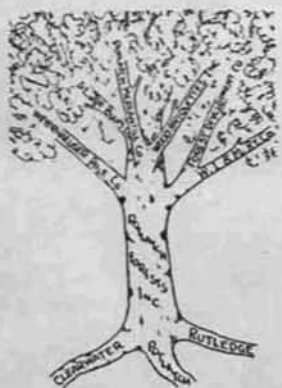


*The Family*  
**TREE**

JULY 1950



# The Family TREE



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### Correspondents

Mabel Kelly ..... Potlatch  
Charles Epling ..... Clearwater  
Carl Pease ..... Headquarters  
Roger Carlson ..... Rutledge  
Chet Yangel ..... Bovill

### TEN YEARS AGO IN THE TREE

Sixteen men of the Timber Products Bureau of the Spokane Chamber of Commerce made the mill and woods operation of PFI the scene of their fifth annual tour. E. Ralph Edgerton, Spokane, was the chairman.

Four sons of PFI employees are members of the American Legion Junior baseball team representing Lewiston, which won the State Championship and are now headed for the Northwest regional games at Great Falls, Montana. The boys are Howard Kafer, Bill Yochum, Jr., Henry Peltier and John Estlund.

The Princeton University summer school of geology, under the direction of Dr. S. K. Fox, were guests of PFI  
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## Soft Jobs Make Soft Men

Henry Ward Beecher once received a letter from a young man stating that he was anxious to find an easy berth, one that paid handsomely and involved no hard work, and asking the clergyman to tell him how to go about getting it. "Young man, you cannot be an editor," replied Beecher. "Do not try the law. Do not think of the ministry. Do not think of manufacturing and merchandising. Abhor politics. Don't practice medicine. Don't be a farmer or a soldier or sailor. All these require too much study and thinking. None of them is easy. My son, you have come into a hard, hard world. There is only one place easy in it, and that is the grave."

Possibly the biggest handicap a young fellow can have is to land a soft job early in his career. He loses the opportunity of learning soon enough that the only kind of soft job worth having is one that he himself has softened up to just the right consistency by a lot of hard work.

The youngster who cares to be observing (and there is much to be gained by it) should look at the trees that stand out in the open, buffeted by the winds, and compare them with the spindling ones which have been so protected that it wasn't necessary for them to send their roots deep down into the soil and get a stronger hold on it, and more nourishment from it.

The fortunate man today, or any other day, for that matter, is the one who has a reasonably hard job and the ability and willingness to handle it. Soft jobs make soft men. Don't waste envy on the fellow with a soft job.

"Patriotism is easy to understand in America. It means looking out for yourself by looking out for your country."—Calvin Coolidge

"There is nothing which makes men rich and strong but that which they carry inside of them. True wealth is of the heart, not of the hand."—John Milton

"You cannot do a kindness too soon, because you never know how soon it will be too late."—Ralph Waldo Emerson

"No man really becomes a fool until he stops asking questions."—Charles P. Steinmetz

The happiest and most useful people are those with many interests. People with no interests grow into introverts, cultivate self-pity, make themselves uncompanionable and get into mischief. They are like a ship at sea with its rudder gone.  
—F. R. Johnson.

### Cover Picture

This month's cover picture was taken at Beauty Bay from beautiful Lake Coeur d'Alene. In the background, on the hillside, is the 8-acre Tree Farm owned and operated by Lyle Williams, of Rutledge unit, and his partner, Jack Marshall. The Tree Farm is approximately two years old and as the years pass there will be timber for future generations.





## C. O. Bing

C. O. "Cully" Bing, formerly rough storage foreman, was placed in charge of the watch crew and will supervise the security of the plant. This change was effective August 1st.

This shift is designed to maintain the security of the plant due to the situation in Korea and to assist in relieving the traffic congestion during shift changes. The new regulations for plant protection will be found elsewhere in this issue.

Cully was born in Haywood, Wisconsin, and moved to Bemidji, Minnesota when he was five years old. Attended grade and high school in Bemidji. Cully got his first lumbering experience with the Chicago Box and Crating Company of Bemidji while attending high school.

