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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

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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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