# $250,000 Local Expenditure

## AND STILL GROWING

Every purchaser automatically becomes a shareholder in the FRANK J. NORTON COMPANY, UMPQUA VALLEY'S OWN FRUIT AND CANNING INDUSTRY.

The purpose of this advertisement represents one of the most original business promotion plans ever placed before the citizens of

**ROSEBURG and the UMPQUA VALLEY**

Frank J. Norton endorsed by the Chamber of Commerce believes that the fruit and vegetables lands of the

**UMPQUA VALLEY**

Cannot be excelled by the HOME-SEEKER for their productiveness and is offering the citizens of Douglas County an opportunity to purchase

**$50,000 7% PREFERRED STOCK**

so that the Roseburg and Sutherlin Canneries that have enjoyed full capacity production may expand through enlargement of their factories and purchase of additional equipment in order to take care of the steady and increasing demand for the products of the

**UMPQUA VALLEY FARMS**

### WHAT YOU ARE OFFERED

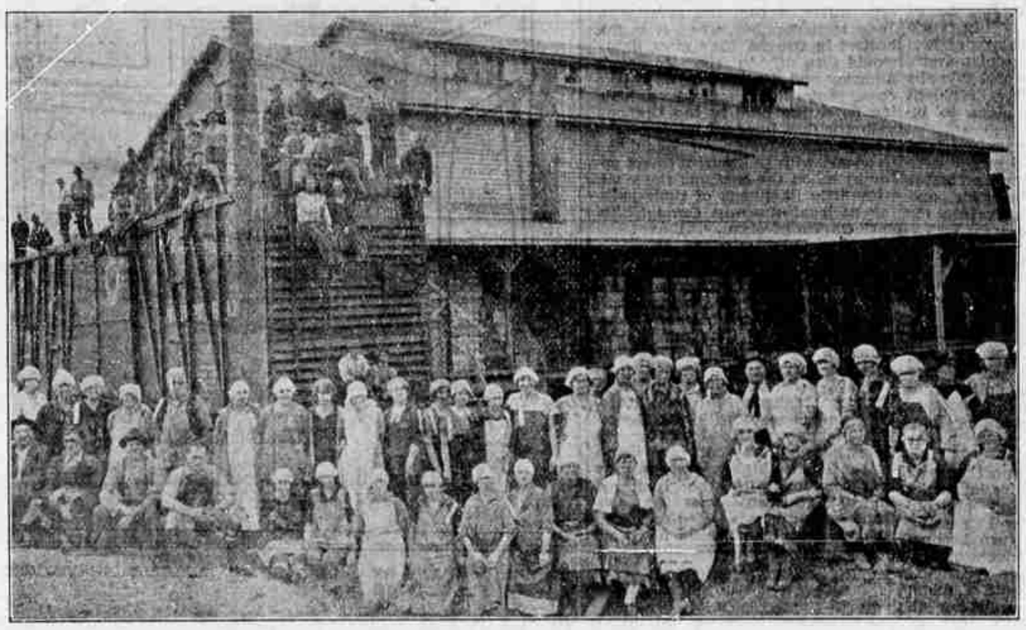
You are offered the securities of the Frank J. Norton Company on a most attractive basis as will be clearly shown.

You are offered Preferred (7% Cumulative) Stock at par $10 per share—preferred as to Assets and Dividends.

### THE BIG FEATURE

Will you consider carefully and thoughtfully that this Preferred (7% Cumulative) Stock you are offered can be exchanged at any time for the Common?

SUTHERLIN'S CANNERY



## THE DIRECTORATE

OF THE

## ROSEBURG CHAMBER OF COMMERCE

### Investigate and Endorse

### THE FRANK J. NORTON COMPANY

*RESOLUTION*

WHEREAS, Frank J. Norton, President of the Norton Canning Company, with plants at Roseburg and Sutherlin, Oregon, because of a rapidly expanding business, finds it necessary to increase his capital account by $50,000, and looking to this end has caused the capital stock of the Norton Canning Company to be raised from $50,000 to $100,000 and

WHEREAS, Mr. Norton contemplates offering to the investing public this $50,000 worth of stock, which is an issue of 7% cumulative preferred, and

WHEREAS, Mr. Norton has suggested an endorsement from Roseburg Chamber of Commerce based upon his last annual statement, which statement was duly presented to the Board of Directors for examination; and

WHEREAS, Roseburg Chamber of Commerce directors have had said statement carefully audited by Mr. A. L. Austin, Assistant Cashier of Roseburg National Bank, who has reported in writing that the above statement is in order and that it is a true account of the Norton Canning Company's present worth according to his best knowledge and belief; and

WHEREAS, the appraisal of the equipment and buildings has been made by the Standard Appraisal Company; and

WHEREAS, it is common knowledge that the Norton plants have been in continuous and successful operation for a period of three years; and

WHEREAS, this activity would appear to be of very great importance not only to the fruit and vegetable growers of Douglas County, but also to virtually every business interest of this city.

NOW THEREFORE BE IT RESOLVED that Roseburg Chamber of Commerce, acting through its Board of Directors, having faith in the future of this enterprise, also realizing its importance to this community, and being satisfied as to the correctness of the statement rendered, hereby recommends the purchase of this stock to all those desirous of aiding in the furtherance of a worthwhile Umpqua Valley activity. In making this recommendation we desire to go on record as in no way minimizing the hazard attendant upon any stock investment, but in this connection we further desire to state that each director and officer of this body is evidencing his individual faith in the enterprise by subscribng for, and paying par for, a limited amount of this stock. In making this purchase we are actuated by the double motive of making, what we consider, a reasonably safe investment, and also in aiding an industry that, under proper management, should attain large proportions and prove of inestimable value to this city and community.

