

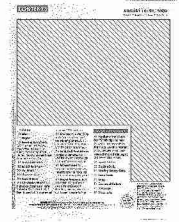
Mad Men's admen, from left: Aaron Staton, Rich Sommer, Bryan Batt, Vincent Kartheiser and Michael Gladis

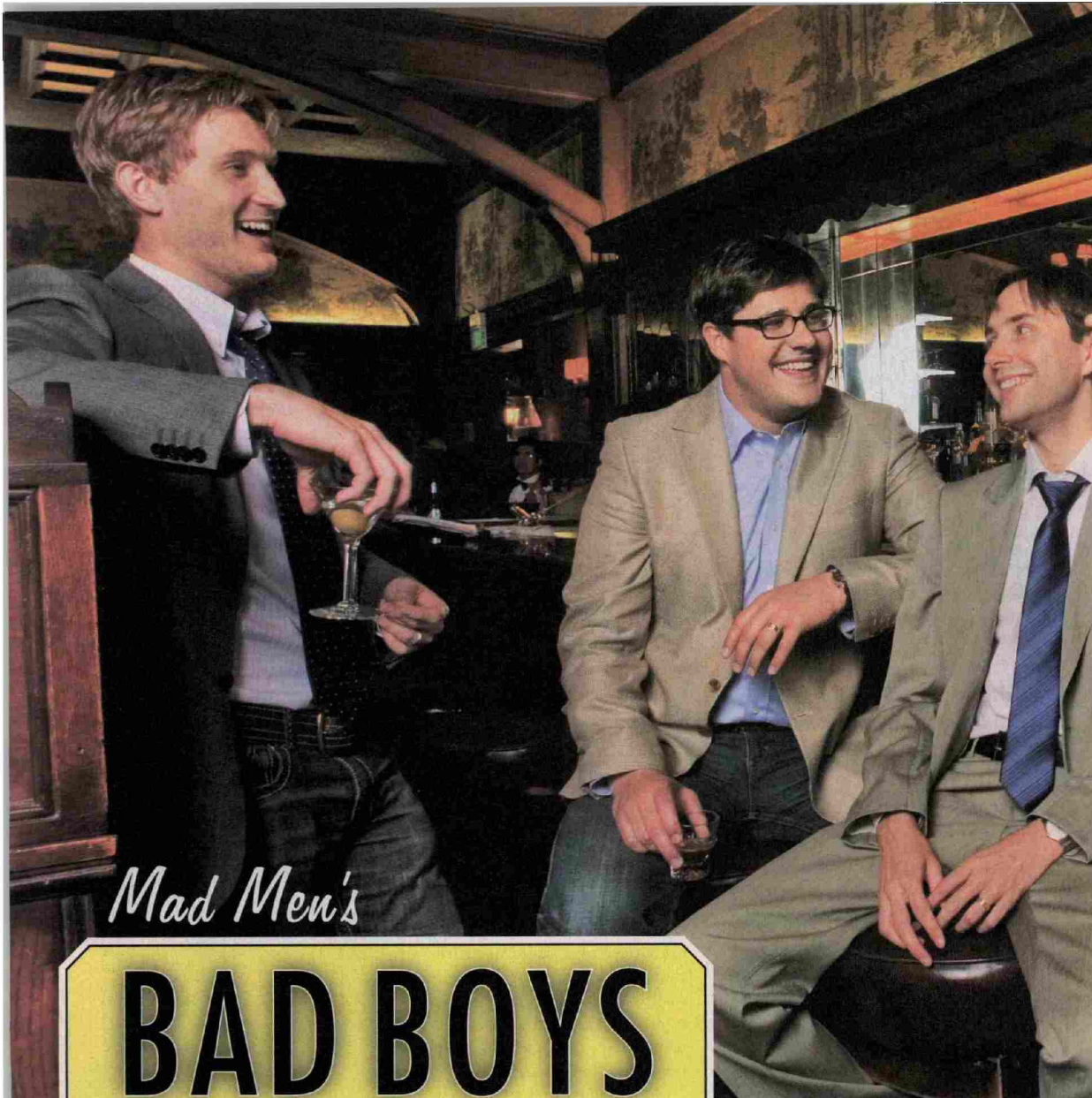
Photograph by NICOLE WEINGART at Musso & Frank Grill



MAD MEN'S RAT PACK

Bryan Batt, who plays closeted gay art director Salvatore Romano in AMC's Madison Avenue drama, orders a steak so rare "a good vet could save it," and with that, the boys of the show are off and running at a power lunch hosted by TV GUIDE MAGAZINE. Warned by creator Matthew Weiner not to spill the beans on the new season, the guys riff about their on-set antics, Jon Hamm's Emmy nominations and how the success of the show has affected them. See page 28, and for more photos of the lunch, check out tvguidemagazine.com.





Mad Men's

BAD BOYS

WE POWER LUNCH WITH THE GUYS FROM STERLING COOPER!

It's not quite noon and the bar at Hollywood's legendary steakhouse Musso & Frank's has been taken over by "the boys" of AMC's scotch-and-sirloin 1960s advertising drama, *Mad Men*. Vincent Kartheiser (who plays ambitious account exec Pete Campbell), Bryan Batt (closeted gay art director Salvatore Romano), Rich

Sommer (bespectacled head of TV Harry Crane), Michael Gladis (bearded, bohemian copywriter Paul Kinsey) and Aaron Staton (fair-haired boy wonder Ken Cosgrove) are discussing hangover cures. Water, Advil and vitamin B12 get the thumbs up.

