

# 'Brainstorm' Partner of 'Think' in Solving IBM Problems

"BRAINSTORM" has joined "Think" as the way to approach a problem at IBM's Endicott plant.

J. Bruce Buckler, manager of general education at the plant, reported today that the brainstorming technique of solving problems and creating ideas is gaining general acceptance among IBM officials.

Mr. Buckler was asked for comment on brainstorming—he's a leading exponent and teacher of the technique—after he explained it yesterday afternoon to a class of 43 students in a Broome Technical Community College class studying "Personnel Principles and Policies."

IN BRAINSTORMING, a group or an individual up

against a problem attacks it by going bang, bang, bang with ideas, letting them flow in "a free-wheeling state of mind," according to Mr. Buckler.

He gave the class these basic rules:

Rule out the negative. Rule out the traditional. Seek quantity of ideas first and cull out the quality later.

Emphasizing how a glut of ideas, streaming from positive thinking, can lead to highly creative results, Mr. Buckler told the class there are "four basic ways of improving any job that's being done," namely:

Eliminate a step. Rearrange the sequence of steps. Combine the steps. Simplify the steps.

ALL ENGINEERS who join



J. BRUCE BUCKLER

IBM in Endicott must take a

course in brainstorming, Mr. Buckler said.

He said they are advised, while brainstorming a problem, "to keep the imagination up and the engineering down."

"The engineering comes later, after the ideas," he said.

In addition, he said, IBM conducts two or three classes in brainstorming each spring and fall—12 weeks, two hours a week—for employees who want to learn about it.

The goal of these courses, Mr. Buckler said, is to offer an "opportunity to our total IBM personnel to participate in a type of training to improve the quality of thinking on all problems in all areas."

"THE BRAINSTORMING technique has proved quite successful in our sales organizations as well as in engineer-

ing and other functions," he declared.

He said brainstorming "develops" the famed IBM slogan, "Think," and makes it "realistic."

Mr. Buckler said brainstorming has gained "general acceptance" since he incorporated it as part of IBM's educational program four years ago.

"It came about," he explained, "through my association with Alex Osborne, senior member of Batten, Barton, Durstine & Osborne, who developed the basic principles for creative thinking and the technique of brainstorming as a method of group ideation."

Batten, Barton, Durstine & Osborne—BBD&O—is one of the country's leading advertising agencies.

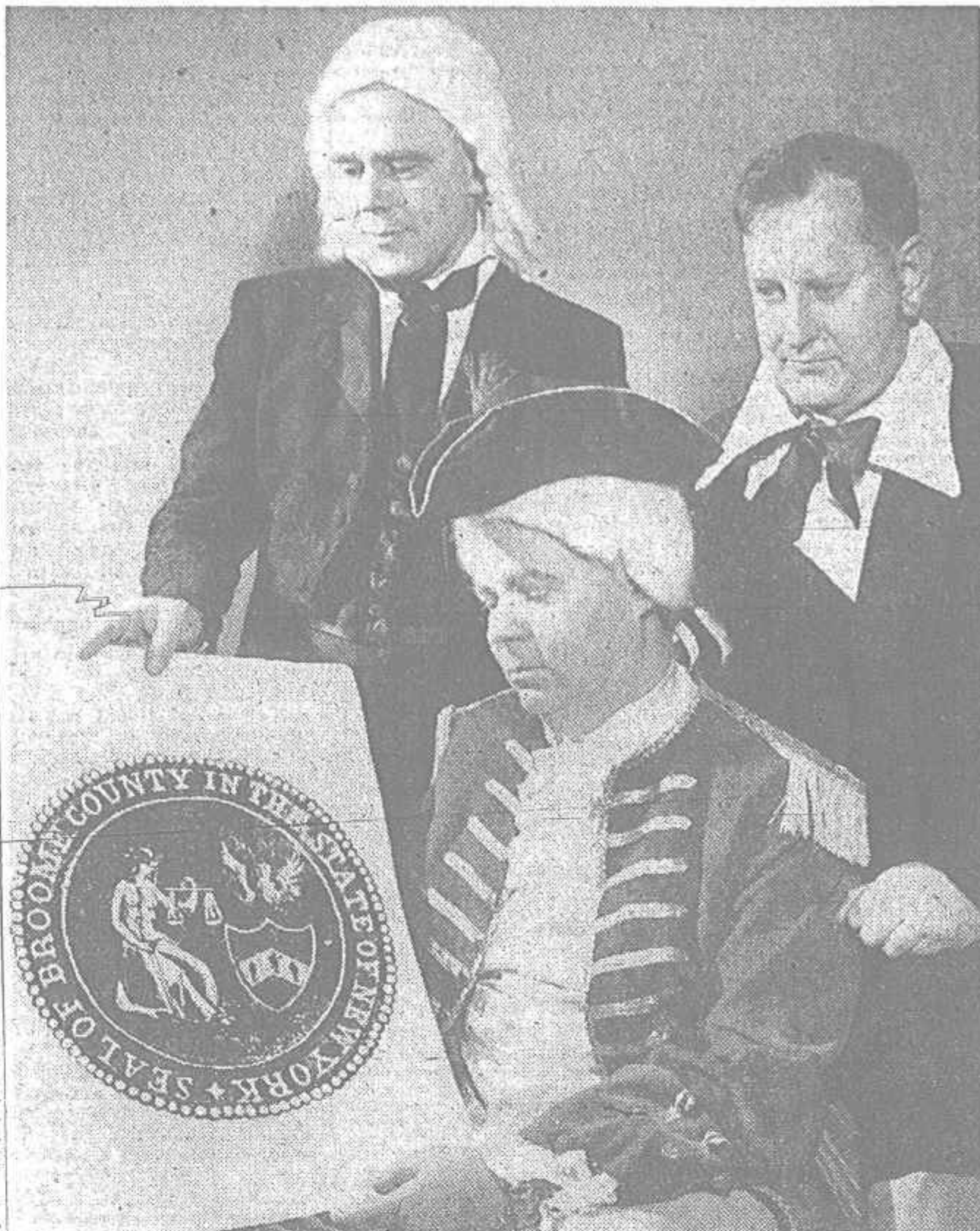
MR. BUCKLER is a member of the Advisory Committee

