

# HELL'S CANYON

*Through* **WEISER, IDAHO**

*Big Dams Now Building!*



*Battle Mountain, Midway in Main Gorge of Hell's Canyon*

AND WHILE YOU'RE HERE, VISIT . . .

- ▲ **SEVEN DEVILS MOUNTAINS**
- ▲ **PAYETTE LAKES AND McCALL**
- ▲ **SALMON RIVER CANYONS**
- 1958** ▲ **IDAHO PRIMITIVE AREA**
- ▲ **WALLOWA MOUNTAINS**

Weiser Chamber of Commerce, Weiser, Idaho  
Hotel Washington — Phone 150 or 60





▲ Brownlee Dam Nearing Completion — Among 15 U. S. Biggest  
Salmon River Canyon, Deeper Than Grand Canyon of Colorado ▼



Big Pontoon and Power Boats Navigate Rapids of Wild Hell's Canyon



▲ He Devil Mountain in Seven Devils of Idaho  
Water Sports on Payette Lake, McCall ▼

## The Nation's Most Primitive Playground

- Hell's Canyon Country is exciting and adventurous, a collector's piece in vacation travel thrills.
- From Weiser, or from the north, you enter the Hell's Canyon region via Council or Cambridge. From Oregon you enter from Baker, via Halfway.
- At Cuprum, on the Idaho Rim, you will enjoy your stay at Indian Creek Lodge, or at Cuprum Tavern & Cabins — and the Curio Shop. A four-wheel-drive station wagon and skilled mountain driver will take you to 7,000-foot Canyon rim overlooks at Horse Mountain, Kinney Point, Sheep Rock, White Monument, Satan's Throne, and other scenic places in the canyon region.
- At Homestead, you can board white-water boats for a thrilling 3-hour ride, or a 4-day journey of adventure, fishing, and scenic grandeur, to Lewiston. Hunting trips in the autumn.
- And a few hours driving will take you to McCall on beautiful Payette Lakes, to the deep canyons of Salmon River, to the vast Idaho Primitive Area, or to the lofty Wallowa Mountains of Oregon which are entered by saddle or jeep.

**THIS IS THE GREAT OUTDOORS OF ALL OUTDOORS!**

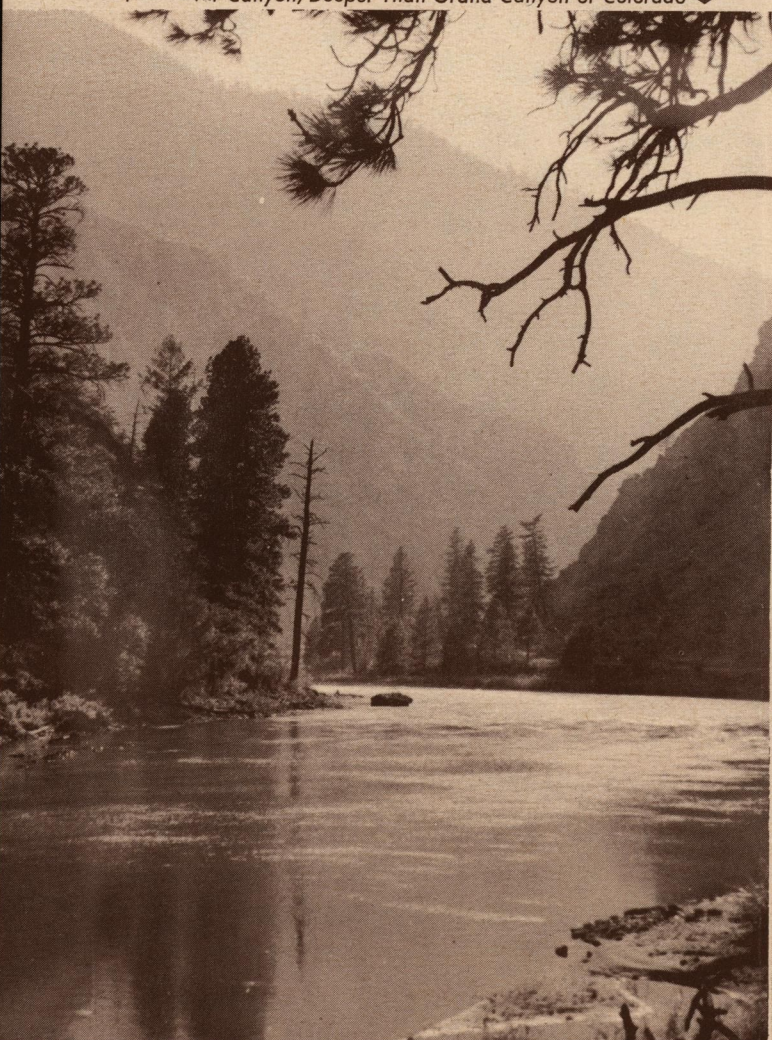


PHOTO CREDITS: Seven Devils, Clark Neeley; Brownlee Dam, Idaho Power Co.; Salmon River, Chapin; Cover and Pontoon, Blaine Stubblefield; Weiser Air View, Novelty Studio; Lake Boating, Shore Lodge Photo.



