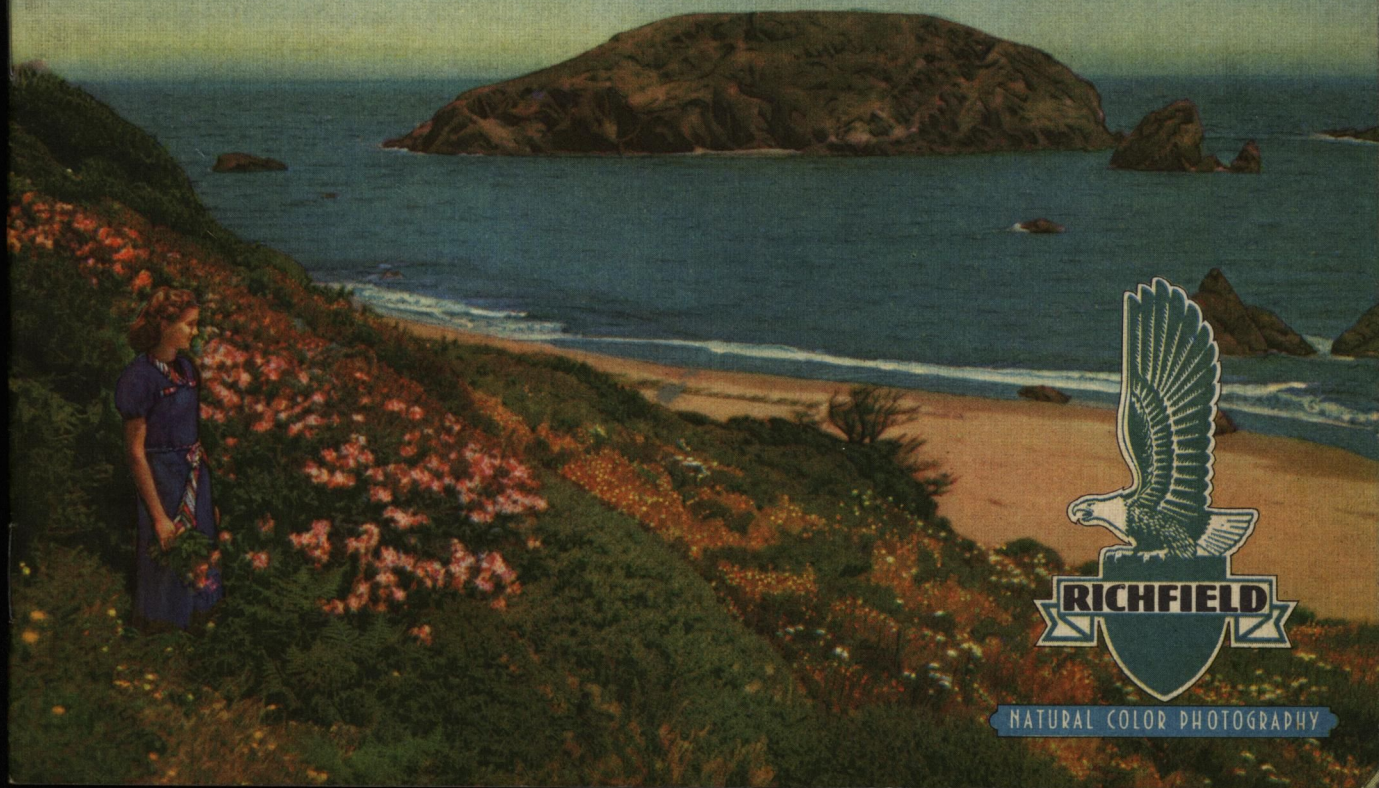


WILD FLOWERS

of the Pacific Northwest



NATURAL COLOR PHOTOGRAPHY



*Exquisite Charm
of Nature at Her Loveliest*

Where else in all the world is there a spectacle of profusion and variety of natural bloom so astonishing! It is an experience which lives forever in the memory of thousands of motorists who each year make a pilgrimage to these vast panoramas of indescribable color.

★ ★

The Richfield Reporter

Radio's finest news broadcast, N.B.C. 10:00 P.M. every night except Saturday. During the wildflower season a special service will be maintained for your guidance in selecting timely week-end trips to those flower fields near you.

★ ★

The map sketches in this booklet are diagrammatic only, they are not drawn to scale and are intended to indicate approximate mileage and highway location. Be sure to secure a regular Richfield Highway Map for accurate travel data.

Visitors to these beauty spots should assist in every way possible to conserve this great natural asset and not impair its fragile loveliness for those who follow.

