

HELL'S CANYON

Through **WEISER, IDAHO**

BIG DAMS NOW BUILDING



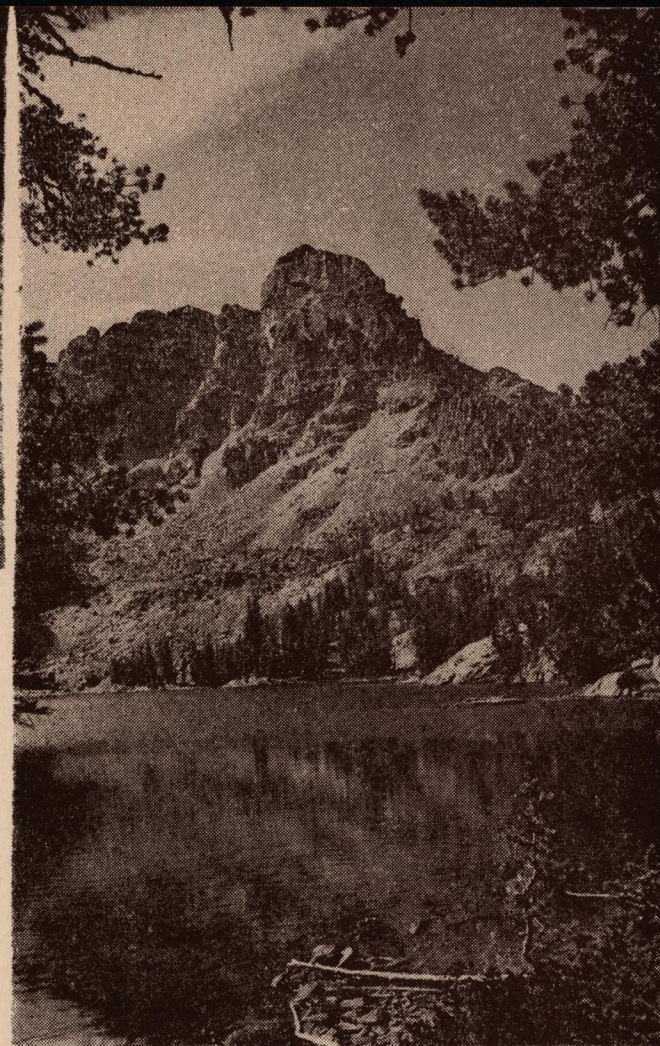
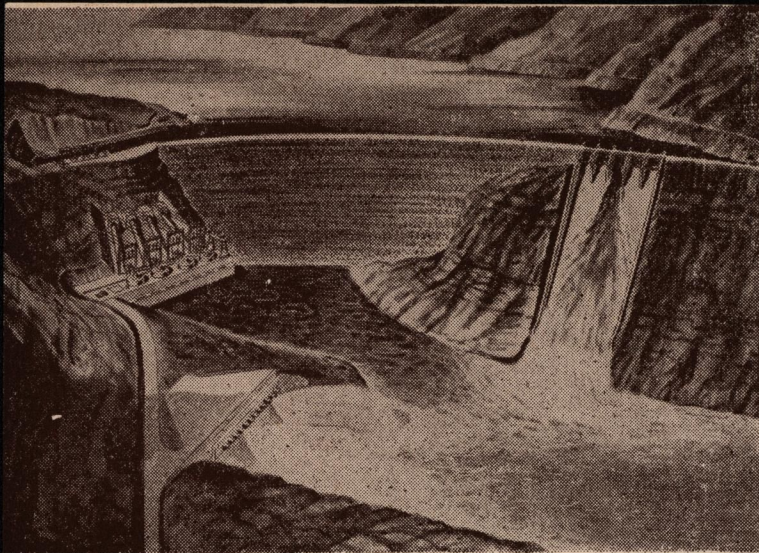
DEEPEST GORGE IN THE NEW WORLD

