

SQUARE SPECIALS

Businesses Celebrate Mad Men With Specials

The popular TV show hits the Square

By **SOFIE C. BROOKS**
CONTRIBUTING WRITER

The Mad Men trend hit two Harvard Square businesses this weekend. Sweet offered cupcakes with the Mad Men logo while playing 1960s music, and Noir at the Charles Hotel offered Draper's Drink cocktails and Ritz cracker retro snacks to customers watching the season finale.

Sweet, a local cupcake shop that opened in Harvard Square last spring, made special cupcakes with cocktails on the icing.

"The owner is a big fan of Mad Men, and we thought the whole

cupcakes and home-baked goods theme worked," said Ali Clark, Sweet's assistant manager. "The store has a modern retro twist like the show."

The vibe at the event was low key, with small signs announcing the Mad Men theme by the counter, and



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few hundred doses of the vaccine's weekly shipments, and that another shipment is expected to arrive this week.

"We are very much hopeful that everyone will be able to receive the vaccine," Rosenthal said. "Governor Patrick said that there should be enough."

UHS originally ordered 15,000 doses of the vaccine, but it did not receive the original shipment when production was slowed nationwide due to issues with the vaccine's preparation.

Massachusetts Governor Deval L. Patrick '78 announced last Friday that vaccines will be available statewide to anyone interested.

Since it received the first batch of vaccinations, UHS has been notifying those eligible for the H1N1 flu shot through e-mail.

In accordance with state public health guidelines, so far UHS has only vaccinated high-risk members of the Harvard community, including pregnant women and children ranging in age from six months to nine years old.

With the new shipment arriving, children under 18 years of age will now be able to receive the vaccine.

After that group has been immunized, the parents of children younger than six months and healthcare workers will be administered the vaccine next.

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MSON PHOTOGRAPHER
Square just a

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TODAY'S FORECAST

SUNNY
HIGH: 67 | LOW: 49



Sweet Gives Retro Makeover to Cupcakes

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no announcements outside. The store ordered only 12 specialty cupcakes for the promotion, and customers in general did not even know that what the theme was.

When asked whether the occasion had affected his decision to come to Sweet, customer Sheraz A. Choudhary replied, "The cupcakes are the same, so not really."

At Noir, the production was much larger. By 9:30 p.m., the bar was full of people, many in costumes, all buzzing excitedly about the upcoming showing.

Noir's event was the culmination of a weekly Mad Men night that has attracted between 5 and 30 people every time.

The commercial breaks featured trivia questions and a costume contest, and the drink menu included Sterling

Cooper Cocktails, Betty's Bubbles, and Madison Avenues.

The customers were noticeably excited by the theme.

"It's one of my favorite theme nights around town, and Noir is an awesome bar," said Leaura S. Levine, who won Noir's Mad Men advertising contest.

As a prize for coming up with the best slogan—"Noir—

Because The Best Ideas Happen At Night"—Levine had the opportunity to judge the costume contest.

Blogger Eleanor L. A. Howe has enjoyed the Mad Men nights at Noir so much that she has been chronicling them each week.

She selects one drink from the specialty menu to represent each episode.

"I thought, I don't have cable and I'm coming here every week, why don't I work my way through the list of cocktails?" she said.

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Ali Clark

ASSISTANT MANAGER OF SWEET



Mad Men Fans celebrate the season finale of the AMC show yesterday. Harvard Square cupcake bakery Sweet also held a Mad Men event