# 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.

**THREE BIG POWER DAMS** by Idaho Power Company: You will see Brownlee Dam, among the nation's 15 biggest, 395 feet high, nearing completion, and preliminary work on Oxbow Dam. Hell's Canyon will be downstream in the main gorge.

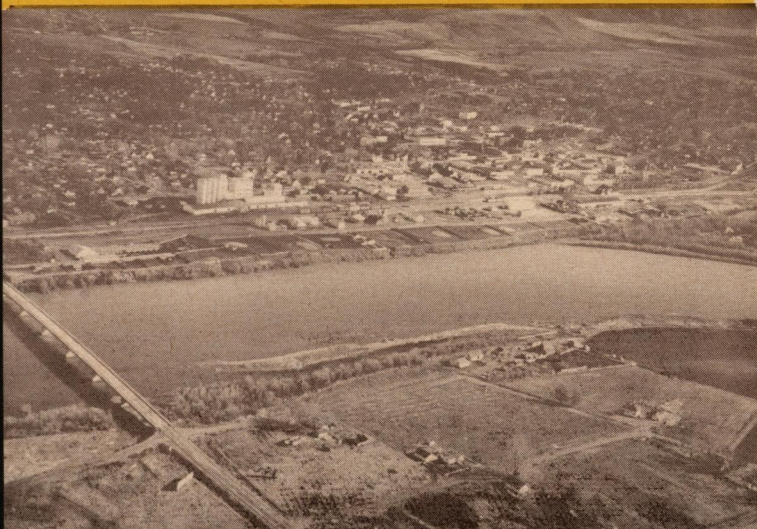
**HAPPY HUNTING AND FISHING GROUND:** In season you may take deer, elk, bear in the hills and forests. Also cougar, wolf, martin, wildcat. Many kinds of waterfowl and upland birds. This region is famous for pheasant. Scores of remote fishing streams and lakes. Grand prize is the wily sturgeon of Snake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

**BIG DOINGS HERE:** Plan to catch our Hell's Canyon Roundup, biggest little show in the West, without the jam-pack crowds, July 10, 11, 12. Or, get with the champions of hoedown at our Annual Northwest Oldtime Fiddlers Festival, April 25 and 26, in 1958.

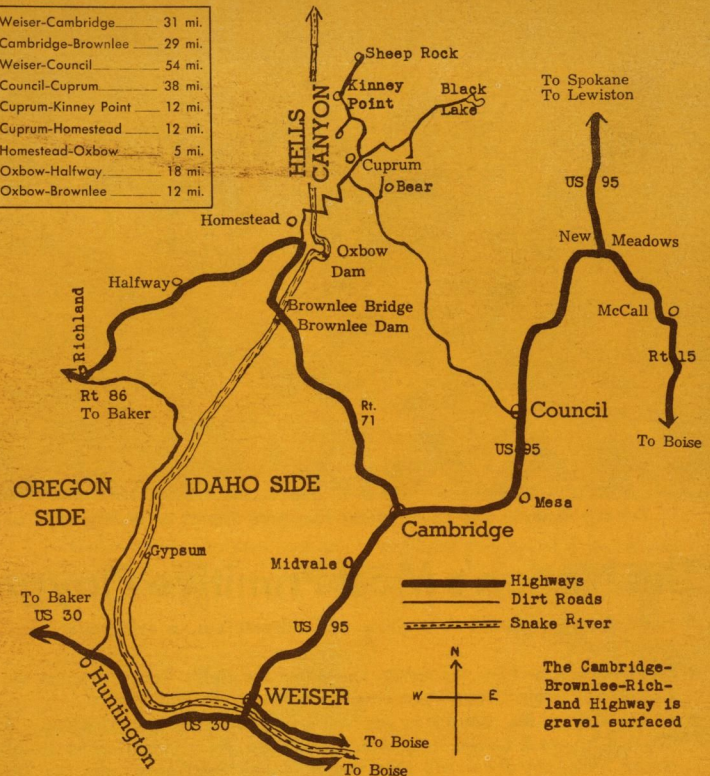
**WELCOME TO WEISER, STRANGER!** Make yourself at home here. And don't hurry away. But smile when you say Wizer. It's Weezer.

- Ask the Chamber of Commerce for someone to accompany you on a 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 sports information.
- Picnic area, free water and fireplace, north end of Memorial Park.
- We have all automobile 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 since the 1860's. First white men here were the Wilson Price Hunt party in 1811.**



Weiser-Cambridge	31 mi.
Cambridge-Brownlee	29 mi.
Weiser-Council	54 mi.
Council-Cuprum	38 mi.
Cuprum-Kinney Point	12 mi.
Cuprum-Homestead	12 mi.
Homestead-Oxbow	5 mi.
Oxbow-Halfway	18 mi.
Oxbow-Brownlee	12 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 dirt roads from Cuprum to the rim points, and the Kleinschmidt grade to Homestead, are difficult for some of the new low cars.

**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 plushiest, 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 junction 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 busses. 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, natural gas soon, 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 Portland, Salt Lake and Spokane, and 2 days to Seattle, San Francisco and Los Angeles. All that and the opportunities that go with a growing economy.

**Weiser is the Home of Western National School of Heavy Equipment Operation**