

# IT'S A TV WORLD GONE MOD

TV IS OFFICIALLY MAD FOR THE '60s, AND WE CAN'T GET ENOUGH

Written by Elsa Cibrario • Illustration by Chip Wass

**H**old on to your martini glasses — network TV is determined to take us back in time; whisking us away to the decade made retro-cool by the standard of all that is now hip, AMC's cultural sensation *Mad Men*.

The early fall debut of ABC's *Pan Am* and NBC's *The Playboy Club* brought back the swinging '60s in a big way, complete with sentimental soundtracks and memory-of-Mom-all-dressed-up fashion. With *Mad Men* on extended hiatus until 2012, these new entries attempted to fill the craving viewers seem to have for all things "mod."

## TV GOES BACK TO THE FUTURE.

Although the controversial show was cancelled early in the season, *The Playboy Club* offered viewers a provocative peek behind the curtain at the then-glamorous members-only club (you needed a "key" to gain entrance). *Pan Am* is a thrilling look at the lives of the pilots and stewardesses (no "flight attendant" PC-wording welcome here) living the jet-set life. Two settings that make one swoon with thoughts of swanky doings and body-hugging uniforms.

The actual Playboy Club and Pan Am may not have survived the times, but taken as a slice of history, they embrace everything nostalgic we've come to love — and expect — from *Mad Men*. Think women's figures pre-Twiggy: hourglass rather than drinking

straw. Highballs instead of wheat-grass shots. Hats on men, formalwear for air travel, the 8-hour workday, seatbelt-free automobiles, cigarettes ablaze everywhere, children who are seen and not heard... today, we call that "crazy talk."

are mere backdrops to the interpersonal drama between males and females. It's hard to imagine a copy of *Men Are from Mars, Women Are from Venus* on Don Draper's nightstand, but it's gratifying to see that the war of the sexes began long before we were born. As for women's rights, somewhere Gloria Steinem is having the vapors, but the Playboy Club has been defended as a place where women controlled their destinies; they could make good wages and move up. (Fun Fact: Gloria actually went undercover as a Bunny when she was a cub writer.) The same claim has been made for stewardesses, who made serving glamorous and got to independently travel the globe, something most housewives never got to do.

But we can't expect TV dramas to accurately chronicle social history (isn't that what *Jersey Shore* is for?). After all, it's entertainment. It's where we turn to forget our troubles. If the decade that started with the election of JFK and ended with putting a man on the moon (pointy bras and three-martini lunches aside) keeps us coming back for more that's just, well...groovy.



## CATCH '60S FEVER!



**PAN AM**  
Sundays at 10/9c



**MAD MEN**  
Visit [amctv.com](http://amctv.com)  
for airtimes.

## TIME TO GET YOUR '60S ON.

The '60s are remembered in history books as a time of upheaval in everything from politics (the Cuban Missile Crisis, the Kennedy assassination) to music (The Beatles, Woodstock), but on TV, these

About the writer: Elsa Cibrario is a freelance writer from Long Beach, NY, who, when not watching TV is thinking about TV.