### Married in 1926

After graduation from high school he took a short fling as a telegrapher for the railroad and served his apprenticeship as a baker. When Cully married in 1926, he went back into the lumber business for his father-in-law who owned a sawmill

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## Miss Mabel Kelley

After 35 years of continuous service, Miss Mabel Kelley, secretary to J. J. O'Connell, manager of Potlatch Unit, closed her desk for the last time July 29th and is taking a well deserved rest by retiring. She has the distinction of being on the payroll continuously since 1915 and is the only woman member of the Potlatch White Piners, PFI 25-Year Club.

Miss Kelley is a native of Nebraska and in her early teens moved with her parents to Kalispell, Montana. After teaching school for several years in that community, she decided to change her avocation to that of secretary. She began her secretarial career in the office of an attorney taking depositions, reporting in the U. S. Land Office, pre-

liminary hearings and coroner's inquests.

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## Frank Speno

Frank Speno, who has been checker and assistant foreman of the Rough Storage, was advanced to foreman of that department replacing "Cully" Bing.

Speno was born in Spokane, Washington, January 21, 1915. His mother moved to Lewiston when Frank was four years old, after his father's death. His mother remarried, and he attended six years of school at what was then known as the McKinley school. Frank says the school building then set in what is now the middle of our present log pond. His stepfather, "Mike" Pecora, was one of two appointed to appraise the area where the plant now stands as well as the log pond.

Frank attended Lewiston High School and graduated in 1932. Worked for his stepfather in the black days of the depression except for the summer of 1935 when he worked in the blister rust control for U. S. Forest Service.

### Started In 1935

In September, 1935, Frank took his first job at Potlatch Forests, Inc., barring

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## Care of Deer Promotes Tree Farm

It all happened New Year's Day, 1949 . . . the concern for the welfare of deer driven from the higher altitudes by severe winter . . . the lack of forage in and around Beauty Bay on Lake Coeur d'Alene pulled at the heart strings of Lyle Williams, Kiln foreman of the Rutledge Unit, and through his love of game and wildlife brought about the creation of an eight-acre certified Western Tree Farm.



Lyle Williams stands proudly beside the Western Pine Tree Farm sign.



View, looking north, of Williams' Tree Farm.



Another scene . . . the Tree Farm . . . the Western Pine certification sign can be seen on the left foreground of tree.

On this particular day, Lyle went out to his lake front place on Beauty Bay to work on his cottage . . . actually his principle reason was to be near the woods which he and his family do on every available occasion. A herd of deer were near his cottage looking for food and attempting to reach the moss laden limbs of nearby yellow pine and red fir trees. The prospects of the herd getting enough to carry them through the winter was quite remote and it seemed to Lyle that something had to be done.

### Pruning Trees For Forage

Taking a tree saw on the end of

an eighteen foot pole, he cut the lower limbs off his trees, leaving them on the ground for what feed the deer could consume. The pruning gave him an idea. Why not cut the lower limbs off his trees which would produce select type logs in years to come. Thus, his Tree Farm was conceived.

The Tree Farm is located on Beauty Bay on Lake Coeur d'Alene and consists of eight acres of timberland which is part of the sixty acres owned by Williams and his partner, Jack Marshall. The Tree Farm is comprised, for the most part, of yellow pine and red fir.

Lyle and his family have practiced selective cutting, or thinning, to provide a better opportunity for the younger trees to grow. He is pruning the younger trees to accelerate the growth of select type logs. And, as other tree farmers do, burns the brush in the fall and practices good fire prevention protection.

### Certified By WPA

This acreage was certified by the Western Pine Association as a Western Tree Farm in September, 1949, and the sign designating this land as such is prominently located so that all who travel 95-E can

readily recognize the purpose for which that land is dedicated.

The knowledge that Lyle has of the life of deer has been gained through many years of spending vacations and odd times in the woods. He has many tales to tell about the habits of deer. One that was particularly interesting concerns the apparent lack of interest in the offspring by the buck and doe.

During the last two winters, Lyle has been feeding hay to the

Unit in 1919 and is a member of the 25-year club. His stature is a football or basketball coach's dream . . . six foot four inches and over 200 pounds. He is married and has two boys. He and his family are constructing cottages on their property on the lake front at Beauty Bay. Besides the eight acres of Tree Farm, he has mining claims on the balance of his sixty acres. His claims have shown great quantities of arsenic and at deeper levels, Lyle said, there is lead and silver.

