

Control Data Seeks N. Y. Exchange Listing

Control Data Corp. is "in the process" of filing an application for listing of its stock on the New York Stock Exchange, William C. Norris, president, told the annual stockholder meeting Tuesday.

Norris said the company is hopeful that it can get a waiver on the exchange requirement that quarterly financial statements be filed because Control Data's first quarter sales are generally low and give a "distorted picture" of the firm's operation.

Norris told newsmen the company is seeking the "big board" listing because "the time has come to bring more order into the market" for Control Data stock.

The stock is now traded on the Twin Cities over-the-counter market. It was quoted Tuesday at \$33.50 to \$35.50 a share.

Norris said many institutional stock buyers are prevented from purchasing in over-the-counter markets but have expressed interest in Control Data.

The company, founded in 1958, had sales of \$41,034,009 and net profit of \$1,542,622 in the year ended June 30.

James G. Miles, marketing vice president, told the shareholders that the company is directing most of its attention to the scientific, industrial and defense segments of the digital computer market.

"These technical markets are the most rapidly-growing part and are about 45 per cent of the total digital computer market. The overall computer market continues to grow at a rate of about 25 per cent compounded annually, and it is expected to continue to grow at this rate for the next six to eight years," Miles said.

He said the company, which in the past year established a Canadian subsidiary, is "now carrying out its first steps to enter the European market."

The firm has a European company based in Lucerne, Switzerland, and sales offices in Zurich, Switzerland, and Bad Homburg, Germany. Miles said the company hopes to set up other sales companies in Benelux, Scandinavia and probably France this year.

Control Data plans to establish manufacturing subsidiaries in the common market area as soon as possible," he said.

The stockholders approved an employe stock option plan.

Control Data Seeks Listing on N. Y. Exchange

By LEONARD INSKIP

Minneapolis Tribune Staff Writer

Control Data Corp. is in the process of applying to have its common stock listed on the New York Stock Exchange, William C. Norris, president, told the annual stockholders meeting Tuesday.

Listing on the New York Exchange will represent another milestone in the short but profitable existence of the 5-year-old Bloomington-based computer manufacturer.

THE FIRM'S stock is presently traded over-the-counter, which means transactions arranged between dealers rather than through a central marketplace such as an exchange.

Listing tends to provide elements of prestige, improved marketability and broadened interest for a company's stock.

More than 300 attended the meeting, held in Control Data's sparkling new headquarters and training building in Bloomington. The company has more than 16,000 stockholders, up 100 per cent in a year.

Officials told of plans for further expansion of the company. From the meeting room stockholders could see excavations under way for a new 100,000 - square - foot plant for the firm's government systems division, which makes fire control computers for Polaris missiles.

F. C. Mullaney, vice president, said that if detailed investigations show a 67-acre site in Arden Hills is suitable, then work will also begin there this year on a 200,000-square-foot plant for the firm's computer division.

NORRIS SAID that although Control Data "can't expect to continue to double sales and earnings each year, we are still planning for very substantial growth in the years ahead and we believe we will achieve it."

The firm presently has an order backlog of about \$50 million, Norris said.

J. G. Miles, vice president, noted the company recently entered the European market

and said Control Data believes that "in five years the European market can represent a significant proportion" of the firm's business.

Control Data so far has directed most of its computer operations towards scientific and technical markets, Miles said.

Miles, however, indicated Control Data is beginning to eye markets involving business use of computers.

Control Data, using the technical markets as its base, plans "to expand from this base into selected qualified industrial and commercial data processing markets later on in an orderly way," Miles said.

STOCKHOLDERS approved a stock purchase plan for employees, who will be permitted to purchase up to 75,000 shares of Control Data stock for 95 per cent of market value when the plan goes into effect.

Based on present prices, this stock sale would raise about \$2,250,000 for Control Data. The firm earlier this month sold \$15 million in convertible debentures to the public.

A stockholder asked for examples of where Control Data has taken business from International Business Machines Corp. and vice versa.

"Every deal goes one way or the other," responded Norris.

IBM has about 80 per cent of the total market and bids on nearly all deals, Norris said.

Norris said Control Data considers IBM its primary competitor and that "all the others are minor by comparison."