AND

▲ **SALMON RIVER**
▲ **PAYETTE LAKES**
▲ **SEVEN DEVILS MTS.**
1956 ▲ **IDAHO PRIMITIVE AREA**
▲ **WALLOWA MOUNTAINS**

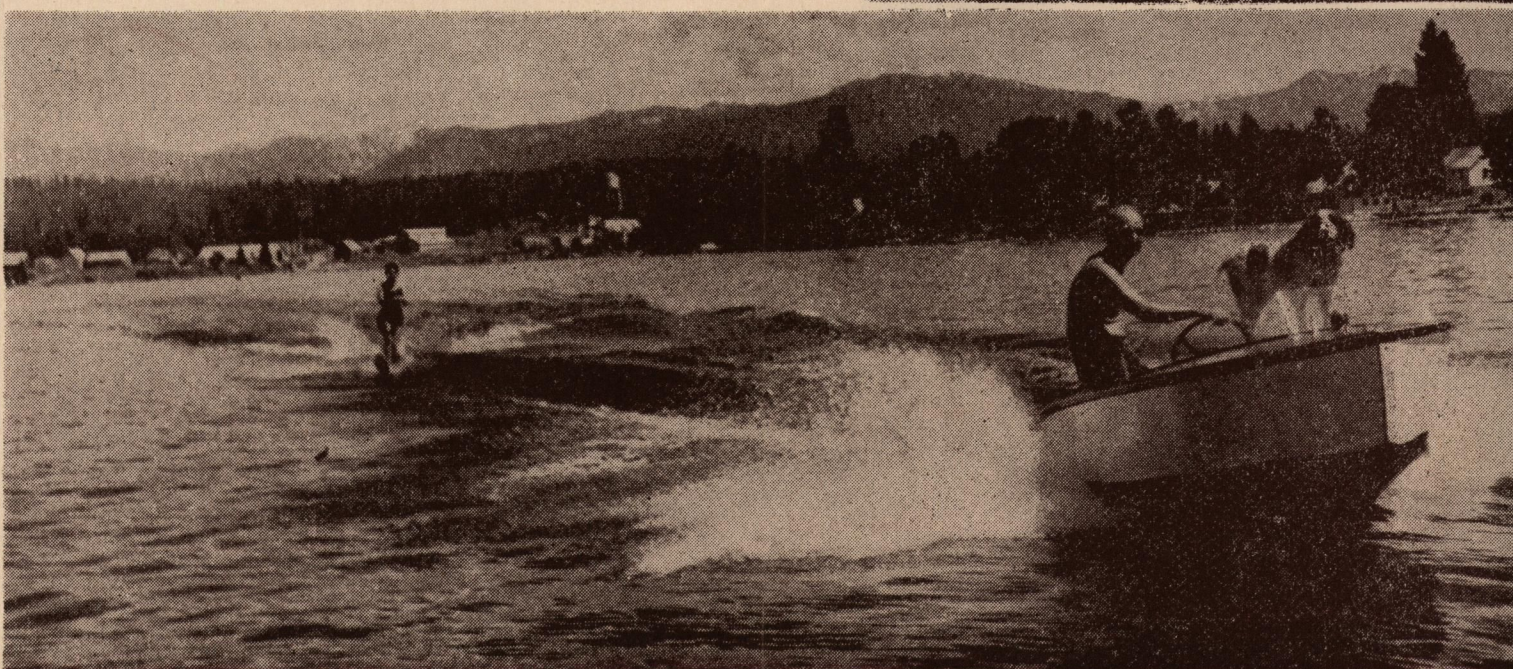
Weiser Chamber of Commerce, Weiser, Idaho
Hotel Washington

Phone 150



The Nation's Most Primitive Playground!

- The Hell's Canyon Country is exciting, adventurous, a collector's item in travel thrills.
- Most vacationers drive from Weiser via Council to Cuprum to Homestead, then Robinette or Halfway, to Baker, Oregon. Or, they start at Baker. See the big dam construction either way.
- You will enjoy good rooms and meals at Cuprum while you catch the magnificent overlooks of Hell's Canyon at Kinney Point, Horse Mountain, Sheep Rock and Satan's Throne. Steep Jeep trips and Curio Shop are the special capers here.
- Ride the whitewater boats from Homestead into Hell's Canyon, hours or days, something for your scrap book.
- And near by are the Seven Devils Mountains, Salmon River canyons, Payette Lakes, vast Idaho Primitive Area, Wallowa Mountains in Oregon—these are the Great Outdoors of ALL outdoors.



