



RICHFIELD

WESTERN WILD FLOWERS

1963

ALONG THE HIGHWAYS of every Western state, nature continues to sprinkle floral jewels. These annual wild flower displays are the most colorful of the scenic dividends which we in the West are privileged to enjoy. Drive out and thrill to the ever-changing spectacle! To help you know the wild flowers better, and thus enjoy them more, your Richfield dealer again brings you this booklet with his best wishes.



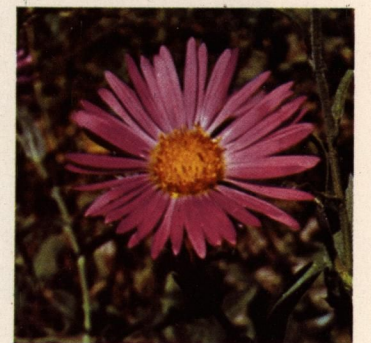
ARIZONA sweeps from low desert to high mountains. Below, Brittlebush (*Encelia farinosa*) is seen beside Canyon Lake in April, from Arizona 88, The Apache Trail. The bushy plant grows to 3 ft. high, blooms Nov.-May on rocky slopes below 3,000 ft., in Arizona and Southern California.



Blue Asters cover a meadow in the White Mountains in August, along Arizona 73, about 3 miles west of Eagar.



Soap Tree Yuccas (*Yucca elata*) along Arizona 77, north of Tucson, in May. Plants may grow to 30 ft., bloom May to July, on Arizona desert and grasslands. The name comes from roots with detergent properties (sometimes even used to make shampoos).



BLUE ASTER
Aster adscendens
1" violet or purplish flowers on 6" to 2 ft. plants, July-October. Lowland and upland meadows through most of the West.



SOUTHERN CALIFORNIA offers some of the world's most spectacular wild flower displays. Above, Lupine, Pincushion and Poppies blanket a slope along the Granite Station-Glennville Road in April. Left, tiny desert beauties (blue and white Desert Snow, yellow Primrose, and tiny red Monkey Flower) cluster by U.S. 6 north of Mojave in April. Opposite page, California Poppies and Gilia cover a hillside along Avenue I, west of Lancaster, in April.



PINCUSHION
Chaenactis glabriuscula
½-¾" flowers, 4-12" plants, foothills and sandy valleys, Central and So. Calif. Other species, white to purplish, on desert and in Northwest.



GILIA
Gilia latiflora
4-12" plants with ½" flowers, April-May. California's Mojave desert and dry foothills. A small member of the Phlox family.



CALIFORNIA POPPY
Eschscholzia californica
Low plants carpet open slopes. Well known in cultivation for its brilliant 2-3" flowers from March through summer.

NORTHERN CALIFORNIA AND NEVADA

share one of the world's most beautiful lakes. Below, Rabbit Brush blooms in August along Nevada 28 at Lake Tahoe. Right, Redbud blooms in March in the Merced River Canyon, beside California 140. On the opposite page, dramatic Snow Plant (*Sarcodes sanguinea*) flaunts its vivid red in June, before the spectacular backdrop of Yosemite Falls. It blooms from May to July in pine forests from Southern California to Oregon.



