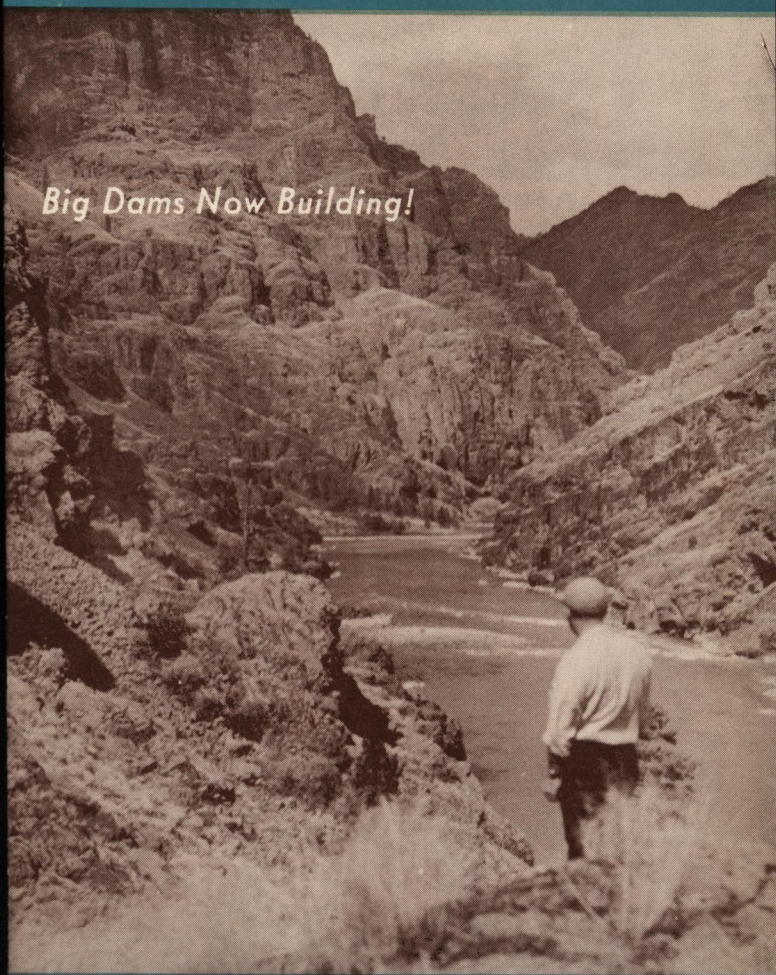


HELL'S CANYON

THROUGH *Weiser, Idaho*

Capital City of the Hell's Canyon Country
Western Portal of Treasure Valley

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

1959 ▲ IDAHO PRIMITIVE AREA

1960 ▲ BROWNLEE LAKE

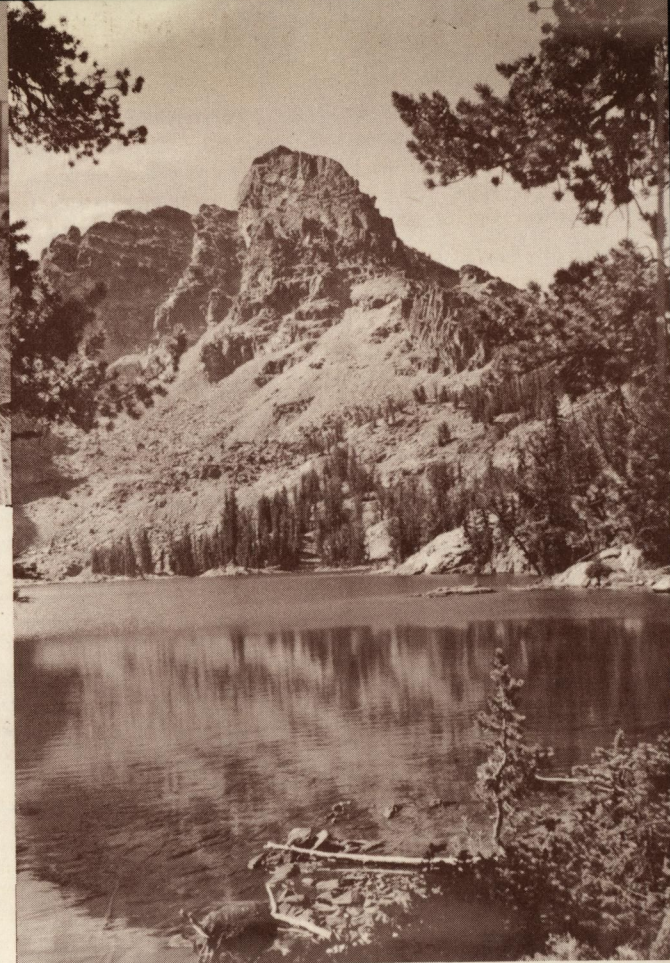
Weiser Chamber of Commerce, Weiser, Idaho
Hotel Washington — Phone 150 or 60