COVER—Azaleas and other wildflowers on the Oregon Coast near Brookings, Oregon. (Left) Romance of Nature in the Spring.

Wildflowers of the Pacific Northwest

Each year in early Spring, Nature prepares for the motorists of the western states a splendor of seasonal blooms of such vivid color and vast expanse as to create an illusion of infinite beauty. On the desert, over the mountains, across the plains this mantle of loveliness invites the motorist of every city and hamlet to come and be a part of this festival.

Again this year Richfield has prepared this booklet for you—a new edition with every picture faithfully reproducing in full tone a true natural color photograph. The detail and coloring in each case is just as captured by the camera's lens, untouched by artifice or heightened color.



"EVERYBODY'S PLAYGROUNDS"

Botanical data Theodore Payne, Los Angeles.
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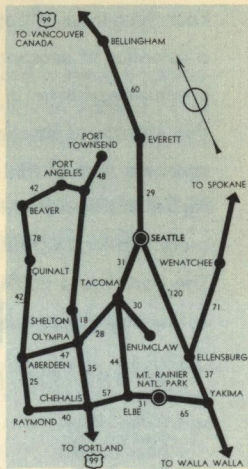


Upon satisfactory application and approval, Richfield will be happy to extend to western periodicals the privilege of reproduction of these color prints in their pages without cost, except for the electros required. The screen throughout is 150 mesh.



Magnificent Mountains

Throughout the year the mountains of Washington and Oregon are mighty magnets drawing to them tourists and lovers of the great outdoors. Especially in the Spring, they become veritable storehouses of prismatic color, as their exquisite flowers press through the cool snow-dampened soil to the intense mountain sunlight. Here, the Indian Paint Brush, pink and white Heather, dainty Avalanche Lilies and nodding Columbine seem to respond with particular intentness to the miraculous annual urge of life anew.



INDIAN PINK

Silene californica, Pink Family
This brilliant crimson flower grows to a height of 1 to 3½ feet. Found in open woods or canyons through the Tehachapi Range and the Sierra Nevadas and in the Coast Ranges into southwestern Oregon. May and June.

CLARKIA ELEGANS

Clarkia elegans,
Evening Primrose Family
On a simple erect stem, sometimes branching, is found this delicate orchid colored flower. Stem and herbage often reddish in color. Various species of the Clarkia family are quite abundant in Oregon and Washington. It blooms from canyon sides and chaparral slopes. April and May.



LASTHENIA

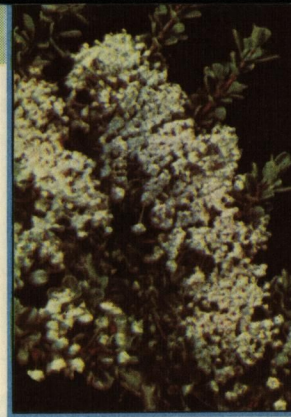
Lasthenia glabrata, Sunflower Family
Grows to 10 inches high. A golden daisy-like flower growing in beautiful yellow sheets of bloom in moist places. Very plentiful in alkali sloughs near the sea. April and May.



ROSE BAY

Rhododendron californicum,
Heath Family

The State Flower of Washington, these large clusters of flowers are found on shrubs 4 to 8 feet high. Northern Redwood forests and north throughout western Oregon into Washington. May to July.



CALIF. LILAC, BLUE BLOSSOM

Ceanothus thyrsiflorus,
Buckthorn Family

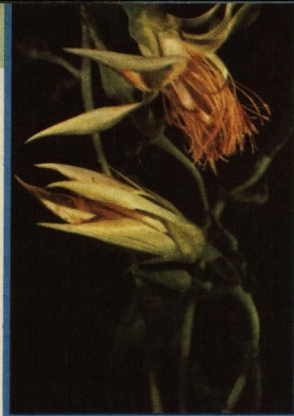
Small shrub 3 to 8 feet high, becoming a small tree 18 to 20 feet high. Unrelated to the domestic lilac, it blooms with blue flowers formed in close clusters. Grows on canyon sides, 10 to 1500 feet elevation. Very abundant in the Redwood belt, north into Oregon. May and June.

BLUE ELDERBERRY, CALIFORNIA ELDERBERRY

Sambucus glauca,
Honeysuckle Family

Roughish bush, 6 to 10 feet high developing to a tree up to 25 feet high. White to greenish globs of flowers, native to the west and used by early settlers for a medicine for sore throats. Throughout the west coast, north to British Columbia. May to August.

