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"'Everybody Talks About the Weather'"

Milder, Stephen



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Milder, Stephen. "'Everybody Talks About the Weather.'" *Springs: The Rachel Carson Center Review*, no. 6 (October 2024).

> 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

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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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