

# E7 - When The Going Gets Tough, Smile

Source: [Crunchyroll](#)

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(Please feel free to edit the speaker names if incomplete or inaccurate. Names are handled on a best-effort basis depending on the info on the source file. Dialogue is left as is.)

**[00:05] Mayu**

As members of Sendai's first  
idol group, Wake Up, Girls!,

**[00:09] Mayu**

we've been taking on solo jobs in order  
to increase our national popularity.

**[00:15] Mayu**

I appeared in a drama;

**[00:18] Mayu**

Yoppi was a magazine model;

**[00:20] Mayu**

Minyami and Kayatan did gourmet reports;

**[00:24] Mayu**

Nanamin and Myu were on a variety show;

**[00:27] Mayu**

and Ai-chan was a caster on a news show.

**[00:30] Mayu**

They were first experiences for all of us.

**[00:33] Mayu**

We had our struggles,  
but we're growing little by little.

**[00:40] Mayu**

And at our first fan club event,  
we got to see our fans smile up close.

**[00:49] Ota**

Looks like the WUG fan club  
bus tour was a success.

**[00:54] Asazu**

Th-That's great.

**SIGN** Bus Tour Memories

**[00:56] Ota**

As true WUGners, we must watch  
over them from a distance.

**[01:03] Ota**

Never crossing the line between idol and fan,

**[01:09] Ota**

stage and audience,  
is the creed of true idol...

**[01:13] All**

Uh, oh.

**[01:14] Ota**

Y-You guys!

**[01:18] Employee**

Sir, please be quiet.

**[01:23] Mayu**

Finally, we're beginning preparations  
for WUG's first national tour.

**SIGN** National Tour Performance Schedule

**[01:37] Coach**

We may be able to go with  
a slightly more complex formation.

**[01:41] Coach**

What do you think? Should we do it?

**[01:43] All**

Yes!

**SIGN** Episode 8 When The Going Gets Tough, Smile

**SIGN** Katayama Minami

**SIGN** Hayashida Airi

**SIGN** Kikuma Kaya

**SIGN** Hisami Nanami

**SIGN** Okamoto Miyu

**SIGN** Nanase Ayano

**SIGN** Shimada Mayu

**SIGN** Hayashi Ayumi

**SIGN** Atsugi Itsuka

**SIGN** Morishima Otome

**SIGN** Wake Up, Girls! New Chapter

**[03:20] Miyu**

I... I can't take it anymore.

**[03:23] Mayu**

Myu, are you okay?

**[03:25] Kaya**

Come on. You can't be exhausted already.

**[03:27] Nanami**

Yeah. How many songs do you think  
we'll be singing at the concert?

**[03:31] Minami**

After all, it is a full album.

**[03:33] Yoshino**

Yeah. You need to build your strength.

**[03:37] Yoshino**

At least you have the energy to speak.

**[03:41] Airi**

Myu, it's just a little longer. We can do it.

**[03:44] Miyu**

Ai-chan, you're an angel.

**[03:48] Minami**

I'm hungry.

**[03:48] Miyu**

The rice is ready.

**[03:50] Mayu**

Could you set the table?

**[03:51] Miyu**

Okay.

**[03:52] Minami**

I'm starving.

**[03:53] Yoshino**

Come to think of it, the president said  
we can come up with the set list ourselves.

**[03:57] Minami**

Really? All right.

**[03:59] Kaya**

We should start with something  
that will draw people in.

**[04:02] Nanami**

Our choreography has to be perfect.

**[04:05] Yoshino**

Are you guys having any trouble  
balancing your schedules?

**[04:08] Mayu**

Kayatan, you've been busy lately.

**[04:10] Kaya**

Yeah. I might become  
a regular on *Let's Try* soon.

**[04:14] Kaya**

People like my contests against animals,  
so they're turning it into a series.

**[04:17] Miyu**

Really? That's amazing.

**[04:20] Airi**

Mayushi, you were cast  
in another drama, right?

**[04:22] Mayu**

Yeah. This one's a two-hour special.

**[04:25] Minami**

Nanamin, is it true that you're  
auditioning to be a singer on a kids' show?

**[04:29] Nanami**

Yeah. It's a little way off,

but I'm not sure if I can handle children.

**[04:35] Kaya**

After all, you're still a kid yourself.

