


To the Recipient of this

Souvenir 

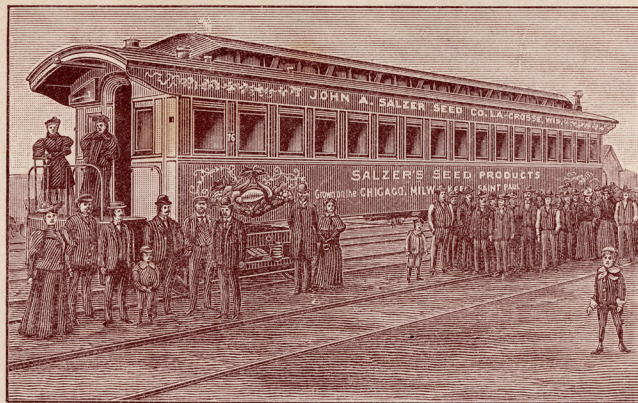
E take pleasure in handing you this Souvenir. In it are found a few illustrations of our great seed-growing and distributing plant. Our reason in sending out the Exhibition Car is to secure closer relations with our kind customers and to meet new friends, and to give you an opportunity of seeing our seed and grain exhibits. To our customers—who have on all occasions talked and advertised Salzer's seeds, through planting them and showing their splendid products to their neighbors and urging them to test our seeds, added to the high-grade quality and great vigor of Salzer's seeds—our phenomenal success is due, and we wish here publicly to thank them for their great interest in our behalf. We hope, during the coming years, to always meet you as our patron, and that you will bring your neighbors' orders along, and be assured that your demands will be met liberally, and your order filled with the choicest seeds that grow.

Very truly yours,

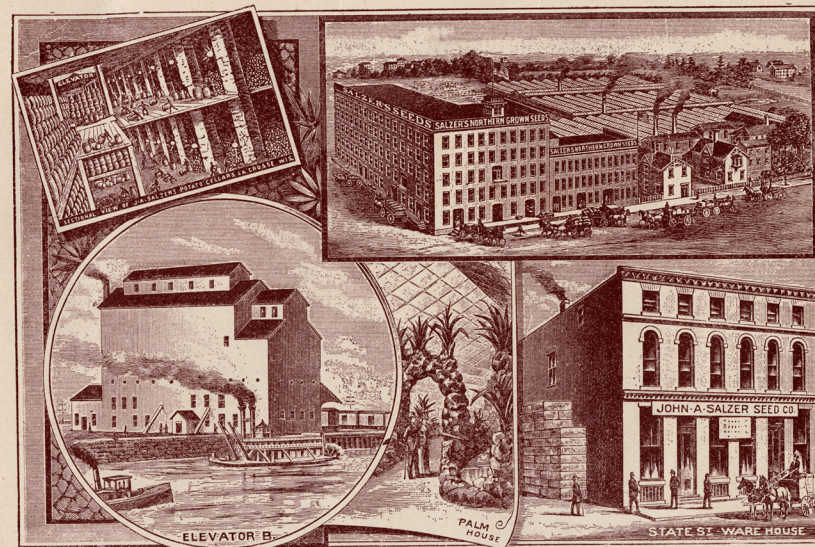
JOHN A. SALZER SEED CO.

MAY THIS SOUVENIR

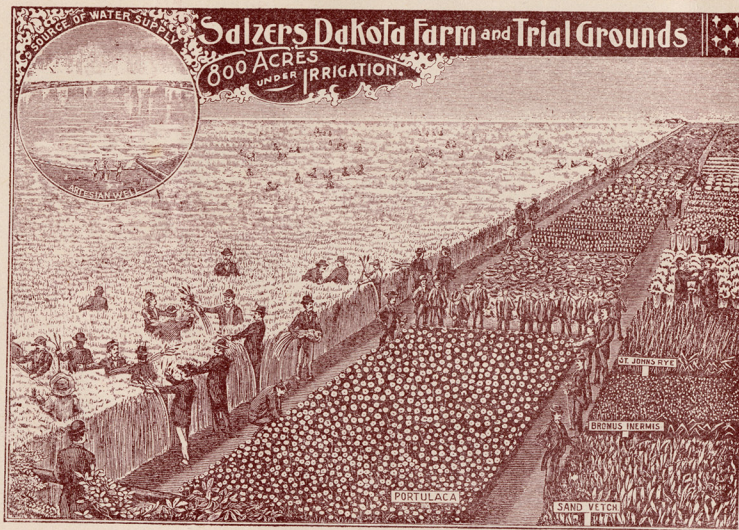
be to you a
pleasant
reminder of
your visit
to the



JOHN A. SALZER SEED CO.'S
FREE EXHIBITION CAR OF SEED PRODUCTS.



