

SEC RECEIVED
SEP 27 2004
WASH. D.C. 20549
SECTION

SEC 1972 (6-02) Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption state exemption unless such exemption is predicated on the filing of a federal notice.

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL
OMB Number: 3235-0076
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Estimated average burden hours per response... 1



FORM D

1197299

NOTICE OF SALE OF SECURITIES
PURSUANT TO REGULATION D,
SECTION 4(6), AND/OR
UNIFORM LIMITED OFFERING EXEMPTION

SEC USE ONLY	
Prefix	Serial
DATE RECEIVED	

Name of Offering ([] check if this is an amendment and name has changed, and indicate change.)

Filing Under (Check box(es) that apply): [X] Rule 504 [] Rule 505 [] Rule 506 [] Section 4(6) [] ULOE

Type of Filing: [X] New Filing [] Amendment

PROCESSED

A. BASIC IDENTIFICATION DATA

1. Enter the information requested about the issuer

SEP 28 2004

THOMSON
FINANCIAL

State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix in the notice constitutes a part of this notice and must be completed.

A. BASIC IDENTIFICATION DATA

2. Enter the information requested for the following:

- Each promoter of the issuer, if the issuer has been organized within the past five years;
- Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
- Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
- Each general and managing partner of partnership issuers.

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **MCFEELY, W. DRAKE**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE
NEW YORK NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **LAWRENCE, STARLING, R**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **KING, STEPHEN, R.**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **DUNN, STEPHEN**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **DURBIN, JON W.**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **FORMAN, STEVEN A.**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **GAETH, LISA**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **GUARNASCHELLI, MARIA**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **HAMMOND, DOSIER D.**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **HARRINGTON, ROBY**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **JOHNSON, MARION**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **LUCIANO-HENDIN, GENEVIEVE**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **MARASIA, ANDREW**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **MORTON-HOYT, DEBRA**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **O'CONNOR, DIANE**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **PALMQUIST, NANCY K.**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **REIDHEAD, JULIA**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **REPCHECK, JOHN J.**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **RUSIN, WILLIAM F.**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **TEDOFF, ROY**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **TRIPLETT, MARY ELIZABETH**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner

Full Name (Last name first, if individual) **WEIL, ROBERT**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **HUMMEL, KERMIT**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **LIU, INGSU**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **SIMON, PETER JOHN**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual) **CLAWSON, ALLEN**

Business or Residence Address (Number and Street, City, State, Zip Code) **500 FIFTH AVE.
NEW YORK, NY 10110**

Check Box(es) that Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Apply:

Full Name (Last name first, if individual)

Business or Residence Address (Number and Street, City, State, Zip Code)

.....
.....
Check Box(es) that [] Promoter [] Beneficial [] Executive [] Director [] General and/or
Apply: Owner Officer Partner

.....
Full Name (Last name first, if individual)
.....

.....
Business or Residence Address (Number and Street, City, State, Zip Code)
.....

.....
Check Box(es) that [] Promoter [] Beneficial [] Executive [] Director [] General and/or
Apply: Owner Officer Partner

.....
Full Name (Last name first, if individual)
.....

.....
Business or Residence Address (Number and Street, City, State, Zip Code)
.....

B. INFORMATION ABOUT OFFERING

1. Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?..... Yes No
[X] []

Answer also in Appendix, Column 2, if filing under ULOE.

2. What is the minimum investment that will be accepted from any individual?..... \$_NONE__

3. Does the offering permit joint ownership of a single unit?..... Yes No
[] [X]

4. Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.

Full Name (Last name first, if individual) **NOT APPLICABLE**

Business or Residence Address (Number and Street, City, State, Zip Code)

Name of Associated Broker or Dealer

States in Which Person Listed Has Solicited or Intends to Solicit Purchasers

(Check "All States" or check individual States) [] All States

- [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA] [RI] [SC] [SD] [TN] [TX] [UT] [VT] [VA] [WA] [WV] [WI] [WY] [PR]

Full Name (Last name first, if individual)

Business or Residence Address (Number and Street, City, State, Zip Code)

Name of Associated Broker or Dealer

States in Which Person Listed Has Solicited or Intends to Solicit Purchasers

(Check "All States" or check individual States) [] All States

- [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA] [RI] [SC] [SD] [TN] [TX] [UT] [VT] [VA] [WA] [WV] [WI] [WY] [PR]

Full Name (Last name first, if individual)

Business or Residence Address (Number and Street, City, State, Zip Code)

Name of Associated Broker or Dealer

States in Which Person Listed Has Solicited or Intends to Solicit Purchasers

(Check "All States" or check individual States)

All States

[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[HI]	[ID]
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	[MI]	[MN]	[MS]	[MO]
[MT]	[NE]	[NV]	[NH]	[NJ]	[NM]	[NY]	[NC]	[ND]	[OH]	[OK]	[OR]	[PA]
[RI]	[SC]	[SD]	[TN]	[TX]	[UT]	[VT]	[VA]	[WA]	[WV]	[WI]	[WY]	[PR]

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1. Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box " and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.

