



Minneapolis Tribune Photos by Powell Krueger

CONTROL DATA HEADQUARTERS IS HEART OF FAST-GROWING COMPUTER COMPANY
Facility is at 8100 34th Av. S. in Bloomington

Control Data Stock Rise Spotlights Firm's Growth

By LEONARD INSKIP
Minneapolis Tribune Staff Writer

In 1957 some 300 investors put up about \$600,000 at \$1 a share to launch a new computer company in Minneapolis.

Last week that same company, not yet six years old, was in Wall Street's limelight.

In a hectic week of buying and selling on the New York Stock Exchange, more than 320,000 shares of Control Data stock were traded for more than \$18 million.

ON MONDAY Control Data's stock reached an all-time high of \$61.62 a share. With adjustments made for a three-for-one split in 1961, this price was the equivalent of \$184.87 a share for the original \$1 stock.

Later profit-taking pushed the stock down and it closed the week at \$57.50, a figure still substantially above the \$45 price at the start of May and \$31 at the start of 1963.

Even at the weekend price of \$57.50, the stock market was putting a paper value on Control Data of more than \$220 million. The company has more than 3.9 million shares outstanding.

ALMOST since the time that Minnesotans first began buying and selling Control Data shares on the local over-the-counter market, the stock has been subject to trading gyrations.

The usual pattern, except in last year's market slump, has been one of sharp upward bursts followed by smaller retreats, with the long-range trend upward — at least until now.

This month's sharp move upward, however, was the

first since the company's stock graduated from the over-the-counter market to the New York Stock Exchange in March, when President William C. Norris purchased the first 100 shares for \$41.25 a share.

Norris says he can't explain the recent sharp rise, and, similarly, he can't explain the sharp drop that occurred in the middle of last week.

HE DOES say, however, that listing on the exchange has placed the stock in "a brand new environment" in which such buyers and sellers as the professional trader

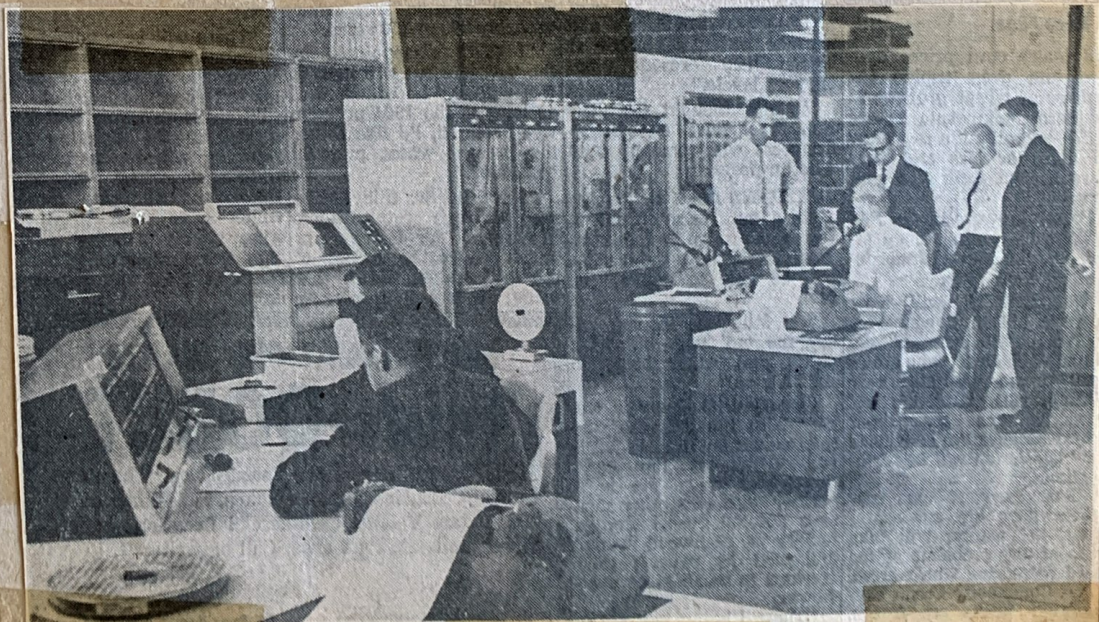
assume increased importance. The company has more than 20,000 shareholders.

A professional trader is often more concerned with immediate technical factors, such as a stock's day-to-day trading behavior and volume, than with long-range trends in earnings and sales.

Some brokers have suggested that Control Data's favorable third-quarter report recently caught some traders in short positions where they had sold borrowed stock in hopes of re-

Control Data

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COMPUTERS HUM IN CONTROL DATA SERVICE CENTER IN BLOOMINGTON
Time on these machines is sold to other companies