

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 73 (2007)
Heft: [10]

Artikel: The Poinsettia
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-944389>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 04.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Sender:

The Secretary of the Swiss Society of New Zealand Inc
Trudi Brühlmann
401 Marine Drive
Mahina Bay
Eastbourne
Lower Hutt

New Zealand
Permit No. 93966



Mr A and Mrs M Drummond
Salisbury Road
R D 24
Stratford

HELVE⁺EDIA

Magazine for Members of the Swiss Society of New Zealand Inc

CHRISTMAS



The Poinsettia

Poinsettia, also known as the Mexican flame leaf (*Euphorbia pulcherrima*), is a spreading, sparsely branched shrub that reaches a height of 4 m in its native Mexico. In December the large leaves at the apex of each branch turn bright crimson and completely overshadow the tiny yellow flowers at their base.

It was in the 1820s that Dr Joel Poinsett discovered the Mexican shrub and by 1829 he was exhibiting it at the Pennsylvania Horticultural Show where it aroused a great deal of interest. In the 1830s it was introduced to Britain, but as a subtropical shrub it could not survive outdoors and it grew too large to be easily accommodated indoors. By 1900 it



was being grown commercially, as a pot plant, but the art of growing short-stemmed poinsettias was fraught with difficulties. Only in the late 1960s, Paul Ecke, a producer in California, began using a dwarfing hormone to keep the plants small.

The Christmas poinsettia trade is now a multi-million-dollar business, made more successful by the fact that few people manage to keep them alive and get them back to flower for the following Christmas. For those who like a challenge, be prepared to cut off the old flower heads and limit watering until April. At this stage, cut the plant back to about 10 cm in height and move it to a warm place. Then it needs a minimum of 14 hours of darkness per day – after which there is at least a chance of a second colourful Christmas.

**"Welcome to SWISS Business.
Please take a bed."**

Stretch out in your spacious lie-flat seat for the ultimate in sleeping comfort. And enjoy the extra legroom and our attentive service.

To find out what more SWISS has in store for the discerning traveller call 09 977 2388, your travel agent or visit swiss.com



A STAR ALLIANCE MEMBER

swiss.com