

FUTURE RESORT CENTRE ON LAKESHORE

Elbow's Enthusiastic!

The village of Elbow is expecting the spectacular with the development of the South Saskatchewan River Dam project. The present prairie trading centre sees a new era bringing tremendous tourist traffic and substantial industrial development "to its shores".

In a real sense "to its shores" is true. Elbow will be the only Saskatchewan community having the water of the lake created by the dam project actually lapping on its domain.

OFF-SHORE ISLANDS

This means, of course, that Elbow is destined to become a leading recreational centre in the province. Opportunities for boating, fishing, sailing and exploring the off-shore islands will present great vacation attractions.

Industrially, opportunities are also excellent. Elbow will be 12 miles from the source of hydro-electric power. Coupled with this will be an unlimited supply of fresh water. As well as these industrial assets are the transportation facilities provided for the village by both the Canadian Pacific and the Canadian National railways.

Elbow's mayor, T. K. Jackson, reckons his community will provide "possibly one of the better openings for industry in the province."

The mayor's view on his community's new role is a practical one.

"We're geared to regular stable trade now. When development begins we'll find the town about four times as large in summer as it will be in winter." He and his council are preparing to accommodate the increased growth and population.



MAYOR T. K. JACKSON
... Sees Opportunities Galore

Facilities to take care of the influx of population are beginning to take shape. Plots of land are already surveyed for trailer courts and motels. Construction crews are moving in with their equipment and several concerns

are investigating and setting up new businesses.

In their planning the mayor and village council have done considerable preliminary work and surveying in connection with providing running water and water mains.

"The blueprints have been drawn for waterworks. Cost is estimated at \$35,000 for the village itself. The first stage contemplated will cost some \$14,000 and provide water for trailer courts and motels", said Mr Jackson.

Construction is expected to begin this year on two motels. Two banks are in the planning stage. A new cafe is planned. A new lumber yard has been established. A contract has been let for a seven-room school, ultra-modern in design. A general store and a theatre are being remodelled and expanded. The pace of construction is rapidly picking up in Elbow.

Three construction companies are moving in equipment and setting up headquarters.

TRADING CENTRE

Commenting on the construction picture, Mayor Jackson said the village has sold more lots this year than it has done in the 20 years previously.

Elbow has been a busy trading centre for many years. The old Hudson Bay Trail — a route of heavy traffic from Swift Current to Saskatoon in past eras — runs right through the town.

Mayor Jackson said the time can easily be recalled when special trains carried sports fans to Elbow. Prize money for these events totalled as much as \$1,500 back in 1912.

"While the community settled down to steady trade after those years, it has still done about three times as much business as centres of comparable size", the mayor says.

"At present I suppose you could say we're closing the gaps in our town," was Mayor Jackson's opinion. "All our business premises are on the one main street today. We're planning with the new development to have a cross street as well to build a more compact business district."

RAIL FACILITIES

Mr. Jackson also stresses the extensive transportation facilities available in his town. Elbow centres a triangle formed by Moose Jaw, Saskatoon and Swift Current, highway links are good. The moving of the CNR line necessitated by the building of the dam will bring the railway right through the town. The CPR line has been long established.

"Located on the shore of the reservoir created by the dam and midway between the main dam and the Qu'Appelle Valley control dam, Elbow is bound to be the centre of activity.

"We can look to the day when tourists will flock to our lake resorts. And, with the two railroads here, Elbow will be a logical site for industrial expansion," said Mayor Jackson.



SIGN OF TIMES AT ELBOW