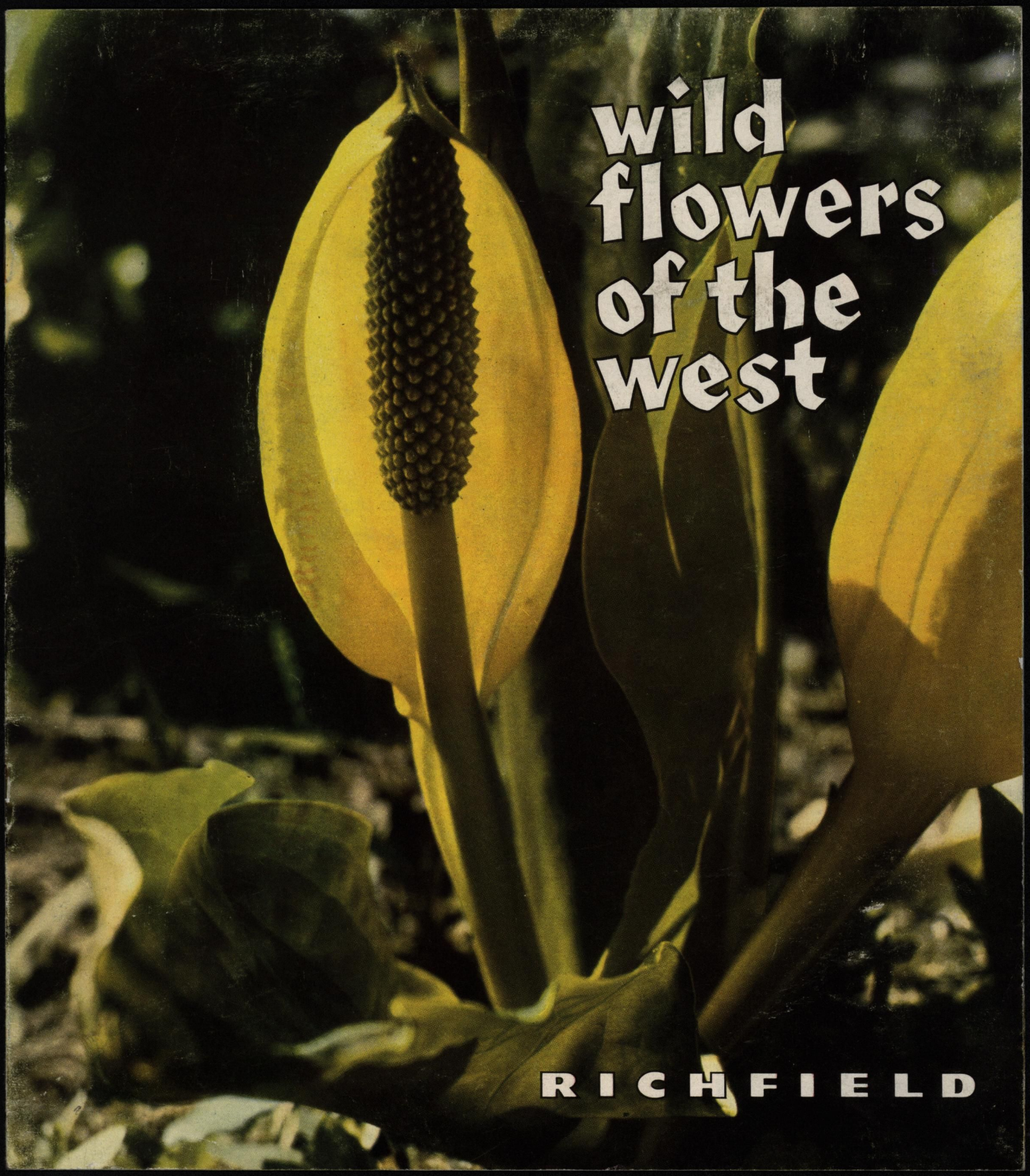


wild flowers of the west

RICHFIELD

ORANGE MARIPOSA TULIP
Calochortus kennedyi
Lily Family
Mojave Desert, Southern Nevada, and parts of Arizona

OCOTILLO
Fouquieria splendens
Candlewood Family
"Coach Whip," "Candle-wood," "Jacob's Staff," Old Mexico, Arizona, and Southern California.

