

PROGRAM 9  
TRIP?

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# facts

about

## **FOUR LEAF CLOVERS**

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**DANIELS CLOVER SPECIALTY CO.**  
4904 - 9th AVENUE SOUTH  
ST. PETERSBURG, FLORIDA 33707



## 1. ORIGIN AS A "GOOD LUCK" SYMBOL

The four leaf clover as a symbol of good luck is universally accepted and its origin is ages old. According to legend Eve carried a four leaf clover with her when she and Adam were tossed out of the Garden of Eden. As the original source of this rare species of clover was a famous Paradise, finding one has always been a sign of good luck.

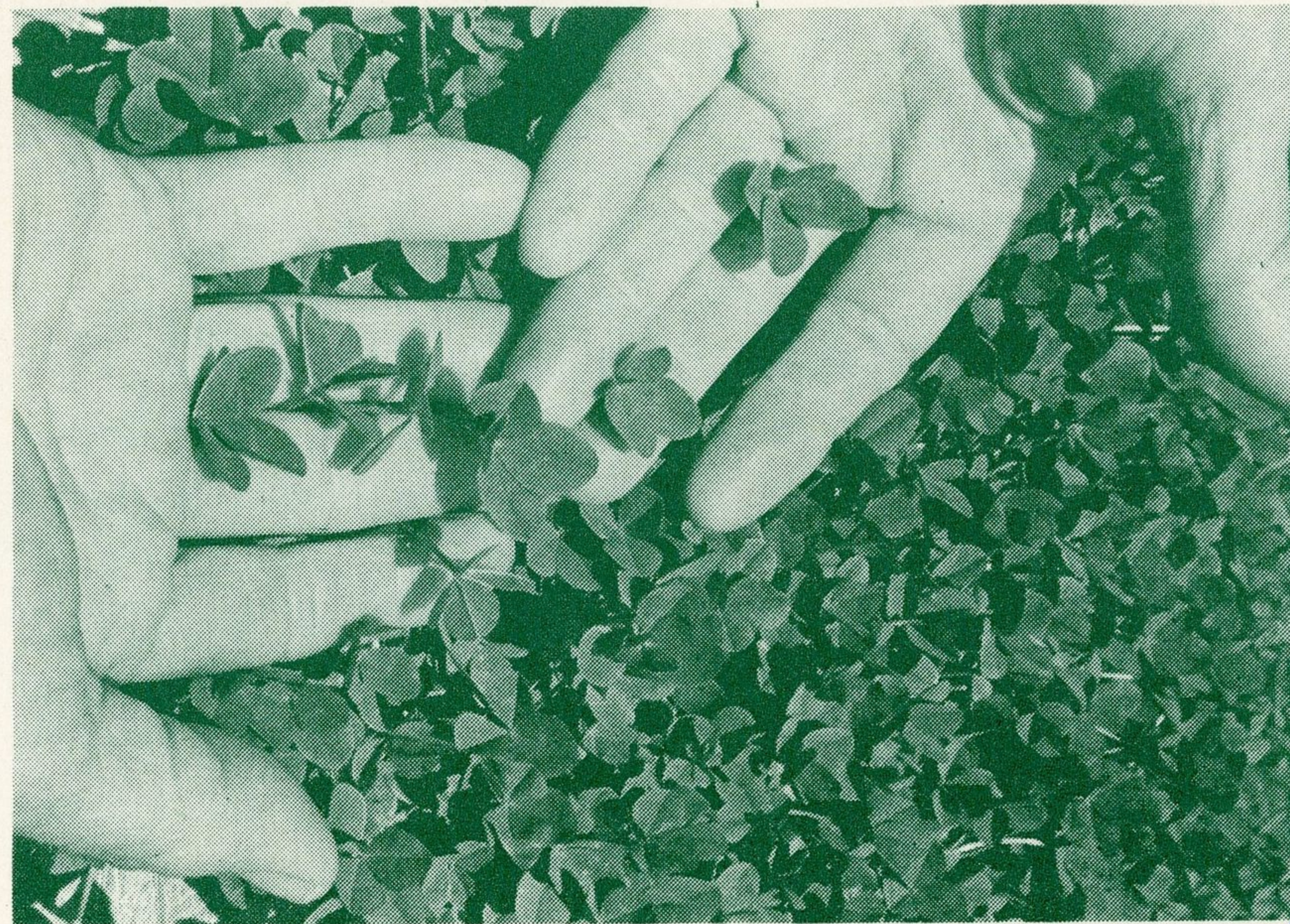
Druids held the four leaf clover in high esteem and considered them a sign of good luck. Old English writings indicate that anyone finding a four leaf clover would meet with good fortune. As early as 1620 Sir John Melton wrote, "If a man walking in the fields find any four-leaved grass, he shall in a small while after find some good thing". Poems, and even a song, have been written to extoll the good luck attributed to four leaf clovers.