TRY TO PLAN AT LEAST ONE MOUNTAIN TRIP DURING THIS WILDFLOWER SEASON JUST AHEAD



BLAZING STAR

Mentzelia laevicaulis, Loasa Family

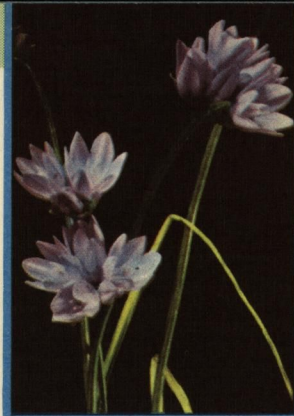
Five pointed blossoms, whitish-yellow, in the shape of a sharp pointed star, on stems 2 to 3½ feet high. Found in gravelly summer beds of winter flood streams through Central and Northern California north into Oregon. May to July.

SUN CUPS, BEACH PRIMROSE

Oenothera cheiranthifolia

Evening Primrose Family

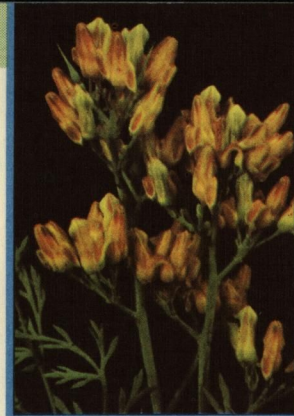
Petals yellow with or without a dark spot at the base, these flowers are found on plants from a few inches to 2 feet high. The leafy stems, thickly set with bright golden discs, trail over the warm sands. Variation: a reddish tinge on stems. March and April.



BLUE DICKS, WILD HYACINTH, BRODIAEA

Brodiaea capitata, Lily Family

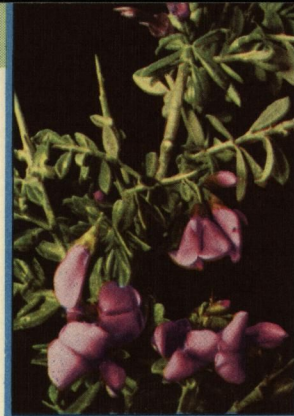
A bobbing head, 1 to 1½ inches across on a long stem with leaves that are long and slender. Common in open and low foothills from Mexico to Southern Oregon. March and April.



GOLDEN EAR-DROPS

Dicentra chrysantha, Fumitory Family

Yellow flowers on long stiff leafy stems 2 to 5 feet high. San Diego County through the coast ranges, with the related pink Bleeding Heart (*Dicentra formosa*) variety north to British Columbia. June and July.



CHAPARRAL PEA

Pickeringia montana, Pea Family

A densely branched shrub growing to 8 feet high with small rose-purple flowers. It is distinguished by spiny, crooked branches, whose pretty pea-shaped flowers are borne near the ends of the prickly stems. Unusual shade of purple. May and June.

PURPLE OR VIOLET NIGHTSHADE

Solanum xanthi, Potato Family

With flowers of deep violet to dark lavender which give way to small greenish berries this plant is found in open places in chaparral and about oaks, etc. Found throughout Ventura and Santa Barbara Counties north into Oregon. Also found to some extent on the Channel Islands principally the Santa Rosa and Santa Cruz Islands.



CALIFORNIA BUTTERCUP

Ranunculus californicus, Buttercup Family

Light yellow flowers with an oily sheen to the petals. Found usually on open hills and moist valleys from ocean bluffs and coast ranges, California to Washington. Occurs in mountain meadows 4500 to 7000 feet. April and May.

YELLOW VIOLET, YELLOW PANSY

Viola pedunculata, Violet Family

On plants 4 to 13 inches high these rich yellow flowers resemble the common garden variety of violet. Purple-veined within. The wide-awake look of the blossoms gives point to the name of "Johnny-Jump-Up," also used. March and April.



INDIAN PAINT BRUSH

Castilleja parviflora, Figwort Family

Brilliant red flower bracts give this plant the name of "paint brush," as the effect is exactly like that of a brush dipped in a can of paint. Often found with other flowers of deeper and different colors. April to June.



DWARF BLUE LUPINE

Lupinus nanus, Pea Family

A rich blue flower with white or yellow center changing to violet and standing erect on short stems. Other varieties are white, pink and purple. Common over entire coast. March to May.



