

= Rosebud (The Simpsons) =

" Rosebud " is the fourth episode of The Simpsons ' fifth season . It first aired on the Fox network in the United States on October 21 , 1993 . The episode begins by showing how on the eve of his birthday , Mr. Burns starts to miss his childhood teddy bear Bobo . The bear ends up in the hands of Maggie Simpson and Burns does everything in his power to get Bobo returned to him .

" Rosebud " was written by John Swartzwelder and was the first episode to be executive produced by David Mirkin , who was the show runner for the fifth and sixth seasons of the show . Directed by Wes Archer , supervising director David Silverman describes the episode as " one of the more challenging ones " to direct . The Ramones (Joey Ramone , Johnny Ramone , C. J. Ramone and Marky Ramone) guest star in the episode as themselves . The episode is largely a parody of the 1941 film Citizen Kane and the title references Charles Foster Kane 's dying word " Rosebud " . The episode also contains references to The Wizard of Oz , Planet of the Apes , actor George Burns , Charles Lindbergh , and Adolf Hitler .

Critical reaction to " Rosebud " was largely positive and in 2003 Entertainment Weekly placed the episode in second place on their list of the 25 best episodes of The Simpsons .

= = Plot = =

Smithers finds Mr. Burns having a nightmare in which he constantly murmurs the name " Bobo " . In a flashback , it is revealed that as a child , Burns lived with his family and cherished his teddy bear Bobo , but he dropped it in the snow when he left to live with a " twisted , loveless billionaire " . Meanwhile , preparations for Burns ' birthday are underway and , after the Ramones perform , Homer is chosen to entertain the party guests with a comedy routine ; however , Burns finds Homer 's routine offensive and angrily orders his security guards to break up the party .

Burns reveals to Smithers that he misses his cherished bear Bobo and desperately wants it back but has no idea where it is . Another flashback reveals Bobo 's history : after Burns leaves it behind , the bear eventually finds its way to Charles Lindbergh , who tosses the bear into a crowd , where it is caught by Adolf Hitler . In 1945 , Hitler blames Bobo for losing World War II and tosses him away . Bobo is seen again in 1957 on board the USS Nautilus headed for the North Pole . Bobo becomes encased in a block of ice until picked up by an ice @-@ gathering expedition in 1993 . The bag of ice with Bobo in it is sent to the Kwik @-@ E @-@ Mart in Springfield . Bart buys the bag of ice , finds Bobo inside and gives it to Maggie to play with .

Mr. Burns starts looking for his bear , and Homer finally realizes that Maggie 's new toy is Bobo . Homer negotiates with Burns and agrees to give it back in exchange for " a million dollars and three Hawaiian islands . The good ones , not the leper ones . " However , when Maggie refuses to give Bobo up , Homer decides to stick up for his daughter and sends Burns away . Mr. Burns is outraged and promises vengeance on Homer unless he gets his teddy bear back .

After many failed attempts to steal the teddy bear , in desperation , Burns has Smithers literally beg Homer for the bear . Homer tells Burns that it is Maggie 's now , and she is the only one that can return it . Burns decides to talk to Maggie and becomes deeply depressed and asks Maggie to look after his bear . Maggie , in an act of pity , lets the desperate Burns have the bear .

= = Production = =

" Rosebud " was written by John Swartzwelder and was the first episode to be executive produced and run by David Mirkin . Mirkin enjoyed working on the episode so much that he spent " an enormous amount of time on post production " experimenting with various elements of the episode . Originally , the backstory for Bobo included several much darker scenes , including one where the bear was involved in the assassination of John F. Kennedy . The scenes were cut because the writers felt it was in bad taste . The ending of the episode was originally longer , but two segments were cut . The first saw Washington D.C. destroyed by invading Canadian troops , who found Bobo . The second featured the entire planet being overrun by giant Redwoods and spotted owls .

David Silverman describes the episode as " one of the more challenging ones " to direct . Guest stars The Ramones were " gigantic obsessive Simpsons fans " and their characters were designed by Wes Archer . Marky Ramone later called their appearance " a career highlight " .

= = Cultural references = =

The episode is largely a parody of the 1941 Orson Welles film *Citizen Kane* . The title is a reference to Charles Foster Kane 's dying word " Rosebud " ; the teddy bear Bobo is a substitute for Rosebud in this episode , even down to the fact that Burns discards it in the snow when offered a new life of riches and power . The scene where he drops a snow globe , while whispering the name of his lost toy , also parodies Kane 's death scene at the start of the film . The guards outside Mr. Burns 's manor chant and march similarly to the Wicked Witch of the West 's guards from the 1939 film *The Wizard of Oz* . The last scene where Mr. Burns 's robotic body runs off with Bobo is a reference to the film *Planet of the Apes* in which herds of humans are enslaved by humanoid apes . Burns and Smithers ' attempt to steal Bobo from the Simpsons mirrors *Mission : Impossible* , and their sitcom is similar to *The Honeymooners* . Both Mr. Burns and Homer make references to the cancellation of the TV series *The Misadventures of Sheriff Lobo* . Mr. Burns ' brother is revealed to be comedian George Burns , and both Charles Lindbergh and Adolf Hitler were once in possession of Bobo . During the tribute to Burns , the curtain portrays his visage in a more youthful manner , evoking the characteristic style of illustrator Al Hirschfeld .

= = Reception = =

In its original American broadcast , " Rosebud " finished 33rd in the ratings for the week of October 18 ? 24 , 1993 . It acquired a Nielsen rating of 11 @. @ 9 . The episode was the second highest @- @ rated show on the Fox network that week after *Married ... with Children* .

In 2003 , *Entertainment Weekly* 's placed " Rosebud " second on their top 25 *The Simpsons* episode list , writing that " despite being one of *The Simpsons* ' most spectacularly overstuffed episodes , " Rosebud " has plenty of heart " . *IGN.com* ranked The Ramones 's performance as the fifteenth best guest appearance in the show 's history . In 2007 , *Vanity Fair* named it the best episode of the show , calling it , " A perfect episode . Mr. Burns 's lamentations for his childhood bear , Bobo , lead to a show @- @ long parody of *Citizen Kane* . At once a satire and a tribute , the episode manages to both humanize Mr. Burns and delve deep into Homer 's love for his oft @- @ forgotten second daughter , Maggie . "

In his book *Planet Simpson* , author Chris Turner listed " Rosebud " as one of his five favorite episodes of *The Simpsons* , calling the episode " genius " . He added that the Ramones gave " possibly the finest guest musical performances ever . " David Silverman and Matt Groening describe the sequence where Homer eats 64 slices of American cheese as " one of the most hilarious segments ever done " . The episode 's reference to Rosebud was named the 14th greatest film reference in the history of the show by *Total Film* 's Nathan Ditum .