

= Marge Simpson in : " Screaming Yellow Honkers " =

" Marge Simpson in : " Screaming Yellow Honkers " " is the fifteenth episode of The Simpsons ' tenth season . It originally aired on the Fox network in the United States on February 21 , 1999 . After Homer purchases a Canyonero , he discovers he bought the model intended for women , so he gives the vehicle to Marge . Despite disliking it at first , Marge grows fond of it , and quickly develops clear road rage against other motorists . The episode was written by David M. Stern and directed by Mark Kirkland .

= = Plot = =

After the Simpson family watch a poor talent show display by the teachers , they are in a hurry to leave . Homer sees Krusty driving a Canyonero and decides to purchase one . Homer purchases the sport utility vehicle , but is soon disappointed after discovering he bought the " F @-@ series " , intended for women . Embarrassed to drive it , he gives the vehicle to Marge . Marge dislikes it at first due to its size and features , but quickly becomes fond of it , and develops road rage . Later , when traveling around town , Marge is given a traffic ticket by Chief Wiggum and is ordered to take a defensive driving course . While driving away from the class , she accidentally drives the Canyonero into the prison and loses her driving privileges .

Homer , Bart , and Lisa take a trip to the zoo . Homer accidentally causes the rhinoceroses to go berserk and escape . The police request Marge to use the large SUV to stop the rhinoceroses who have escaped the zoo . Marge first declines , until she sees her family in danger . Marge agrees to assist the police and succeeds in rounding up the animals , but learns there is one missing and sees Homer being carried off by the rhinoceros . She chases the angry rhino into a construction site and deliberately crashes the vehicle , making it burst into flames . The rhino instinctively attempts to stamp out the fire , and Homer escapes and the Rhino is returned to the zoo . Marge credits her success to Stone Phillips and the whole family praises NBC . During the end credits , Homer praises FOX at gunpoint and he is shot when he praises CBS .

= = Production = =

The idea behind the episode came from a study performed that showed women had more cases of road rage than men . The names of the other car salesmen on the board in the car garage are friends of Mike Scully from high school . The road rage film which Chief Wiggum shows during the road rage class was originally titled " Screaming Yellow Honkers " . The road rage film was originally to have been presented by Troy McClure , but voice actor Phil Hartman died the previous year . The group of people running out of the zoo , before Homer , Bart , and Lisa , are caricatures of Mike Scully , his wife , and his children , who are also seen running behind Kent Brockman 's news report . The Fox Broadcasting Company executives were displeased with the positive references to NBC made near the end of the episode . As a compromise , the writers added in the sequence during the end credits where Homer reads a statement that disparages NBC and praises FOX (and briefly praises CBS) .

= = Cultural references = =

In an attempt to stop the rhinos , Homer shouts " Jumanji ! " , a reference to the film Jumanji . Marge mentions Dateline NBC and former anchor Stone Phillips . Ms. Krabappel does a balloon dance singing " Fever " , a 1958 hit for Peggy Lee . The other teachers parody songs from Fame . Singer Courtney Love is advertised on a box of Wheaties breakfast cereal .

= = Reception = =

In its original broadcast , " Marge Simpson in : " Screaming Yellow Honkers " " finished 43rd in

ratings for the week of February 15 ? 21 , 1999 , with a Nielsen rating of 8 @.@ 7 , equivalent to approximately 8 @.@ 6 million viewing households . It was the third highest @-@ rated show on the Fox network that week , following Ally McBeal and The X @-@ Files .

Peter Brown of If notes in his review of The Simpsons ' tenth season that " Marge Simpson in : " Screaming Yellow Honkers " , alongside " Lard of the Dance " , " Wild Barts Can 't Be Broken " , and " Homer Simpson in : " Kidney Trouble " " as " some of the best episodes of the season " . The authors of the book I Can 't Believe It 's a Bigger and Better Updated Unofficial Simpsons Guide , Warren Martyn and Adrian Wood , wrote in their review of the episode : " very clever , very dry humour and showcasing the last person you might expect to suffer road rage . Some lovely moments (Marge losing patience with Agnes and Kearney is great) , especially her drive across the cornfield . Sadly the Canyonero doesn 't survive the experience of this episode , which would have been nice , if only to see Marge regularly at the wheel rather than Homer . "