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Cover Trail

Two covers this week. One for the U.S., the other for our international editions.

U.S. COVER

1 "Let's start with the cover line and a bunch of toilet paper."

The cheapest, dullest, happiest company in the world



2 "I didn't think I'd miss the toilet roll, but it turns out I do."

3 "Can we add some rabbits... and butterflies... and... make it more Bambi?" "I love squirrels."

4 "Can the animals be wearing Costco badges?" "No way... well, actually... maybe..."



5 "I really love that squirrel."

INTERNATIONAL COVER

1 "Let's decorate the cover and make it ULTRA kawaii." "I have no idea what you're talking about."



2 "We need more bats and crying clouds."

3 "We do?"

4 "We do."



5 "Can this cover be in some way crazier?" "I think it'll work in Japan."