Bird's-eye View of the John A. Salzer Seed Co.'s Mammoth Warehouses, Elevators, Potato Cellars
and Greenhouses at La Crosse, Wis.



The John A. Salzer Seed Co.'s far-famed Dakota Irrigated Farm, to which railroads of South Dakota sell half fare on account of its great educational value to the farmer and citizen.



The famous La Crosse Meadow, produced by sowing SALZER'S EXTRA GRASS MIXTURE FOR MEADOWS. Full description of the grasses is found in John A. Salzer Seed Co.'s catalogue. This great mixture is sold at \$1.75 per bu.; \$6.00 for 50 lbs., and \$11.00 for 100 lbs.

*** Read what Your Neighbors Say of Salzer's Northern-Grown Seeds. ***

If you are especially interested in what your neighbors and others think of our seeds, kindly inclose 2-cent stamp for our little booklet of testimonials on Salzer's Seeds. We give here a few out of the many thousand that reach us annually:

Hon. F. A. Hoffman, ex-Governor of Illinois, gives this emphatic indorsement:

"Out of repeated tests made with your clover seed, never less than 98 kernels out of 100 grew; that is why I sow only Salzer's grass and clover seed. Your corn sprouted within 24 hours. Out of 100 kernels 97 grew. You no doubt remember my purchasing a lot of grass seeds from you last year; the varieties included Orchard Grass, Tall Meadow Oat, English Rye, Meadow Fescue, Timothy, Clover, etc., to seed down a 10-acre lot to permanent meadow. The present fore-summer was unfavorable to grass, yet we cut on the 10 acres about 25 tons of splendid hay. The aftergrowth will furnish superior pasture during the fall."



Subscribed and sworn to before me this 19th day of October, A. D. 1896.

JOHN A. SALZER SEED CO., La Crosse, Wis.,

Dear Sir: I have used your seeds for the last seven years. Have tested them beside those of D. M. Ferry, L. L. May, Vicks, Burpee, and many others, and find yours to be the very best. I am asked thousands of times how I grow such vegetables. I answer, "By sowing Salzer's seeds."

WM. R. STEVENS,
Barron, Wis.

JOHN A. SALZER SEED CO., La Crosse, Wis.,

Gentlemen: I beg leave to thank you for your generous treatment, and appreciate and shall remember your courteous dealing in the placing of future orders.

Very respectfully, FRED H. RANKIN,
Athens, Ill.

JOHN A. SALZER SEED CO., La Crosse, Wis.,

Gents: Your Lightning Cabbage and Giant Flat Dutch Cabbage are grand. The Lightning I can say had a head to every plant set. The Giant is just as good. This praise is given to two good cabbages.

JAS. CRESSMAN, Washington, N. J.

RECEIVED \$100 IN GOLD.

John Breider, Mishicot, Wis., grew 173 bushels of Barley per acre. See following evidence: John Breider, Peter Wenner, Mike Casper and Christian Casper do each and severally solemnly swear that John Breider, living at Mishicot, Manitowoc Co., Wis., grew on one measured acre, containing 43,560 square feet, 173 bushels, of 50 lbs. per bushel, of Salzer's Silver King Barley the past season; that same was threshed by Prinzel and Roniller, whose oaths as to the correctness of above are hereunto appended.

CHRIST. CASPER,
JOHN BREIDER,
BRUNO MILLER,
Justice of the Peace.



HON. F. A. HOFFMAN.

CHRIST. CASPER,
JOHN BREIDER,
MIKE CASPER,
PETER WENNER.

JOHN A. SALZER SEED CO., La Crosse, Wis.,

Dear Sir: I want to compliment you for having the soundest and best garden seed that I ever planted. I have tried the Ferry, Cleveland, and several others, but yours downed all of them to come up quick and grow after they get up.

Yours truly,

B. F. RANEY, Deenville, Burleson County, Texas.

STATE OF PENNSYLVANIA, } ss.
County of Bradford.

On this 9th day of October, A. D. 1897, before me, one of the Justices of the Peace in and for the said County, personally appeared Emil Walters, and by me duly sworn according to law, says the following is the result of one-half acre of ground planted in Salzer Golden Triumph Corn: 56 shocks which averaged 2½ bushels each shock, whole amount 126 bushels, or 252 bushels ser acre.

EMIL WALTERS.

Sworn and subscribed before me this 9th day of October, 1897. LEROY COLE, J. P.

"PENNELVILLE, N. Y.—When I received your catalogue, I thought that your claims were rather extravagant, but since I have tried your Giant Spurry I am ready to believe anything that you have to say about seeds. At present it is 30 inches high, and part that I cut is making a good second growth.

