

THE WORLD ACCORDING TO THE JEWELRY MAN

My name...*Eben Gregory*.
My specialty...dropping jewelry and making words dance using a technique the world has never seen before. Read me and become high.



★★★ THE 'I SEE WHAT YOU DID THERE' AWARDS ★★★

Because It's Easy To See But Hard To Foresee



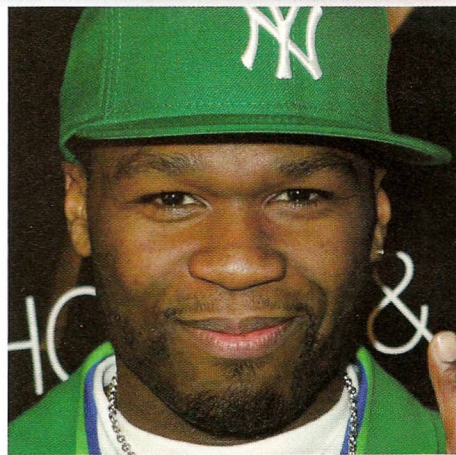
The Contestant: **GUCCI MANE**

"I see what you did there" is a common phrase used in spoken English, text, and Image Macros, generally to convey a condescending or patronizing tone as a response to a banal joke. However, the phrase is sometimes also used to convey a genuine admiration for another person's wit, or even as a threatening message akin to "I know what you did." And now... I'm going to tell you a story. It's about a famous rapper who faces a possible 17-month prison sentence if convicted on a probation violation. To avoid jail-time, he files a "Special Plea of Mental Incompetency," claiming he's in no state to fight prosecutors' efforts to revoke his probation, and is unable to "intelligently participate in the probation revocation hearing." He's then committed to the Puzzle Factory for evaluation. He gets out and immediately gets an over-sized face tattoo of three scoops of ice cream and lightning bolts that make people think he has to be (fill in the blank). And now... I see what you did there ice jewelry: The only good in pretending is the fun we get out of fooling ourselves that we fool somebody.



The Contestant: **RYAN LESLIE**

"I see what you did there" is also usually a sarcastic response to somebody who obviously thinks that they've been cleverer than they actually have. For example, say you're a famous R&B singer, and while you're on tour in Europe, your laptop is stolen. Say you then post this message to your Twitter followers: "Good afternoon, this is an announcement offering an award for \$20,000 for the recovery of a black bag we believe was stolen from outside of this club. If anybody has seen anything or heard anything, please contact us at ryanleslielaptopreturn@gmail.com. We are offering a \$20,000 reward for the return of this bag." Say the bag never turns up. Say you send out another Twitter message saying, "I'm absolutely continuing my Euro tour + I raised the reward for my intellectual property to \$1MM (\$1 million dollars)." Say a man named Bernd P. happened upon the missing bag while walking through the forest and returns it to the authorities. Say you get your laptop back, but never pay out the million and disregard Bernd P's pleas for the reward money. You see what he did there?



The Contestant: **50 CENT**

"I see what you did there" can also convey an explicit acknowledgement & compliment that you can give to someone when you see a lesson that has been presented to you, whether they meant to give it or not. Everyone has a different way of subtly pointing out something especially clever. Learn the language of the people you respect, and when you see their version of I see what you did there, you know you're looking at something especially powerful that you need to copy, learn, or adapt. Kinda like how 50 Cent made \$8.7 million in paper money a couple weeks back after helping pop the shares of the penny stock of H&H Imports, in which he has a stake, by talking it up on Twitter. Even though the company lost \$1.3 million last quarter on revenues of just \$292,933.00, Fiddy encouraged his followers to get in while the gettin' was good. Unfortunately, his actions may have violated "pump and dump" rules, and he may be placed under investigation by the Security Exchange Commission. And now... lessons are not given, they are taken ice jewelry. See what I did there?

