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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

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)

This article was originally published in *Springs: The Rachel Carson Center Review*. *Springs* is an online publication featuring peer-reviewed articles, creative nonfiction, and artistic contributions that showcase the work of the Rachel Carson Center and its community across the world.

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