

In an era where women are expected to settle down and become nothing more than pretty housewives, Donald Draper, played by Jon Hamm, finds himself in the spotlight as the creative mastermind for Sterling Cooper's advertisement company. Along with Hamm, the cast includes Elisabeth Moss, Vincent Kartheiser, and Christina Hendricks. *Mad Men*, the period drama created by Matthew Weiner, takes place in the 1960s when the country was discovering that cigarettes cause cancer and women were finding their voices against the men they worked with.

This is the issue for the main character, Don Draper, the go to man who feels like his time is running out. Despite his credited genius, the audience first meets him in a smoke-filled bar trying to come up with a good ad campaign for the cigarette brand Lucky Strike. He messily writes ideas down on a napkin and goes as far as to ask one of the bartenders what it would take for them to switch cigarette brands. Although the bartender replies with, "I love smoking," it doesn't solve Draper's problem. How do you convince people to continue smoking Lucky Strikes despite the medical claims made about smoking causing cancer?

The entire episode covers a day for Draper and the rest of the characters. While he is desperate for an idea, he is putting out fires for the aggressive account executive, Pete Campbell (played by Kartheiser), one of which is defending his new secretary, Peggy Olson (Elisabeth Moss) after Campbell makes crude comments about her body and attire. Although his day proves to be beyond stressful, his creative genius makes its appearance before the end of the workday. The man trapped within and without of his own story has much to do even off the clock.

As for Olson, her first day on the job was eventful and informative thanks to her mentor, Joan Harris (Christina Hendricks). Harris gives Olson the grand tour of the office and alludes to affairs with the executives multiple times. The expectations of women in the sixties is crystal clear between the two. When Harris asks Olson how many trains it took her to get into work, Olson replies that she only took one train. Harris nearly shrugs the comment off and says that Olson won't have to worry about that once she moves to the city or, ". . .if you really make the right moves, you'll be out in the country and you won't be going to work at all." When Harris shows Olson the typewriter she will be using, she assures her that, "it looks complicated, but the men who designed it made it simple enough for a woman could use."

For the most part, Olson agrees and follows what Harris says, but the real shock for Olson comes when Harris suggests that the bosses like to fool around with the secretaries, which is hinted at throughout the episode. When they aren't busy being something, "between a mother and waitress," they are being more than just secretaries for the men in the office. To be helpful, Harris suggests that Olson put a paper bag over her head and evaluate herself for her strengths and weaknesses.

The 1960s come alive to create a timeless effect for those who watch it. The sexism and racism are punched out in subtle and profound ways, and they are brought front and center to really show what this decade was. Although sometimes appalling, the characters don't blink when something rude is said or done. It was accepted. The entire decade could be described by one moment in the opening scene though. While Draper sits with his napkin, he looks around, and there's a slow observation of the people standing at the bar. They all smile and laugh with cigarettes ablaze and drinks in hand – the socially accepted.

So, is the man who smokes Lucky Strikes worth watching? Absolutely. His many issues revolving around both his professional and personal lives could quickly collide, resulting in catastrophe for him. The way he lives contradicts the things he believes. The man is flawed, and

he's just one of the many characters who all have their demons to work through. The times are about to change for them as society moves forward, much like the world is now. The #MeToo movement has caused the workplace to reevaluate the way we run our offices and ourselves professionally. Fifty years later, we're still caught in the web of men being placed and paid higher than women. There's still sexual harassment in the office. Other than purely enjoying a story unfold, there could be something to learn from this show about changing our ways moving forward.