

**American Fuchsia Society
HISTORY**

Good Times & Bad Times
Our Pedals from the Past

1929-1939

October of 1929 - William Ewing, Asst. Superintendent of Oakland Public Schools meet with Professor Sydney Mitchell, University of California Berkeley School of Librarianship. They discussed forming a fuchsia society and named it American Fuchsia Society. Society would be “devoted to the culture and development of fuchsias”.

18 May 1930 - First meeting. Attending included: William Ewing, Sydney Mitchell, Harry Greene, Mrs. Evelyn Steel Little, Alice Eastwood, George Budgen, H. W. Shepherd, Dr. F. B. Davis, Kate O. Sessions, Mrs. Selden Smith, Mr. H. A. Greene, Mr. Ray O. Diether, Mr. M. B. Dunkle, Mr. Etienne Lejeune, Mrs. W. S. Thomas and Hugh Evans. During this meeting they established: Officers and Directors, Constitution and By-laws. Dues would be \$1.00 per year. Further discussion was on “the known confusion in fuchsia nomenclature”.

6 June 1930 - Bulletin No. 1. This issue was a mimeograph newsletter of 2 pages. Minutes excerpt: “Many cuttings and much garden gossip was exchanged and time pleasantly wasted in enjoying the beauties of Mrs. Smith’s hillside garden (Berkeley) instead of transacting formal business; but no one worried over this as the business end of the society is very simple and it has always been the intention of the directors to transact it largely my mail owing to the scattered nature of the membership.

1931 - First Annual Meeting was held. Membership is 154.

25 October 1933 - At a meeting of the Board of Directors the only members were Dr. Essig, Mrs. W. H. Ware, Mrs. Madison and Alice Eastwood. Mrs. Madison was present to resign. Mrs. Ware took on duties of President and Alice Eastwood was Secretary and Treasurer. Treasury account had \$85.87.

April 1936 - Dr. Essig had published “A Check List of Fuchsias”, which contained over 1,900 fuchsias names. One hundred copies of this booklet were purchased. A copy was given free to each paid member. New members paid two dollars, one for the book and the other for a year’s membership. This was the most important publication on fuchsias to have even been published, and it gave the society a real boost.

February 1938 - Meeting of Directors decided to hold four general meetings during the year and issue four bulletins. The financial condition had so improved because membership was increasing that the outlay was justified.

6 November 1938 - Amount on hand in the treasurer after publishing Dr. Essig’s Check List of short descriptions of fuchsias names (cost \$195.75) was \$48.60.

March 1939 - Bulletin has a new look. Still mimeograph, but now with American Fuchsia Society letter head.

1940-1949

1940 - Exposition on Treasure Island included a display of fuchsias in the Hall of Flowers. During the same year the Fuchsia Dell was established in Golden Gate Park located by the Conservatory of Flowers.

1941 - Annual Fall Flower Show in the San Francisco City Hall was the first-time fuchsias were displayed in the competitive show. The display was awarded first prize.

19 January 1943 - Regular annual meeting. By now the Board of Directors directs the general policy of the society, while the social and educational activity are carried out in the branch societies. The Bulletin is now monthly with time and place of branch meetings, as well as articles on the culture of fuchsias at different times of the year. Discussed dues should be \$1.50. That would be \$1.00 to the society and \$.50 for the branch.

1943 - A fuchsia day at San Quentin Penitentiary, with a sale of plants grown by inmates, contributed \$650 towards the purchase of a station wagon for the Marin County chapter of the American Red Cross.

March 1943 - We acknowledge with thanks and appreciation the receipt of the exchange copy of the Annual of the British Fuchsia Society. More interesting than ever, it testifies to the admirable tenacity of the English people who, seeing beyond the devastation of war, retain their appreciation and love of everything beautiful. It inspires us to cling to and perpetuate those things which make life worthwhile, and to our English friends, we say: "If winter comes, can spring be far behind?"

1945 - The Fuchsia Book Published by the American Fuchsia Society. This was a 68-page booklet of fuchsia articles. Chairmen were Will Crocket and Alfred Stettler.