SAGUARO, SAHUARO
Cereus giganteus
Cactus Family
State Flower of Arizona. The largest succulent in the United States.

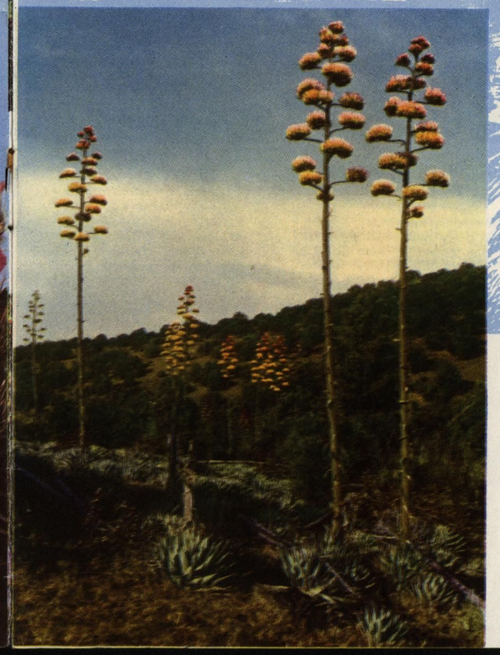
BEAVER TAIL
Opuntia basilaris
Cactus Family
Western Arizona, Southern California, Nevada, and Southern Utah. Above has magenta pink flowers. Other Opuntia are yellow flowered or yellow tinged with red.

ARIZONA QUEEN OF THE NIGHT
Peniocereus greggii
Cactus Family
Fragrant night bloomer. Arizona, New Mexico, Texas. Sometimes called "Sweet Potato Cactus" account root shape.

FRONT COVER—SKUNK CABBAGE
Lysichiton kamtschatcense
Arum family
In mass formation it transforms moist coastal meadows of the Northwest to golden beauty. Its common name was bestowed because of the odor arising from the crushed foliage or roots, and does not pertain to the flower.

PURPLE HEDGEHOG
Echinocereus fendleri
Cactus Family
"Sitting Cactus" of the Navajo. Edible crimson fruits. Arizona, Texas to Utah.

PALO VERDE
Cercidium torreyanum
Pea Family
"Green Bark Acacia" of Arizona, Old Mexico, and Southern California dry lands.



CENTURY PLANT (MAGUEY)
Agave Parryi
Amaryllis Family
Flowers creamy yellow when open. Stalk sometimes 16 feet high. Arizona, New Mexico, and Old Mexico.

IRONWOOD AND SAGUARO
(Ironwood) Olneya tesota
Pea Family
Colorado Desert and Lower California. Desert Valleys of Arizona to Sonora in Old Mexico.

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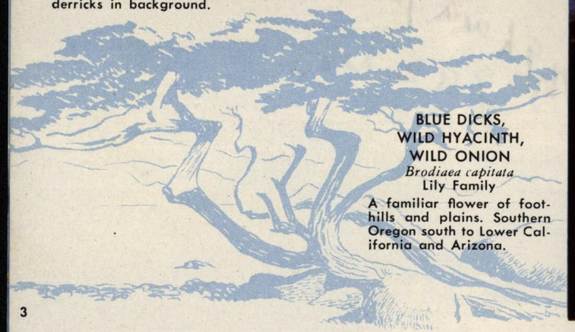
Famed Kern County fields of Lupine and Poppies with oil derricks in background.

YUCCA
Yucca whipplei Lily Family
"Candle of the Lord," "Quixote." Dry Washes and chaparral slopes of coastal Southern California and western Sierra Nevada.



BLUE DICKS, WILD HYACINTH, WILD ONION
Brodiaea capitata
Lily Family
A familiar flower of foothills and plains. Southern Oregon south to Lower California and Arizona.