DEERWEED

Lotus scoparius, Pea Family

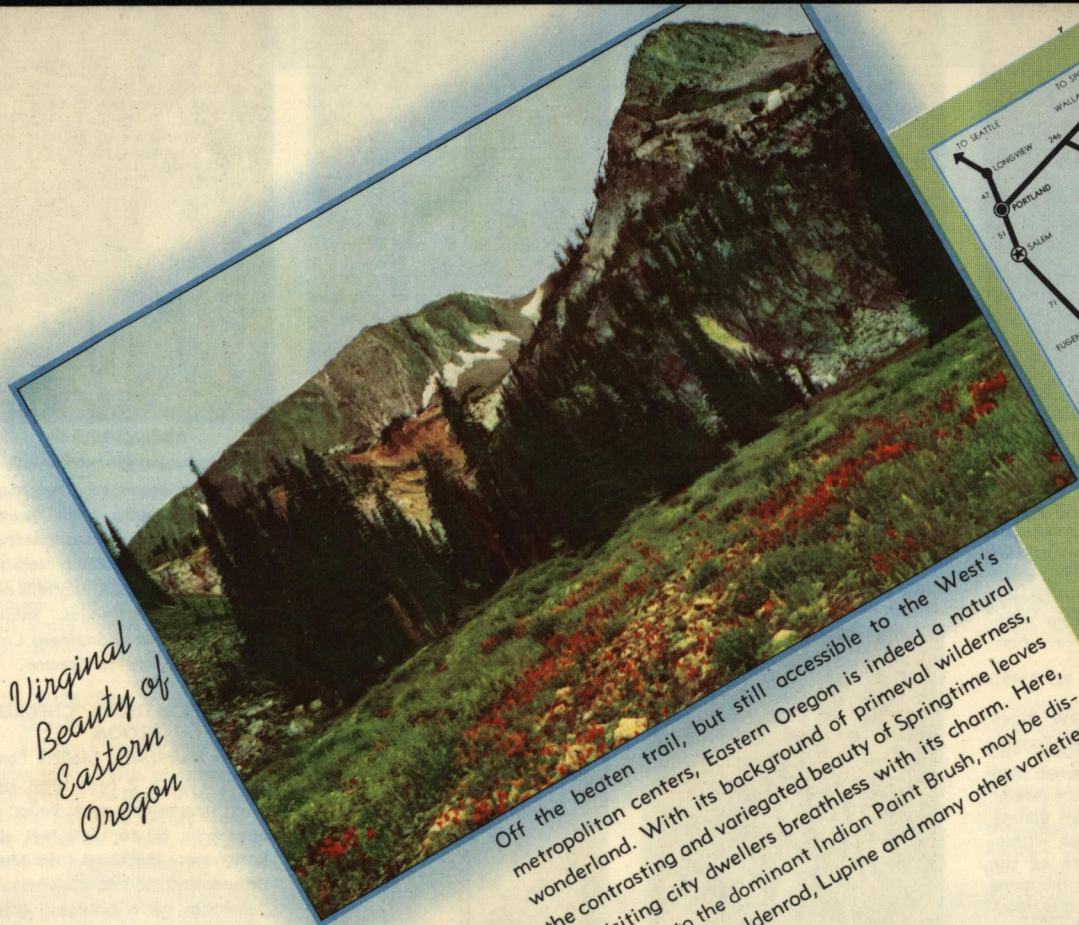
This plant grows to a height of 2 or 3 feet with small flowers clothing the stem in bright yellow. It is found in hilly country of the Sierra Nevada foothills and in the Coast Ranges. Similar varieties found in Southern California. February to October.

WILD HOLLYHOCK, CHECKER BLOOM

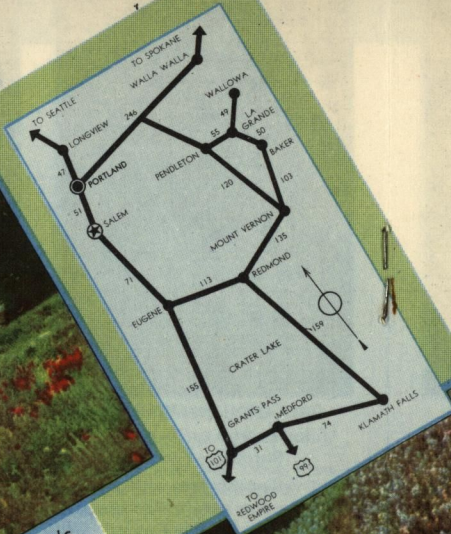
Sidalcea malvaeflora, Mallow Family

From 1¼ to 2 feet high this plant blooms rose-pink. Found on open hills, 50 to 1500 feet elevation near the coast from Mendocino and Shasta Counties as far north as Washington. April and May.