J. H. HARRIS."

H. M. Lange, of Lewis and Clark Co., Mont.—"Three years ago I ordered from you one ounce of Lathyrus. This year the same attained the height of from 5 to 7 feet. All my neighbors wonder at this remarkable plant and want seed. The Lathyrus is the very best plant for our northern climate, as it withstands 50 degrees below zero and bears enormously."

TWO SPECIMEN LETTERS OUT OF MANY.

St. Benedict's Panier, St. Meinrad, Ind.: "At the county fair (1896) held about two weeks ago we took prizes as follows:

| | |
|-----------------------------------|--------------|
| Salzer's Harvest King Potato..... | 1st premium. |
| " Lightning Potato..... | 2d " |
| " Ferris Wheel Tomato..... | 1st and 2d " |
| " Autumn King Onion..... | 1st " |
| " Ironclad Watermelon..... | 1st " |
| " Muskmelon..... | 1st and 2d " |
| " Royal Half Long Beet..... | 1st " |
| " Long Smooth Blood Beet..... | 2d " |
| " White Rice Popcorn..... | 1st " |
| " White Marrowfat Peas..... | 1st " |

We have always been more than pleased with your splendid Northern-grown seeds. They always give results. Are fine and of superior quality."

J. H. Van Valkenburgh, Norwich, N. Y.: "At the 51st Annual Fair of Chenango Co., N. Y., I took prizes as follows:

| | |
|------------------------------------|--------------|
| Salzer's Early Freeman Potato..... | 1st premium. |
| " Early Wisconsin Potato..... | 1st " |
| " Early Montana Rose..... | 1st " |
| " Early Champion of the World..... | 1st " |
| " Early Rural New Yorker..... | 2d " |
| " Chili Squash..... | 1st " |
| " Mammoth Pumpkin..... | 1st " |
| " Ferris Wheel Tomato..... | 1st " |
| " Japanese Climbing Cucumber..... | 1st " |
| " Long Green Cucumber..... | 1st " |
| " Market Garden Cucumber..... | 1st " |
| " Self-Blanching Celery..... | 1st " |
| " Leaming Dent Corn..... | 1st " |
| " Summer Crookneck Squash..... | 2d " |



SALZER'S RAINBOW COLLECTION

of 21 beautiful Plants and Bulbs, our selection of sorts, we mail you free upon receipt of but \$1.00, and if you mention

"Souvenir"

when you write we will add one package of our new

PEERLESS
GIANT PEACOCK
PANSIES.



WE OFFER, POSTPAID,

- | | |
|---|---|
| 3 Hardy Belle Roses, different colors, \$0.50 | 10 Splendid Blooming Begonias, fine, . \$1.00 |
| 5 Ever-blooming House Roses (see above) .70 | 6 Wonderful Rex Begonias, fine, . . . 1.00 |
| 3 Brilliant Moss Roses (Poet's Ideal), .65 | 3 Giant Colossal Fuchsias,50 |
| 3 Hybrid Garden Roses, beautiful, . . .60 | 7 Hardy Blooming Garden Shrubs, . . .65 |
| 12 Odd and Beautiful Cacti, 1.00 | 5 Fine Palms for house use,60 |

Above we list a few of our many rare offers. You will find full descriptions in our catalogue. If you have no copy, please send 4 cents postage for same. With each order for above, if you mention "SOUVENIR," you get free one package Giant Peacock Pansies.

The John A. Salzer Seed Co. would be delighted to receive a call from you at their greenhouses, where you would see millions of plants, roses, etc., etc.

DER BISMARCK-APFEL



THE BISMARCK APPLE. This is positively the greatest novelty of the age. It bears the second year from grafts. Our price is: Each, 50c.; 3 for \$1.00.

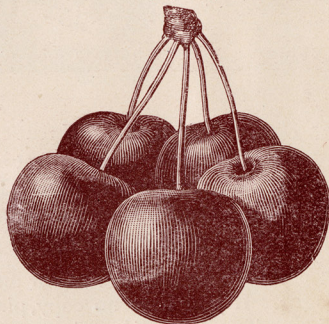
THE OCTOBER CHERRY. Another hardy German novelty, bearing fruit in October. Price \$1.00; 3 for \$2.00.

BLACKBERRIES. Our three great hardy novelties—Salzer's Colossal, The Governor and Minnesota King—all giant-sized fruit. The 3, postpaid, for 50c.