## Clearwater Security Regulations

The following bulletin has been published on Clearwater Unit concerning the Plant protection to conform to a request for industry to establish emergency security regulations:

"Identification car stickers will be issued to all employees having cars and must be displayed at all times.

"Fuel buyers will stop at the gate for permission to enter and will be allowed to stop at the retail fuel office and Pres-to-logs storage only.

### DAY SHIFT

"No one is allowed on the plant during the day without passes except:

1. Employees going on shift.
2. Persons picking up passengers. These cars must park on the roadway between the shipping office and unstacker, or outside the main gate. Passes may be obtained at the General Office and must be returned to the gate man on leaving.

### NIGHT SHIFT

1. No one is allowed on the plant after 6 p.m. except employees on night shifts. Anyone picking up passengers on night shift must do so outside the main gate.
2. No day shift employees will be allowed on the plant or at the cafeteria after 6 p.m. except men authorized by foremen or supervisors.

### VISITING HOURS

1. Plant tours are conducted for employees and visitors at 9:30 a.m. and 1:30 p.m. Monday through Friday only.
2. All visitors, including employees, must obtain passes at the General Office.
3. Hours for employment interviews will be from 8 a.m. to 10 a.m. Monday through Friday at the Employment Office. Applicants must obtain passes at the General Office before being admitted to the plant. Applicants will not be interviewed or considered for employment without a gate pass. Applicants will be asked to present draft registration cards and social security numbers when applying for work.
4. Plant parking regulations will be rigidly enforced."

**They say that Daniel, when thrown into the lions' den, smiled and muttered, "At any rate, after this banquet, there will be no speech."**

The sweet young thing was taken by her boy friend to a sleight-of-hand show. The "Prof" was reading a book through one thickness of cloth—then another page through two thicknesses—then three. The girl could stand it no longer and started to leave.

"What's the matter?" asked her escort. "Don't you like the performance?"

"John," she replied, "this is no place for a decent girl in a cotton dress."



Another view of the Tree Farm and boat dock that Lyle has on his place at Beauty Bay.

deer that have adopted his Tree Farm as their winter quarters. When, feeding, the fawns are not permitted to satisfy their hunger until the does and bucks have had their fill which, in many cases, means no food for the youngsters. It is the "survival of the fittest" and the loser takes the hind most. There is not the mother instinct that is prevalent in most other animals.

### Ardent Sportsman

Besides being a tree farmer and an ardent fan of all fish and game, Lyle is a veteran in PFI organization. He started at the Rutledge

This Tree Farm is another indication of the job in forest management that individuals, as well as the industry, is accomplishing to insure forest crops for future generations. Tree Farms throughout the United States are owned and operated by private interests and is a voluntary contribution of effort by individuals without compulsion from outside sources or threat of controls.

A quick-thinking employee came up with a new alibi when his foreman said, "Hey, bud, how come you're sleeping on the job?"

"Goodness, gracious, can't a man close his eyes for a minute of prayer?"

## Plant News

### RUTLEDGE

A new cross head and shaft was installed on the Corliss engine in the power plant. This engine has powered the sawmill since 1916 when the plant first began operation. This is the first time that the cross head or the shaft has been replaced.

Another area of the yard has been covered with asphalt and rocks. This will increase the lumber storage area since the carriers and lift trucks cannot operate on soft surfaces.

The picture below is the group of members of the Rotary Club, Coeur d'Alene, on their visit to the Rutledge Plant. In the background is the case enclosing the new personnel poster service, "WE CAN'T HAVE UNLESS WE GIVE."



Mr. J. E. Gibbs of the Southern Lumber Company of Warren, Arkansas, was a visitor at the Rutledge Plant.

### CLEARWATER



The man in the picture above is Clyde Barton who works in the Rough Storage. For the past ten years Clyde has been very active in Scouting and during the last five years he has been Scout master for Troop 131 in Clarkston. During this time his troop has won many honors in Scouting in the Lewis-Clark Council.

Clyde was selected as one of the assistant Scout masters to accompany the fifty Scouts from the Lewis-Clark Council to the National Jamboree at Valley Forge Park, Pennsylvania. It was a very interesting trip with these boys who traveled from Spokane on a special train, with stopovers in St. Paul, Chicago, Greenfield Village, Michigan, at which place they were guests of the Ford Motor Company.

Valley Forge Park contains 2,000 acres, operated by the State of Pennsylvania. Scout camp covered 640 acres of the Park with 47,000 Scouts and Scouters in attendance.

