

Silence asked Urie to
leave him \$2000

Room 212 - 38 Pine Ave,
Long Beach, Cal. Jan. 15, 1923

Dear Will

Your letter & check came this afternoon & certainly helped stiffen our back-bones! It is awfully good of you to help us & we appreciate it fully & thank you more than I can tell in a letter.

I wish you could be in Long Beach too. It is the loveliest, cleanest, balmyest place I have ever seen. You had better arrange to take a vacation here next winter.

We have taken over the Studio now and are getting used to meeting people, & new ways of doing things. We have so many original ideas to advertise & interest people, that we can hardly wait to try them out, but we won't spend any money on speculative advertising yet. Our first venture is to give a free ^{this is a cheap speculation!} picture to anyone holding one of our cards. We are putting out one thousand at the houses in our spare time. Hardly anyone would use one who did not want to get more photos than the one free one if they are good - so you see it is up to us to make them want more. So far, three people have brought in cards - one woman has not yet returned to see her proof, the other ordered

two dollars worth more, & the third person paid for a three dollars & twenty-five cents framed photo, so it has been a good speculation so far!

We are going to trade a davenport that we have in the Studio now, for a bed-davenport so that we can sleep there & save room-rent of \$4.⁰⁰ per week. ~~It is~~ It is too bad we cannot get some of our own meals too but it is not allowed, besides any cooking would smell up the studio & we want to work into the very highest class work as soon as we can. Our location is very good but our outside showcases are not prominent enough. As soon as we can afford to we want to get another case made, & have distinctive displays & change often so that people will notice and talk about it.

I haven't time to write more, but I want you to know how thankful we feel to you. I'll deposit your check for collection tomorrow if possible, & get a note & sign & send to you.

Love to all
Selden.