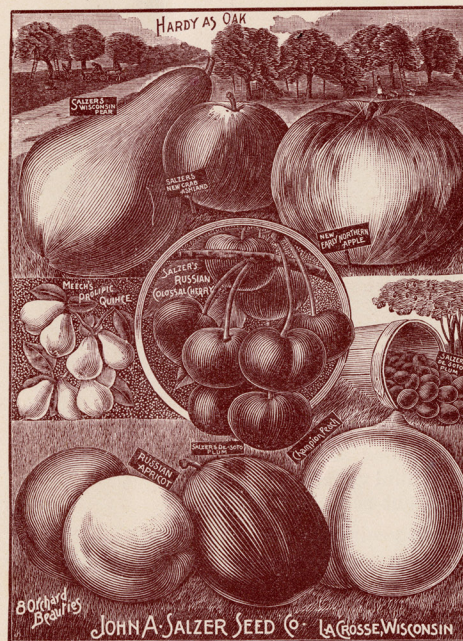
GRAPES. Salzer's Earliest Black and Salzer's Earliest Sunbeam (white), both hardy as oak; great novelties. The two, postpaid, for 50c.

RASPBERRIES. We have four wonderful novelties, one yellow, one black, one crimson, one red, which we mail, postpaid, for only 50c.

200,000 Grapes, Raspberries, Gooseberries, Currants, Strawberries and small fruits. See descriptions in our catalogue.



WITH EACH ORDER FOR ABOVE, IF YOU MENTION "SOUVENIR," YOU GET FREE ONE PACKAGE GIANT PEACOCK PANSIES.



This collection of hardy Apples, Crabs, Apricots, Cherries, Peaches, Plums, Pears and Quinces is immensely popular.

We mail you one each of these eight for \$1.00, postpaid, or one each, large trees, by freight, for \$2.50.



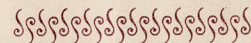
With each order, if you mention "SOUVENIR," you get free a package of Giant Peacock Pansies, worth 30c.



A BEAUTIFUL GARDEN FOR 25¢

The John A. Salzer Seed Co. make a great specialty of beautiful
FLOWER SEEDS

such as will grow on the farm or in the garden with but little care.



WE SEND, POSTPAID,



- 10 packages (illustrated above) for 25c.
- 19 packages, beautiful varieties, for 50c.
- 40 packages, brilliant sorts, for \$1.00.

Our sorts of Sweet Peas and Pansies are positively fine. With each order from this Souvenir, if you mention "SOUVENIR" when you order, we give free a package of Salzer's Giant Peacock Pansies.

Salzer's Northern-Grown Vegetable Seeds have fairly leaped into popularity. In sections where Salzer's Seeds are known no other seed will be planted.



To introduce our seeds, we
sell above great collection of

- 35 packages Earliest, Rarest Vegetable Seeds, postpaid, . . . \$1.00
- 18 packages Late Vegetable Seeds, very fine, postpaid,50
- 20 packages Early and Late Sorts, very rare and fine, postpaid, .70



It's a fact that Salzer's Onion, Cabbage, Peas, Tomatoes, in fact, all vegetable seeds, give double the yield produced by Eastern seeds. Salzer's seeds are bred to earliness and yields.

SALZER'S GIANT FLAT DUTCH CABBAGE

—the Cabbage
that made the
John A. Salzer
Seed Co. famous.



It's a fact that Salzer's
Vegetable Seeds became
famous through the intro-
duction of this wonderful
late Cabbage, the equal
of which has never been
seen.

SALZER'S GIANT FLAT DUTCH



John A. Salzer Seed Co.'s (La Crosse, Wis.) Catalogue.

We have its
mate in
earliness in
Salzer's
Lightning
Cabbage.

We sell the Giant Flat Dutch at
10c. and the Earliest Lightning
Cabbage at 15c. a package.



These, as also
hundreds of
other Vegetables,
are fully
described in



The John A. Salzer Seed Co., of
La Crosse, Wis., call your attention
to their tremendous stock of Farm
Seeds, such as Barley, Beans, Corn,
Oats, Rye, Wheat, Forage Plants,
Grasses, Clovers, Sand Vetch, Giant
Spurry, etc. Also

“MILLIONS OF POTATOES.”

Our potato cellars have a 60,000-bushel
capacity, filled with the choicest seed potatoes
—new sorts, tremendous yielders, choicest
qualities.



Our catalogue gives full information.



One package each, Salzer's German and
Japanese Jaavaa, for 20c.

HERE'S TO GOOD HEALTH!

Salzer's
Rich,
Aromatic,
Healthful
German and
Jaavaa
Coffees.



ORDERS
RESPECTFULLY
SOLICITED.

COMPLIMENTS
JOHN A.
SEED SAVER
COMPANY,
LA CROSSE, WIS.