

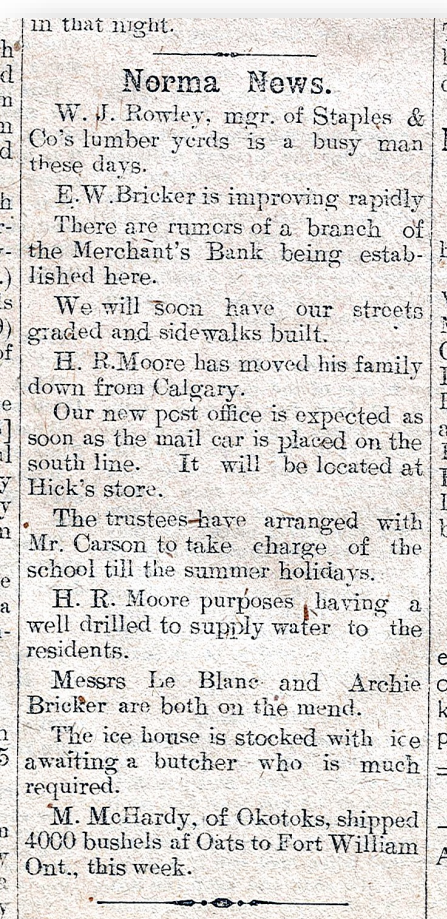
FORGOTTEN FOOTHILLS

Norma

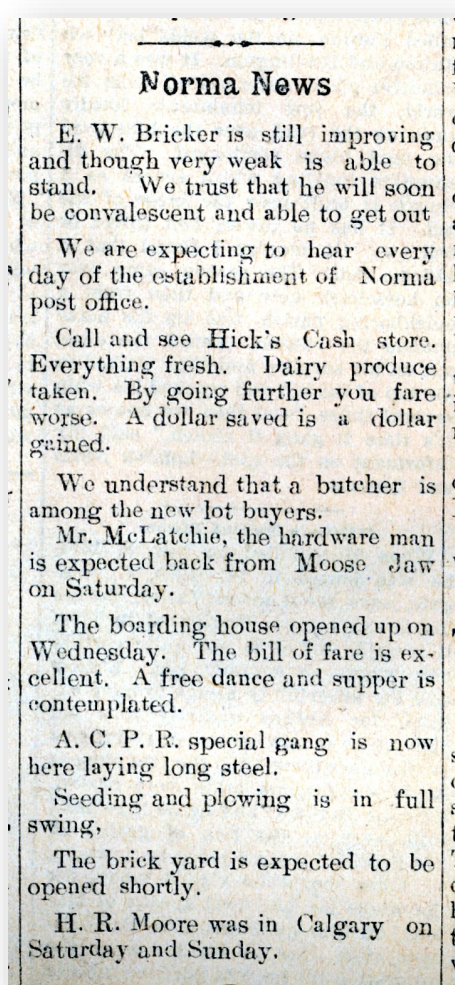
Norma was a town established between Okotoks and High River on lands owned by H. H. Moore. The land was formerly the north portion of the E. W. Bricker Farm, (NE12-21-29-W4). The land was just north of present day Aldersyde.

Early newspaper articles from 1905-06, in both the Okotoks Review and High River Times, show the land was surveyed and lots sold for commercial and residential purposes. In March 1906, boarding houses, a grocery store, lumber yard and brickyard had been established. A creamery and post office were planned.

"Norma is going ahead very quickly and will soon be a noted town of the west," extolled the High River Times in the March 26, 1906 edition.



