



# MAD MEN

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

*They coined it.*

**It is March 1st, 1960 and you are in New York City.**

The country is in a state of transition and while the style and sensibilities of the 50s still linger on culture is set to take a huge leap forwards. In the aftermath of the wars and in light of the continuation of the Civil Rights Movement, Second Wave Feminism, colour television, the further development of rock 'n' roll and beatniks coalescing into hippies the state is set to undergo so many changes that it may seem jarring to those unwilling to move with the times.

For you, however, this is all likely to merely be a backdrop as you have found yourself in some way involved with the advertising agency of Sterling Cooper on Madison Avenue.

The show follows the events in the lives of the staff of Sterling Cooper, most notably, those of one Don Draper— the company's Creative Director and a man trying to keep the secrets in his mysterious past from his family and colleagues.

The nature of the business and the company will evolve throughout the decade and it is for you to decide what your place in it is going to be. Regardless, working in advertising in 60s New York is likely to involve a certain amount of drinking, smoking, glamour and soul crushing emptiness.

**You have 1000 CP.**

# IDENTITIES

Your background and a description of your history in this world. Each *Identity* grants different discounted *Perks*.

You may choose your age and gender for free as long as it makes sense given your *Identity*'s description.

## DROP-IN

You are sitting in the lobby of Sterling Cooper when a drunken but well dressed man with silver hair asks you whether you are the new guy. After nodding in confusion and following him to his office you sign a contract of employment and are directed to a desk in a small office. You are not sure what you are supposed to be doing but it seems that as long as you do something of use nobody will notice.

## CREATIVE

You have been recently made a copywriter at Sterling Cooper, it is your job to come up with the ideas behind the adverts the firm makes as well as to pitch these ideas to the client. You will be working closely under Don Draper and will likely occasionally butt heads with both belligerent clients and interfering contracts executives. You have a great deal of talent in at least one creative discipline.

## CONTRACTS

You are a newly appointed contracts executive at Sterling Cooper, have your own (if a little small) office and it is your task to garner new business and make sure you keep any clients you have happy. Mostly this amounts to going to drinks or dinner with businessmen to schmooze and reassuring them that the company's work is something they need. You have a real eye for attaining new clients.

## HOUSEWIFE

While not necessarily a housewife you do spend a lot of time at home either as the wife or unemployed relative of an individual who was recently employed at Sterling Cooper. Perhaps due to this exile to suburbia you have become extremely good at developing an easy rapport with children. Colour television is still in its infancy so you're probably going to want to get a job or at least a hobby if you want to stay sane.

# PERKS

Your skills, proficiencies and talents.

Discounted Perks cost 50% of their full price.

## Sharp

You are naturally slick, confident and have an effortless grace about you that causes those around you to instantly think you're a cool guy.

100 CP

## Know How to Drink

Not only can you work at peak efficiency when very intoxicated you also find that alcohol (and other drugs) continue to work on you should you wish them to regardless of your own biology.

100 CP

## Know How to Leave a Room

You know how to end a conversation in such a way that it leaves a long lasting impression on anybody involved or watching. Whatever you say or do before you leave is much more likely to sink in and stick with the listener.

100 CP

## User Friendly

You can make even the incredibly complicated things you create simple enough for a woman to use.

Regardless of how technically complex your inventions become you can always find a way to make them simple and intuitive to use for laymen.

100 CP

## Next Big Thing

Through a combination of insight and good fortune you have an uncanny ability to discover things that are going to be massively successful. When you see something like this you become firm in the knowledge of something's huge success. Why, you could get to the Rolling Stones early enough to have them selling Rice Krispies.

150 CP

## Change the Conversation

You are the champion of changing topics on a dime and making it look seamless. Whether avoiding topics you'd rather not get into, bringing up tricky subjects seemingly organically or putting an opponent in an argument on the back foot by changing the subject—you can always do it and nobody will ever notice.

150 CP

## The Hobo Code

You intuitively understand the slang and signs of vagrants and the underclass and find that society's outsiders have more time and respect for you.