October 1945 - Mrs. Roth suggests that instead of the usual exchange of small gifts, small suitable presents could be brought to some nearby military hospital, where the demand will be so much larger than the supply.

25 June 1946 - Fuchsia Festival was held in San Francisco with over 200 members attending. Tickets were \$3.00 each. There were fuchsia displays, good eats, entertainment and socializing. This was the first post-war annual meeting.

November 1946 - The Christmas Decorations Committee of the Camp and Hospital Service, San Francisco Red Cross has requested donations for Christmas decorations for the many service hospitals in the Bay area.

December 1946 - Warning on chemical weed killers. Drifting weed killer fumes striking fuchsias are almost certain to kill them.

April 1947 - The Slide Library. The Board of Directors have set aside the sum of \$100 for the acquisition of colored slides picturing fuchsias, specimen plants and fuchsia gardens.

September 1947 - The Society has purchased a new, more powerful slide projector. The new Eastman 1,000-watt projector incorporating the latest improvements, considered to be the most efficient regarding the amount of light produced. The first use will be at the Richmond-Berkeley Branch meeting to show our new slide collection.

October 1948 - Rising costs of publishing the Society Bulletin. The Board of Directors has seen fit to make a reasonable increase in dues beginning 1 January 1949. Dues will be one dollar and a half (\$1.50) for the calendar year. Branches will include their dues to their members.

January 1948 - Membership is about 1600, with members in England, Canada, New Zealand and Australia.

March 1948 - Doctor Fred Davis made the fuchsia design for the American Fuchsia Society Achievement Medal. Ten Achievement Metals were made with the first one presented to Miss Alice Eastwood.

June 1948 - First Photography Judging Rules. Members requested rules for judging fuchsia plants on display in competitive competition. Rules committee included Dr. Fred Davis, Mrs. Ellen O'Brien, Mr. Clem Schnabel and Ted Paskesen.

February 1949 - "BIG FREEZE" Reports of heavy frost damage to fuchsia due to the recent cold spell which hit California. Plants in small pots were frozen outright. Plants in the ground suffered upper growth damage. It would be a nice gesture to make cuttings in the spring to help others who have lost plants.

May 1949 - The American Fuchsia Society has agreed to sponsor a fuchsia garden in Lakeside Park, Oakland. The Park's Horticultural group agrees to "Extend their fullest aid and sponsorship to promote this splendid project, and that it shall be their aim to make this fuchsia garden the finest and most complete in the United States."

18 September 1949 - First Fuchsia Festival and conference was held in Oakland, California. There was an exhibit of fuchsia specimens and arrangements. Hybridizers presented new varieties. The afternoon program was a talk on fuchsias, it's history, progress and future. Some 150 people attended. Fuchsia Festivals were held bi-annually for many years.

1950-1959

March 1950 - Membership drive. This society has much to offer you and your friends: - interesting instructive programs; association with interesting fellow growers; free plants at

nearly every meeting; association with the notable men of fuchsia hybridizing and culture; free expert information and advice on any fuchsia cultural programs.

July 1950 - Your Sacramento director, Mel Newfield, is going for fuchsias in a big way. He has established an ideal environment for them with a greenhouse with ‘tube-lath’ overhead and a system of fog nozzle watering that will counteract any damage from dry air and heat. We can expect some wonderful results from his well-planned efforts and a beautiful fuchsia garden for future visits.

October 1950 - Horace Turet announces his development of all white double fuchsias. He was not going to introduce them until there was an all-white fuchsia with better characteristics. He cited good size, heat tolerance, excellent foliage and growing habits.

October 1950 - The Second Fuchsia Book Published by the American Fuchsia Society. Articles included: fuchsia care, several fuchsia species, insect control, hybridizing and revised judging standards for fuchsias. By March 1952, 2,500 copies were sold.

June 1951 - Branch Charters have been prepared and are now available. On June 19 Alameda Branch was presented their Charter by President Mel Newfield. The charter was rolled in fuchsia wrapping and tied with lovely purple ribbon. Sacramento Branch will receive their Charter on June 21. San Francisco Branch will receive their Charter on July 2 with Marin County Branch next.