March 1906, Okotoks Review



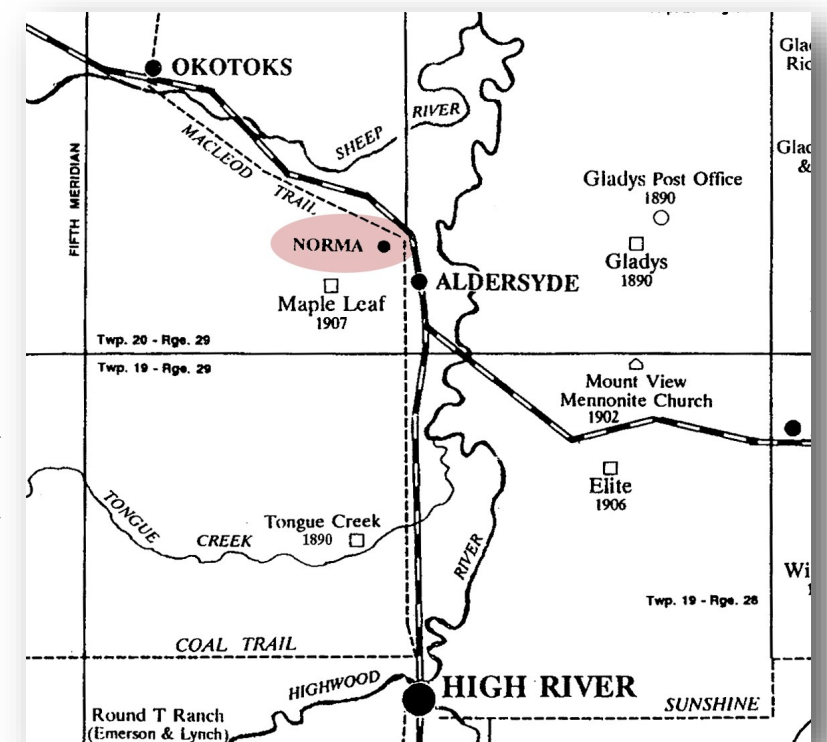
May 1906, Okotoks Review

However, a year later in 1907, newspaper articles shared the news of another community in close proximity to Norma that was being surveyed for development.

The Canadian Pacific Railway announced it was planning to establish a train station at the new community — to be called Aldersyde — which was also selected as the site for a grain elevator. A post office, which opened in E.W. Bricker's home in May, 1907, was officially called Aldersyde Post Office because mail was being delivered via the Aldersyde Railway Station.

Soon businesses began to relocate from Norma to Aldersyde. In December 1907, the High River Times reported the implement dealer at Norma was among the businesses relocating to the new community. Further bad news occurred in 1907 when fire destroyed the lumber yard at Norma.

After 1908, there is no mention of Norma in neither the Okotoks Review nor the High River Times.



OKOTOKS, ALBERTA.

200 Town Lots

In the new town at per lot
\$15 00 to \$75 00.

NORMA

The new town between High River and Okotoks. The outlet of the famous Gladys district on the east, and of the country north of Tongue Creek on the west. The natural trading point of one of Southern Alberta's best farming and stock raising districts.

WHAT IS THERE.

Lumber Yard	Brick Yard
Staples & Co.	Rowles & Paultridge.
Stone Quarry	Store, general
Ingram Bros & Murdoch.	A. Z. Hicks
Blacksmith Shop.	Boarding House
	Mrs. Simmons.

A Ledge of Natural Cement Rock,

Samples of which have been tested and found to be the proper material for the manufacture of a high grade of hydraulic cement. Arrangements are being made to install a plant for the manufacture of this article.

Brick Clay

is of high quality and the demand for the product far exceeds the supply. A company of Calgary capitalists is being organized for the purpose of placing a second yard west of the new town.

Creamery

A sufficient number of patrons have pledged their support to warrant the immediate erection of an up-to-date creamery.

Water Power

According to civil engineers reports considerable power can be obtained at very low cost.

Good openings for all the lines of business which a country demands, such as is tributary to the town.

Special inducements are offered to parties commencing building within the next 30 days from May 10th, 1906.

TERMS—One third cash; One third 6 mos.; One third 12 mos.

Apply to
H. R. MOORE, or J. Z. VENNE & CO.,
Norma High River

March 1906, Okotoks Review