**[04:37] Nanami**

Say what?

**[04:39] Yoshino**

Our solo work is important,  
but the tour comes first.

**[04:42] Mayu**

Yeah. We have to make it a success.

**[04:45] Yoshino**

Okay. Let's start preparing for the tour.

**[04:47] Kaya**

We can do it!

**[04:48] All**

Wake up, Girls!

**[04:55] Tange**

How are they doing?

**[04:57] Matsuda**

What do you mean?

**[04:58] Matsuda**

They're excited and working hard.

**[05:01] Matsuda**

After all, it's their first national tour.

**[05:03] Tange**

Really? Good.

**[05:05] Matsuda**

I wouldn't say that, President.

**[05:08] Tange**

What?

**[05:09] Tange**

Is there a problem? You look distressed.

**[05:12] Matsuda**

Of course I am.

**[05:15] Matsuda**

The tickets aren't selling.

**[05:17] Tange**

What? Why not?

**[05:19] Tange**

They've been doing all that solo work.

**[05:22] Tange**

They should be more popular by now.

**[05:24] Matsuda**

It's not nearly enough.

**[05:27] Matsuda**

Their final performance

**[05:28] Matsuda**

at the Sendai Stadium on Christmas  
is looking particularly bad.

**[05:31] Tange**

Do something about it.

**[05:32] Tange**

That's your job.

**[05:37] Matsuda**

It's your fault for choosing  
the Sendai Stadium.

**[05:41] Matsuda**

Sheesh.

**[05:43] Male caster**

*The final performance of  
the national idol group, I-1 Club,*

**[05:46] Male caster**

*will be on Christmas at the Tokyo Dome.*

**SIGN** Mrs. Monday

**SIGN** National Idol Group "I-1 Club" Going On National Tour!

**SIGN** Final National Tour Performance At  
Tokyo Dome

**[05:50] Female caster**

*That's right. Incredible, isn't it?*

**[05:53] Matsuda**

What?

**[05:56] Shiraki**

I have an important announcement to make.

**[06:04] Shiraki**

We will be forming  
a brand-new selection unit.

**[06:11] Shiraki**

This new unit will stand at the top  
of the entire group, so act appropriately.

**[06:19] Nanoka**

Is that why he called back Rena and Tina?

**[06:23] Megumi**

Yeah.

**[06:24] Megumi**

Was it for the new unit?

**[06:27] Shiraki**

Quiet.

**[06:31] Shiraki**

A new center will be selected  
from within the unit, as well.

**[06:37] Moka**

Huh?

**[06:40] Moka**

Does this mean I'm being demoted?

**[06:43] Shiraki**

Yes, it does.

**[06:46] Moka**

I refuse to accept this!

**[06:47] Moka**

Is this because of my injury?

**[06:50] Shiraki**

That's part of it.

**[06:51] Moka**

But that wasn't my fault.

**[06:54] Shiraki**

No, it wasn't your fault.

**[06:56] Shiraki**

You were unlucky. That's all.

**[06:59] Shiraki**

But a true center must have  
luck on her side, as well.

**[07:05] Shiraki**

One more thing.

**[07:06] Shiraki**

We'll be changing captains.

**[07:07] Shiraki**

Number five will be replaced by number seven.

**[07:10] Megumi**

Me?

**[07:11] Megumi**

Wh-Why me?

**[07:16] Megumi**

I can't be the captain!

**[07:19] Megumi**

I can't take Mai's place...

**[07:21] MAI**

It's okay. Megumi, you can do it.

**[07:23] MAI**

Shiraki-san chose you.

**[07:25] Megumi**

But I can't! I can't!

**[07:27] MAI**

Please.

**[07:29] MAI**

I-I needs you right now.

**[07:32] Megumi**

But... But I really can't!

**[07:39] MAI**

I'm counting on you.

**[07:49] Shiraki**

What did you want to discuss?

**[07:50] Hayasaka**

It's about I-1's new song.

**[07:52] Hayasaka**

I've decided to pass on it this time.

**[07:55] Shiraki**

Why?

**[07:56] Hayasaka**

I just don't feel like writing it.

**[07:59] Hayasaka**

That's all.

**[08:23] Hayasaka**

Don't feel like it, huh?