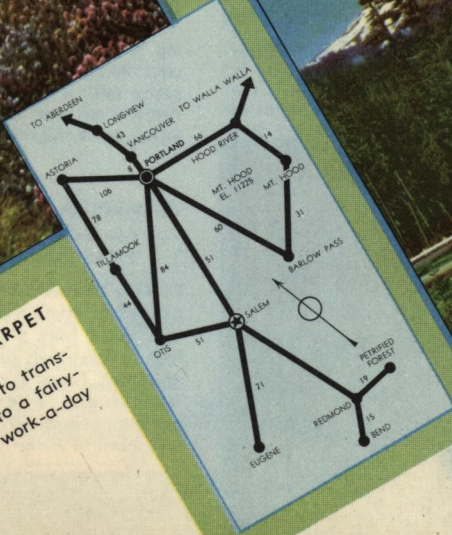
Virginal Beauty of Eastern Oregon



Off the beaten trail, but still accessible to the West's metropolitan centers, Eastern Oregon is indeed a natural wonderland. With its background of primeval wilderness, the contrasting and variegated beauty of Springtime leaves the visiting city dwellers breathless with its charm. Here, in addition to the dominant Indian Point Brush, may be discerned Daisies, Goldenrod, Lupine and many other varieties.



LIKE THE MAGIC CARPET
OF BAGDAD
scenes like this seem to transport their admirers to a fairy-land far from our work-a-day world.



Famous Mt. Hood Loop (Round trip from Portland—170 miles.)



Majestic, snow-capped Mt. Hood always dominates the scenic beauty of the area East from Portland. In the Spring, not only the lower reaches of the mountain, but the approaching roads are literally lined with wild-flowers of every description and color.

Of all the scenes on this trip, possibly the most extraordinary are the great apple orchards of the Hood River Valley, which at this time of the year blossom so lavishly as to almost rival the Azaleas and Squaw Grass of the higher altitudes.



THISTLE SAGE

Salvia carduacea, Mint Family

From 4 inches to 2 feet high. Each stem has from 1 to 4 whorl-like clusters of flowers around it. Light blue flowers with a cotton appearing filament over leaves and stem. Holding itself haughtily erect, it looks down upon humbler companions with an air of aristocratic disdain like a "Persian Prince." April to June.

CALIFORNIA POPPY

Eschscholtzia californica, Poppy Family

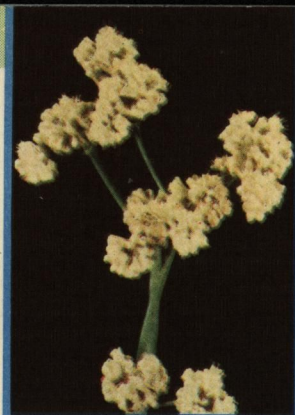
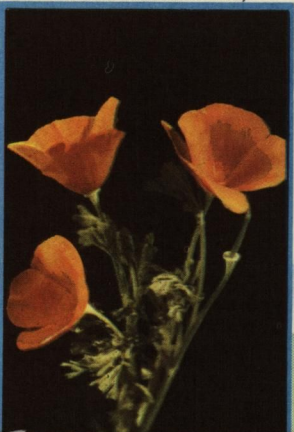
From light yellow to deep orange color, this State Flower of California grows. It was found in great abundance by the early settlers and mission builders. Ranges throughout the entire West Coast from 10 to 2000 feet. March to September.



BUSH SUN FLOWER

Encelia californica, Sunflower Family

Bright lemon yellow rays around a deep purple, almost brown center, make this smaller edition of the giant eastern sunflower. Growing on bushes 2 to 3 1/2 feet high on dry hillsides and slopes of barrancas. March to May.



TIBINAGUA

Erlogonum nudum, Buckwheat Family

Usually white, sometimes rose or yellow, these little flowers stand on the ends of bare stems, 1 to 3 feet above the cluster of leaves on the ground. Very common in the coastal ranges of California and the Sierra Nevadas north to Oregon. June to October.



COMMON MARIPOSA LILY

Calochortus venustus, Lily Family

Infinitely variable in its color markings but usually white varying to pale rose-color or lilac, with red-brown eye-spot. The petals form a cup-like flower at the end of stiff erect stems 4 inches to 4 feet long. May to July.

PINCUSHION FLOWER

Chaenactis glabriuscula, Sunflower Family

Looking like milady's lace-filled pincushion, these blossoms stand on a plant from 5 to 19 inches high at elevations ranging up to 4000 feet. Found in coastal California as well as Kern and Shasta Counties and north into Oregon. April to June.



SUMMER'S DARLING

Godetia amoena,

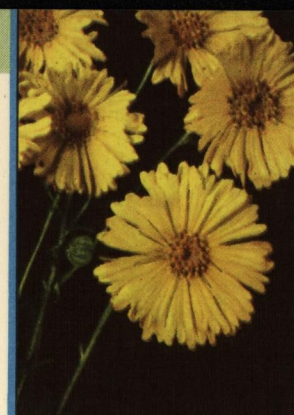
Evening Primrose Family

Petals lilac-crimson or red-pink, often with a darker splotch at the base, this flower grows on stems from 1 to 3 feet high. Found near the coast from Monterey into British Columbia. June to August.

