

Behind the Upper Midwest's \$700 bonus per production worker*

Seven years ago, Control Data Corporation's stock was a long-shot gamble at \$1 a share. But CDC combined business savvy and engineering skills to become, today, a power in the computer field.

And the savvy and skills came from their own backyard — the Upper Midwest.

According to William C. Norris, President, Control Data's success is based on local talent. He says, "We have computers, built primarily by Minnesota people, which are unequalled in the world.

"Much of our scientific and technical talent comes from the 4 Upper Midwest states. That's not surprising. This area has splendid schools and very high level people. In fact, we're participating in teaching even local high school students computer programming."

In NSP's Upper Midwest service area you get a \$700

per worker production bonus, based on value added by manufacture. (\$700 above the average of the 10 leading manufacturing states.)

If yours is a high skill industry, if you are considering a new plant or relocation, consider the intelligent, skillful people of the Upper Midwest.

Send for the free booklet "Upper Midwest People Know How." Write to the Industrial Development Department, Northern States Power Company, 15 South 5th Street, Minneapolis 1, Minnesota.

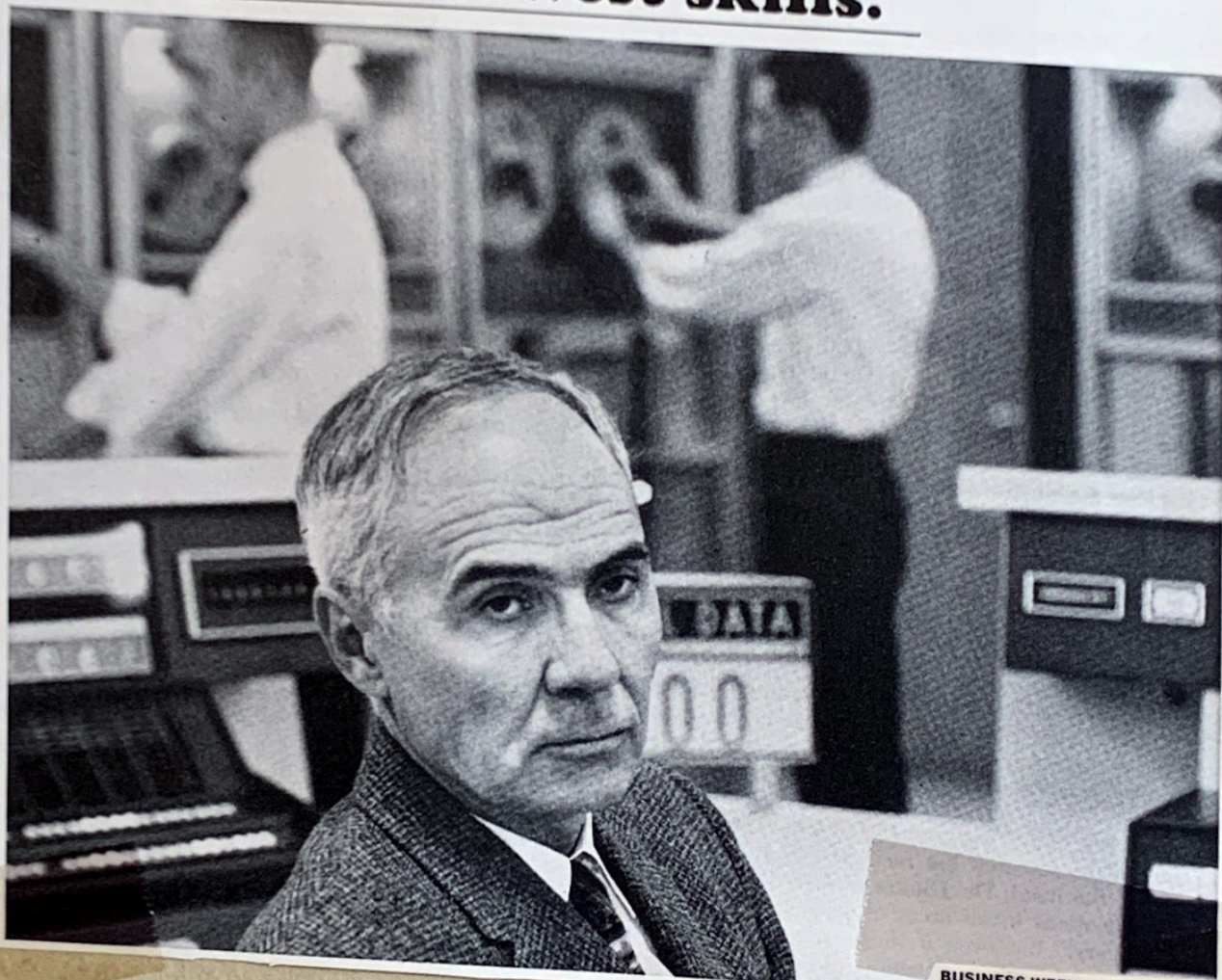
*In areas served by NSP. Source: 1962 County and City Data Book, U.S.D.C.

NSP NORTHERN STATES POWER COMPANY

Owned by over 79,000 shareholders, and serving more than 600 communities in Minnesota, North Dakota, South Dakota and Wisconsin.



Control Data takes on the giants with Midwest skills.



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