On the way home Clyde visited New York City and attended a major league baseball game between the Dodgers and Pittsburgh Pirates.

Clyde has worked at Clearwater since 1941 and is at present checker in the Rough Storage.



The picture above is Clarence Morrison, machine shop, proudly displaying his catch of fish.

Sequel to this story is that Clarence was presented with a combination split bamboo fish pole for the best safety suggestion during June. He took his vacation after winning the fish pole, going to Montana, on Meadow Lake. He returned July 10, bringing back 43 trout ranging in size from 15 to 22 inches.

The picture below shows Gail Sprink, electrician, with the safety goggles that



## Woods News

### BOVILL

#### Camp 40—Stony Creek

Camp 40 started hauling logs June 28th and now have five trucks operating to the rail head in Clarkia.

There is a full crew and a good season is expected.

#### Camp 42—Bovill

After a heavy production in June this Camp is under process of reducing the crew for the summer under a limited production schedule. This limited production will be enough to operate the Lewis Mill.

Road construction crews are working toward the winter operation.

#### Camp 43—Deep Creek

Production began here with five trucks hauling about 100,000 feet per day. Part of the crew of Camp 42 has been transferred to this camp making a total of 80 on the payroll.

The main truck road is in good shape with only an occasional soft spot. However, these soft spots are being repaired.

### TEN YEARS AGO IN THE TREE

(Continued from page 2)

at Rutledge Unit while on a 12,000-mile tour of the United States.

Heading the list of distinguished visitors to Potlatch the past month was one who came during the construction days in 1905 and watched the community grow from a humming beehive of activity to a well organized industrial center. This was Mrs. Margaret Deary Connor, widow of William A. Deary, who was general manager in Potlatch during the early days.

**Salary:** The sum of money approximately equal to half of what you're worth.

**Middle Age:** The time of life when a man stops wondering how he can escape temptation and begins to wonder if he's missing any.

Americans burn enough timber in the form of matches every year to build twenty-five 6-room houses.

When Noah sailed the ocean blue  
He had his troubles same as you.  
For days and nights he drove his ark  
Before he found a place to park.

**It's better to be a live driver or pedestrian than a dead statistic.**

he was wearing July 12 while dressing down a segment of copper on an electric emery wheel. A piece of copper about three-fourths inch in diameter broke out of the frame and struck the right lens of his safety goggles. The impact was so great that the super armor plate glass was cracked in numerous places. The only injury to Gail was a small scratch over his right eye. This clearly emphasizes the precautions that should be taken to insure the prevention of eye injuries. The old goggles are on display in the trophy case at the Plant Cafeteria.

## No Wonder We're Tired

Did you ever notice that when night comes you feel pretty doggone tired? We noticed it too, and wondered. First we thought it might be mostly due to old age creeping upon us. But we just found out the real reason.

Here it is and just see if it doesn't explain your own tired feeling too. This is Dan Hay's "Balance Sheet of the U. S."

Population of the U. S.	140,000,000
Persons 65 years or older	42,000,000
Balance left to work	98,000,000
Persons 21 years or younger	54,000,000
Balance left to work	44,000,000
People working for Uncle Sam	21,000,000
Balance left to work	23,000,000
Persons in Armed forces	10,000,000
Balance left to work	13,000,000
People in State and County offices	12,800,000
Balance left to work	200,000
People in hospitals and asylums	126,000
Balance left to work	74,000
Bums and others who won't work	62,000
Balance left to work	12,000
People confined in jails	11,006
Balance left to work	4

This leaves only four people to carry on; Tom Dewey, Earl Warren, you and me. And of the four, Tom and Earl have some secretaries to help them. So it's no darn wonder that you and I get tired.

## C. O. Bing

(Continued from page 3)

in British Columbia where Cully worked as an edgerman, sawyer, and millwright after construction of the mill was completed.

He first came to Lewiston in 1928 to visit a friend and because of the large number of folks from his home town in Minnesota, Cully was easily persuaded to go to work in the Box Factory by Francis Jonas.

The company was then known as the Clearwater Timber Company. Cully worked continuously in the Box Factory as a ripper and cutter until 1934 when the Box Factory was curtailed. Cully was called back to work for Potlatch Forests, Inc., in June, 1936. He has since worked as planer checker, stacker checker, tallyman, replant scaler, and at some time has worked in nearly every department.

