

A Brief History of Fuchsia Lore  
Eden Branch "Fuchsia Clippings" September 1986

The impression of fuchsias on a variety of artifacts has been found dating back to the 1700's. Many pieces considered antique were made through the 1800's and into the present century.

Just when such material became collectors' items for fuchsia people is unknown. Nor can it be said just who it was that coined the expression "Fuchsia Lore."

Early credit on the subject must be given to Mrs. Linnore Carlson of Berkeley. In 1950 she and Mrs. William J. Roth of San Francisco called together a small group of about fifteen and formed "The Fuchsia Lore Collector's Club". This close knit group met periodically at the Carlson home for a number of years. Their purpose was to exchange information and knowledge of fuchsia lore and to promote its interest throughout the Society. Club members displayed their collection at A.F.S. meetings and festivals as sort of a side show to the real fuchsia exhibits. Upon seeing the fuchsia lore objects displayed many people became interested in starting a collection of their own.

Most beginners start with fuchsia postcards and greeting cards. These are relatively easy to find and cost far less than the more exotic pieces. For the avid collector "anything goes" on a card as long as it has a reasonable facsimile to a fuchsia on it. It may be a "Belated Birthday Wish to a Dear Uncle" or "Congratulations on Your Graduation from Sixth Grade". Only the FUCHSIA matters.

Items classed as fuchsia lore seem limitless. They can range anywhere from a cheap tin box to silver and gold jewelry...cups and saucers to complete dinnerware settings...hats, shirts and skirts...books, bangles and bead...paintings, photos, engravings and etchings...handkerchiefs, tablecloths and towels...glasses, mugs, bowls, vases, lamps and commodes...and so on and on. Anything with the semblance of a fuchsia counts.

In recent years the American Fuchsia Society has greatly benefited from the Annual Fuchsia Lore show sponsored by the Southlanders Branch. The show is exclusively "lore" and the entire Society is invited to participate. All entries are judged and awards presented.

From: "Historically Speaking" writings by Mark MacDougall

Editor's note: When the Fuchsia Lore Show was transferred to the San Jose Branch it was renamed the Fuchsia Collectible Show. The show is held every year in February, in Campbell, CA. at the Knights of Columbus Hall. See the advertisement in this bulletin for the 2014 show, or visit the AFS website at: [americanfuchsiasociety.org](http://americanfuchsiasociety.org)