February 1952 - There is a new system in publishing our monthly Bulletin. Instead of one Bulletin Editor, we now have a Publications committee of three. Appointed is Mrs. Ellen O’Brien as Chairman, an assistant is Mrs. Bessie Gibson, President of San Francisco Branch, and the third will be a member of the Board of Director to be chosen at a later date.

June 1952 - First AFS Bulletin printed in rhodamine red with circle logo designed by Dr. Davis. This issue was professionally printed and printed on both side of the page. With the new format came new features: Questions & Answer, Branch News, Cultural Tips, News from our Exchanges, Illustrated Identification and Coming Events.

May 1953 - AFS Board announces a photographic contest. Contest is open to any member of AFS. The contest represents a living memorial to the late Mr. William Roth. Mr. Roth was a professional photographer and it is fitting that a contest such as this has been arranged in his memory. Each contestant can submit colored slides in sets of four photographs taken as described in the rules. 1. Fuchsia plant showing foliage and flowers. 2. Closeup of cluster of blooms. 3. A fuchsia trailer showing all details of the plant. 4. A potted fuchsia to show container and entire plant. The winner will receive a large perpetual Gold Cup. At the 1953 Annual Meeting the Gold Cup was awarded to Mr. Alfred Stettler with an Honorable Mention Ribbon to Mr. E. J. Lagarde. The winning slides were then shown.

October 1953 - The AFS sends a letter of welcome to the newly formed New Zealand Fuchsia Society headquartered at Auckland.

1954 - American Fuchsia Society Registration Service was established in 1954 to work toward eliminating duplicate cultivar names. Honor is appointed to AFS by the International Society of Horticultural Science.

25 April 1954 - The Alice Eastwood Memorial Grove. Located in Prairie Creek Redwoods State Park, 50 miles north of Eureka. Alice Eastwood died in 1953 at the age of 94. She was a founder of AFS. Bronze plaque reads: Botanist, Conservationist, Teacher, California Academy of Sciences Curator of Botany 1892-1949 Established by the California Spring Blossom and Wildflower Association and Friends in cooperation with the California State Division of Parks and Beaches "Ageless as the redwood trees she knew and loved."

1 July 1954 - First Bulletin printed as a 6" x 9" booklet. Booklet was 8 pages including the front and back covered. Printing was all rhodamine red. Process is a little more expensive to produce but we will be able to print more copies.

25 July 1954 - Bus Tour: Sacramento Branch bus tour was huge success. Seventy-two members filled to overflowing two Greyhound buses. Branch visited the private gardens in Berkeley, Piedmont and Oakland. A picnic lunch was enjoyed on the lawn at the University of California Botanical Garden. Stops were also made at the Oakland Municipal Rose Garden and the Berkeley Horticultural Nursery. On the return trip dinner was enjoyed by all at Terry's Barrel Club in Vallejo.

1 May 1955 - Bulletin article by Ed Carlson discussing Fuchsia Lore. Growing fuchsias was a hobby but collecting fuchsia lore is the urge to find something new. "The Fuchsia Lore Collectors group was formed" and started putting on displays at festivals and meetings, which was interesting to fuchsia members and the general public.

1 June 1955 - AFS Membership Drive. Membership drive from 1 July to 31 August. New members shall be for a period of one- and one-half years from July 1955 to December 1956. Only one member per family at \$2.25 rate. A collection of 1955 fuchsia introductions will be awarded to the Branch with the highest per cent of new members.

1 July 1955 - Oakland Municipal Fuchsia Garden: Located in the Lakeside Park it will about one quarter acre. Effort will be made to illustrate the many ways that fuchsias can be grown, trained, and displayed.

1 April 1956 - AFS Membership Dues Increased: The Board of Directors finds it is no longer possible to operate the organization with this low membership fee. Increase will be two dollars per calendar year starting 1 July 1956.

June 1957 - Fuchsias on TV: Clem Schnabel and Ted Paskesen discussed fuchsias on television. They appeared on KRON-TV "Green Thumb". They discussed pruning, repotting, pinching, feeding, spraying and hybridizing.