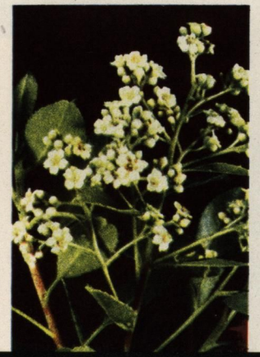
OWL'S CLOVER
Orthocarpus purpurascens
Figwort Family
A familiar sight in the valleys and along hillsides in many sections of California.

CALIFORNIA POPPY
Eschscholtzia californica
Poppy Family
State Flower of California. Many species of the Poppy Family grow in California, Arizona, Nevada, and Oregon.

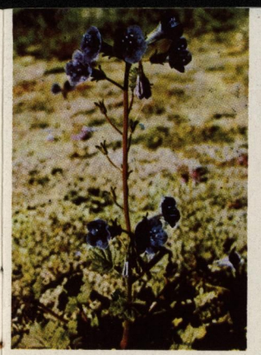
MATILIJA POPPY
Romneya coulteri
Poppy Family
This is the large white poppy of dry washes near the coast. Southern and Lower California.

COMMON MONKEY FLOWER
Mimulus guttatus
Figwort Family
This variable flower grows near swamps and streams. All Pacific Coast states and east to Montana and New Mexico.

CHRISTMAS BERRY, TOYON
Photinia arbutifolia
Rose Family
Commonly known as "California Holly" although not a true holly. Found in most parts of the state and in Lower California.



DESERT DANDELION
Malacothrix californica
Sunflower Family
Various species frequent sandy valleys and gravel slopes of Central and Southern California. Species glabrata found in Colorado and Mojave Deserts.



PHACELIA
Phacelia campanularia
Phacelia Family
Sometimes called "California Blue Bells." Various elevations Mojave and Colorado Deserts.

INDIAN PAINT BRUSH
Castilleia angustifolia
Figwort Family
One of a variable species. Prefers dry areas at various altitudes Mojave and Colorado Deserts, and Sierra Nevada.

YUCCA MOJAVE
Yucca mohavensis
Lily Family
The "Spanish Dagger "of Southern California arid regions. Do not confuse with similar Yucca baccata.

DESERT EVENING PRIMROSE
Oenothera trichocalyx
Evening Primrose Family
Sandy ground to 4,000 feet Colorado and Mojave Deserts, also San Joaquin Valley, and east slope of Sierra Nevada to Oregon border.

PURPLE SAGE
Salvia leucophylla
Mint Family
Common in Southern California coast mountains below 2,000 feet, and on dry slopes.

CHUPAROSA HUMMING BIRD'S FLOWER
Beloperone californica
Acanthus Family
Similar, but do not mistake for Scarlet Bugler. Western Colorado Desert to Lower California.

PRICKLY PEAR CACTUS
Opuntia was planted profusely about the Old Missions of California, not only for food but also to provide them with hedges which took the place of fencing.

BUSH POPPY
Dendromecon rigida
Poppy Family
Dry flats and slopes of coast ranges and Sierra Nevada in California.

DESERT CANDLE
Streptanthus inflatus
Mustard Family
Early settlers and Indians found this a welcome source of food. Open flats above 2,000 feet Mojave Desert to Fresno County.

TIDY TIPS
Layia platyglossa
Sunflower Family
Flourishes in valleys and on foothills west of the Sierra Nevada Range in California.

VALLEY FOAM
Limnanthes rosea
Meadow Foam Family
Habitant of the great central valleys of California. The rose veined white petals darken with age.

Lovely Lake Tahoe, gem of the Sierra, in its natural setting of colorful blossoms is only a short distance from Reno and Carson City, Nevada.

BLAZING STAR
Mentzelia laevicaulis
Loasa Family
As its name might indicate, it brings glorious color to the dry stream beds of California and Oregon.