ABOUT THE PICTURES

The cover is Battle Mountain, 3,000-foot precipice on the Oregon side of Hell's Canyon. By H. W. Stewart.

Top left: Brownlee Dam, now building, a sight to see, 395 feet high. By artist.

Top center: White-water boat from Homestead thrills vacationers in the main gorge. By Lee Hunnicutt.

Top right: Upper Sheep Lake and He-Devil Mountain, towering nearly 8,000 feet above river, overlooks America's deepest defile. By Shiro Studio.

Above: If you like to play in Nature's rough stuff, this trip is it. By Lee Hunnicutt.

Right: Fun and luxury at McCall on Payette Lakes, famous Shore Lodge, 3 hours from the big canyon. Shore Lodge photo.

Vacation In Hell's Canyon Country!

IN HELL'S CANYON, WESTERN HEMISPHERE'S DEEPEST DEFILE, Snake River flows nearly 8,000 feet or one-and-a-half vertical miles below the Seven Devils rim on the Idaho Side. This is one of the great nature shows of the world. You can glimpse it in a day or so, really see it in three or four days, or get acquainted with it in a vacation time.

GIGANTIC POWER DAM: You can see Brownlee Dam under construction, among the nation's 15 highest dams — 395 feet high. After long controversy, the Federal Power Commission recently authorized Idaho Power Company to build three dams in Snake River, at Brownlee, Oxbow and Hell's Canyon.

HAPPY HUNTING AND FISHING GROUND: In season you may take deer, elk, bear in the hills and forests. Also cougar, wolf, marten, wildcat. Many kinds of waterfowl and upland birds. This region is famous for pheasant. Scores of remote fishing streams and lakes. Grand prize is the wily sturgeon of Snake River.

BIG DOINGS HERE: Plan to catch our Hell's Canyon Roundup, biggest little show in the west, without the jam pack crowds, July 12-13-14. Or, get with the champions of hoedown at our Annual Northwest Oldtime Fiddlers and Square Dance Festival, April 13 and 14.

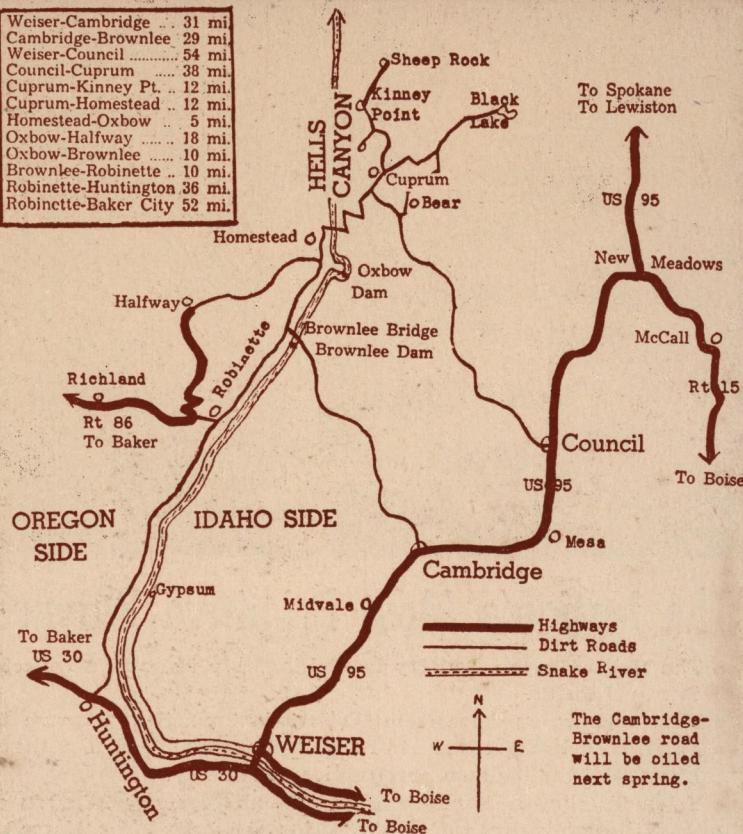
WELCOME, STRANGER! Make yourself at home here. And don't hurry away. But smile when you say Wizer. It's Weezer.

