

1028-E-3rd St.

Long Beach, Cal.

Jan. 9, 1923.

Dear Mother

Your letter written on New Year's day came here this morning, having been re-addressed from Los Angeles. It seems to take fully as long to California as to Alberta. I hope it won't take as long to get a letter to Will + an answer in return. I wrote to him on the 2nd to send us some money just as quickly as possible, because we wanted to get started at work in the studio + we can not take possession until we pay three hundred dollars down. Besides we are mighty low in money + it costs us about \$2.50 or more per day to live when we have to eat at restaurants.

While we are waiting for the money to come Coral is spending part of her time learning how to color photographs and I am soliciting real estate dealers for business + leaving business cards. People here in California are wary of all salesmen because there are, + have been so many crooks. It makes it a lot harder for us to start in. We have tried up several advertising schemes. None of the photographers get business unless they get out after it + make some special offer. I will

enclose a sample of a card that we are going to start putting out to the residences tomorrow. I hope we get good results. We have one thousand cards. Usually - according to what other photographers say - about ten per cent of the cards will come in, and if the pictures are good & we are good salesmen we should get orders from about sixty percent of the ones who come. Anyway we want to get acquainted with people & get them to coming to our studio.

The climate here is certainly beautiful. The days are hot & sunny & the nights cool. The sun & heat are hard on Coral - give her a headache for which I am awfully sorry - but it agrees with me a lot better than in Alberta or Oberlin. I hope Coral will get acclimated soon - she is in love with everything here too the same as I am. I do hope we can make a success here so you can come. This would be the ideal place for you.

I am so glad that you rested up so much at Ellen's. Your letter sounds more like yourself. It is too bad the gas & electricity bills are so high. I wish I could attend to the furnace for you. I hope you go back again soon to be with Ellen. It is not good for you to be alone in Oberlin without any of your family. Please write to me as often as you can, either to our studio or here. If possible we will sleep at the studio to save room rent.

Love Selden.