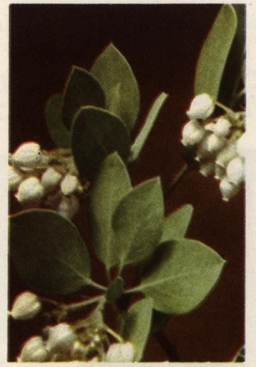
TOLGUACHA
Datura meteloides
Nightshade Family
Prefers the sandy valley floors, from Central California southward, near the coast, and east to the Colorado Desert.

In the early months of spring the beautiful tree covered valleys of Central California are carpeted with myriad flowers.

Many species of native Lilac color the foothills and lower mountain slopes throughout Pacific Coast states.

MULE EAR
Wyethia glabra
Sunflower Family
Prefers the open spaces on hills from Napa to San Luis Obispo County, California.

GOLDEN LANTERNS
Calochortus pulchellus
Lily Family
From San Francisco Bay northward on wooded slopes of California coast ranges. Known also as "Fairy Lanterns."



PARRY MANZANITA
Arctostaphylos manzanita
Heath Family
Sierra Nevada foothills and northern coast ranges. Fruit resembles a little apple, hence Spanish name "Manzanita."

SNOW PLANT
Sarcodes sanguinea
Heath Family
Southern Oregon, California, Western Nevada higher mountains amidst decomposing leaves and wood under pines.

FIRE-CRACKER PLANT
Brodiaea ida-maia
Lily Family
This striking flower is found in the wooded foothills and lower elevations of mountain slopes in Northern California.

CHINESE HOUSES
Collinsia bicolor
Figwort Family
On edges of woods in California foothills from coast to western slopes of Sierra Nevada.

RED BUD, JUDAS TREE
Cercis occidentalis
Pea Family

Widespread distribution in Central California, particularly Redwood Empire; also found in Southern Nevada and near Grand Canyon in Arizona.

PRICKLY PHLOX
Leptodactylon californicum
(Gilia californica)
Gilia Family

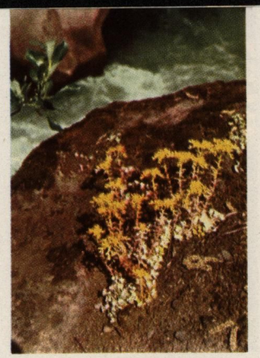
Central and Southern California. Other species are white, yellow, pink, blue, lilac, and purple.

DOGWOOD
Cornus nuttallii
Dogwood Family

These large white blossoms welcome you in mountain ranges from Southern California to British Columbia.

CAMASS
Camassia quamash
Lily Family

Wet meadows of Oregon, Washington, and high altitudes of north coast ranges and Sierra Nevada of California.

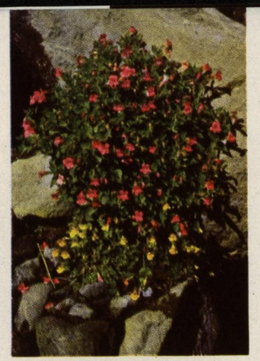


STONE-CROP
Sedum spathulifolium
Stone-Crop Family

This odd plant grows on rocks in foothills, apparently deriving sustenance from small earth accumulations in crevices.

INDIAN PIPES
Monotropa uniflora, Heath Family

Coming upon these unusual flower groups in the dark moist woods, one is struck with the appropriateness of their other name, "Ghost Flowers."



RED AND YELLOW MONKEY FLOWERS
Mimulus . . . . Figwort Family

Numerous species are common on the West Coast. These examples were photographed on the slopes of Mt. Hood, Oregon.

BABY BLUE EYES
Nemophila menziesii
Phacelia Family

Varieties appear in moist spots of the lowlands, and to 5,000 feet in the Coast Range.

FIDDLE NECK
Amsinckia intermedia
Borage Family

One of several plants called "Fiddle Neck." Found in coastal areas throughout California.

TRILLIUM, WAKE ROBIN
Trillium ovatum
Lily Family

"Wood Lily." One of the better known flowers of Idaho, Oregon, Washington. Prefers moist locations.

SYRINGA, MOCK ORANGE
Philadelphus lewisii
Saxifrage Family

State Flower of Idaho. Philadelphus gordonianus is prevalent in Oregon and Washington.