ITHURIEL'S SPEAR, GRASS NUT, WALLY BASKET

Brodiaea laxa, Lily Family

A very showy species, variable in color but commonly violet-purple. Found on adobe fields or hillsides of the coast ranges in California, Oregon and Washington. Fancifully likened to the spear borne by the Angel Ithuriel, because of its straight firmness of stem. April to June.



TARWEED, COMMON MADIA

Madia elegans, Sunflower Family

Dark sticky stems give this plant its name, in spite of which the ragged yellow petals with a red spot at the base of each make it very beautiful. Sierra Nevada divide thence north into Oregon. June and August.



YELLOW SAND VERBENA

Abronia latifolia,

Four O'clock Family

On 1 to 2 foot long prostrate stems, bloom yellow flowers. Common on sand hills and dunes along the seashore from Santa Barbara County north to Vancouver Island. May to November.



MOUNTAIN IRIS

Iris douglasiana, Iris Family

On stems 1 1/2 to 2 feet high are located exceedingly variable colored flowers, usually lavender or azure, often purple or lilac. Coast ranges from Monterey County north to Oregon. May and June.

WASHINGTON LILY, SHASTA LILY

Lilium washingtonianum, Lily Family

Originally named "Lady Washington Lily" in honor of Martha Washington by the "forty-niners," this delightfully fragrant flower grows 4 to 6 feet tall. Found in the Sierra Nevadas around Mt. Shasta and Humboldt County, and in Oregon. June to August.



GREASEWOOD, CHAMISE
Adenostoma fasciculatum,
Rose Family

Spreading shrub 2 to 10 feet high found on mountain slopes and ridges 500 to 5000 feet. Almost always identified with old western thrillers in that it was commonly used to build camp fires by old-time cow hands. May and June.

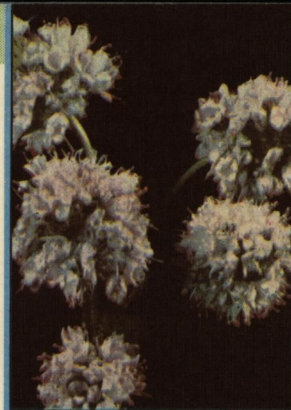
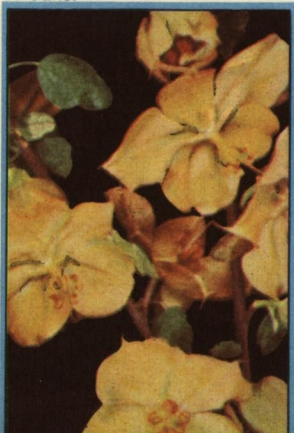
FREMONTIA, FLANNEL BUSH
Fremontia californica,
Sterculia Family

Named for General John C. Fremont, pathfinder of the Rocky Mountains and first U. S. Senator from California who discovered it growing in Mariposa County. Its beautiful yellow blossoms cluster around the stem of the shrub 8 to 10 feet high during April and May.



TREE POPPY
Dendromecon rigida, Poppy Family

This plant, also known as the Bush Poppy, is found on dry slopes and ridges. It prefers open, sunny hillsides. The color is constant, being a light yellow. May to June.



BLUE GILIA
Gilia capitata, Gilia Family

Compact blue to white, purple or lavender heads on a stem up to 3 feet high, this flower bobs in the northern Sierra Nevadas and coast ranges between 500 and 5000 feet elevation, north into Oregon and Washington. May and June.



OWL'S CLOVER, ESCOBITA
Orthocarpus purpurascens,
Figwort Family

Valley floors covered with this little plant give the appearance of a sea of crimson or purplish water waving in the breeze. The individual plants have cream colored and purple blossoms that when examined look like small owls. April and May.

FIDDLE NECK
Amsinckia intermedia, Borage Family

This is one of several plants bearing the popular name of "fiddle neck," which is derived from the way in which the stem of flowers resembles the neck of a violin. Grows from 1 to 2½ feet high and has small yellow to orange blossoms. Found in sandy soil along the seacoast from San Francisco County north to Oregon and Washington. March and April.



HUMBOLDT'S LILY
Lilium humboldtii, Lily Family

On stems 3 to 5 feet high, open clusters of 2½ to 4 inch orange-red flowers, spotted with small dots of maroon or purple. Found principally in the Sierra Nevadas and north between 3 and 6 thousand feet elevation. May and June.