**[08:31] Band A**

Hayasaka, what do you think you're doing?

**[08:33] Hayasaka**

I told you. It's how I feel.

**[08:35] Hayasaka**

I just don't feel like it.

**[08:37] Band A**

What's going on, Hayasaka?

**[08:39] Band B**

Hey, wait.

**[08:41] Band B**

Give us the details.

**[08:43] Band C**

Is that so?

**[08:45] Band C**

Forget it! Do whatever you want!

**[08:56] Ayumi**

This is the place. Right, Mocchi?

**[08:58] Otome**

Probably.

**[09:00] Ayumi**

Then, let's go.

**[09:02] Both**

Okay.

**[09:04] Matsuda**

What are we going to do?

**[09:07] Matsuda**

I can't believe we're performing  
on the same day as I-1.

**[09:10] Matsuda**

It's hard enough to sell tickets.

**[09:12] Tange**

Why did you have to choose  
Christmas, you idiot?

**[09:16] Matsuda**

You're the one who made the decision.

**[09:18] Tange**

Really?

**[09:20] Matsuda**

In any case, we'll have to bring  
in fans from outside of Sendai

**[09:23] Matsuda**

to fill the Sendai Stadium.

**[09:26] Tange**

I know that.

**[09:30] Matsuda**

Yes?

**[09:32] Matsuda**

Who is it?

**[09:33] Matsuda**

Huh? You girls...

**[09:35] Matsuda**

Have we met before?

**[09:37] Otome**

Uh, excuse us.

**[09:38] Matsuda**

Oh, you were on the bus tour.

**[09:40] Ayumi**

Uh, um... W-We, uh...

**[09:43] Matsuda**

Yes?

**[09:43] Tange**

Matsuda, who are those teeny girls?

**[09:46] Matsuda**

Teeny?

**[09:47] Ayumi**

G-Gree... Green L-Leaves...

**[09:48] Itsuka**

Hayamaru, pull yourself together.

**[09:51] Ayumi**

P-Please make us idols!

**[09:56] Matsuda**

Huh?

**[09:59] Tange**

You're in middle school?

**[10:01] Otome**

Y-Yes. Uh, we're huge fans  
of WUG... Wake Up, Girls!

**[10:07] Tange**

Sorry, but we're not taking  
on any new clients right now.

**[10:11] Tange**

Please go.

**[10:13] Matsuda**

But, ma'am...

**[10:17] Ayumi**

Excuse us.

**[10:22] Matsuda**

Ma'am, those girls...

**[10:24] Tange**

What? I have no intention  
of hiring little girls like that.

**[10:28] Tange**

Besides, people who claim  
to be fans tend to be naive.

**[10:36] Matsuda**

Are they?

**[10:38] Tange**

They are.

**SIGN** Ai-chan's Opening Pitch!

**SIGN** You Can Do It Radio!

**[10:50] Ayumi**

Hey, Mom.

**[10:52] Ayumi**

Maybe—just hypothetically—do you think  
maybe, maybe it's possible that maybe...

**[10:53] Nanoka**

*Moka's been all about the Showa era lately.*

**[10:57] MAI**

*Apparently, she's interested in  
rapid economic growth.*

**[10:58] Mom**

What are you talking about?

**[11:01] Ayumi**

Well, hypothetically speaking,  
do you think I could become an idol?

**[11:02] Moka**

*Well, I am growing.*

**[11:04] Moka**

*And I'll keep on growing.*

**[11:07] Moka**

*Oh, that and the foil crisis.*

**[11:10] MAI**

*As in aluminum?*

**[11:11] Megumi**

*Don't you mean oil?*

**[11:13] Mom**

Sure you can.

**[11:15] Nanoka**

*Moka, you're so easily offended.*

**[11:15] Ayumi**

Are you even listening?

**[11:18] Mom**

You should do something about your

**[11:20] Nanoka**

*You're blowing bubbles.*

**[11:20] Mom**

erythromania before you think  
about becoming an idol.

**[11:23] Mom**

Oh, I know.

**[11:24] Nanoka**

*She's broken.*

**[11:24] Mom**

If you want to dance, we can dance  
at the upcoming festival together.

**[11:28] Ayumi**

What? Uh, I don't know about that...

**[11:28] Tina**

*By the way, I've been into pork belly lately.*

**[11:30] Ayumi**

Oh, I need to go study.