100 CP, Free Drop-In

## This Never Happened

Repression may not seem to be the healthiest solution for getting over trauma but you seem to be able to do it with no side-effects. You can selectively wipe out memories of your own while subconsciously keeping any overarching lessons required to stop you from repeating history.

200 CP, Discount Drop-In

## Change of Identity

Should you ever wish to change identity events will unfold so that your death is faked perfectly and you convincingly attain the ID and life of someone recently deceased. Events will then conspire to keep your former identity a secret although getting in touch with those who knew you before will stop this effect.

400 CP, Discount Drop-In

## Artist

Whether in the field of music, art, film or writing you are exceptionally gifted and can craft truly memorable works. You also find that this gift can be turned seamlessly (and at great profit) to selling things to people. Can be bought repeatedly at a discount for skill in more disciplines.

100 CP, One free Creative

## Indispensable

You give the vague impression as being very difficult to replace in any place of work or group you find yourself in. On top of generally getting treated a little better you find that as a result you can bend the rules or act out with little risk of chastisement.

200 CP, Discount Creative

## Manipulation of the Media

You are a master at getting the message you want put out across to the public. Something as innocuous as an advert created will become popular (or infamous) enough that it gets articles in newspapers.

400 CP, Discount Creative

## Business Magnet

You attain new contracts and work uncannily easily finding that new business partners and clients seem to simply crawl out of the woodwork when you're around. Just remember that the day you sign a client is the day you start losing them so you'll need some skill to keep them long.

100 CP, Free Contracts

## Misbehavein'

Your indiscretions in interpersonal relationships are largely ignored or forgiven. As long as you don't make a conscious effort to rub it in your romantic faithlessness, alcoholism and failures to keep family commitments will be brushed aside in a "boys will be boys" sort of way.

200 CP, Discount Contracts

## Good With People

You are exceptionally charming and have a great knack for knowing exactly what will play well in what room. While this makes you a lot more likable generally it has a peculiar and particularly marked effect on businessmen who after meeting you would simply not consider working with one of your competitors.

400 CP, Discount Contracts

## Maternal Instincts

You are a talented cook, mix a mean Old Fashioned and you're good with the little ones. You know how to speak to children on their level making you a natural at parenting and teaching.

100 CP, Free Housewife

## Actress

You are extremely skilled at acting and have an uncanny control over your own facial expressions. On top of your impassioned performances making it easy to get discovered for work you find this also makes you adept at concealing your emotions and lying convincingly.

200 CP, Discount Housewife

## Arm Candy

You are beautiful enough that people won't really expect you to have to do anything else. Doors will open, well paying modelling gigs will pop up, people will be nicer to you and try to impress you and the idea of you having to do things like "work" becomes downright silly.

400 CP, Discount Housewife

# ITEMS

Your belongings, properties and companions.

## Poster Collection

At the end of every jump you get a 60s style poster advertisement for the setting.

Free

## Wardrobe

A wardrobe filled with a near endless supply of high quality clothes appropriate to the 60s. From tailored suits to furs to dresses.

50 CP

## Cigarettes

A replenishing pack of cigarettes that appears in your pocket or hand at will. A brand of your choice (default is Lucky Strikes).

50 CP

## Business Cards

You can always find an appropriate business card in your pocket or wallet. These cards contain your contact information, your business' name (real or imaginary) and are of such high quality that they give a genuine and extremely professional impression.

50 CP

## Chocolate

A chocolate bar of a brand of your choice that appears at will in your pocket or hand. (Default brand is Hershey's).

50 CP

## Kodak Carousel

A projector with a limitless capacity that fills over time with photographs of the most important, best and most interesting moments in your life.

50 CP

## Make-Up

An ornate box which seems to have an endless supply of make-up and related cosmetic products. You are always be able to find the make-up you're after somewhere in it. Updates to include the make-up of other worlds in following settings.

50 CP

## Minibar

A fully stocked minibar with an endless supply of high quality spirits and mixers. Updates with new drinks when taken to new places.

100 CP

## Lawnmower

A petrol powered ridable lawnmower that for some reason you're always allowed to ride. Nobody minds if you want to ride it in the office or anywhere else really. Please do try to avoid people's feet. You may import a vehicle to this option.

