Gaillardia
Gaillardia pulchella

Introduction
This sturdy North American native forms attractive, 12 to 24-inch-tall, rounded clumps of soft, hairy, divided leaves and single, semidouble, or double flowers held on long stems above the foliage (Fig. 1). Appearing throughout the summer, the two to three-inch-wide flowers are available in yellow, orange, red, or bicolors, and make excellent, long-lasting cut flowers. The brilliant blossoms are quite attractive to butterflies, and these annual flowers will normally reseed themselves quite readily.

General Information
Scientific name: Gaillardia pulchella
Pronunciation: gay-LAR-dee-uh pul-KEL-luh
Common name(s): Gaillardia, Blanket-Flower
Family: Compositae
Plant type: annual; perennial; herbaceous
USDA hardiness zones: 3 through 11
Planting month for zone 9: Mar
Origin: native to Florida
Uses: container or above-ground planter; cut flowers; accent; mass planting; ground cover; attracts butterflies; small parking lot islands (< 100 square feet in size); medium-sized parking lot islands (100-200 square feet in size); large parking lot islands (> 200 square feet in size)
Availability: generally available in many areas within its hardiness range

Description
Height: 1 to 2 feet
Spread: 2 to 3 feet
Plant habit: spreading
Plant density: open
Growth rate: moderate
Texture: medium

Foliage
Leaf arrangement: alternate
Leaf type: simple Trunk/bark/branches: not applicable
Leaf margin: lobed; serrate Current year stem/twig color: not applicable
Leaf shape: oblanceolate; spatulate Current year stem/twig thickness: not applicable
Leaf venation: pinnate
Leaf type and persistence: semi-evergreen
Leaf blade length: 4 to 8 inches
Leaf color: green
Fall color: not applicable
Fall characteristic: not applicable
**Flower**
Flower color: yellow; orange; red; bicolors
Flower characteristic: summer flowering; fall flowering

**Fruit**
Fruit shape: unknown
Fruit length: unknown
Fruit cover: unknown
Fruit color: unknown
Fruit characteristic: inconspicuous and not showy

**Culture**
Light requirement: plant grows in full sun
Soil tolerances: acidic; alkaline; sand; loam;
Drought tolerance: high
Soil salt tolerances: good
Plant spacing: 12 to 18 inches

**Other**
Roots: not applicable
Winter interest: no special winter interest
Outstanding plant: plant has outstanding ornamental features and could be planted more
Invasive potential: native plant that often reproduces into nearby landscapes
Pest resistance: no serious pests are normally seen on the plant

**Use and Management**
Suitable for growing along the beaches right on the dunes, Gaillardia does best in light, very well-drained soils in full sun locations, enduring heat, sandy soil and drought extremely well. Gaillardia shows well in a mass planting spaced two to three feet apart, as an edging plant along a walk or driveway, as an accent in a perennial garden or in front of a shrubbery border. Do not over-water since this could induce root rot. Cultivars include ‘Yellow Sun’, bright yellow blooms, and ‘Red Plume’, vibrant, dark red blossoms. Propagation is by seed or root divisions planted in early spring.

**Pests and Diseases**
No pests or diseases are of major concern.

*by Edward F. Gilman and Sydney Park-Brown*