**[11:33] Ayumi**

Bye.

**[11:33] Rena**

*I'm into erasers.*

**[11:34] Ayumi**

Thanks for doing the laundry, Mom.

**[11:35] Rika**

*How are we supposed to get  
this conversation back on track?*

**[11:40] Otome**

My parents won't take me seriously at all.

**[11:44] Ayumi**

Neither will mine.

**[11:45] Itsuka**

Mine asked if I had a fever.

**[11:49] Otome**

So, what should we do?

**[11:58] Matsuda**

That's four thousand copies finished.

**[12:00] Matsuda**

Sheesh. The president's  
running out of control again.

**[12:08] Otome**

Hello.

**[12:10] Matsuda**

Huh? Oh, you girls.

**[12:13] Ayumi**

Um, we just couldn't give up.

**[12:16] Itsuka**

Will you at least let us audition?

**[12:18] Matsuda**

Yeah, but...

**[12:21] Matsuda**

The president's not here right now,  
and I have to distribute these fliers.

**[12:26] Ayumi**

Huh?

**[12:26] Ayumi**

Will you let us do that?

**[12:30] Matsuda**

What?

**[12:35] Otome**

Are there always this many people?

**[12:38] Ayumi**

They all walk so fast.

**[12:39] Itsuka**

I'm going.

**[12:43] Itsuka**

Take one.

**[12:44] Itsuka**

Take one.

**[12:45] Itsuka**

Take one.

**[12:45] Ayumi**

Acchan's amazing.

**[12:47] Itsuka**

Take one.

**[12:47] Otome**

This is no time to stand  
here being impressed.

**[12:48] Itsuka**

Take one.

**[12:49] Otome**

Let's join her.

**[12:50] Itsuka**

Take one.

**[12:50] Ayumi**

Yeah.

**[12:51] Otome**

P-Please.

**[12:54] Ayumi**

P-Please.

**[12:59] Ayumi**

*I bet my face is red.*

**[13:02] Ayumi**

Plea—

**[13:04] Man**

What do you want?

**[13:06] Ayumi**

I-I'm sorry.

**[13:12] Otome**

Nobody accepts fliers.

**[13:17] Itsuka**

Being ignored so much is pretty tough.

**[13:20] Ayumi**

Th-That was scary.

**[13:26] Tange**

Matsuda!

**[13:29] Tange**

What do you think you're  
doing while I'm gone?

**[13:34] Matsuda**

Y-Yeah, but...

**[13:35] Tange**

How could you let some middle  
schoolers hand out fliers?

**[13:40] Matsuda**

They were surprisingly quick.

**[13:44] Matsuda**

They stole the fliers before  
I had a chance to react.

**[13:47] Tange**

You're just too slow.

**[13:57] Tange**

You seem pretty depressed.

**[14:01] Tange**

Smile.

**[14:02] Ayumi**

Huh?

**[14:03] Tange**

Come on! Hurry up.

**[14:10] Tange**

Being an idol's about smiling  
when the going gets tough.

**[14:15] Tange**

You girls couldn't cut it.

**[14:29] Mayu**

Ma'am, who were they?

**[14:32] Tange**

Wannabe idols.

**[14:34] Tange**

Ignore them. They won't be coming back.

**[14:37] Mayu**

I see.

**[14:46] Ayumi**

Smile when the going gets tough, huh?

**[14:51] Ayumi**

Is that what Mayushi does?

**[15:00] Ayumi**

Oh! Come to think of it...

**[15:02] Yoshino**

Isn't it amazing when you consider

**[15:05] Yoshino**

the things we do make people  
who have nothing to do with us smile?

**[15:10] Mayu**

A lot of people thanked us, but this job  
is so wonderful, I feel like thanking them.

**[15:21] Ayumi**

Hey, Mom. I have a question.

**[15:25] Mom**

What now?

**[15:27] Ayumi**

What do you think of my smile?

**[15:31] Mom**

What do you mean?

**[15:36] Mom**

I guess it's nice.

**[15:39] Mom**

You seem carefree like you're not  
thinking about anything at all,

**[15:42] Mom**

but looking at it makes me happy.

**[15:44] Ayumi**

Happy? Really?