WESTERN REDBUD
Cercis occidentalis

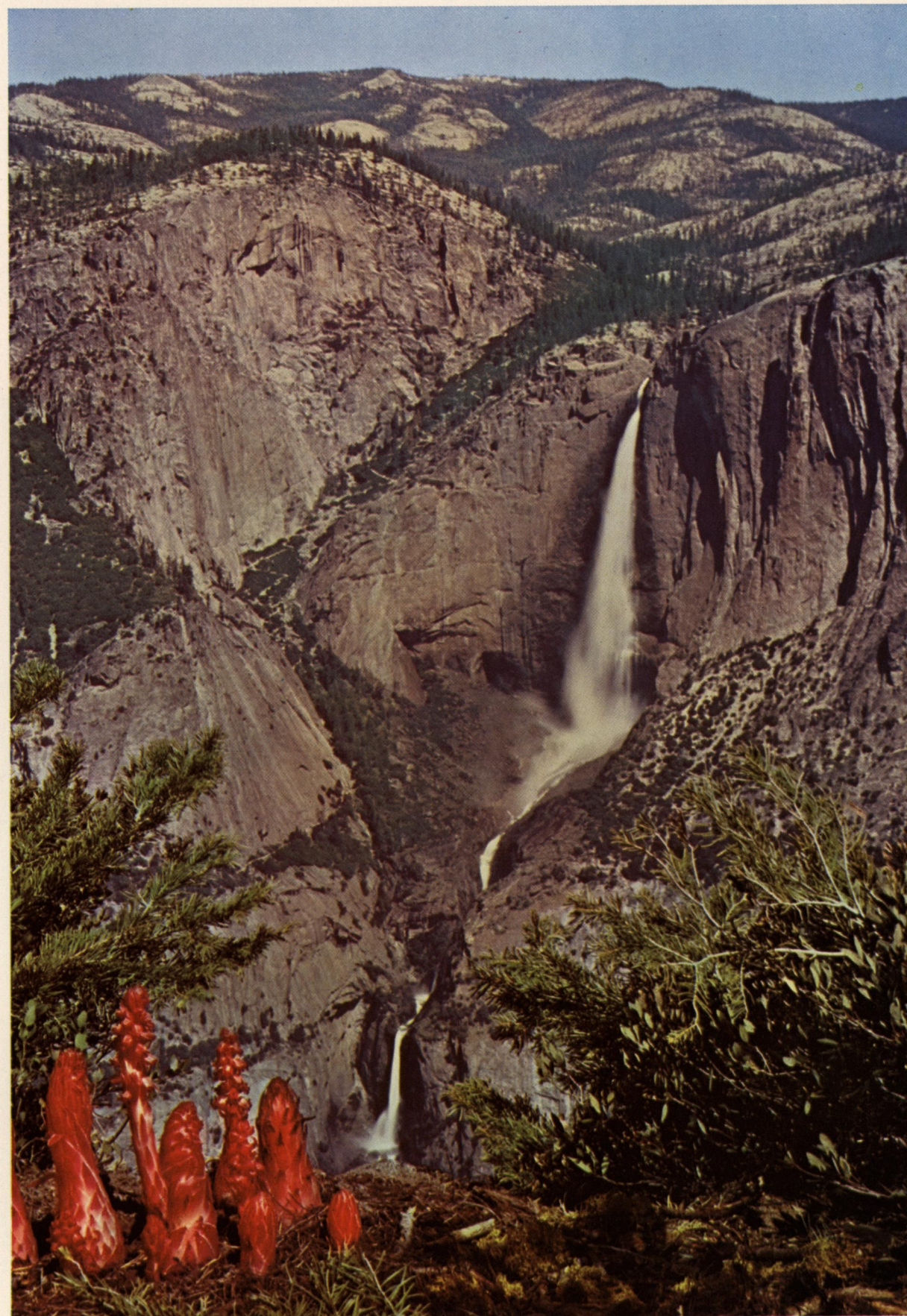
Spikes of $\frac{1}{3}$ " flowers, February to May, on 8 to 18 ft. shrubs, California foothill areas and Arizona's northern mesas.



