine different ways to say, "I love you, Grandma."

6

She opens her kimono revealing she has nothing on underneath and pulls Don's head to her chest. As she smiles with pleasure, we

DISSOLVE TO:

7 INT. MIDGE'S APARTMENT - MORNING 7 Don is laying on Midge's chest. Midge smokes a cigarette.

Don looks off towards the skyline.

DON

We should get married.

MIDGE

You think I'd make a good ex-wife?

Don sits up and grabs a cigarette off the end table.

DON

I'm serious. You have your own

business and you don't care when I come over. What size Cadillac do you take?

Midge lays on the bed completely naked, staring at Don.

MIDGE

You know the rules. I don't make

plans and I don't make breakfast.

She smiles a little and throws Don his watch. He puts it on.

(CONTINUED)

7 CONTINUED:

7

Pilot Episode "Smoke Gets in Your Eyes"

Pink 4/20/06

7.

DON

Sterling is having the tobacco

people in nine hours. I have nothing.

MIDGE

People love smoking. There's

nothing that you, the Trade Commission, or "Reader's Digest" can do to change that.

DON

There's a kid who comes by my

office everyday and looks where he's going to put his plants.

MIDGE Is he handsome?

*

*

8

9

• 8 EXT. TOWERING MANHATTAN SKYSCRAPER -
MORNING

From the air, we see an elegant modern glass building. Below, the hats on the tops of men's heads swarm like ants through revolving doors.

• 9 INT. ELEVATOR

A middle-aged black man mans the controls of the crowded elevator. Three young execs, KEN, DICK, and HARRY, in apparently identical suits take off their hats and crowd to the back of the elevator.

DICK Twenty-three.

HARRY

Oh, but not right away.

An attractive YOUNG SECRETARY, holding her purse to her chest, steps on the elevator and turns her back to them. The three men look her over and nod to each other approvingly.

KEN

(to the operator)

Pal, can you take the long way up? I'm really enjoying the view here.

The secretary looks down. The operator says nothing. Dick slouches against the back wall.

(CONTINUED)

9 CONTINUED:

Pilot Episode "Smoke Gets in Your Eyes"

Pink 4/20/06 8.

9

DICK

You going to Campbell's bachelor party?

KEN

Yeah, I want to be there before they tie an anchor around his neck and drag him out to sea.

DICK

I heard she's a nice girl.

HARRY Who wants that?

10 INT. STERLING COOPER AD AGENCY - CONTINUOUS

10

We follow the threesome as they wind down the hall of the busy office. It's ultra-modern with teak panelling and Barcelona chairs.

DICK

What did you do that for? She'll probably be assigned to one of us.

KEN

Then she'll know what she's in for.

Besides, you have to let them know what kind of guy you are. Then they'll know what kind of girl to be.

HARRY (to Ken)

I have a feeling we won't be going to your bachelor party anytime soon.

KEN

Yeah, well, compared to Campbell, I'm a boy scout.

They walk past an attractive secretary, HILDY, who stands up as if to stop them.

HILDY

Excuse me, is he expecting you?

DICK

He's not expecting anything.

Ken holds his finger to his lips as the three men burst open the door to see

--

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06 9.

11 INT. PETE'S OFFICE - DAY

PETE CAMPBELL. He is mid-twenties, charming, all-American, and on the phone.

PETE (to phone)

Oh, honey, don't worry, I'll get home safely. I have an important appointment right now, so why don't you go shopping or something? Take your mother to lunch, tell her it was my idea.

DICK (to Ken)

Wow, he's good.

The three guys, Ken, Dick, and Harry, settle into different places around the office. A few of them light cigarettes.

PETE (to phone)

It's just a bachelor party. ... No, I really don't know what they have planned, but judging from the creative brainpower around here, we'll probably end up seeing "My Fair Lady".

Ken looks offended and takes a card out of his pocket with a drawing of a stripper, on it is written "The Slipper Room". He holds it up for Pete.

PETE (CONT'D) (still on phone)

I'll tell you what. I'll stop by your place on my way home. Your mother can check under my fingernails. ... Of course I love you. I'm giving up my life to be with you, aren't I?

He laughs and hangs up the phone and picks up her picture from his desk.

PETE (CONT'D)

What a great gal. I'll tell you

guys, she stole my heart.

DICK

And her old man's loaded.

. 25 INT. STERLING COOPER BOARD ROOM - AFTERNOON

24 25

The large table in the board room is covered with ashtrays.

LEE GARNER JUNIOR, a forty-ish tobacco magnate, and his * father, LEE GARNER SENIOR, sit flanked with other tobacco * executives.

Across the table, Roger, Don, and Pete listen patiently to LEE GARNER Sr.'s lilting southern anger. *

LEE GARNER SENIOR * I just don't know what we have to

do to make these government interlopers happy. They tell us to build a safer cigarette, and we do it. Then suddenly, that's not good enough.