### Foreman Since 1941

Since November, 1941, Cully has been a foreman, starting in the Box Factory with the swing shift during the war. In August, 1944, was transferred to the transportation department as foreman and again in February, 1948, he was transferred to the Rough Storage as foreman.

Cully has long been interested in sports of all kinds and until recently played baseball each year with one of the semi-pro ball clubs in the Inland Empire. His son, Keith, is at present under contract to the Seattle Rainiers of the Pacific Coast League. Keith also worked for PFI during school vacations. Cully and his wife plan to move to

## Miss Mabel Kelley

(Continued from page 3)

### Started in 1915

In 1915 she accepted a position with the Land Department of the Potlatch Lumber Company and within the first year was transferred to General Manager A. W. Laird's office as his secretary. In 1918 she was placed in charge of the stenographic department and at the time of the merger of Rutledge Timber Company, Potlatch Lumber Company and Clearwater Timber Company into PFI, she became Mr. O'Connell's secretary.

Although she often referred to herself as the "busiest white woman this side of the Rockies," Miss Kelley always found time to maintain an attitude of interest and helpfulness in the welfare of the community and its people. As a part of her community service she maintained a card index of the 600 service men from the community of Potlatch.

For many years she was correspondent for THE FAMILY TREE, Elk River News, The Moscow Star Mirror (now The Daily Idahonian), The Palouse Republic, The Spokesman-Review, and The Four L News. She is a charter member of the 25-Year Club and has acted as secretary of that group since its organization in 1946.

### Community Activity

During the war she was active in Red Cross work and is a member of the Potlatch Club and Women's Union Society of Potlatch.

Prior to her leaving she was honored guest at a number of parties. Included was the reception at the home of Mr. and Mrs. J. R. Scott and the Potlatch American Legion Post and Auxiliary.

Her future plans include a long rest at the home of her sister, Mrs. Ethel M. Evans of Kalispell and from there she is undecided.

## Frank Speno

(Continued from page 3)

up trucks in back of the Unstacker. Later was transferred to the Rough Sheds as a lumber spotter until December when he was laid off for a short period. January 10, 1936, Frank started in the Box Factory where he worked until the middle of April when he was transferred back to the Rough Sheds. Since April 20, 1936, Frank has worked continuously in this department except for four years and three months he spent in the Armed Forces. Frank was discharged as a Staff Sgt., served with the Fifth Army in Africa and Italy.

### Married In Italy

Frank met his wife while he was with the Fifth Army in Italy and was married in September, 1945, at Santa Maria, Italy, after a two-year courtship. Father Moran, one time stationed here as a CCC Catholic Chaplain, performed the marriage ceremony. Frank and his wife spent their honeymoon on the Isle of Capri for 21 days.

Frank has worked as Rough Shed Checker and as assistant to Cully Bing since February 25, 1948.

the PFI Firehall as soon as remodeling of the old Firehall can be completed.

## Twenty-five Year Club Picnic

The annual picnic for the Potlatch White Piners, PFI club whose membership are those with 25 or more years service, will be held at the City Park in Coeur d'Alene, Sunday, August 20th.

The park tables have been reserved and wieners, buns, ice cream and coffee will be furnished. Included in the entertainment is a scenic boat trip on beautiful Lake Coeur d'Alene.

Herb Schmidt, Clearwater Unit, is president of the club. Adolph Olson, Rutledge Unit trustee made the arrangements for the picnic.

## Potlatch Burner

Another of the land marks at the Potlatch Plant is disappearing.

During recent years closer utilization of material, coupled with the advent of the Pres-to-logs plant, less and less waste has been consumed in the burner. In early days, logs were heavily slabbed and sent to the burner.

What little waste accumulates these days is hogged and sent to the fuel storage pile and used in the boilers during repair periods of shutdown and extreme winter weather.

This fiery monster may have seen the handwriting on the wall and, as if in a final spasm of resentment at its impending fate, an intense fire broke out one day in the screen over the dome and it collapsed. This was the result of an accumulation of creosote which became ignited by a spark. This screen was never replaced.

