

Rachel Magnin

"MTD" 2/17/88

22.

DR. EMERSON

I'm going to write you a prescription for Enovid 10. They're eleven dollars a month. But don't think you have to go out and become the town pump to get your money's worth. Excuse my French.

Peggy smiles politely and takes the prescription.

INT. STERLING COOPER BOARD ROOM - LATER

Rachel Magnin sits between David Cohen and Pete listening to Don and Roger give their pitch. The table is lined with Shrimp Cocktails, toast points, and a pitcher of Bloody Mary's.

ROGER

So what Don's saying is that through a variety of media, including a spot during "The Danny Thomas Show" if you can afford it, we can really boost awareness.

DON

Then, a ten-percent off coupon in select ladies' magazines will help increase your first time visitors.

(eating a shrimp)

After we've got them in the store, it's kind of up to you.

RACHEL

Mr. Draper, our store is sixty years old. We share a wall with Tiffany's. Honestly, a coupon?

DON

Miss Magnin, coupons work. I think your father would agree with the strategy.

RACHEL

He might. But he's not here because we just had our lowest sales year. Ever. So, I suppose what I think matters most right now.

Rachel takes out a cigarette. Pete lights it, smiling.

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PETE

Miss Magnin, why did you come here?
There are a dozen other agencies
better suited to your... needs.

RACHEL

If I wanted some man who happened
to be from the same village as my
father to handle my account, I
could have stayed where I was.
Their research favors coupons, too.

ROGER

Miss Magnin, it's not just
research. Housewives love coupons.

RACHEL

I'm not interested in housewives.

DON

(frustrated)

So, what kind of people do you
want?

RACHEL

I want your kind of people, Mr.
Draper. People who don't care
about coupons, whether they can
afford it or not. People who are
coming to the store because it is
expensive.

DON

We obviously have very different
ideas.

RACHEL

Yes, like "the customer is always
right?" Gentlemen, I really
thought you could do better than
this. Sterling Cooper has a
reputation for being innovative.

DON

(raising his voice)

You are way out of line, Miss.

Roger takes hold of the situation.

ROGER

Don, please. Let's not get
emotional, here. There's no reason
we can't talk this out.

DON

Talk out what? Some silly idea that people will go to some store they've never been to because it's more expensive.

RACHEL

It works for "Chanel".

DON

(steely)

"Magnin's" is not "Chanel".

RACHEL

That's a vote of confidence.

Now Pete tries to ease the tension.

PETE

What Don's saying is that "Chanel" is a very different kind of place. It's French. It's continental. It's--

RACHEL

Not just another Jewish department store?

PETE

Exactly.

Rachel stumps out her cigarette in the shrimp cocktail.

RACHEL

You were right Roger, this place really runs on charm.

DON

(standing up)

This is ridiculous.

ROGER

Don--

DON

(to Rachel)

I'm not going to let a woman talk to me like this. This meeting is over. Good luck, Miss Magnin.

Don storms out. Pete follows after him. David reaches for the pitcher of Bloody Mary's. As Roger glares, David awkwardly excuses himself.



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