1 July 1957 - AFS Membership Dues Increased: The new fee will be \$3.00 for 18 months.

1 May 1958 – American Fuchsia Society Liability Insurance: All Branches are part of the single corporation; therefore, it was considered advisable that ample protection should be provided under a uniform policy. Branches which have previously carried their own policies has been greatly reduced.

1959 - AFS celebrated 30 years!

1960-1969

1 April 1960 - Fuchsia Nursery Directory: The directory listed nearly 80 nurseries that had some fuchsias or were solely fuchsias. Their locations were Los Angeles to the south and others in Oregon, Washington and British Columbia to the north.

1 October 1960 - The Pacifica Branch urged the adoption of the Fuchsia as the city flower.

1 April 1961 - AFS Pins: Pins are a reproduction of the official pin which was selected twenty years ago. The gavel guard pin is given to outgoing President as a token of appreciation. Other guard pins were a gavel with VP for the Vice President, a small money bag for the Treasurer, a quill pen in an inkwell for Secretary and a book for Librarian.

1962 - The Third Fuchsia Book Published by the American Fuchsia Society, Alfred Stettler, Editor. Articles included: fuchsia culture, principles of soils and fertilizers, insect control, fuchsia lore collecting and photographing fuchsias. Priced at \$2.00.

1 March 1962 - Bulletin has 12 pages which was 4 more than previous issues. Also included pictures of Dr. Fred Davis' drawings.

1 April 1962 - First printing of the Financial Report for the Year 1961. Receipts totaled \$3,214 with disbursements of \$3,127. Year-end balance was \$5,607.68.

7 February 1965 - Another First for AFS: The largest fuchsia pruning demonstration in our history at Lakeside Park in Oakland. The hours will be from 1 to 3 p.m.

December 1965 - Membership totaled approximately 1200. First presentation of gold membership cards to members who have belonged to AFS for 25 years or more. This recognition will be an annual event, hereafter.

1 May 1966 - Ed Legarde goes to San Quentin: Ed Legarde donated a few plants to the prison garden, not only to beautify the grounds but also to give the "students" material with which to work.

1 June 1966 - New Post office rule will require all material to carry your Zip Code number. No Zip Code—No Bulletin!

1 September 1966 - Dues increase to \$3.00. For several years operating expenses exceeded income. The cost of printing and mailing the Bulletin was \$200 more than membership dues. New dues will begin 1 January 1967 for the calendar year.

1 October 1966 - New AFS Seals Available: The sticker type AFS Seal is 3 inches in diameter and can be attached to practically any surface including car windows or bumpers.

1 October 1967 - AFS Appointed International Registration Authority for Fuchsias. AFS has been highly honored by its appointment as the International Registration Authority for Fuchsias by the International Society for Horticultural Science. AFS becomes the official registrar of all new fuchsia introduction throughout the world. This is an expansion of the registration service program which AFS established in 1947 for the registration of all new American varieties and make the AFS responsible for all registration and nomenclature, internationally.

1 January 1968 - New AFS headquarters. Headquarters have been moved from the California Academy of Science to the Hall of Flowers, Strybing Arboretum in Golden Gate Park. Seventeen other garden societies use these facilities.

1 September 1968 - Photography contest rules: The William J. Roth Contest and the James M. Anderson contest. Roth contest remains the same with a set of 4 slides. Anderson contest is one slide in one of 3 categories: 1. A fuchsia with a living thing, 2. a fuchsia with any symbol of a living thing and 3. a portrait of a fuchsia blossom arranged with other accessories.

1 May 1969 - Garden Tour of Europe: Leaves 18 August for London, Amsterdam, Brussels, Heidelberg, Munich, Malian, Florence, Rome and Paris. Trip included first class hotels, almost all meals and air fare \$541.50.

1 October 1969 - The British Fuchsia Society Letter: On this, the Fortieth Anniversary of the founding of the American Fuchsia Society, may I, on behalf of the British Fuchsia Society, offer our congratulations and best wishes for an equally successful ensuing forty years.