### Use Of Steel Plates

About the middle of April, an independent contractor from Spokane, Jack Gibson, undertook to wreck the old structure and it is now practically down. The rivets in the steel jacket were cut with air guns and the metal sheets slid down on the inside. They are being straightened out with a heavy roller and much of the material will be used for conveyor lining and other construction where sheet metal is required. The total weight of the steel which went into the original construction was 158,400 lbs.

The burner was built during construction days . . . 1906 . . . at a cost of \$30,700.00. It had a height of 110 feet and a diameter of 45 feet; was lined with red brick and the interior faced with fire brick, totaling 564,000. The steel jacket which encased the brick ranged from 1/4 to 1/2 inch in thickness.

It required many light charges of dynamite to loosen the brick in the dismantling process.

With the disposal of the debris incident to this job, another chapter in the life of the plant comes to a close.

Time marches on . . . and Potlatch keeps pace with progress. No more do people sit on their back steps and watch the sparks from the burner as they ascend heavenward. It was a spectacular sight . . . and all for free.

**Echo: The only thing that ever cheated a woman out of the last word.**



Boy or man, we take sides--we cheer for the home team. To keep our jobs, we've got to do more than cheer. We've got to lick competition, every day!

**WE CAN'T HAVE UNLESS WE GIVE**



Our jobs are in the palms of our customers' hands. They can make us--or break us. We are through --unless we "come through."

**WE CAN'T HAVE UNLESS WE GIVE**

*The pictures above are reproduced by permission of Sheldon-Clair Company, Chicago, Illinois.*

The pictures above are the center panels for the first two weeks of Chapter 2 of the poster service, "WE CAN'T HAVE UNLESS WE GIVE." These pictorially explain why we have competition. Our jobs are in the palms of our customers' hands. They can make us or break us.

Wife (in new deep-cut gown): "Do I look well in it?"

Husband: "You look divine, but I wish you would get into it a little further."

## We Can't Have Unless We Give

The second chapter of the service "We Can't Have Unless We Give" has as its announcement—COMPETITION. Competition is the essence of the American way of life. Everything that we produce is placed before the judgment of the people who finally decide which will win. Competition puts the public in charge of everything . . . our government, our economy, our way of life.

We select our government officials through the competition of a free ballot. Those seeking a public office must prove their qualifications before the people who reserve the right of choice.

This same axiom is true in business. Business can only offer its services or goods. Acceptance of this offer is up to the free choice of the consumer . . . to pick and choose . . . to buy or refuse.

### Consumer Confidence

The competitive system is based upon a belief in the individual and a belief that power should rest in the people. Under a system of business competition, the challenge is always up to us—to prove our right to consumer confidence by giving them the most in product value and quality and the best in service.

Your family and mine are typical. We want more things than we can afford to buy which results in the decision of which "want" we will satisfy and which "want" we will pass up. In making this decision we find many products and services competing for our dollars. This is competition between industries for a share of the consumer's dollar.

Once we have decided what we want, then we decide which maker of that product is going to receive our business. We look at various ones . . . measure our dollars against values offered and select what we consider the best buy. This is competition within industry.

### 2-Way Competition

Our company, then, is competing in two ways. We are competing with all industries for our share and we are competing with others in our industry for a big part of that share. We have a real stake in how we come out in both of these forms of competition . . . our business and jobs depend upon it.

This chapter, then, is designated to acquaint us with the wisdom of the competitive system. Competition comes naturally to Americans—as any member of a bowling team or softball team knows—as any baseball fan who yells for the home team proves.

After reading the many so-called laws that have been passed for the good of the "common man," even the fine type on the last page, we still think somebody, somewhere will have to work if the rest of us eat.



There is no magic about beating competition. Giving full value does it! Plain honest workmanship does it! Working together does it!

**WE CAN'T HAVE UNLESS WE GIVE**



Are you a fussy customer? Do you want your money's worth? Our customers are like that. Let's take our own medicine. Unless we give full value on our jobs, we'll have no jobs.

**WE CAN'T HAVE UNLESS WE GIVE**

*The pictures above are reproduced by permission of Sheldon-Clair Company, Chicago, Illinois.*

The two pictures above are for the third and fourth weeks of Chapter 2 . . . still talking about competition. Explains that by giving full value, honest workmanship, and working together we can beat our competition. Unless we give full value on our jobs we'll have no jobs.

Him: "Is my face dirty, or is it my imagination?"

Her: "Your face looks all right. I can't say about your imagination."