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Control Data Will Build in Roseville

By TED SMEBAKKEN
Minneapolis Star Staff Writer

Control Data Corp., Twin Cities electronics company, will move from its Minneapolis location at 501 Park Av. to Roseville, it was learned today.

Word of the move leaked out Oct. 18 at a hearing in Minneapolis on Northwest Bancorporation's application to acquire a national bank in Roseville. At that time Mayor Emil F. Cedarholm of Roseville, testifying for establishment of a national bank, described Control Data plans.

Control Data (CDC) officials refused to confirm the report, but a Roseville source said CDC is planning a 1½-million-dollar headquarters building on the southeast corner of Hwy. 36 and Fairview Av. in Roseville.

The site, acquired from Allied Stores, Inc., is believed to be about 25 acres.

Plans call for construction of a one-story, 100,000-square-foot headquarters to accommodate 1,000 employees. The structure will be designed for expansion to 200,000 square feet.

Roseville village officials, who reportedly have been in close contact with CDC on the project, also declined comment on the move.

They are known, however, to consider CDC's relocation a major boon to the economy of the village, which has vigorously encouraged industrial development.

CDC is known to have put out feelers for a plant site in other suburbs, including New Brighton, Savage, Arden Hills, Bloomington and Fridley, before settling on Roseville.

The three-year-old firm sparked a continuing boom in the local investment market in July 1957 with a highly successful dollar-a-share stock offering.

After a lean first year—CDC showed an operating deficit over its first 12 months—the company moved to a second-year net profit of \$283,000 on net sales of over \$4,500,000, and to a third-year profit of \$550,000 on \$9,665,000 in sales.

Its original work force of four has ballooned to more than 800, and CDC stock, augmented by a 125,000-share issue last spring, is now quoted above \$40 a share by local brokers.

The company marked its breakthrough into manufacturing electronic data processing machines in January of this year with delivery of its million-dollar CDC 1604 digital computer.

This machine — it produces about one a month — was the first electronic computer manufactured in Minneapolis.

Another major step forward by CDC was its acquisition in March of Control Corp., a 24-year-old Minneapolis electronics firm, for an estimated 2 million dollars.

The purchase expanded CDC's line to include electronic industrial and public utility control systems, a specialty of Control Corp. The older corporation, which became a CDC subsidiary, had 1959 sales of 2 million dollars and 180 employees.

Operations of CDC, although centered in the Twin Cities, are international. Its salesmen cover such foreign markets as South America, Mexico, the Philippines and Canada.

Timetable for the shift to the Roseville location was not revealed, but construction on the new center was expected to begin next spring.

THE MINNEAPOLIS STAR

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Thurs., Dec. 8, 1960

Roseville Wants Plant, but Also Its Zoning Plan

By JIM SHOOP
Minneapolis Star Staff Writer

Roseville residents want Control Data Corp. to build its new plant there—but not at the price of rezoning residential property.

The Minneapolis electronic computer firm wants to build a 1½-million-dollar headquarters and research building on the east side of Fairview Av. between Hwy. 36 and county road B.

It has asked the Roseville village council to rezone the 25-acre site, now zoned about two-thirds residential and about one-third business, to light industrial.

Wednesday night the Roseville planning commission voted 6-to-1 to recommend rezoning to the council. The vote came over the protests of about half of the 300 persons who packed the village hall and spilled out into the administrative offices.

James Harris, Control Data representative, told the crowd "it is not our intention to force our way into Roseville. Frankly we don't have to. Several other communities are still interested in having us."

Harris estimated the firm will contribute approximately \$100,000 to the Roseville tax base in its first year of operation. He said that should increase to about a quarter of a million annually within a few years.

While admitting the Control Data plant would probably be a clean, quiet addition to the landscape, Roseville residents continued their fight against any deviation from the zoning map drawn up two years ago.

Jack C. Wallace, attorney

representing about 75 homeowners and a Roseville resident for nine years, blasted the proposition as shortsighted.

"We're not here to decide whether this is a fine company but whether this is a long or short-range community," Wallace declared.

"We want (these industries) where our planning commission said they should be."

The original zoning plan set aside an area for industry in the northwest corner of the village inside Snelling Av., Hwy. 36, the Hennepin county line and county road D.

Residents asked why the firm couldn't locate north of Hwy. 36 in the industrial area. Allied Stores, Inc., which sold the proposed site to Control Data, also owns 153 acres of land north of Hwy. 36.

Harris said Allied intended to build a shopping center there, and other landowners were "holding out" for as much as \$22,000 an acre. He declined to say what Control Data paid for its proposed site.

The village council will consider the rezoning request at next Tuesday's council meeting.

Control Data Has 111 Pct. Gain in Sales

A 111-per cent gain in sales and a 95-per cent gain in earnings for the last fiscal year were reported today by Control Data Corp., Minneapolis manufacturer of electronic computers.

The firm's report for the year ending June 30 showed sales of \$9,665,290, compared with sales of \$4,588,174 the previous year. Net earnings after taxes were \$551,686, compared with earnings of \$283,214 a year ago.

The earnings amounted to 55 cents a share, compared with 34 cents a share the previous year. The 34-cent figure was inflated by an 11-cent-per-share credit from income taxes because of a 1958 operating loss.

William C. Norris, Control Data president, told stockholders the company had a backlog of orders on June 30 of \$11,860,000, compared with \$5,660,000 on June 30, 1959.

The number of employees was increased from 380 to 690 during the year.

Norris said acquisition of Control Corp. in April has added to the company's commercial business, since sales of Control corporation's control systems are made chiefly to electric utilities and pipe line companies.

Control Data's computer division is now making electronic computers for automatic control in the utility and pipe line industries, Norris said.

Other items disclosed in the annual report were:

CONTROL DATA designed, built and checked out a computer for the Polaris missile in only 10 months under a high-priority navy program.

THE COMPANY has delivered to the defense department a large-scale digital computer several times larger than its 1604 computer, one of the largest solid state computers now being sold in the nation.

THE CEDAR Engineering division has designed, developed and delivered a selective information filter terminal, called SIFT, for the air force's weather system.

SIFT automatically handles both transmission and reception of a 1,000-station teletype system. It disseminates weather data for jet-age air traffic control.