

## The Importance of this Reason Book

Before talking about the Reason Booklet itself, let us first ask you a question or two:

When you buy anything of importance involving the expenditure of several hundreds or thousands of dollars, do you rely entirely on your own individual information, and go right out and buy it? Of course you don't.

In making your final decision, are you not strongly influenced by the opinions of someone who has already bought—and is satisfied?

Doesn't the fact that this or that person, company or institution of prominence has put their stamp of approval on it, by putting their money into it, carry a good deal of weight with you?

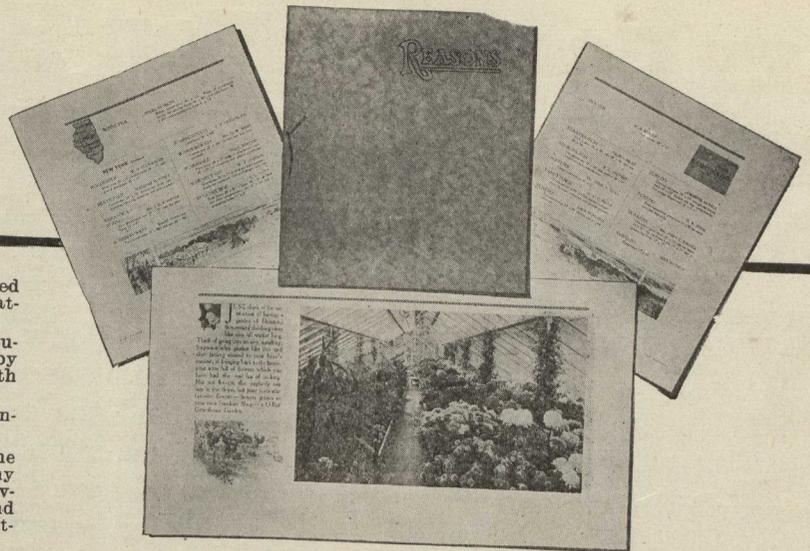
This being so, then naturally enough you will buy a greenhouse much the same way.

Suppose, for instance, you want to know thoroughly about the U-Bar Greenhouse, and have been wondering if there are any houses in your vicinity you could see; wouldn't a booklet giving you the names of all U-Bar owners and the character and extent of the greenhouse they own, be of interest and assistance to you?

Let us suppose still further, that you want to confirm your decision to buy a U-Bar house by seeing who some of the others are who arrived at the same decision and built; wouldn't a booklet grouping such names in a readily get-at-able way be just the thing you want?

That's why we made just such a booklet.

It's called "Reasons."



The reasons themselves are told in 93 words, right at the start—the rest is given over to a unique and interesting arrangement of the locations and owners of U-Bar houses built in the last few years. Send for this Booklet. With it we will mail you our Catalog and a section of the U-Bar itself—so you can see exactly what the U-Bar is.

## U-BAR GREENHOUSES

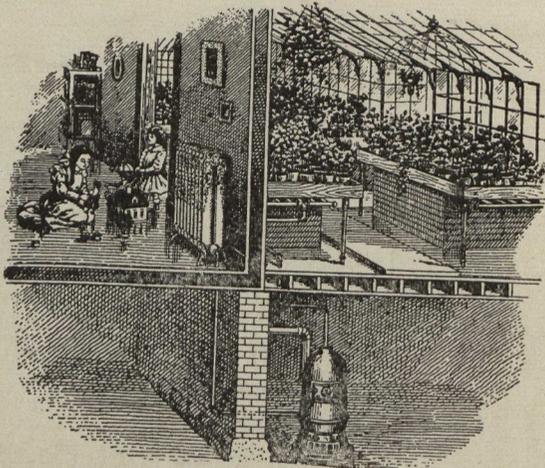
PIERSON U-BAR CO

ONE MADISON AVE., NEW YORK

CANADIAN OFFICE, 10 PHILLIPS PLACE, MONTREAL



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