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### Cover Trail

How the cover gets made

1 "Looks too much like advertising"



2 "Think this will work better as the feature opener"



3 "Can't we just wrap Ronald in a tortilla?"



4 "This is Ronald McDonald wrapped in a flour tortilla" "I can see too much of his face. Also, where's the salad?"



5 "This is Ronald McDonald wrapped in a flour tortilla partially obscured by salad" "I prefer it without salad"

6 "I like it with salad" "I don't" "Well, I like it better with the salad" "OK. Well..."



7 "I still prefer it without the salad"