**[15:46] Mom**

Well, you are my daughter.

**[15:48] Mom**

Seeing you smile is—

**[15:51] Ayumi**

Thanks!

**[15:52] Ayumi**

I feel confident now!

**[16:00] Ayumi**

Good morning.

**[16:01] Otome**

Huh?

**[16:01] Itsuka**

You scared me.

**[16:03] Ayumi**

I don't want to give up.

**[16:11] Ayumi**

Give us one more chance.

**[16:13] Ayumi**

Please.

**[16:17] Ayumi**

When the going gets tough, you have to smile.

**[16:21] Ayumi**

I'm sure Mayushi and the rest of WUG  
are doing their best to do that.

**[16:25] Otome**

Yeah, you're right.

**[16:28] Otome**

Okay, let's go.

**[16:29] Itsuka**

Yeah.

**[16:30] Otome**

Please.

**[16:32] Ayumi**

P-Please.

**[16:35] Otome**

Hayamaru, your face is stiff.

**[16:37] Ayumi**

Huh?

**[16:43] Itsuka**

Please.

**[16:45] Otome**

Acchan, can't you smile with your eyes more?

**[16:56] Otome**

M-My face is starting to get tired.

**[16:59] Ayumi**

It's hard to keep smiling when  
there's nothing funny happening.

**[17:03] Itsuka**

My cheeks are sore.

**[17:05] Ayumi**

Idols really are amazing.

**[17:11] Otome**

How cute.

**[17:14] Otome**

Hey.

**[17:20] Ayumi**

Are you okay?

**[17:25] Otome**

Hayamaru, why did you have to trip, too?

**[17:28] Ayumi**

Mocchi, it hurts.

**[17:32] Ayumi**

Wh-Why are you laughing?

**[17:34] Ayumi**

What? What?

**[17:35] Ayumi**

You, too, Acchan?

**[17:35] Otome**

Look.

**[17:36] Ayumi**

Huh? What is this?

**[17:38] Ayumi**

No way!

**[17:40] Ayumi**

He smiled.

**[17:41] Otome**

You're right.

**[17:44] Mom**

Oh?

**[17:45] Otome**

All done.

**[17:49] Mom**

I'm so sorry. Was he bothering you?

**[17:52] Child**

Mommy.

**[17:53] Ayumi**

You're his mother? Great.

**[17:56] Mom**

You were handing out fliers here  
the other day, weren't you?

**[17:59] Mom**

Are you idols?

**[18:01] Ayumi**

No, we're just helpers.

**[18:04] Itsuka**

We're idols-in-training.

**[18:06] Otome**

These are fliers for a WUG concert,  
the group we hope to follow.

**[18:11] Ayumi**

Um, you're welcome to take one.

**[18:13] Mom**

Why, thank you.

**[18:16] Ayumi**

N-No, thank you.

**[18:20] Mom friend A**

What's going on?

**[18:21] Mom**

These girls are idols-in-training.

**[18:24] Mom friend B**

Really?

**[18:26] BG Girl**

What's going on?

**[18:27] BG Man**

Look at this.

**[18:28] BG Girl**

Wow! Really?

**[18:30] Man A**

They're idols?

**[18:31] Man B**

They're cute.

**[18:32] BG Mom friend**

They were handing out fliers  
the other day, right?

**[18:35] BG Man**

How cute.

**[18:37] BG Girl**

Don't you just want to support them?

**[18:42] Mayu**

Those girls...

**[18:46] Ayumi**

We still want to be idols.

**[18:49] Otome**

Let us audition.

**[18:50] Itsuka**

Please.

**[18:51] Tange**

Fine. Since you're so persistent,  
I'll let you audition.

**[18:57] Tange**

But no promises.

**[18:59] Ayumi**

R-Really?

**[19:00] Otome**

Thank you.

**[19:01] Itsuka**

All right.

**[19:03] Tange**

The audition begins now.

**[19:05] Tange**

Start by introducing yourselves.

**[19:07] Otome**

Okay.

**[19:08] Otome**

I'm Morishima Otome, 14 years old.

**[19:10] Otome**

Since I was little, I've always liked cute stuff and idols.

**[19:13] Otome**

Since I learned WUG—I mean,

**[19:15] Otome**

Wake Up, Girls! were a local group, I've been a huge fan.