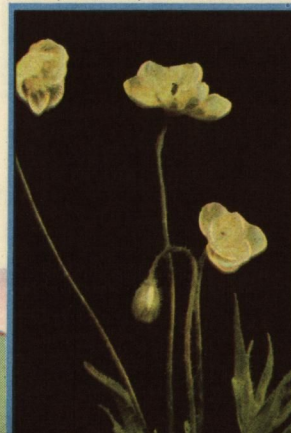
CREAM CUPS
Platystemon californicus,
Poppy Family

Cream yellow flowers on many branching stems. Found throughout California, except on the deserts, and slipping over the border into Oregon and Arizona. Foothills, plains and valleys in sandy or clay soils. March and April.



SCARLET BUGLER
Penstemon centranthifolius,
Figwort Family

Slender stems 1 to 4 feet high bear bright vermilion flowers about 1 inch long shaped very much like the end of a trumpet. Growing on cliffs, sandhills and sandy flats. April to June.



CALIFORNIA WILD ROSE
Rosa californica, Rose Family

Rambling shrub, 3 to 6 feet high with very light pink flowers as often as 20 to 40 on one branch. Found on stream banks and spring margins at lower and middle altitudes. May to November, but best in June.



GOLDEN PRINCE'S PLUME, STANLEYA

Stanleya pinnata, Mustard Family
Gently curving, spear-like clusters of mustard to yellow colored blossoms on stems 2 to 3½ feet high. Found on dry plains and foothills 1000 to 4500 ft. Thick, divided leaves. May and June.

TIDY TIPS
Layia platyglossa, Sunflower Family

From 4 to 16 inches high, this little plant grows and blossoms west of the Sierra Nevadas. From a sulphur-yellow center, the petals radiate the same color for about half of their length and then change to a clear white at the tips. Found in valleys and foothills. April and May.



WESTERN SWEET-SCENTED SHRUB, SPICE BUSH

Calycanthus occidentalis, Sweet-Shrub Family

When broken this dark red blossom smells like old spice. Turning brown with age at the tips, this blossom is found on shrubs 5 to 9 feet high along canyon streams in the north coast ranges. May and June.

SYRINGA, MOCK ORANGE

Philadelphus lewisii, Saxifrage Family

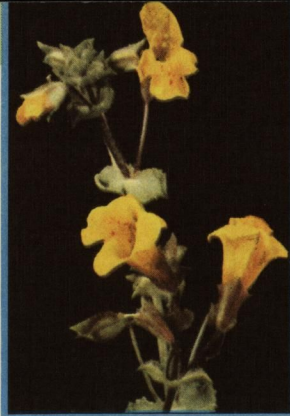
The slender shoots of this plant were used as arrow shafts for war and the chase by native Indian tribes. Creamy white fragrant flowers with an orange-tree odor, this bush grows to about 11 feet high. Widely distributed, it spreads along the coast from Humboldt and Del Norte Counties to British Columbia. May and June.



CALIFORNIA BUCKEYE

Aesculus californica, Buckeye Family

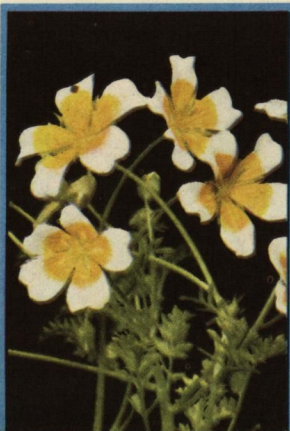
This blossom appears on trees that grow to a height of from 10 to 20 feet. Very showy, but ill-scented. Found on dry hills and canyon sides, in the coast ranges. May and June.



COMMON MONKEY FLOWER

Mimulus guttatus, Figwort Family

Yellow flowers with purple or brown dots in the throat found on moist soil along streams and ditches throughout California, Oregon and Washington. April to August.