▲ Brownlee Dam, 390 Feet High, Lake 60 Miles Long
If You're Wishing for Fishing — We've Got It! ▼



Among Our Visiting Pheasant Hunters — Bing Crosby ▲



▲ He Devil Mountain in Seven Devils of Idaho

▼ Three Hell's Canyon Dams Create 93 Miles of Scenic Waterway



The Nation's Most Primitive Playground!

- HELL'S CANYON COUNTRY is exciting and adventurous, a collector's item in vacation travel thrills.
- ADVENTURES OF A LIFETIME — Thrilling air trip, 1 to 3 hours, over big mountains and canyons — Pack to remote hunting and fishing with veteran guides — Whitewater boat trips through Hell's Canyon, by advance appointment only.
- CUPRUM VILLAGE, on the Idaho Rim, is outpost for the Canyon country. Indian Creek Lodge, Cuprum Tavern and Cabins, and the Curio Shop will serve you well. Four-wheel-drive car will take you to 7,000-foot Canyon Rim overlooks (3-4 hours).
- BROWNLEE LAKE, newest addition to U. S. geography, 60 miles long, formed by Brownlee Dam, among towering scenic hills, boating, fishing, water-skiing for everybody. Only 17 miles from the upper gate of Hell's Canyon, 10 miles from Weiser.
- MCCALL ON PAYETTE LAKE and famous Shore Lodge; SALMON RIVER CANYONS and the vast IDAHO PRIMITIVE AREA, biggest and wildest fish and game and scenic seclusions in America — by car, jeep, boat, plane.

This Is the Great Outdoors of All Outdoors!



Photo Credits: Hell's Canyon, Blaine Stubblefield; Brownlee Dam, Idaho Power Company; Pheasant Hunters, Cliff Garoute; He Devil Mountain, Clark Neeley; 93 Miles Scenic Waterway, Chapins, Nampa.

COMMERCIAL PRINTERS - WEISER

Vacation in Hell's Canyon Country!

IN HELL'S CANYON, THE 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, and Oxbow Dam, under construction. Hell's Canyon Dam will be downstream in main gorge.

