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Cover. A familiar image of a rugged cowboy riding the range—accompanied by a body bag slung across a horse—highlights the deadly health consequences of smoking. This month's cover features a print ad from the American Legacy Foundation's successful tobacco countermarketing effort, the "truth" campaign. This particular ad, "Western," began running in such magazines as Seventeen, Rolling Stone, Teen, Snowboarder, and the magazine of the World Wrestling Federation in November 2000 as part of a series called "Bags Over America." The image was shot on location in Utah by Pete Stone and ran in both single-page and spread format.

Editor's Choice photo by Charles Manley, Columbia University.