LEE GARNER JUNIOR * We might as well be living in

Russia.

He coughs. Suddenly, a round of spontaneous coughing begins among all of the people in the board room. It dies down.

LEE GARNER SENIOR Damn straight. You know this morning, I got a call from my

competitors at Brown & Williamson, and they're getting sued by the federal government because of the health claims they made.

ROGER

We're aware of that, Mr. Garner.

But you have to realize that through manipulation of the mass media, the public is under the impression that your cigarettes are linked to... certain fatal diseases.

LEE GARNER SENIOR Manipulation of the media? That's what I hired you for. Our product

is fine. I smoke them myself.

LEE GARNER JUNIOR

My Granddad smoked them. He died at 95 years old. He was hit by a truck.

*

*

*

*

(CONTINUED)

25 CONTINUED:

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06

34.

25

ROGER

I understand, but our hands are

tied. We are no longer allowed to advertise that "Lucky Strikes" are safe.

LEE GARNER SENIOR

So what the hell are we going to

do? We already funded our own tobacco research center to put this whole rumor to rest.

ROGER

And that's a great start. But it

may not affect sales. Don, I think that's your cue.

*

Don opens up a folder, it's filled with blank pages. He pretends to shuffle the pages around, stalling.

DON

Well, I... I've really thought

about this. And hell, you know I'm a "Lucky Strike" man from way back...

From Don's POV, we see the anxious stares of all those at the table. In slow motion, cigarettes are being lit and men are exhaling. A bead of sweat forms on Don's brow. His heart is pounding in his ears. Suddenly, the silence is broken by Pete's voice.

PETE

I might have a solution.

Don does not seem relieved as Pete takes the stage. Roger catches Don's eye, but Don looks away.

PETE (CONT'D)

At Sterling Cooper, we've been

pioneering the burgeoning the field of research. And our analysis shows that the health risks associated with your products is not the end of the world.

As the executives look at each other curiously, Don sees Pete is reading from Greta's report.

PETE (CONT'D)

People get in their cars everyday

to go to work, and some of them die. Cars are dangerous. There's nothing you can do about it.

(MORE)

(CONTINUED)

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06

25 CONTINUED: (2)

PETE (CONT'D)

You still have to get where you're going. Cigarettes are exactly the same. Why don't we simply say, "So what if cigarettes are dangerous?" You're a man. The world is dangerous. Smoke your cigarette-- You still have to get where you're going.

LEE GARNER JUNIOR That's very interesting.

(then)

I mean, if cigarettes were dangerous, that would be interesting.

35 .

25

Roger looks around nervously to see if they're going to bite.

LEE GARNER SENIOR * Except they aren't. Is that your slogan? "You're going to die anyway. Die with us."?

PETE

Actually, it's a fairly well

established psychological principal that society has a "Death Wish". And if we could tap into that, the market potential--

LEE GARNER SENIOR * What the hell are you talking

about? Why not just write "cancer" on the package? Are you insane? I'm not selling rifles. I'm in the tobacco business-- I'm selling America. The Indians gave it to us for shit's sake.

LEE GARNER JUNIOR * Come on, Dad. Let's get out of here. They stand up.

LEE GARNER JUNIOR (CONT'D) * (he helps his father up)

The bright spot is, at least we know that if we have this problem, everybody has this problem.

Don's ears perk up at this last comment. He lets it sink in.

(CONTINUED)

*

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06

25 CONTINUED: (3)

DON

Gentlemen, before you leave, can I say something?

ROGER (pointed)

I don't know. Can you, Don?

DON

The Federal Trade Commission and

"Reader's Digest" have done you a favor. They've let you know that any ad that brings up the concept of health and cigarettes together, well, it just makes people think of cancer.

LEE GARNER SENIOR (sarcastic)

Yes, and we're grateful to them.

DON

But, what Lee Junior said is right.

If you can't make health claims, neither can your competitors.

LEE GARNER SENIOR Great, so we got a lot of people

not saying anything that sells cigarettes.

DON

Not exactly. This is the greatest

advertising opportunity since the invention of cereal. We have six identical companies with six identical products... We can say anything we want.

The men sit down, interested. Don walks over to a black board.

DON (CONT'D)

How do you make your cigarettes?

LEE GARNER JUNIOR I don't know.

LEE GARNER SENIOR (to his son)

Shame on you. (to Don)

(MORE)

36.

25

(CONTINUED)

*

* *

* *

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06

25 CONTINUED: (4)

LEE GARNER SENIOR (CONT'D) We breed insect-resistant tobacco seeds, plant 'em in the North Carolina sunshine, grow it, cut it, cure it, toast it, treat it--

DON There you go.

37.

25

* *

*

Don writes on the board: "Lucky Strike - It's 'Toasted'." The men all look at it, not sure how to react.

LEE GARNER JUNIOR But everybody else's tobacco is toasted.