★★★ AND THE WINNER IS...★★★

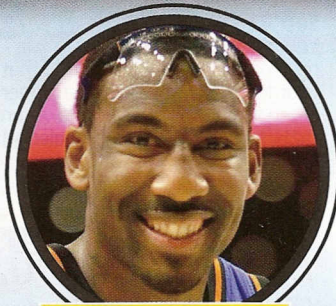
Not you if "I see what you did there" taught you a lesson, but you're not quite sure what it was

★ ★ ★ SPOTTING FUGAZI ★ ★ ★

What They Said, What EbenGregory Thinks They Mean



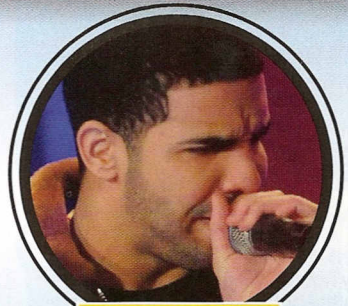
JIM JONES



AMAR'E STOUDEMIRE



SHANE WILLOUGHBY



DRAKE

"Whatever it is, they both gon' be sharp - trust me. It definitely ain't gon' be a one-way street. It should be good for music, good for Hip Hop, as long as they don't start rappin' about too much strange s---."

- Jim Jones giving his thoughts on how he thinks the Jay-Z and Kanye album (*Watch the Throne*) will turn out.

What EbenGregory Thinks They Mean: Flattery is telling the other person precisely what he thinks about himself.

"We're pretty good friends. She's a buddy of mine. It all depends on what you call dating. I think we're not dating, we're friends. We're buddies; we're mutual friends. She's a cool girl to talk to. I'm pretty sure she feels the same way about myself, but I do got kids and a baby's mama."

- New York Knicks superstar Amar'e Stoudemire addressing speculation connecting him with former Kanye West girlfriend/model Amber Rose.

What EbenGregory Thinks They Mean: Next time, I'll explain my explanation.

"When [Gucci] said he wanted to do the ice cream thing, I said, 'Well, why don't we do it somewhere else?' But he was like, 'I don't have anywhere else.' He said, 'I want something Rock'n Roll.' There's nothing more rock 'n roll than lightning bolts and ice cream."

- Tattoo artist Shane Willoughby explaining how he gave Gucci Mane a tattoo of a 3 scoop ice cream cone, complete with color, lightning bolts and the word "Brrr" covering the right facial cheek.

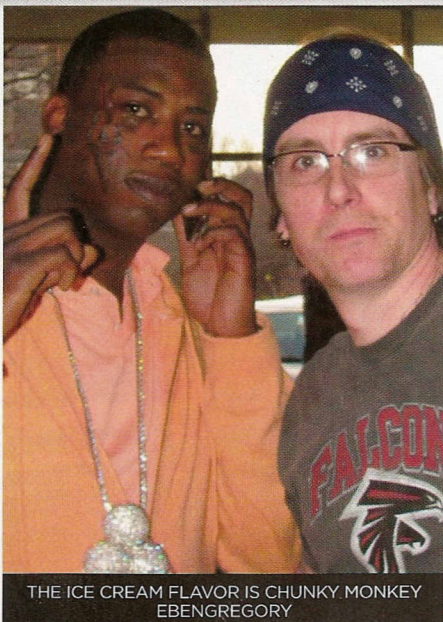
What EbenGregory Thinks They Mean: Your body is a temple, but how long can you live in the same house before you redecorate?

"I'll be on [*The Carter IV*] - We still got to do that [collaboration] album. I heard two other guys are coming out with an album together, too. I don't know where they got that idea, but - I caught wind of it through the grapevine that there's some other album with two guys rappin' on it."

- Drake unloading friendly fire at Jay-Z and Kanye West over their upcoming *Watch the Throne* compilation and sarcastically took credit in inspiring their record.

What EbenGregory Thinks They Mean: It takes money to make money because you have to copy the design exactly.

★ ★ ★ TOP 10 COLUMN - THIS WEEK ★ ★ ★



THE ICE CREAM FLAVOR IS CHUNKY MONKEY EBENREGORY

TOP TEN THINGS GUCCI MANE'S TATTOO ARTIST THOUGHT WHILE TATTOOING GUCCI'S FACE

10. Who knew he was a mouth breather.
9. At least it ain't a butterfly
8. I hope the ice cream melts away the rest of the other barely legible jail house looking tats.
7. After I put Vaseline on his tattoo, I'm gonna ask him if he'd like some for his lips as well.
6. I wonder if he wants sprinkles.
5. Maybe the bolts are supposed to drive home the point of how icy he is. Like when people use stink lines to make a picture look extra smelly..
4. Never interrupt a paying customer while he's making a mistake..
3. Oh s---, I spelled "burr" wrong.
2. I'd do anything to stay out of jail, too
1. A bad tattoo is two people's shame.

SYKES, KRAMER, AP