Signed by
M. J. NEWLAND, President.
W. C. HARDING, Secretary.

## Where Local Business Is Benefited

?

| | |
|---|---|
| Wages - - | $79,948.27 |
| Fruit - - | $133,257.77 |
| Incidentals - | $36,795.64 |

**Total $250,000**

and still **GROWING**

SALES INCREASE

| | |
|---|---|
| 1926 | $ 71,984.61 |
| 1927 | 183,729.85 |
| 1928 | 305,883.15 |
| 1929 | 385,692.86 |

**Let the measure of your faith in the Umpqua Valley be in keeping with your subscription.**

**Take advantage of this opportunity.**

**It is seldom—mighty seldom that you are offered the securities of a growing enterprise like the FRANK J. NORTON COMPANY.**

**Don't say "I could have bought Norton stock at $10.00."**

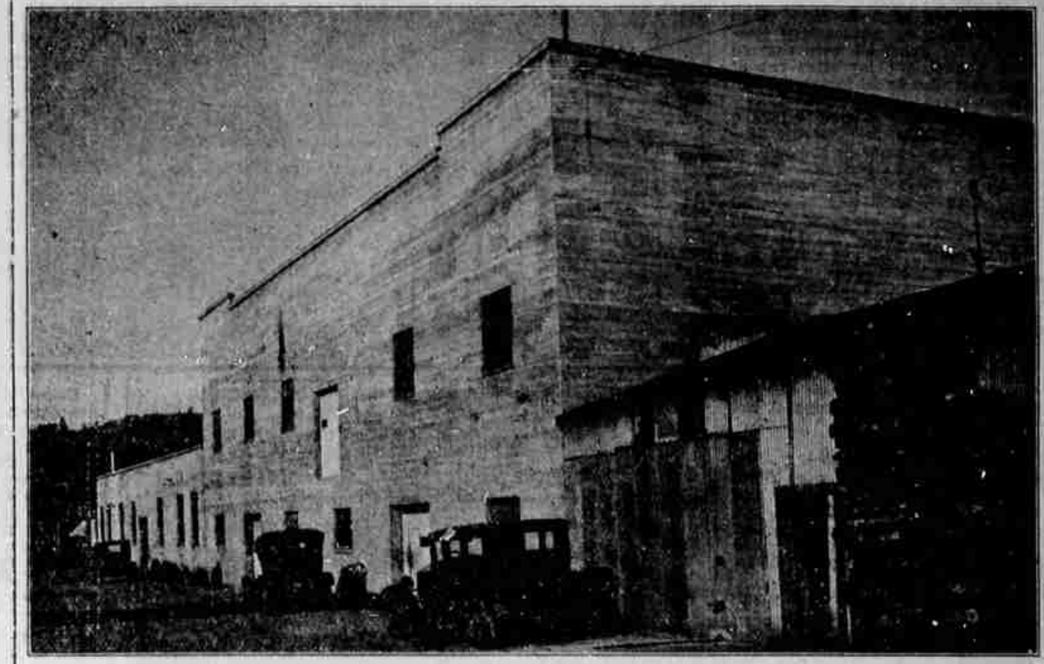
**Say "I bought it."**

**MAIL YOUR SUBSCRIPTION TODAY. DO IT NOW.**

## Frank J. Norton Company

Roseburg, Oregon
1930

ROSEBURG CANNERY



# ROSEBURG

and the

# UMPQUA VALLEY

## NEEDS INDUSTRIES with their COMPLEMENTAL PAY ROLLS

With the awakening interests in marketing the

**UMPQUA VALLEY PRODUCTS**

brought about by the indefatigable labor of the Roseburg Chamber of Commerce, the County Granges, Farm Bureaus, the Prune, Pear and Broccoli Associations, the

## UMPQUA VALLEY CANNERY INDUSTRY

**Like the Frank J. Norton Company**

Must necessarily enjoy the world wide popularity gained by Made in Oregon products.

**The Frank J. Norton Co. has stamped the name of Umpqua Valley Products**

idelibly throughout the markets of the world in the same manner as its sister industries of the Northwest.

The aggressiveness and "hard-headed" business methods of these industries have developed markets unheard of ten years ago. Similar opportunities present themselves to shareholders of the

**FRANK J. NORTON CO.**

### PURCHASE A BLOCK OF SHARES AND PROVE YOUR FAITH

Mr. E. G. Kingwell, who is offering this issue to the citizens of Roseburg and the Umpqua Valley on behalf of the Frank J. Norton Company appeals to the enthusiasm and loyalty of the bankers, professional and business interests of Roseburg and the co-operation of the farmers through the Granges of

**DOUGLAS COUNTY**

### SUBSCRIPTION AGREEMENT

FRANK J. NORTON CO.

Capital Stock, $50.000
Par Value, $10 Per Share

I, the undersigned, do hereby subscribe and agree to pay for ________ shares of Preferred Stock of said Company, at the par value thereof, $ ________, in cash, balance to be paid ________

It is understood that Certificate of Stock shall be issued to me, or my order, upon payment of this subscription, or any part thereof in the multiples of $10.00. I agree with the FRANK J. NORTON COMPANY, that if I give a note on account of stock purchased, the same shall not be deemed as payment, until such note be paid. It is understood that the FRANK J. NORTON COMPANY agrees that said Preferred Stock shall be converted into Common Stock of the Company at any time upon request of the holder thereof.

________ Witness

Address ________

FRANK J. NORTON COMPANY reserves the right to prorate or reject any or all subscriptions.