WILD CURRANT, RED-FLOWERING CURRANT
Ribes sanguineum Saxifrage Family

A most pleasantly scented shrub of the Northwest woodland open areas. Washington, Oregon, and California.

BALSAM
Balsamorhiza deltoidea
Sunflower Family

Pictured here above Columbia River, Oregon. Balsam seeds were highly regarded by the Indians as food. Root has medicinal properties.

Mt. Rainier National Park—a paradise for those who seek to view the wild flowers midst scenic mountain grandeur.

HILL TOP DAISY
Monolopia major
Sunflower Family

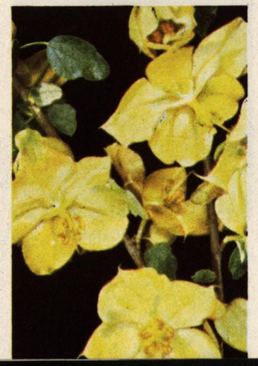
From Central California southward, preferring hillsides and valley floors of adobe soil.

HUMBOLDT'S LILY
Lilium humboldtii
Lily Family

Sierra Nevada and southern ranges of California. A very striking flower.

FREMONTIA
Fremontia californica
Sterculia Family

"Flannel Bush." Found in Sierra Nevada and Coast Range foothills of Central and Southern California.



ITHURIEL'S SPEAR, GRASS NUT, WALLY BASKET
Brodiaea laxa
Lily Family

Grows on adobe slopes of coast ranges, Central and Northern California, and Sierra foothills.

MOUNTAIN IRIS
Iris douglasiana
Iris Family

This flower appears in shades of cream, azure, lavender, and purple. Coast ranges of Oregon and Northern California.

YELLOW VIOLET, YELLOW PANSY
Viola sarmentosa Violet Family

Idaho, Washington, Oregon, Central California. Another Northwest species is Viola glabella, "Wood Violet."

A field of Indian Paint Brush in the glorious unspoiled wilderness area of Eastern Oregon's mountains.

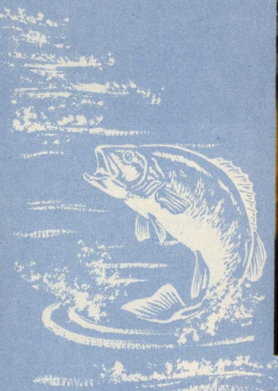
COMMON MADIA, TARWEED
Madia elegans
Sunflower Family

"Tarweed" more commonly applied to Madia sativa. Madia elegans thrives throughout Oregon, Northern California, and east to Nevada.

BALSAM
Balsamorhiza deltoidea
Sunflower Family

On prairies and lower slopes of mountains in Washington, Oregon, and California the Balsam brightens the landsknape.

Snow-capped Mt. Hood, east of Portland, Oregon, with the familiar Rhododendron and Squaw Grass so prevalent in this section.

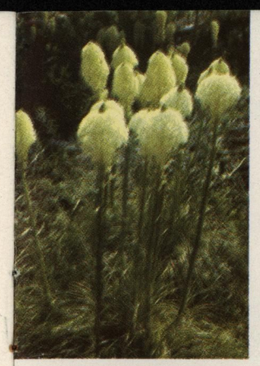


NEVER BE CARELESS WITH FIRE!

Protect your trees, your wild flowers, your wild life. Do not smoke or build fires in closed areas.

SHOOTING STAR, BIRD BILL
Dodecatheon . . . .
Primrose Family

White, purple, cream, lilac-purple, and rose-purple species throughout West, appear along stream banks or in fields and prairies.



SQUAW GRASS
Xerophyllum tenax
Lily Family

"Bear Grass," "Basket Grass." Found in open woods of Washington, Oregon, and Central California.

YELLOW SAND VERBENA
Abronia latifolia
Four O'clock Family

Along the sand dunes of beaches this specimen ranges through Washington and Oregon to Southern California.