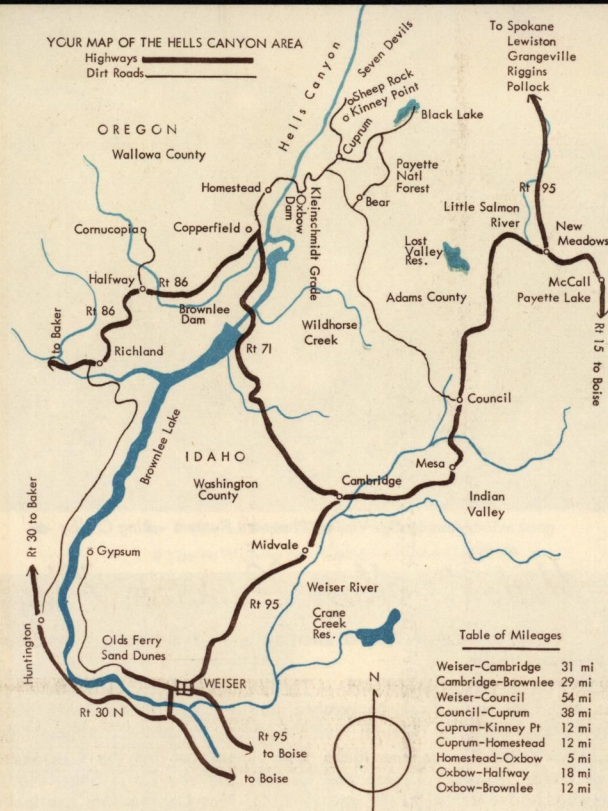
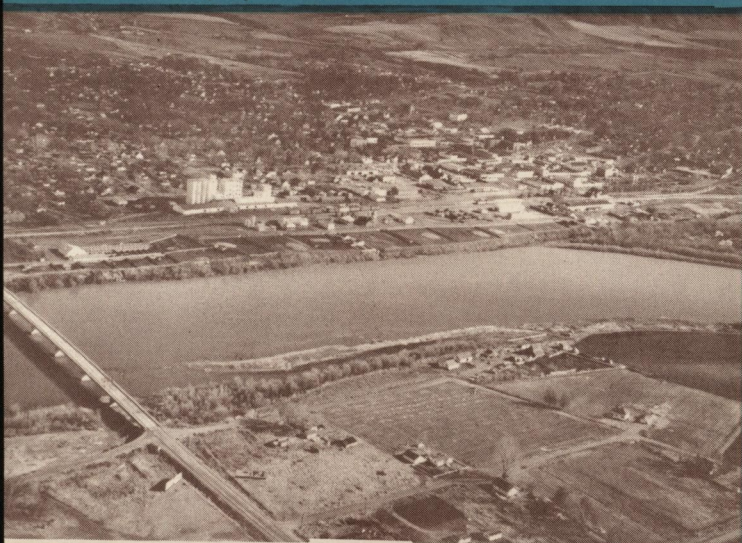
HAPPY HUNTING AND FISHING GROUND: In season you may take deer, elk, bear in the hills and forests. Also cougar, wolf, martin, wildcat. Many kinds of waterfowl and upland birds. This region is famous for pheasant. Scores of remote fishing streams and lakes. Grand prize is the wily sturgeon of Snake River.

BIG DOINGS HERE: Plan to catch our Hell's Canyon Roundup, biggest little show in the West, without the jam-pack crowds, in July. Or, get with the champions of hoedown at our Annual Northwest Oldtime Fiddlers' contest, in April. Write for the dates of these exciting shows.

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

- Ask the Chamber 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 Sate Street, \$1.25 on week days; \$1.75 on Saturdays and Sundays. Tennis is free, at East Park Street, between Second and Third.
- Swim in Municipal Pool, on Court Street, between Third and Fourth; 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.



HOW TO GET HERE: Very simple! From Boise in South Idaho, Weiser is 70 miles northwest, at the junction of U. S. 30 and U. S. 95. From Weiser, or from the North, you enter Hell's Canyon region via Cambridge or Council. From Oregon side you enter via Baker and Halfway. Non-drivers urged to write for advance information on train, bus and plane service.

WHAT ABOUT THE ROADS? Nearly everybody feels well repaid for the inconvenience of driving one to four hours on dirt or gravel. The dirt roads from Cuprum to the rim points, and the Kleinschmidt grade to Homestead, are difficult for some of the new low cars.

MOUNTAIN DESERT CLIMATE: May to October average only 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.

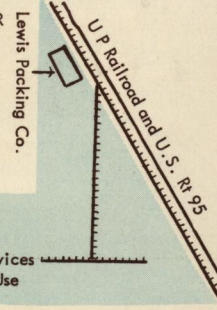
YOU CAN SAVE MONEY: This is still the Old West, like the Indians left it. You can camp out with fire, skillet, and blanket and sleep to the music of running water and mountain breeze. Or you can have paleface accommodations, from modest to plush.

WE HAVE CROPS, LIVESTOCK, MINERALS, TIMBER

And to process these resources We Have:

- Electricity 35% Below US Average Rate
- Natural gas and oil Pipelines
- Union Pacific Railroad Mainline
- Junction of U.S. Routes 95 and 30N
- Low County and City Tax Rates
- Self Reliant Workers
- Ideal Working Climate
- Welcome to Industry

Write or Call
Chamber of Commerce
Weiser, Idaho



Weiser Is the Home of the Western National School of Heavy Equipment Operation, and Three Processing Factories