1970-1979

1 November 1970 - New Bulletin Binders: First available at the fuchsia festival. The new hard covered binders will hold two years of printed bulletins. Binders are ring type to fit the hole punching which we inaugurated in 1969. The covers are rhodamine red to match our bulletin ink.

1 August 1971 - President's Message: Hobby club meeting should be devoted to a maximum of hobby and a minimum of parliamentary detail. Roberts Rules of Order are fine for Congress, but for hobbies, such as fuchsias, the members have come to hear about fuchsias. Reading minutes of what happened at the last meeting is dragging out a dead cat. If the member was present last month, he knows what happened.

1 December 1971 - Wagtail's Fuchsia Book: The first of a series of beautifully illustrated fuchsia books. Book contains drawn pictures of fuchsias in pin and ink as well as color. All were drawn by Eileen Saunders of Henfield, England and available at \$10.00.

8 April 1972 - Annual Meeting: First time to present a guest speaker at the Annual Meeting. The TV personality Albert Wilson, who's program "Dig It with Albert", was on local TV for many years.

October 1973 - AFS Liability Insurance: Change of insurance company for liability coverage for all the branches. **Branches must be The So-and-so Branch of American Fuchsia Society, so it is clearly understood they are part of AFS.**

April 1974 - Due to the gasoline shortage some speakers are declining invitation to speak at Branches that are not close of home.

August 1974 - Southlanders Branch presents the first Fuchsia Lore Show. AFS members can enter one item in each of 20 categories. Lore items are voted on as most beautiful or most unusual.

1 April 1977 - Coping with the Water Shortage: Bulletin Article from Marge Gentry of the Pacifica Branch on saving water during the current drought.

5 November 1977 - First AFS Judging Seminar. We feel this is an important step in making qualified judges available to the Branches for their shows.

July 1978 - AFS Board of Directors have authorized the formation of the AFS Memorial Library. The Clelle T. LeHew Memorial Fund is to be used to buy books about fuchsias. The fund was from contributions after Mr. LeHew death in 1964. Mrs. LeHew has approved this use and made a gift to the Library.

November 1978 - First AFS Bulletin with a fuchsia picture on the front cover. Bulletin was primarily printed with black ink with the AFS logo and title in rhodamine red. Fuchsia photo was in grey scale. Annual dues are now at \$6.00.

August 1979 - Addition of the Alice Eastwood Photography Contest. Entry of a single slide in which a fuchsia plant or part of a fuchsia are the dominating subject and the slide is not entered in the Roth Contest and is not eligible for the Anderson Contest.

1980-1989

April 1980 - Ted Paskesen Memorial Trophy: AFS announced the Ted Paskesen Memorial Trophy to be awarded bi-annually, beginning with the 1980 Festival on 20 September in Pacifica. Ted's dreams and goals was to develop a double orange fuchsia. It was thought the establishment of a Trophy for the Best Orange Colored Fuchsias would be a most appropriate memorial.

July 1981 – First AFS Bulletin with color picture on cover. The picture is of ‘Monsieur Joule’. Introduced in 1890 it is a single upright with a violet-blue corolla and crimson sepals. Funds were available to present 4 issues of the Bulletin with the cover in color. An anonymous donation of \$50 and additional pledges of support assured that more issues of the AFS Bulletin will have full color pictures. Dues are now \$8.00.

April 1982 - AFS Bulletin article A Grower’s Guide to the Fuchsia Mite by Jean R. Natter, M.D. This article was an introduction to aculops fuchsia. Mites have been found in all Northern California Counties around the San Francisco Bay Area, Los Angeles and Orange County. Control measures are not yet clearly defined.

Note: Fuchsia Gall Mite History is on page xxx of this bulletin

1984 - Fuchsia Culture a book published by the American Fuchsia Society. This paperback contained chapters on care of the fuchsia throughout the year, decorative forms, miniatures and bonsai, fertilization, soils, containers, pest and diseases, propagation, variegated foliage, triphylla hybrids, species and landscaping with fuchsias.