Type of Security	Aggregate Offering Price	Amount Already Sold
Debt	\$ _____	\$ _____
Equity	\$994,425.00	\$994,425.00
<input type="checkbox"/> Common <input type="checkbox"/> Preferred		
Convertible Securities (including warrants)	\$ _____	\$ _____
Partnership Interests	\$ _____	\$ _____
Other (Specify _____).	\$ _____	\$ _____
Total	\$ 994,425.00	\$994,425.00_

Answer also in Appendix, Column 3, if filing under ULOE.

2. Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."

	Number Investors	Aggregate Dollar Amount of Purchases
Accredited Investors	_____	\$ _____
Non-accredited Investors	95	\$994,425.00
Total (for filings under Rule 504 only)	95	\$ 994,425.00

Answer also in Appendix, Column 4, if filing under ULOE.

3. If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C-Question 1.

Type of offering	Type of Security	Dollar Amount Sold
Rule 505	_____	\$ _____
<u>Regulation A</u>	_____	\$ _____
Rule 504	COMMON STOCK EQUITY	\$994,425.00
Total	_____	\$994,425.00

4. a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude

amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.

Transfer Agent's Fees	<input type="checkbox"/>	\$	0
Printing and Engraving Costs	<input type="checkbox"/>	\$	0
Legal Fees	<input type="checkbox"/>	\$	0
Accounting Fees	<input type="checkbox"/>	\$	0
Engineering Fees	<input type="checkbox"/>	\$	0
Sales Commissions (specify finders' fees separately)	<input type="checkbox"/>	\$	0
Other Expenses (identify) _____	<input type="checkbox"/>	\$	0
Total	<input type="checkbox"/>	\$	0

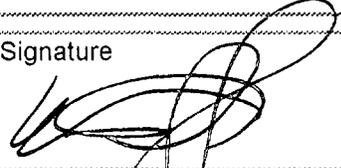
b. Enter the difference between the aggregate offering price given in response to Part C - Question 1 and total expenses furnished in response to Part C - Question 4.a. This difference is the "adjusted gross proceeds to the issuer." **\$994,425.00**

5. Indicate below the amount of the adjusted gross proceeds to the issuer used or proposed to be used for each of the purposes shown. If the amount for any purpose is not known, furnish an estimate and check the box to the left of the estimate. The total of the payments listed must equal the adjusted gross proceeds to the issuer set forth in response to Part C - Question 4.b above.

	Payments to Officers, Directors, & Affiliates		Payments To Others
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$	\$	\$
Salaries and fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase of real estate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase, rental or leasing and installation of machinery and equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction or leasing of plant buildings and facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acquisition of other businesses (including the value of securities involved in this offering that may be used in exchange for the assets or securities of another issuer pursuant to a merger)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Repayment of indebtedness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working capital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Column Totals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Payments Listed (column totals added)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			\$994,425.00

D. FEDERAL SIGNATURE

The issuer has duly caused this notice to be signed by the undersigned duly authorized person. If this notice is filed under Rule 505, the following signature constitutes an undertaking by the issuer to furnish to the U.S. Securities and Exchange Commission, upon written request of its staff, the information furnished by the issuer to any non-accredited investor pursuant to paragraph (b)(2) of Rule 502.

Issuer (Print or Type) W. W. NORTON & COMPANY, INC.	Signature 	Date 9/20/2004
Name of Signer (Print or Type) WARREN TILEY	Title of Signer (Print or Type) VICE PRESIDENT TREASURER & SECRETARY	

ATTENTION
Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

E. STATE SIGNATURE

1. Is any party described in 17 CFR 230.262 presently subject to any of the disqualification provisions of such rule? Yes No
[] []

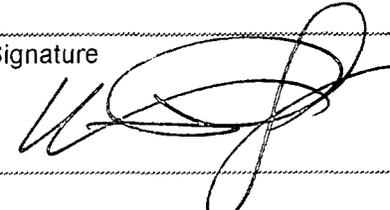
.....
 See Appendix, Column 5, for state response.

2. The undersigned issuer hereby undertakes to furnish to any state administrator of any state in which this notice is filed, a notice on Form D (17 CFR 239,500) at such times as required by state law.

3. The undersigned issuer hereby undertakes to furnish to the state administrators, upon written request, information furnished by the issuer to offerees.

4. The undersigned issuer represents that the issuer is familiar with the conditions that must be satisfied to be entitled to the Uniform limited Offering Exemption (ULOE) of the state in which this notice is filed and understands that the issuer claiming the availability of this exemption has the burden of establishing that these conditions have been satisfied.

The issuer has read this notification and knows the contents to be true and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

Issuer (Print or Type) W. W. NORTON & COMPANY, INC	Signature 	Date 9/20/2004
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