RABBIT BRUSH

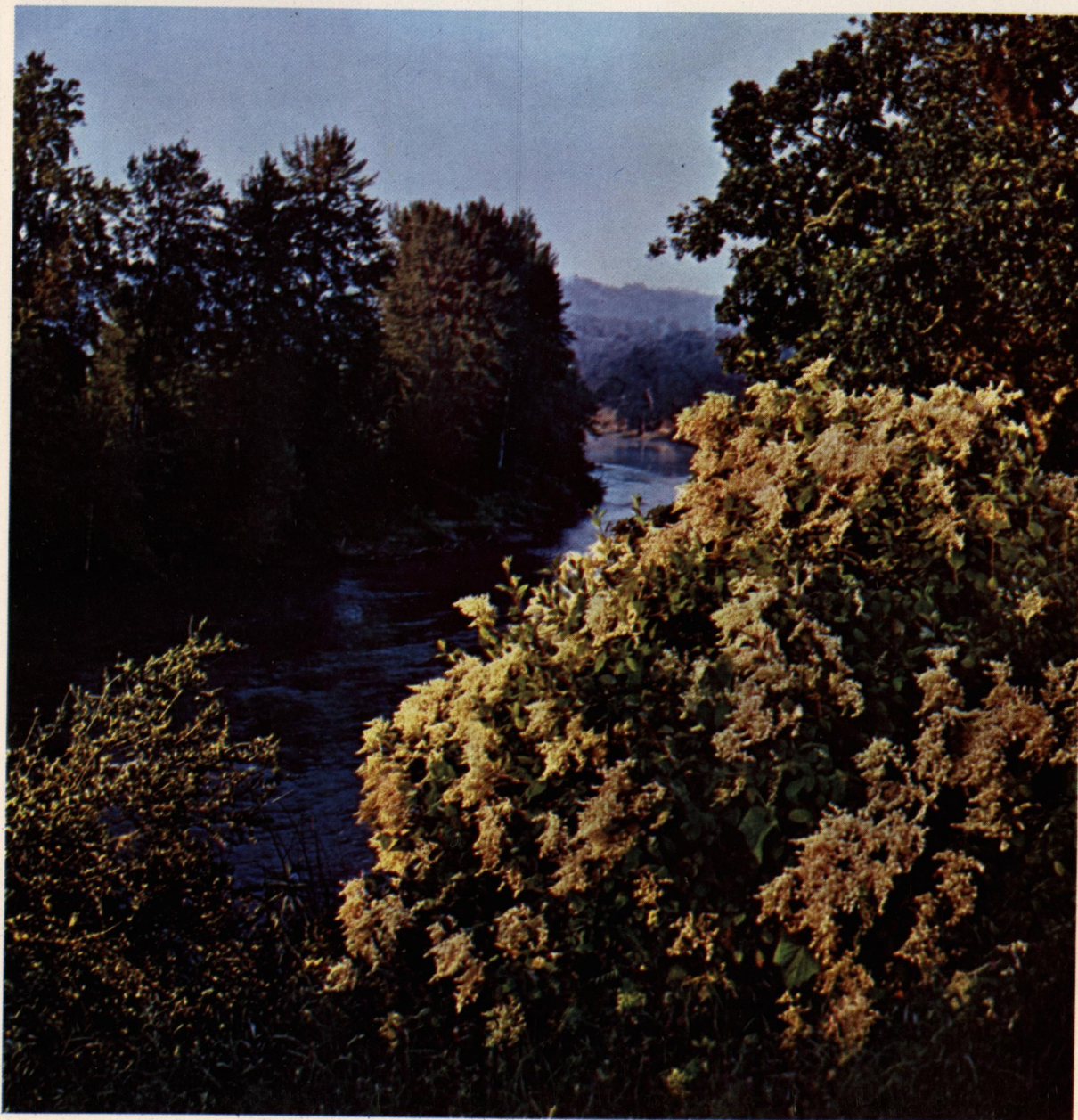
Chrysothamnus nauseosus

Brittle shrubs to 5 ft. tall with 3" flower clusters, inconspicuous leaves. Common throughout the Great Basin region, May-Nov.





OREGON is famous for the beauty of both its forests and dramatic seacoast. Left, Bear Grass along Oregon 22, near Santiam Pass, in June. Indian squaws wove baskets with the strong, grass-like leaves. Below, Ocean Spray blooms in June along the South Umpqua River, by Oregon 42 near Winston. On the opposite page, Western Azalea blankets a coastal bluff beside U.S. 101 north of Brookings in May.



BEAR GRASS
Xerophyllum tenax
Conspicuous in open woods, Pacific Northwest to Northern Calif. From May to July, 4-6" flower heads top 2-6 ft. stalks.



OCEAN SPRAY
Holodiscus discolor
Spreading 5-20 ft. shrubs with dense clusters of tiny flowers, rocky slopes and canyons. So. Calif. to Wash. Also called Cream Bush, Rock Spiraea.



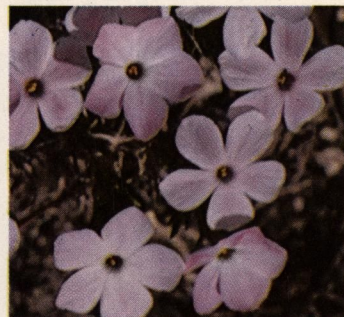
WESTERN AZALEA
Rhododendron occidentale
3 to 10 ft. shrubs, fragrant 1½" flowers, April-August. So. Calif. mountain meadows and streams to Oregon coastal bluffs and forests.





BROADLEAF LUPINE
Lupinus latifolius

A variable species 1-4 ft. tall with spikes of $\frac{1}{2}$ - $\frac{3}{4}$ " flowers, common in open woods and on hillsides, Southern California to Washington.



SPREADING PHLOX
Phlox diffusa

$\frac{1}{2}$ -1" pink to lilac or white flowers on spreading plants, May to August, dry slopes and flats, Arizona to Washington.



