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“Everybody Talks About the Weather”

Milder, Stephen



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One summer day in 1966, the 23-year-old secretary Margot Müller was serving coffee at the McCann advertising agency’s Frankfurt office. In the conference room, admen had gathered to discuss their ideas for a new Deutsche Bahn (German Railways) poster. Glancing at the wintry

motifs they had designed, Müller said to no one in particular, “Alle reden vom Wetter. Wir nicht.” (Everybody talks about the weather. Not us.). (From the article)

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