DON
No. Everybody else's tobacco is poisonous. "Lucky Strike" is toasted.

Roger's face lights with a slow smile of pride and awe.

ROGER
Gentlemen, I don't have to tell you what you've just witnessed here.

LEE GARNER JUNIOR I think you do.

Don gathers his thoughts and lowers his voice.

DON
Advertising is based on one thing: happiness. And you know what happiness is?

*

Don looks out the window into the setting sun, almost lost.

DON (CONT'D) Happiness is the smell of a new car... It's freedom from fear. It's a billboard on the side of the road that screams with reassurance that whatever you're doing is okay.

(almost to himself)

You are okay.

The tobacco people look at each other with understanding and relief.

LEE GARNER SENIOR

(quietly impressed) "It's 'Toasted'." I get it.

*

(CONTINUED)

25 CONTINUED: (5)

25

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06 38.

Don underlines the slogan with the chalk. As he turns and looks over at Pete's disappointed face, he smiles and taps out a cigarette.

28 INT. ZEBRA LOUNGE - LATER 28 *

A white-coated OLD WAITER weaves through the more formal, lounge room of the bar, as well-dressed couples have intimate drinks by candlelight. He arrives at a booth where Don and Rachel sit across from each other.

OLD WAITER

For the lady, a special mai-tai.

He puts down a large fruit and umbrella covered glass.

OLD WAITER (CONT'D) And one whiskey, neat.

Rachel takes a sip through a long straw. She is stunning, her diamond earrings sparkling in the darkness.

RACHEL

So you're going to ply me with

drinks and convince me what a terrible mistake I'm making?

Pink 4/20/06 45 .

side of the some money.

Dick.

(CONTINUED)

*

28 CONTINUED:

28

Pilot Episode "Smoke Gets in Your Eyes"

Pink 4/20/06 46 .

DON

That is quite a drink.

RACHEL

You got in trouble, didn't you?

DON

I shouldn't have lost my temper,

and I certainly shouldn't have treated you like anything less than a client.

RACHEL Apology accepted.

Don smiles and offers her a cigarette. She takes one.

DON

So you understand.

RACHEL

Now I do. It was refreshing

really, I mean, actually hearing all the things I always assumed people were thinking.

DON

I'm really not as bad as all that.

I was under a lot of pressure. Another account. It doesn't really matter.

RACHEL No, it doesn't.

DON

So without making things worse, can

I ask you a personal question?

RACHEL

Don't you want to get a second

drink in me first?

DON

Why aren't you married?

RACHEL

Are you asking what's wrong with

me?

DON

It's just you're a beautiful,

educated woman. (MORE)

(CONTINUED)

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06 47.

28 CONTINUED: (2)

DON (CONT'D)

Don't you think getting married and

having a family would make you a lot happier than all the headaches that go with fighting people like me?

RACHEL

If I weren't a woman, I would be

allowed to ask you the same question. And I suppose if I weren't a woman I wouldn't have to choose between putting on an apron and the thrill of making my father's store what I always thought it should be.

DON

So that's it? You won't get

married because you think business is a thrill?

RACHEL (smiling)

That, and I have never been in love.

DON

"She won't get married because

she's never been in love." I think I wrote that. It was to sell nylons.

RACHEL

For a lot of people, love isn't

just a slogan.

DON

Oh, "love". You mean the big

lightning bolt to the heart, where you can't eat, can't work, so you run off and get married and make babies.

He looks at Rachel and smiles. She doesn't smile back.

DON (CONT'D)

The reason you haven't felt it is

because it doesn't exist. What you call "love" was invented by guys like me to sell nylons.

RACHEL Is that right?

28

(CONTINUED)

Pilot Episode "Smoke Gets in Your Eyes" Pink 4/20/06 48.

28 CONTINUED: (3)

DON

I'm pretty sure about it. You're

born alone, you die alone, and this world just drops a bunch of rules on top of you to make you forget those facts. But I never forget.

(finishing drink)

I'm living like there's no tomorrow, because there isn't one.

Rachel just stares at him with a long, forgiving look.

RACHEL

I don't think I realized it until

this moment, but it must be hard being a man, too.

DON Excuse me?

RACHEL Mr. Draper--

28

He corrects her. Don.

DON

RACHEL

Mr. Draper, I don't know what it is

you really believe in, but I know what it feels like to be out of place. To be disconnected. To see the world laid out in front of you the way other people live it. And there is something about you that tells me you know it too.

Don nervously reaches for another cigarette and lights it.

DON

I don't know if that's true.

(then)

You want another drink?

RACHEL No. But you can tell your boss that you charmed me.

She stands up and turns her back to Don. He helps her on with her coat.

(CONTINUED)

Pilot Episode "Smoke Gets in Your Eyes"

28 CONTINUED: (4)

DON

So I guess we'll be seeing each

other again.

RACHEL

I'll be back in the office Monday

morning for a real meeting.