WASHINGTON from the famous Rain Forest of the Olympics to dry areas east of the Cascades offers superb and varied scenery. On the opposite page, top, Spreading Phlox graces a slope by Washington 8, east of Goldendale, in June, with Lupine in the background. Below it, Tall Butterweed (*Senecio serra*) along U.S. 410 in Mt. Rainier National Park. The 2-5 ft. plants with heads of $\frac{1}{3}$ " flowers are found in high meadows and dry mountain streams, July-August, from Washington to California's Sierra Nevada. At the top of this page, also along U.S. 410, in the Park in August, is Purple Aster (*Aster ledophyllus*). Its 1" flower heads on 2 ft. plants are common in woods and grassy places of the Northwest from July to September. Below: Hairy Cat's Ear (*Hypochoeris radicata*) in July along U.S. 101 near Kalaloch. The dandelion-like flowers, on 1-2 ft. branching plants, are common near the sea in Oregon and Washington from May to November.





IDAHO offers inspiring scenery at almost every turn, from vivid blue Bear Lake near the southeast "corner" to fish-filled Priest Lake in the far north. The scene above is in Central Idaho, along Idaho 15, about 15 miles north of Boise in July. The flowers: Mule Ears. There are several such "Mountain Sun-flowers," including Wyethias and Balsam Roots, which are so similar it takes close inspection to tell them apart.



MULE EARS
Wyethia amplexicaulis
1 to 2 ft. plants with flower heads about 4" across, from May to July. Common in upland areas of the Northwest.

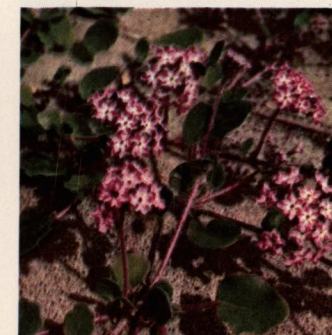
AMONG THE FLOWERS you may see from highways in the West are those pictured here, with data to help you identify them. Spectacular displays annually appear within a short drive of virtually every Western city, though the locations where flowers are at their best may vary from year to year. Drive out and enjoy nature's bounty of beauty!



FOXGLOVE
Digitalis purpurea
2-6 ft. plants; spikes of 1½-2" purple to white flowers, May-Sept. Shaded areas near the coast, No. Calif. to Canada.



WILD SWEET PEA
Lathyrus sp.
Vines climbing over fences, shrubs, Southern Calif. to Western Wash. Clusters of ½" flowers, white to pink or purple, March to August.



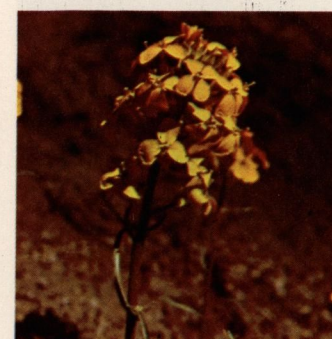
SAND VERBENA
Abronia villosa
Found trailing over desert dunes and sand flats, often in vast masses. Flower clusters, to 3" across, in April and May.



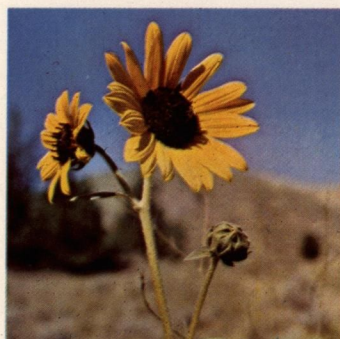
BUSH LUPINE
Lupinus sp.
Several species are found through much of the West. Plants to 6 ft. with spikes of ½" flowers from April through the summer.



MILKWEED
Asclepias speciosa
2-3" heads of tiny flowers on plants 2-4½ ft. tall. May to July, on valley flats and along streams, California to Washington.



WESTERN WALLFLOWER
Erysimum capitatum
3" clusters of yellow to red-orange flowers top stems (often purplish) 8-30" tall, March-July. Dry, stony places, Calif. to Canada.



COMMON SUNFLOWER
Helianthus annuus
2-5 ft. plants, often branching. 3-5" yellow flower heads with low center disk usually reddish brown. Feb.-Oct.



CALIFORNIA CONEFLOWER
Rudbeckia californica
One of many coneflowers found in the West. Conical centers are first green, later brown. 2-4" flower heads on 1-4 ft. plants, June to September.



GOLD FIELDS
Baeria chrysostoma
Flowers about ½" on 1½-6" plants, March to May. Fields and foothills, Southern California to Southwest Oregon.