**[19:19] Otome**

I like all of them, but if I had to pick, Myu-chan's my favorite.

**[19:23] Tange**

Morishima-san, huh? Okay, next.

**[19:25] Itsuka**

I'm Atsugi Itsuka, 14 years old.

**[19:27] Itsuka**

I'm a good dancer.

**[19:29] Itsuka**

I like WUG, too, but I admire I-1 Club's dancing.

**[19:33] Tange**

You don't mince words, do you? I like it.

**[19:35] Tange**

Okay, next.

**[19:36] Ayumi**

O-Okay.

**[19:38] Ayumi**

I-I'm Hayashi Ayumi, 14 years old.

**[19:41] Ayumi**

Uh, Mayushi—I mean, Shimada Mayu-san inspired me to become an idol.

**[19:49] Ayumi**

But, uh, my face gets red when I'm nervous.

**[19:53] Ayumi**

I know it's not the best.

**[19:55] Tange**

Hayashi-san, right? Okay.

**[19:57] Tange**

Let's see how you move next.

**[20:06] Tange**

Not bad.

**[20:07] Tange**

Atsugi-san, right?

**[20:09] Tange**

I can tell you look up to I-1 Club.

**[20:12] Otome**

Wow, Acchan!

**[20:14] Ayumi**

You got complimented by a pro.

**[20:16] Itsuka**

Thanks.

**[20:17] Tange**

But, unfortunately,  
you're not friendly enough.

**[20:20] Tange**

The other two of you are only  
so-so at singing and dancing.

**[20:23] Tange**

It'd be tough to take on all three of you.

**[20:26] Otome**

What?

**[20:27] Ayumi**

But...

**[20:28] Itsuka**

I'm out, then.

**[20:30] Otome**

You can't give up, Acchan.

**[20:31] Ayumi**

Yeah. At least take Acchan.

**[20:34] Mayu**

Ma'am.

**[20:36] Ayumi**

M-M-Mayushi?

**[20:38] Tange**

Oh, Mayu. You're here?

**[20:40] Mayu**

I saw them handing out fliers yesterday.

**[20:44] Mayu**

They looked like they were  
having fun working hard.

**[20:47] Mayu**

When I performed at Azumabashi, it was  
hard, but I enjoyed it more than anything.

**[20:52] Mayu**

Don't you think that feeling's the  
most important part of being an idol?

**[20:58] Tange**

Well...

**[21:00] Ayumi**

I tripped when I was handing out fliers.

**[21:05] Ayumi**

It hurt, and it was embarrassing.

**[21:07] Ayumi**

But when I saw the people around me laughing, it's like it didn't hurt.

**[21:12] Ayumi**

I forgot about the pain.

**[21:15] Ayumi**

I started having fun instead. So...

**[21:19] Tange**

Fine, fine.

**[21:21] Ayumi**

Huh?

**[21:21] Tange**

But you'll be trainees.

**[21:23] Tange**

It'll be on a trial basis.

**[21:26] Ayumi**

You mean...

**[21:27] Otome**

You'll hire us?

**[21:30] Itsuka**

All right.

**[21:31] Matsuda**

Ma'am, are you sure?

**[21:33] Tange**

It's fine if you think of it as after-school lessons for middle schoolers.

**[21:36] Tange**

And we can make money off them.

**[21:38] Matsuda**

I knew it.

**[21:42] Tange**

So, starting this month, these girls are our trainees.

**[21:47] Yoshino**

What? Trainees?

**[21:50] All**

Thanks for having us.

**SIGN** We have juniors now, too.

**[22:02] Shiho**

Really?

**SIGN** From: Shiraki-san

To: Iwasaki Shiho

No subject Today

You're part of the center selection unit.

Return immediately.

**[23:44] Otome**

Let's try striking some idol poses.

**[23:47] Ayumi**

Uh, here.

**[23:48] Otome**

That's a WUG pose.

**[23:50] Itsuka**

I-1 club's "I."

**[23:53] Otome**

Acchan, that's surreal...

**SIGN** Episode 9 Believe You're Making Progress

**[23:56] All**

Next time: "Believe You're Making Progress!"

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Revision #1

Created 2024-01-03 03:34:41 UTC by whimsee

Updated 2024-01-03 03:34:43 UTC by whimsee