- Ask the Chamber of Commerce for someone to accompany you on a leisurely drive through town and irrigated farm lands. It's free and no sales talk.
- Play golf on Rolling Hills Course, north on State Street, \$1.00 on weekdays; \$1.50 on Sundays. Tennis is free.
- Swim in Municipal Pool, on Court Street between 3rd and 4th; 35c for adults, 25c for intermediates, 15c for children.
- See Walter Johnson Memorial Park, named for noted ball player who was picked up here by Washington Senators; one of the finest sports fields in Idaho. Telephone Recreation Director, Number 76, for game information.
- Picnic area, free water and fireplace, north end of Memorial Park.
- We have all auto services; fine grocery stores; full variety of clothing; plenty of variety goods; anything you want. Outfit yourself in Weiser for camping, swimming, hunting and fishing.
- And come back again.

Weiser, Idaho, trade and travel headquarters for the Idaho side of the Hell's Canyon Country. First white men here were Astor's fur explorers in 1811.



Weiser-Cambridge	31 mi.
Cambridge-Brownlee	29 mi.
Weiser-Council	54 mi.
Council-Cuprum	38 mi.
Cuprum-Kinney Pt.	12 mi.
Cuprum-Homestead	12 mi.
Homestead-Oxbow	5 mi.
Oxbow-Halfway	18 mi.
Oxbow-Brownlee	10 mi.
Brownlee-Robinette	10 mi.
Robinette-Huntington	36 mi.
Robinette-Baker City	52 mi.



WHAT ABOUT THE ROADS: Nearly everybody feels well repaid for the inconvenience of driving one to four hours on dirt or gravel, and some narrow grades in the Canyon. The road from Cambridge to Brownlee will be standard highway next year.

ADVENTURES OF A LIFETIME: Take the air cruise from Weiser over this vast mountain country. Ride the white-rapids boats from Homestead on the mighty Snake River into Hell's Canyon. Pack into the streams and lakes with experienced guides. No other places as far out of the routine world.

MOUNTAIN DESERT CLIMATE: May to October average 7 days per month cloudy. Almost continuous sun through 3-month summer. Some August and July days are hot (where aren't they) but all nights are cool. Gloomy weather will not spoil your vacation. A cinch for sun tanners.

YOU CAN SAVE MONEY: This is still the Old West, like the Indians left it. You can camp out with fire, skillet, and blanket and sleep to the music of running water and mountain breeze. Or you can have paleface accommodations, from modest to plush, at fair prices. No tourist traps or gouges.

HOW TO GET HERE: Very simple—find Boise in South Idaho, on your map. Drive 70 miles northwest to Weiser at the juncture of U. S. 30 and U. S. 95. Or come by Union Pacific Railroad, or United Airlines to Boise, or West Coast Airlines to Ontario 20 miles from here, or Greyhound or Trailways buslines. From Lewiston take Northwest Stage Line and Weiser-New Meadows stage. Non-drivers should write for information in advance from Weiser Chamber of Commerce.

FOR INDUSTRY

Industry is moving into this area. Some 25 small plants now operating. We have home-and-farm-owner workers, variety of raw materials, plenty of water, electric power 35% below U. S. average rate, excellent climate. \$133,000,000 power dams now building. Address Industry committee, Weiser Chamber of Commerce.

FOR HOME SEEKERS

A mild climate with all the joys of season changes. Western vacations at your doorstep. Plenty of space and quiet, but only a day's drive to Seattle, Salt Lake, Portland, San Francisco, 2 to Los Angeles. All that—and the opportunities that go with a growing economy.