

CULTURE AND TRENDS

The Real Don Draper



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THE STORY OF DRAPER DANIELS, INSPIRATION FOR JON HAMM'S DON DRAPER IN 'MAD MEN.'

By: Legacy Staff  9 years ago

Mad Men, now in its fourth season, won the Emmy award on Sunday night. The show, set in the 1960s, the show focuses on advertising creative director Don Draper. Matthew Wiener has said is based in part on the real-life **Draper Daniels**.

But just who was Draper Daniels?

Born to a Quaker family in upstate New York, Daniels worked as a sales to-door before eventually landing a copywriting job at Young & Rubicam. Young & Rubicam office there but was soon snatched up by McCann-Erickson in the 1950s and 1960s, though, that Daniels is best remembered for. He created an ad for unsuccessfully market filtered cigarettes to women, completely re-imagined the cigarette. On the back of this success, Burnett won big accounts like M&W and became the largest ad agency outside of New York.

Daniels became the highest paid ad man in the industry. But he left the **Kennedy administration**, partly to atone for the guilt he felt about propping up the administration. Daniels himself was a smoker, but would quit cold turkey after the war.

Like his fictional counterpart, Daniels was also fond of the two (and so was the insistence of his second wife, **Myra Janco Daniels**. Twelve years his junior, she told him she would not work with a lush.

And the womanizing?

According to Janco Daniels, she cured him of that, too. The two remain

Mad Men in Less Than 2 Minutes: Don Draper ...





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