

NATURE'S HIT VARIETY SHOW OF THE WEST!

Girls wading in Goose Creek near Payette Lakes. The water is cold, in July.

Inlet of Payette Lakes, in the forest. Mirror perfect, the picture is about the same, upside down.

A ranch in the Salmon River country, primitive area, remote from your daily grind at desk and shop.

Springtime in the Rockies, aspens, firs, and wild flowers on the brink of Hell's Canyon. Fifty miles beyond, you see the Wallowa Mountains in Oregon, land of Chief Joseph.

Photos: By Harold Rhodenbaugh; except boat by Walter Rubey, Payette Lake by Dr. Emerson E. Logan, elk by Loyd Irwin, trout by George Binning, pack string by Ernie Paul, Hell's Canyon cover by Roy Kerswill and Monty Alford of England.

In this one place you enjoy Rocky Mountain Scenery ■ Mile-deep canyons ■ Torrential rivers ■ A thrilling white-water cruiser trip ■ Shady, cool forests ■ A hundred fishing streams ■ Big game hunting ■ Far-spreading sage prairies ■ Remote saddle trails. Dependable summer sun—Ee-dah-how is Nez Perce for "See the sun coming down the mountains."

Hell's Canyon Country is the newest thing on the American tour circuit. Bonneville, Hunt, McKenzie, discovered it for history. But for out-of-your-world vacations, it has been noticed more recently by the Saturday Evening Post, Life, National Geographic, Pathe Newsreel, and others, and more coming.

YOU CAN SAVE MONEY. So far (this can't last, of course), Idaho has less than half as many summer travelers as other far-west states, because we have advertised very little. Here in Hell's Canyon Country you can put up in the best of accommodations, or you can camp out, with a fire and your skillet and bedroll, and sleep to the music of running water and sage breeze. This is the original great outdoors, pardner. Lewis and Clark traveled here without a dime. You can't do that, but you can save money.

ENJOY MOUNTAIN DESERT CLIMATE. During six months May-October the average is 40 days all cloudy, or less than 7 per month. The three-month summer season is almost continuous sunshine. The few rains are short and over with. Ten or 20 days are too hot, but the air is dry and the nights are cool. Muggy or gloomy weather will not spoil your vacation in the Hell's Canyon Country. A cinch for sun tanners.

HUNTING AND FISHING: In season you may take deer, bear, elk, in all the regions of the Snake and Salmon Rivers, Seven Devils and Payette Forests. Also cougar, timber wolf, marten, wild cat, weasel, and other varmints, some under bounty... For the shotgunner: mallard, wood duck, canvasback, pintail, Canada goose; on dryland the China pheasant, mountain pheasant, blue grouse, quail, partridge, turtle dove, and a few pintail.

FAMOUS "HELL'S CANYON RUN" starts here—212 miles down Snake River to Lewiston, through Hell's Canyon in a special 30-foot multi-engine cruiser. Complete week or more vacation. White rapids, rugged scenes, hunting, fishing. "The Greatest Sport Thrill in America." Or, a 90-mile boat run into canyon's portals, a day in a lifetime. From Homestead Bridge you may drive up famous Kleinschmidt Grade, magnificent



The twin-engined Snake River cruiser 'Chief Joseph' backs out of mooring at Weiser, in calm water far above the rapids and mighty cliffs of Hell's Canyon.

Gary Cooper visits Copper Lodge in the cool timbered foothills of the Seven Devils Mountains, near the rim of Hell's Canyon. Left is Allen Wilson, the famous cougar trapper.

Loyd Irwin kills a thousand-pound bull elk in the Salmon River big game country, happiest hunting ground in these modern times.

Pete Wilson's pack string crosses a snow drift, July 12, 1950, on the old gold trail through the Seven Devils, headed from Horse Heaven to Rapid River. You can go along on a trip like this yourself.

Barry Binning with four rainbow beauties, taken from the Little Salmon River near New Meadows.



THE SYRINGA
Idaho's State Flower

view of gorge—to Cuprum and a delightful vacation in the Seven Devils Inquire Chamber of Commerce, Weiser.

TO GET OUT OF THIS WORLD (and come back again): Take a saddle and pack trip into the crags and lakes of the Seven Devils, Payette Forest, or Salmon River primitive areas. In these modern times, few such escapes, few such dreamlands, still remain. You will enjoy knowing packstringers like Tom Watson, Deb Shaw, and Ivan Stover, at Cuprum, Orren McMullen, at Price Valley. Our mountain guides know their trails, and their diamond hitches.

ROCK HOUNDS, HEAR THIS: We are Mr. Gotrocks himself—agate, thunder eggs, petrified wood, petrified bone, some rubies, some garnets, quartz crystals, and just maybe a sapphire. Pan yourself some gold in the river bars. Make it a delightful camp trip in the bargain.

"WHITE WATER RUNNERS": This is your paradise. They do Snake River and Salmon River in July, August, September. Run the Payette, the Weiser, the Grande Ronde and others in May and June. Join the Powder River boat race at Robinette in May. Ask us for information, but don't complain if you get spilled.

ROADS: Main highways into and through this region are standard width, surface, grade and curve. To enjoy the primitive grandeur of some remote places you are invited to visit, you cannot travel as a high-speed windshield tourist. For example, to reach the Hell's Canyon lookout points near Cuprum, you will drive a graveled county road, and a forestry dirt road, total 45 miles. The little map shows the main and secondary roads, and tells you just what to expect.

ACCOMMODATIONS: This is an honest report to vacationers, so we will tell you that some hotels and cottage courts in the Hell's Canyon Country are plumb top, none better; some are so-so. We believe ours are better than the cross-country average. Prices are nearly always fair.

HOW TO GET HERE: Union Pacific Railroad; United Air Lines to Boise, 77 miles from here; Empire Air Lines, to Ontario, 20 miles from here; Greyhound, Trailways, and Northwestern Stage Lines; U. S. Route 95, south from Spokane, Coeur d'Alene and Lewiston, north from Las Vegas and Winnemucca; U. S. Route 30, east from Portland and Pendleton, west from Salt Lake and Boise; U. S. Routes 20, 28, from West Oregon. Charter planes for trips to the wilds, and to anywhere.

MAKE A NOTE: If you are a homeseeker, here is a delightful climate, natural building materials, space and freedom, safety from storms and enemies, western vacations in your dooryard, year around... If you want business opportunity, this is a land of plentiful resources, expanding local markets, electric power for all needs, low taxes, and good workers. Agriculture is nearly all irrigation—no crop failures. Ask the Weiser Chamber of Commerce.