SEASIDE DAISY, BEACH ASTER

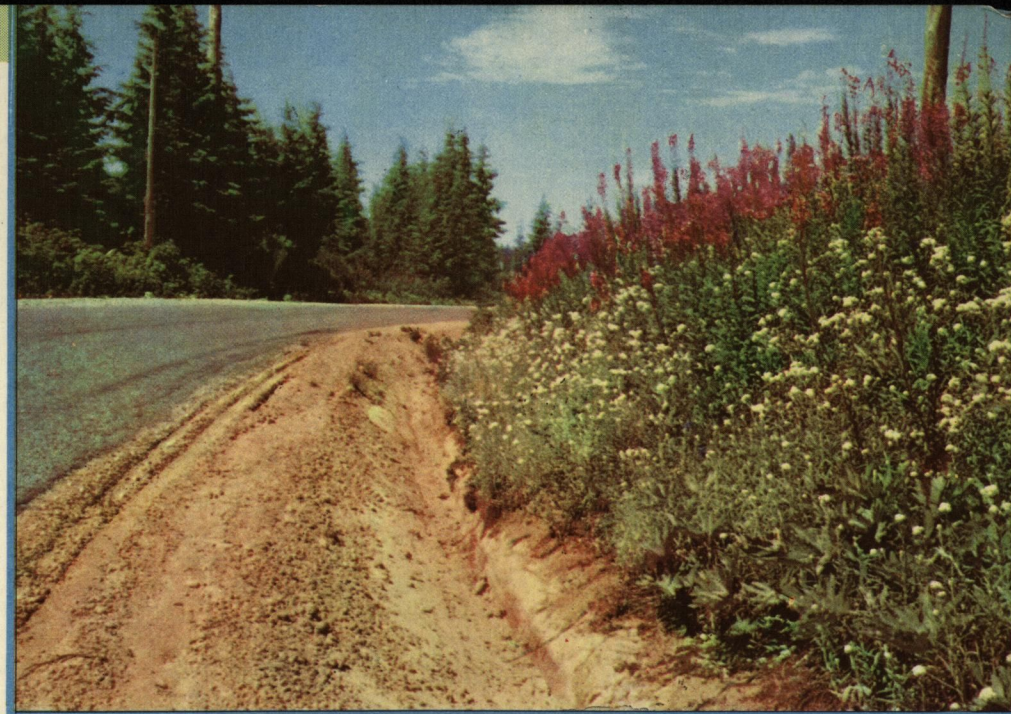
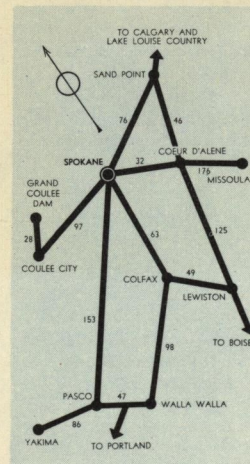
Erigeron glaucus, Sunflower Family

Deep yellow centers with petals of light lilac or violet color radiating to form heads about 1½ inches broad. Common on cliffs or sandy shores, near the sea only, 10 to 100 feet elevation from Monterey to Humboldt Counties north into Oregon. May to August.

MEADOW FOAM

Floerkea douglasii, Meadow Foam Family

A very pleasing flower of white and yellow, it inhabits low ground in or near shallow water, forming large patches of color in April. Found in the valley levels in the coast ranges throughout much of California and north into Southern Washington. April.



Beauty Beckons Around Every Bend

Springtime in the West! The season when Nature performs her annual miracle of flowers . . . the time when barren deserts are transformed almost overnight into vast expanses of kaleidoscopic color . . . when the melting snows on mountain tops reveal a carpet of delicate blooms as stern Winter reluctantly abdicates his throne to gay Spring and her colorful court . . . where every highway leads to a flower fairyland.



The countless changes of mood and ever shifting color combinations, the delicate perfumes, make every highway an adventure in beauty.



Other Wildflower Outings

MT. RAINIER NATIONAL PARK

(Round trip from Seattle—200 miles.) No trip to the Northwest in the Springtime is complete without a visit up the slopes of this majestic mountain. At this season the Alpine Lilies show their gorgeous heads above the snowbanks, while in the valleys a riot of color prevails as more than 200 varieties of wildflowers add their special charm to the magnificence of this renowned public park.

MT. BAKER

(Reached via Chuck-a-Nut Drive along Puget Sound.) Dogwood, Scotch Broom, Rhododendron, pink Heather, Daisies and many other species are found in this marvelous scenic region.

OLYMPIC LOOP

(Round trip from Port Townsend—approximately 341 miles.) An ever changing panorama of mountain and marine views...wildflowers abound along the entire route... Dogwood, Rhododendrons, Bachelor Buttons, Coreopsis, Violets, Lupines, and particularly a great variety of ferns.

CRATER LAKE AREA

One of the most scenic on the Pacific Coast. Wildflowers are found in abundance, including vast fields of Lupine, as well as Gilia, Indian Paint Brush, Purple Aster, Pussy-paws, Two-leaf Orchids, Purple Monkey Flower, Bleeding Heart, Shooting Star and Squaw Grass.

COMPLIMENTS OF YOUR RICHFIELD DEALER



IF YOU PLAN a longer trip to include California, Nevada or Arizona, Richfield's wildflower booklet for those states will be found a delightful addition.