Our own experience shows that people all over the world consider the four leaf clover a good luck symbol. Our customers range from Australia to Hawaii, from Alaska to Dutch Guiana, from Jamaica to England, from France to Germany, and from Italy to Rhodesia and South Africa—all of which indicates that the four leaf clover is an international symbol of good fortune.

## 2. DEVELOPING AND IDENTIFYING PLANTS

Our plants were originally developed by Mr. Charles T. Daniels, master horticulturist, as a hobby. A greeting card firm, wishing to purchase a million four leaf clovers for use on their

cards, required proof that the leaves were truly genuine clover. We therefor submitted our plant to the United States Department of Agriculture for identification. After complete and exhaustive investigation, the new plant was positively identified as genuine White Clover. (*Trifolium repens* L.). This is the type of clover generally found growing in lawns.



## 3. HOW LEAVES ARE GROWN AND HARVESTED

Cuttings, from the original plant, were made and sprigged into growing flats placed on concrete stands at convenient working height. The entire four leaf clover "farm" has a growing area roughly the size of a city lot.

Harvesting is done by hand, since only mature, well-shaped specimens are acceptable for processing. During hand picking the harvesters roughly grade the leaves for size.

As different sizes of leaves are required for the various items into which they are to be inserted, we grade our leaves into 5 different sizes ranging from X-Large Size, where the petals must lie within concentric circles whose diameters are 1-3/8" and 1-3/16"; down to Baby Size, where the diameters are 9/16" and 1/4".

## 4. HOW PRESERVED

The production process, after harvesting, has been subjected to endless refinement. Suffice it to say that a special chemical treatment was de-

veloped which preserves the natural clover-green color.

Special presses were designed and built for drying and sterilizing the clovers. After the color process is completed the leaves are pressed dry. For this process each leaf is placed on a specially designed tray so that each petal stands apart from the others and is attractively arranged.

The result is a dried genuine four-leaf clover in its beautiful natural green color. It is sterilized, and it will retain its shape and color for years.



## 5. WHAT FORMS ARE AVAILABLE

Preserved clovers as described above are packaged in bulk and furnished to greeting card manufacturers and jewelry manufacturers. Some clover leaves are laminated in clear plastic and float around in cigarette lighter see-through reservoirs.

For use on promotional letters, the clovers, packaged one each to a small cellophane bag, are inexpensive and popular.

The preserved clovers are also available in a line of specialty items such as key tags, pocket pieces, letter openers, and money clips. All the specialty items have an area suitable for display of an advertising imprint.

Living plants are not available.



## 6. HOW USED AS AN ADVERTISING AID

Primarily the giving of a four leaf clover creates good will. The recipient of one will keep and cherish it for years. As an example: An insurance firm gives out wallet calendar cards every year with a clover leaf laminated into the card. We have seen people carrying these cards for years because of the four leaf clover. Certainly the calendar itself is of no further value, but the agent whose name is imprinted on the card is still getting extra advertising mileage! Part of this insurance firm's advertising message reads, "a four leaf clover for luck, and a policy with us for protection".

Motor oil companies claim that their products "keep your car working like a charm". The recipient of the clover item is pleased to carry his useful advertising "charm", and so is constantly reminded whose motor products are the best.

Most any company offering a service or product can use the slogan "don't trust to luck" in connection with their advertising programs. Of course a four leaf clover encased in one of the specialty items (which is imprinted with the company's name) is usually given to a customer when this phrase is used.

For anniversaries or conventions one of the specialty items, suitable for both men and women, makes an inexpensive gift and could carry a simple "Good Luck" message.

One couple used a specialty item as a birth announcement and closed their message with the line, "Lucky, aren't we?".

The above simply indicates that, with imagina-

tion, the four leaf clover can be worked into most any advertising theme. The main thing to remember is that the clover has universal appeal (do you know of ANYONE who couldn't use some GOOD LUCK?), that it will be cherished by the recipient, and that the advertising message, therefor, will be seen over and over again.

## 7. SOLE SOURCE OF SUPPLY

Because the four leaf clover is a product of nature, and not something fashioned by the hands of man, it has always been the most difficult good luck charm to obtain, and therefor, the most desirable. The unique scientific and horticultural achievement of producing these genuine four leaf clovers, plus the Cinderella story of how a hobby was developed into a successful business, has piqued the imagination of writers for years. The story of Mr. Daniels and his achievements has appeared in such publications as Time Magazine, American Magazine, Saturday Evening Post, National Geographic and Popular Science, as well as in newspapers all over the world. Even Ripley's "Believe it or Not" carried a photograph and story!

The same rare scientific and technical skills which produced the first four-leaf clover plant almost 40 years ago, have been used constantly over the years to improve and refine our products and production.

Today our specialized knowledge makes it possible for us to produce millions of perfect four-leaf clovers. We are the only company in the world who produces genuine preserved four-leaf clovers in commercial quantities. If you would care to prove this fact to your satisfaction, we will be happy to advise you of a good method for verifying the truth of this statement.

Daniels Clover Specialty Co.

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