

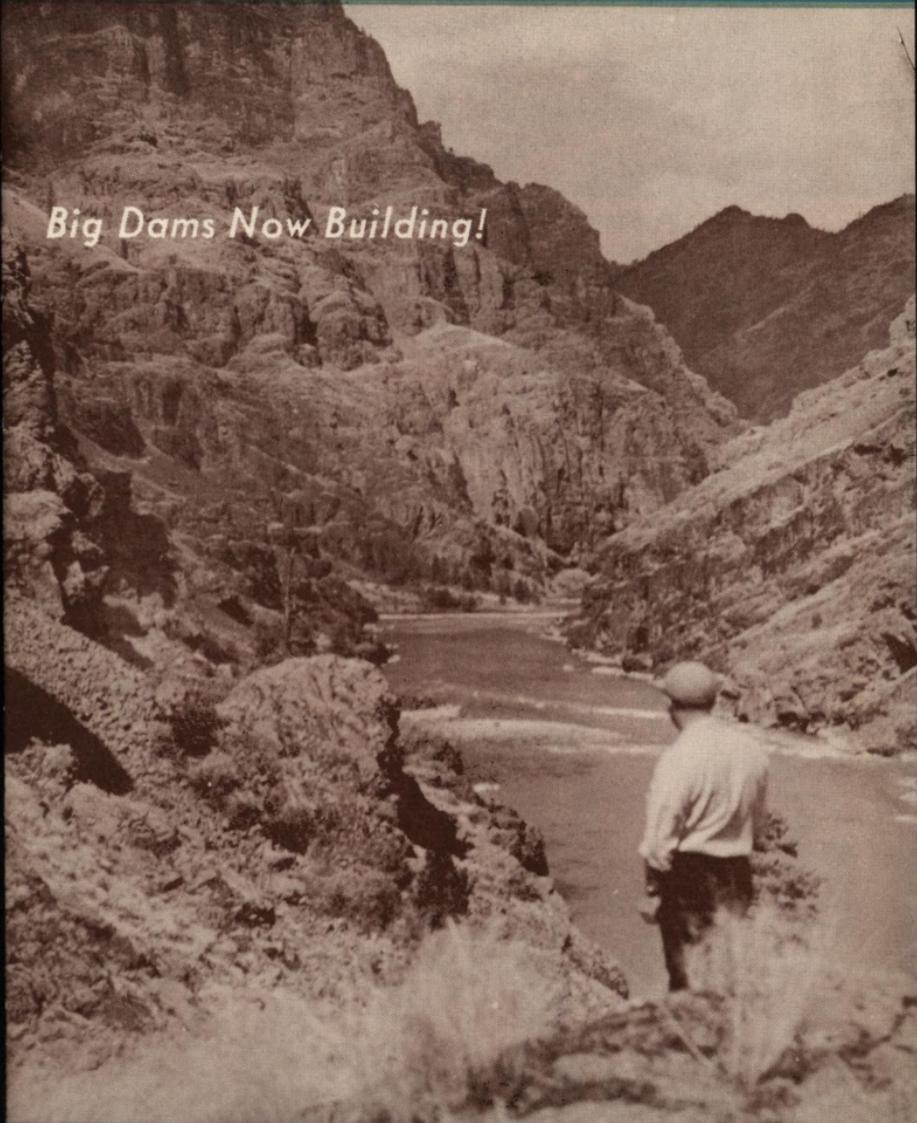
# HELL'S CANYON

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

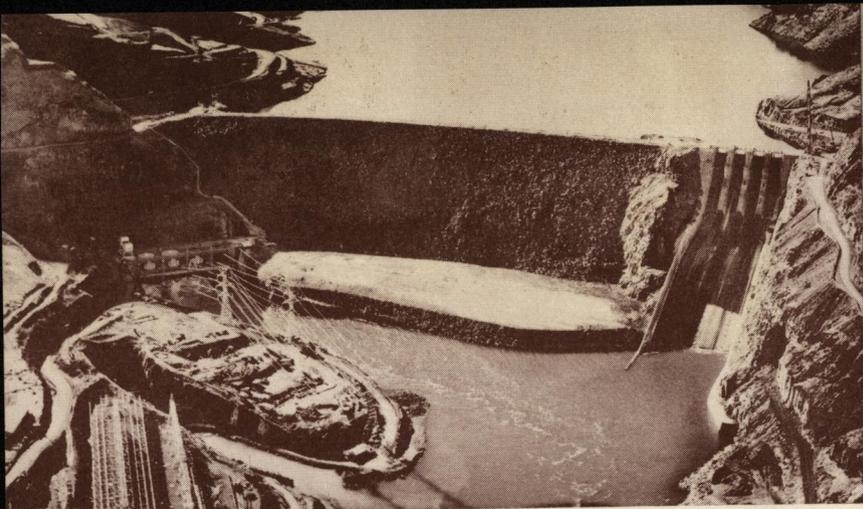
▲ SALMON RIVER CANYONS

**1959** ▲ IDAHO PRIMITIVE AREA

**1960** ▲ BROWNLEE LAKE

Weiser Chamber of Commerce, Weiser, Idaho

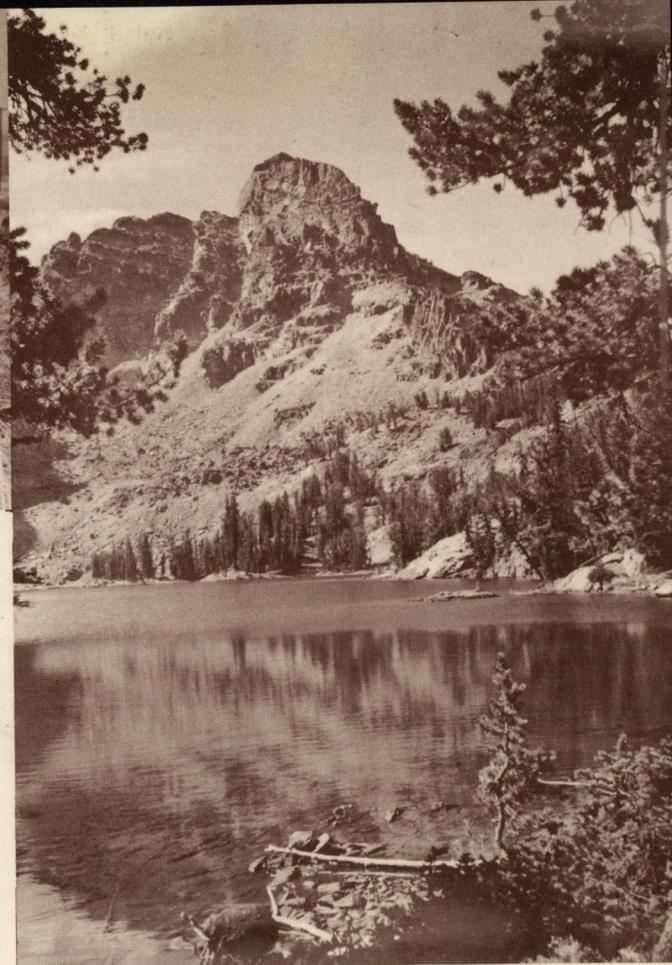
Hotel Washington — Phone 150 or 60



▲ 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.

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