

# The Minneapolis Tribune

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## Control Data and the North Side

THERE soon will be a new name on Plymouth Av., the street of boarded-up buildings. It will be that of Control Data Corp. The decision of one of the world's leading computer manufacturers to open a plant on the Minneapolis North Side, where racial disturbances occurred in 1966 and 1967, is an exciting and significant development for our community.

The company will operate temporarily in leased quarters at Plymouth and Bryant Aves., but next year will build an 85,000-square-foot plant to employ 275 people. Just as important, Control Data, which operates eight computer institutes in the United States and abroad, will establish its second Minneapolis institute near or adjacent to the new North Side plant.

The announcement is significant for many reasons.

The plant and institute represent the first major private investment announced for the poverty district since the disturbances. We hope it encourages other such investments.

The plant will provide job opportunities for untrained residents of that part of our city with the highest concentration of non-whites and the highest rate of unemployment. Previously, inexperienced persons have been trained by Control Data to become productive workers at such rural locations as Redwood Falls, Cambridge, Spring Grove and Montevideo, and Control Data believes it can do the same on the North Side.

The institute will bring into the North Side students from throughout the Upper Midwest, thereby breaking down, partly, the fences that separate and isolate the North Side from the broader city. Its presence

in the North Side, one hopes, will motivate more young people there to continue their education and enter an industry where opportunities for personal advancement are great.

The plant represents a break in the pattern of industrial flight to the suburbs. Control Data, now only 10 years old, got its start in an old building at 5th and Park, but joined the suburban movement when it later located its headquarters in Bloomington and put its biggest plants in the suburbs.

The plant also represents a major commitment by Control Data toward improving the attitudes of the ghetto, for it will produce a standard product, an electronic device that is a part of each computer system the company sells. People who will work in the plant will know that they are not just the recipients of some kind of corporate do-goodism or special federal contract.

In recruiting workers, the company will work closely with poverty agencies active on the North Side. But there is no government money involved in the project, nor are federally-financed training programs part of it (although Control Data does not rule out the use of such programs, if appropriate). The project clearly appears to involve much more than Control Data is required to do to fulfill its obligations as a major federal contractor and equal opportunity employer. It is setting an example for the rest of the community.

As it did when it took on International Business Machines Corp. in the field of super-computers, Control Data is taking on another major new challenge. It came out well on the first. All of us have a stake in how well Control Data and its new employees succeed in this new challenge.