"Alka-Seltzer Wake-Up Call," Batt proclaims with a rasp. "I swear by it.

And I hope they read this and send me a lot of it too."

"If you don't smoke and don't drink, you won't have a hangover," says Kartheiser sensibly.

The actors play the ladder-climbers working for charismatic Don Draper (Jon Hamm) at the Sterling Cooper agency in Manhattan. This week, the third season picks up circa 1963, with Don reunited with wife Betty (January Jones). There are dramatic complica-



BY DAVID A. KEEPS

PHOTOGRAPHS BY

NICOLE WEINGART

at Musso & Frank Grill

Mad Men's very own Rat Pack, from left: Staton, Sommer, Kartheiser, Gladis, Batt

tions and new revelations, of course—including new female characters that creator Matt Weiner refuses to elaborate on.

One thing, however, remains the same: The young execs of Sterling Cooper run like wolves, thinking rather highly of themselves while holding a decidedly lower opinion of women. And they are still jockeying for position at the agency, which has merged with a London outfit. "I want to show

what it's like to have the job take over your life," Weiner says. "I have tried to avoid the television convention that these people are best friends and work together. They're competitive and self-serving."

Off screen is another matter altogether. Even with long workdays ahead of them, these wiseguys obviously enjoy one another's company. Today, they are showing their quick wits at a *Mad Men*-style power lunch: steak and eggs, with

a side order of busted chops.

"They are very competitive," Weiner warns beforehand. "They break each other's balls all the time."

"You talked to *him* about us?" Gladis asks. "Oh, Jesus. The truth is we all make fun of each other all the time and it's pretty much the whole cast. Lizzie Moss [*who plays Peggy*] will break as many balls as anyone. And Christina [*Joan*] and January? Vicious.

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GROOMING: KIMBER BLAKE



"I feel honored to work with these guys," says Kartheiser, with Batt



Clockwise from top: Sommer, Gladis and Staton

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Shattered my balls so completely they were dust."

Responding to Weiner's comment, Kartheiser goes straight for the boss' vulnerable spot: spoilers. "Don Draper dies in the first episode!" he says, cracking everyone up.

"It's not fair because the universe is on Jon Hamm's side," Gladis offers. "He got two Emmy nominations this year. He should at least have some imperfection, like cankles." The rest of the conversation goes like this....

TV GUIDE MAGAZINE: So, aside from everyone envying Jon Hamm, there's no professional jealousy?

GLADIS: No, only personal jealousy.

KARTHEISER: I hate how annoyingly good Bryan is at acting. Being around you stealing all the scenes is annoying.

BATT: [Demurs] Oh, I'm just a tired Broadway troll. And I hope the cast of "Shrek" isn't offended by that remark.

GLADIS: Vinnie has this habit of warming up loudly. There's a sound he makes like a screeching eagle or dying dolphin.

STATON: We were doing a scene, and Vinnie started going "awk-awk," and Michael says to him, "You don't even speak in this scene."

Vincent, are you going to rise to your own defense?

KARTHEISER: I'm not the talker. I'm the quiet one. Silent. Serene.

SOMMER: You know that's not true, right?

KARTHEISER: I've been in this industry

a long time, and I feel honored to work with these guys. I know, it sounds hokey. Of course, of everyone here, I am the biggest a--hole, so they are probably more surprised than anything to hear this.

[The table goes eerily quiet.]

KARTHEISER: [Sighs] You know, it's not fun to be around this crew of perfect people. Aaron is athletic and light-hearted and sees the happy side of things, and that's enough to make you want to slit your eyelids. If we're buying scotch or talking to women, we defer to Michael. Bryan is the go-to for singing and dancing and design. If it's about babies or board games, it's Rich. He is entirely too funny for his own good, and everyone likes him, which is not a good thing. We try to annoy Rich to the point where he rolls his eyes and walks away.

GLADIS: And then he sets his jaw in a certain way.

SOMMER: You'll see me do it at least four times an episode.

KARTHEISER: He is one of *Mad Men's* jaw-clenching pretty boys.

SOMMER: That's the first time anyone's described me as that. God bless you.

Is it true that in the early days of the show, you all did a little male bonding at a strip club?

SOMMER: The pilot's director said we should hang out and become friends.

KARTHEISER: The strip club was my idea. It was the worst strip club in the history of Manhattan. And then I said I'd pay for everyone to get lap dances and

they were all, "No, I don't want one."

SOMMER: I had mine, but you didn't pay me back until the second season.

If you were castaways on Gilligan's Island, how would you survive?

BATT: I'd open a nightclub and put on a production of "Hamlet, the Musical."

SOMMER: Why are you referencing shows that were dead before I was born?

KARTHEISER: I would be in charge of judging people.

What sports team would you be?

STATON: We could play basketball.

BATT: I played basketball in seventh grade. There was only one person worse on the team. He shot at the wrong goal.

GLADIS: We'd be a great fencing squad.

Critics have been praising Mad Men for two years. Have you stopped pinching yourselves?

GLADIS: I got into this slump where I kept refusing auditions. Nothing seemed good enough. And Aaron said, "If you compare everything to *Mad Men*, you'll never work again."

And the show has become a fashion touchstone. Have you had wardrobe....

BATT: Malfunctions?

GLADIS: I have split the seat of two pairs of pants—one per season. They get a really big kick out of it. They love to laugh at old Mikey, leaning over a desk with a young lady sewing up [his] ass. "Oh, Michael, have another donut...."

BATT: No, just put the donut down.

MAD MEN Season premiere: Sunday, 8/16, 10/9c, AMC; also online at amazon.com (\$) and iTunes (\$)

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