GO TO THE WILDFLOWER FIELDS WITH RICHFIELD

From the golden sands of the Pacific Coast through lush green valleys and across desert drylands to high plateaus, chaparral slopes, and snow-capped peaks of towering mountains, a seemingly endless variety of native flowers brighten the landscape of western states each year. The great range of altitude, with its corresponding variation in climatic conditions, results in a truly amazing and diversified number of wild flower species thriving within the area, many of which are endemic. It is doubtful that this magnificent floral display can be equalled any place in the world, and we should therefore do everything in our power to protect it. Space does not permit us to describe the trips one might take to view these wild flowers. We recommend that you ask your friendly Richfield Dealer where best displays may be found in his district. He will also be happy to provide you with free highway maps, on request.

We have prepared the 12th edition of Richfield's Wild Flower Book to better acquaint you with this phase of the natural beauty of the West, and in the hope that recognition of some of the more familiar species will add to your enjoyment when motoring. It is not in any sense intended as a botanical authority. If your interest goes deeper than this pictured means of identifying some of these native flowers by their popular names, we respectfully refer you to the excellent books containing detailed plant descriptions, folklore, and general information concerning species prized by the Indians and early pioneers for their food or medicinal value, which are in most public libraries. Many were the adventures of the first white men to discover these flowers and record their findings.

Seasonal conditions being the governing factor, we make no attempt to predict when each flower will be in bloom. Spring comes very early in the southern portion of this region. When rainfall is sufficient it sometimes seems as though a fairy wand had been waved, for one day it is winter, and then suddenly the arid sections are transformed overnight into a veritable garden of dainty flowers stretching mile upon mile. As the sun grows stronger with the advancing season, these fade away to be replaced by the brilliant glory of the cactus.

Spring marches on, and with it this pageant of beauty. Soon the valleys, coastal plains, chaparral slopes, and lower mountain reaches break forth with their colorful array.

Spring comes last of all to the higher mountains, with the melting of the snow, and usually at a time when most wild flowers of the lower areas have disappeared. Here again we watch the brave little army assault the altitudes. Mountain meadows and the banks along streams take on new life and brilliant shadings, and fragile blossoms are soon to be found in the timberland. Ever upward goes the march, until at last Spring comes to the tiny prostrate alpines, gaily flowering as they cling so tenaciously to their precarious footholds in the windswept rarefied atmosphere of the peaks. And so, until next year, we have reached journey's end with the wild flowers, for even Spring cannot go beyond the peaks.

We would suggest that you consult the Outdoor Editor of a Newspaper, the Chamber of Commerce, or Automobile Club when seeking current information as to when wild flower displays are at their best.

All states prohibit the picking of wild flowers or molesting of plants. Even so, with the exception of National and State Park areas, mass displays are becoming fewer with each passing year because of encroaching habitation. We of Richfield present this book with our compliments in the hope that you will join us in doing all possible to preserve this great gift of Nature for those who are to follow.

Editor—M. H. GIBSON

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COAST RHODODENDRON
Rhododendron californicum
Heath Family

Washington State Flower. One of the most beautiful flowers of the West Coast. Magnificent displays occur also in Western Oregon and Redwood Empire.

BLUE GILIA
Gilia capitata
Gilia Family

Many species appear in mountains of the West Coast states. Flower colors may be blue, white, purple, or lavender.

WASHINGTON LILY, SHASTA LILY
Lilium washingtonianum
Lily Family

"Cascade Lily." Found principally in Oregon from Columbia River southward to Northern California.

GOLD FIELDS, SUNSHINE
Baeria chrysostoma
Sunflower Family

Frequently encountered from California to Southern Oregon, west of the Sierra Nevada and Cascade Ranges.

OREGON GRAPE

Berberis aquifolium Barberry Family

The State Flower of Oregon. This taller member has beautiful glossy foliage and we are told the blue berries can be used for making a wonderful jelly. The smaller Oregon Grape (Berberis nervosa) reaches but a foot or two in height. Both will be found in profusion in Northwest woods near the coast.

COMPLIMENTS OF YOUR RICHFIELD DEALER

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