100 CP

## Car

A car of your choice that existed in the 60s. Does not run out of fuel or break down in normal use. You may import a vehicle to this option.

100 CP

## Popsicles

A freezer full of popsicles of various flavours. Anyone you share these popsicles with will get a sudden surge of good will towards you and is likely to start thinking of you as a friend. Only works once per person.

200 CP

## Plane Ticket

A plane ticket that grants you seemingly legal access to any mode of transportation. While you cannot use this to obtain ownership of the vehicles you can easily get a ride on anything by flashing this ticket.

200 CP

## Nice Apartment

You inherit a large, extremely expensive and well furnished apartment in a good part of New York City.

200 CP

## Department Store

You inherit a historical department store. The building itself is vast and ornate and stocks a wide range of goods. It is currently just about turning a profit.

300 CP

## Ad Agency

You started an up and coming ad agency, have premises on Madison Avenue and have enough contracts to keep the lights on and the talented staff paid as well as provide a good income.

300 CP

## Companions

You can create new companions of your description or import existing companions into this world granting them a *Background* of your choice as well as 300 CP to spend on *Perks*. This costs 50 CP per companion or 200 CP for up to 8.

Alternatively you may take canon characters along for your travels. This costs 50 CP each or 100 CP for up to 8 although they gain no CP for this jump.

Varying Cost

# DRAWBACKS

You may take *Drawbacks* to grant up to an extra 600 CP.

## Career Gal

You don't get paid as much as your fellow workers for the same job, don't get the credit you're due and people do not pay as much attention to what you say. Men sometimes pinch or slap your rear or make lewd suggestions which always leaves you flustered and embarrassed.

+100 CP

## Cyclops

You lost an eye in a hunting accident. You have poor depth perception, a painful memory and worse still everyone keeps making fun of you for it. It's a bit of a sore spot and the pirate jokes are extremely grating. Comes with free eyepatch.

+100 CP

## Brooding

You have a brooding and serious manner which (while sexy) makes it difficult to have a lot of fun or make friends. You also have a constant gnawing feeling of wanting more from life than what you have.

+100 CP

## Secret Past

You have a secret in your past that you wholeheartedly believe would ruin your life if revealed. On top of the occasional crippling bouts of anxiety sometimes parts of it will come to light making the panic all the more acute.

+200 CP



## Receding Hairline

While at the start of the jump nothing will be amiss your hairline will quickly recede leaving you with bad hair and a very high forehead. You will nonetheless never shave it all off making appear increasingly sleazy and unattractive.

+200 CP

## Vapid

You are stupid, naïve, have consistently bad ideas and have the emotional development of a child. People are likely to take advantage of you and you are going to be confused a lot of the time.

+300 CP

## Destitute

You no longer have the background in your *Identity*. Instead you start with no money and ragged clothes as one of the homeless of New York. You cannot access your perks from elsewhere or any of your *Items* until you have accrued 500,000 dollars of personal wealth.

+300 CP

## Drinks Like a Duck

You have a drinking problem that will get increasingly out of hand as the years go by. You are an extremely melancholic and volatile drunk and will increasingly isolate yourself from those around you.

+300 CP

# FUTURE

After 10 years here the 60s are over and you're given a choice. Regardless of your decision you will keep any *Perks* and *Items* and any *Drawbacks* will be lost.

## Go Home

You decide to call it a day and return to your own world. You wake up in your own bed

OR

## Stay

As you do not want to miss out on the 70s you decide to stay in this world.

OR

## Move On

You move on to a new far away place, to the next setting and next adventure.

# NOTES

- Imported vehicles gain the special abilities of the vehicle purchased as well as a form that allows you to grant it the appearance of the purchased vehicle at will.
- If you take ***Apartment***, ***Department Store*** or ***Ad Agency*** you will inherit (or have founded in your background) a similar appropriate property in a large city shortly after the beginning of each following jump.
- ***Destitute*** leaves you without any items from here or elsewhere or out of setting perks.
- Cool cats don't trip.