September 1985 - First Fuchsia Convention: A three-day event that was attended by 214 fuchsia fans. Located at Fort Bragg the First Day included a scenic trip on the Skunk Train. There was a Judging School, President’s Reception and The Swingtime Banquet. On the second day there were seminars on How to set up an education display, stage a fuchsia show, make fuchsia corsages, hybridize fuchsia cultivars, fuchsia history. Buffet dinner enjoyed a lighthearted comedy “Gaslight Theatre”. Third day had more seminars on photography, bonsai and species. Ending with Award Banquet with guest speaker James Barlow. He talked on his introduction to fuchsias during a trip through Europe.

AFS Conventions: 1988 in Sunnyvale, 1990 in Santa Rosa, 1992 in Eureka, 1994 in San Francisco and 2004 in Foster City.

1986 - January First Scholarship Chairman, Elsie Wolfers. Scholarship program was established to assist young people interested in the study of horticulture.

1988 - AFS Bulletin is now printed bi-monthly. Dues are now \$12.50 per year.

1990-1999

14 February 1994 - AFS Members visit New Zealand and Australia. Trip was a sightseeing tour and visits to many gardens. The highlight was Fuchsiarama '94 that was similar to AFS conventions.

3 April 1993 - First Cuttings Exchange was hosted by San Mateo County Branch. Bring labeled, rooted cuttings of varieties not readily found in the nurseries for trading. No money will be exchanged for plants.

30 August 1994 – First Video Photography Contest.

24 June 1996 - Replanting of the Fuchsia Dell in Golden Gate Park. Most of the gall mite infected fuchsias had been removed. Dr. Peter Baye has been studying and experimenting to find fuchsias that are gall mite resistant. The Golden Gate Park Staff was pleased to bring fuchsias back into the park. Park gardeners and several AFS members help plant 125-gallon size fuchsias.

August 1998 - AFS Members visit British Fuchsia Society Diamond Jubilee. Tour included extensive travel through Ireland, Wales, Scotland and England.

2000-2009

January 2000 - Al Sydnor established American Fuchsia Societies first website:

Note: see AFS website history on page XXX of this bulletin.

May 2000 - Change to Photography Contest: Due to the many members who do not take slides, the AFS Board has opened the contest to prints as well as slides.

29 July 2000 - First Annual Fuchsia Society Day at Antonelli Brothers Nursery in Santa Cruz. This was an annual event until 2005 when a fire closed the nursery. A few years later Fuchsia Society Day was restarted by Alladin Nursery in Watsonville.

9 September 2004" - Historically Speaking" a paperback book of Mark MacDougall's Bulletin articles compiled by Elise Sydnor. Book was made available to attendees at the 2004 AFS Convention.

September 2006 - New Webmaster: Tony Prodder of Gosport, England. volunteered as new webmaster. Tony built a new AFS website and it was launched 1 October 2012.

May 2007 - Photography Contest was revised. Contest was open to only prints. No slides would be accepted. There were no novice or advanced levels. The Roth, Anderson and Eastwood classes were simplified to just Class A. for a fuchsia branch, Class B. a closeup of flowers, Class C. a plant, Class D. novelty with accessories and Class F. a photo that is digitally enhanced with editing software.

October 2007 - First AFS Calendar. Fuchsia photos used were from previous annual photography contest entries.

April-June 2008 - AFS Bulletin is now issued quarterly. Dues are \$19.00.

January-March 2009 - First cover photo from the Fuchsia Fantasy Photography Contest. The photo won 1st place for Gail Sherman from the Salem Branch.

2010-2019

January-March 2010 - AFS Bulletin was for many years printed by Eureka Printing a printing business that used a press with metal plates. Bulletin is now saved as a PDF and printed by a local digital copy business.

July-September 2015 - AFS Photo Contest Rule Changes: Previously there was a requirement to submit 2 prints, with this change only 1 print is needed. Prints don't need to be mounted and nothing can be added to the front of the original photo. Members are also encouraged to consider using their cell phone camera to take photos for the AFS photo contest.

October-December 2015 - Announced that an American Fuchsia Society Facebook page has been setup.

2019 - Celebrating 90 years of American Fuchsia Society history.