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## Cover Trail

How the cover gets made

1 "The cover story is on China National Tobacco Corp., which makes money for the government while damaging public health."

"That's terrible. Well we've had a cowboy smoking an e-cig, a grim reaper smoking a cigar, and a guy smoking synthetic pot."

"So you're saying we shouldn't do someone smoking."

"Was actually thinking we could reappropriate the grim reaper, but fine."



2 "A cigarette burn in the Chinese flag."

"The flag feels a bit expected."



3 "A cigarette burn in the Forbidden City."

"A bit confusing."



4 "A cigarette burn."

"A bit boring."



5 "Lots of cigarette butts."

"Pretty disgusting. We should do this."

