

Tweed Gallery To Be
Featured In Northern Natural Gas
Company TIME Ad

From: Rich Lewis
Northern Natural Gas
2223 Dodge Street
Omaha, Nebraska 68102

August 20, 1968

F A C T S H E E T

Northern Natural Gas Company's ad featuring The Tweed Gallery will appear in a November issue of TIME magazine.

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The ad will be full-color, full-page.

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The purpose of the TIME advertisement is to make people more aware of the good life in Duluth and in all of the Northern Plains. Northern is keenly interested in the growth and progress of the region it serves and feels it appropriate to bring the cultural and economic advancements made in this area to the attention of people all across the country.

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The advertisement will feature Duluth in a highly favorable light to the more than 12 million readers of TIME. Through this ad and the many others that have run in TIME, it is Northern's objective to encourage industry to consider Duluth and other Northern Plains communities when locating new offices and plants.

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The illustration of the Gallery will be painted by Milton Wolsky. Mr. Wolsky has done all of the illustrations for the Northern TIME series covering a span of several years. He has done story illustrations for some of the country's leading magazines.

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Northern Natural Gas Company is the pipeline company serving Natural Gas to Duluth.

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In addition to Mr. Wolsky three others are in town getting background information and photographs preparatory to completing the TIME advertisement. They are Fred Randall, art director for Bozell & Jacobs, Inc., advertising agency and Richard E. Lewis and Chet McCarthy representing Northern Natural Gas Company.

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The new Tweed Gallery on the UMD campus was opened October 15, 1958. Since that time, almost 400,000 visitors have viewed its exhibitions. Funds for construction of Tweed Gallery were provided by Alice Tweed Tuohy, now of Santa Barbara, California, and her daughter, Bernice Tweed Brickson, Duluth.

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