WESTERN JIMSON
Datura meteloides

Belongs to the potato family. 4-5" flowers virtually all year. Along roads, railroads, and dry open places throughout much of the West.



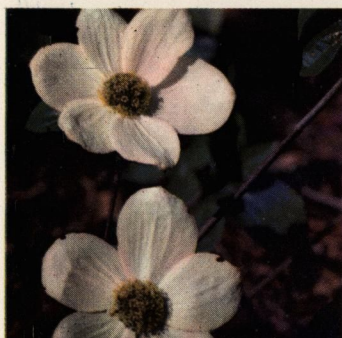
DUNE PRIMROSE
Oenothera deltoidea

Sprawling plants, often with central erect stem to 1 ft. tall. Fragrant 3" flowers March-May. Sandy desert areas, Calif., Ariz., Nevada.



PRICKLY POPPY
Argemone munita

Common in deserts and dry places throughout the West. Thistle-like plants are about 3 ft. tall and have flowers 4" across.



PACIFIC DOGWOOD
Cornus nuttallii

White bracts surround tiny flowers, seem like large 3-4" blooms, April-July. Trees to 30 ft. California to Canada.



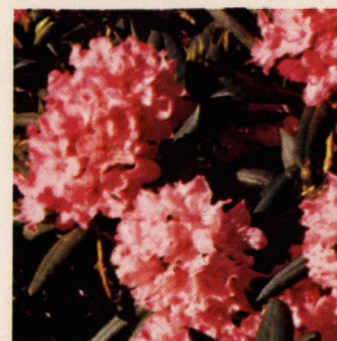
SAND STRAWBERRY
Fragaria chiloensis

Trailing on beaches and sand dunes, Cent. Calif. to Wash. Large delicious berries in summer. Flowers 1" across, March-July.



STORK'S BILL
Erodium cicutarium

Flowers about 1 1/2" across on spreading plants up to 6' high. Common in open, sunny areas throughout the West.



PINK RHODODENDRON
Rhododendron macrophyllum

Shrubs, to 10 ft. tall, that splash color through the lush green forests of the Pacific Coast. Heads of 1 1/2" flowers, May to July.



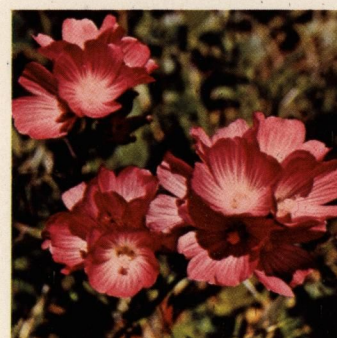
OWL'S CLOVER
Orthocarpus purpurascens

Light pink to crimson red 3-4" flower heads on 6-12" plants in April and May, fields and grassy slopes, California and Arizona.



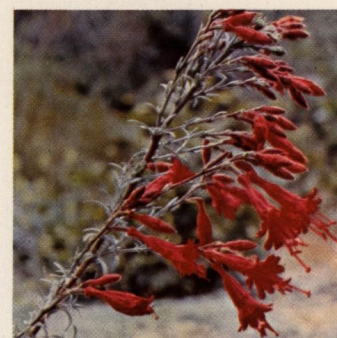
FIREWEED
Epilobium angustifolium

Sierra Nevada north to Alaska. Spikes of 1/2" flowers all summer on 2-10 ft. plants. Common in burned-over areas.



CHECKERBLOOM
Sidalcea malvaeflora

1" flowers appear on 1-2 ft. plants from May to July. Common on open grassy slopes and mesas, from coastal California to Oregon.



CALIFORNIA FUCHSIA
Zauschneria californica

1-1 1/2" flowers on stems 1/2-2 ft. high, August to October, dry benches and rocky slopes throughout California.



INDIAN PAINT BRUSH
Castilleja parviflora

8-10" plants with 2-3" spikes of bloom, June-Sept. in the Cascades of Oregon, Washington. Other species throughout the West.

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COVER PHOTOGRAPHS

Front Cover: Golden Eardrops by California 180, along the South Fork of the Kings River in May.
Back Cover: Lupine, Brittlebush and Cactus along Arizona 87 north of Phoenix, in April.

ACKNOWLEDGMENT

All information on wild flowers in this book has been authenticated by Dr. Mildred E. Mathias, Dr. Harlan Lewis, and Dr. Henry J. Thompson, Department of Botany, University of California, Los Angeles.





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