Echinacea pallida
PALE PURPLE CONEFLOWER  (Composite Family)

This native perennial plant is up to 3’ (91 cm) tall and unbranched. The stout central stem is greyish or reddish green and covered with coarse white hairs. Most of the leaves occur near the base of the plant, although a few of them alternate along the lower 1/3 of the stem. ... A single daisy-like composite flower develops at the top of the stem, 3” across, consisting of a prominent reddish brown cone of disk florets, ... surrounded by 12-20 light purple ray florets. The ray florets are long, slender, and droop downward. Blooms at the Peacock/Woodworth Prairie from the 1st week in June to the 4th week in July.

Text adapted from http://www.illinoiswildflowers.info/prairie/plantx/pale_coneflowerx.htm  Photos by Frank Mayfield at black sweater art, inc.