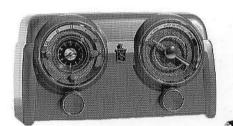
2004 E-GANG
MAKING THE INTERNET WORK FOR YOU

10 Energy Stocks To Buy

SEPTEMBER 6, 2004 | WWW.FORBES.COM

Crushing RADIO

SICK OF STUPID ADS, STALE PLAYLISTS & SCHLOCK JOCKS? NO WONDER XM SATELLITE IS MAKING WAVES



ALSO >

THE
WORLD'S
MOST
POWERFUL
WOMEN

WAL-MART'S #1 ENEMY

IS THE I-POD GOOD FOR APPLE?

HUGH PANERO CEO, XM SATELLITE



CONTENTS SEPTEMBER 6, 2004

- 20 Index
- 24 Side Lines
- 28 Readers Say
- 33 Fact and Comment Steve Forbes worries about Iran.
- 38 Other Comments
- 43 Current Events
 Paul Johnson worries about Kerry.
- 45 Digital Rules Rich Karlgaard worries about tech.
- **46 Informer** Bad movie, great deal; public radio's wasteful ways.
- 48 On My Mind | Painful Correction
 OxyContin's bad rap. By Sally Satel
- 52 Flashbacks | Follow-Through

OutFront

- 56 Make It Up With Volume Giving dud software away and declaring victory. By Daniel Lyons
- 58 Retirement Plan Why corporate chiefs love lower dividend taxes.

 By Nathan Vardi and Scott DeCarlo
- **60 Bahamian Brouhaha** The Pritzker family feud moves offshore. *By Stephane Fitch*

- **60** Advocate or Promoter? The IRS doesn't like a Seattle lawyer's theories about options tax. By Janet Novack
- **62 From Blackheads to Warheads**A celebrity dermatologist dabbles in missile defense. *By Lea Goldman*
- **64 My Son**, **the Bodyguard** A hardearned degree from counterterrorism school. *By Dirk Smillie*
- **66 Splooosh!** Why waterbombers sit grounded at the height of fire season. *By Alan Farnham*
- **Plus:** Sorting out election-year truth from fiction ... Michael Moore's next cause? ... A grim future for Toys "R" Us ...

Companies, People, Ideas

- 77 Bumper-to-Bumper Education
 Universal Technical Institute
 profits from the shortage of auto
 mechanics. By Jonathan Fahey
- **82 Trading Up** Jefferies aims to become a big investment bank by catering to small customers. By Deborah Orr

- **91 Desert Storm** All is fair in war and Defense Department contracting. *By Matthew Swibel*
- 92 Quota? What's That? How do you satisfy the diversity police and a public that demands "excellence"? By Dan Seligman
- **93 House Call** Home Depot takes on your local plumber, with limited success. *By Chana R. Schoenberger*
- **96 Cruise Control** Carnival Corp. brings the vacationing masses to Alaska. *By Luisa Kroll*
- Was a blue state in the 2000 election. But in politically divided Johnstown, it's the color of money that counts.

 By Tomas Kellner
- 119 Prozac Nation: Is the Party Over?
 Euphoria, then medical doubts,
 then lawsuits. *By Richard C. Morais*

International

86 The Last Mile Bringing vaccines to Mozambique's poor.

By Kerry A. Dolan

The 2004 E-Gang "It's the art of the possible." 144





Prozac Nation: Is the Party Over?

ANCY HUGO, A 57-YEAR-OLD HOUSEWIFE IN CORVALLIS, ORE., HAD recently been prescribed the antidepressant Zoloft by her internist when she found herself in the bathroom, looking at a Bic shaver and wondering if she could get the blade out of its plastic. In the living room she zeroed in on a pair of long scissors she had inherited from her grandmother. "I kept on wanting to pick them up and gouge my eye out," she recalls. Trying to occupy her mind at the computer, she fought the "urge to

There are three stages in the life of a new mental health drug: euphoria, then medical doubts, then lawsuits.

BY RICHARD C. MORAIS