for the Creative Education Foundation, a private, non-profit organization cosponsored by BBD&O and the University of Buffalo. Mr. Osborne is president.

As a workshop leader, the

IBM executive has participated in three annual "Creative Problem Solving" institutes sponsored by the foundation at Buffalo.

He also has participated in comparable institutes sponsored by IBM, American Institute of Industrial Engineers, American Institute of Banking in New York State and the universities of Pittsburgh, Akron, Purdue and Cornell.



PAGEANT TO PEEK AT PAST—Dr. John A. Erman holds Broome County seal, designed by Col. John Broome, whom the doctor will portray in pageant of early county history sponsored by American Civic Association at annual dinner at 6 p. m. Wednesday in St. John's Ukrainian Hall, Johnson City. At left in costume is Daniel S. Dickinson, Jr., who will play his distant ancestor, Daniel Dickinson, and Dr. Ralph A. Copeland, who will portray Joshua Whitney.

## Barbara's Life and Business Record

Joseph Barbara, 51, who dresses expensively, drives a Cadillac and smokes good cigars, is a man who wants to be known as a solid businessman.

He was born in Castellmare, Sicily.

He came to the United States in 1921 and lived for a short time in New York City. He then moved to Endicott where he stayed for seven years.

In 1928, he moved to Old Forge, Pa., in the Wilkes Barre-Scranton area.

In June 24, 1933, he was married to Josephine Vivona of Endicott, and returned to the Triple Cities area.

### GOT PISTOL PERMIT

On May 17, 1934, Barbara started a soft drink distributing business known as the Endicott Beverage Co. In July of that year, he applied for a permit to carry a pistol. The permit was granted by the then county judge—Thomas A. MacClary—after the application was endorsed by Daniel J. Frutiger, then Endicott police chief.

Barbara said in his application for a pistol permit that because of the nature of his business, he had large sums of money in his pockets, sometimes two and three days receipts at a time.

The record shows that he applied for another permit in 1938, and received it after the application had received the endorsement of Leroy E. Wike, then police chief of Endicott.

In 1939, the Mission Beverage Co. of Endicott was organized. It was organized by Barbara as a soft drink-bottling company. The original company, Endicott Beverage, continued to function as a distributor of beer.

### COMPANIES MERGED

By 1948, both companies had merged and, in that year, the combination became known as the Canada Dry Bottling Co. of Endicott, Inc., with offices at 7 Badger Avenue.

Two years before that, on May 14, 1946, Barbara and the Mission Beverage Co., Inc., had been named in a federal indictment returned by a grand jury at Utica.

The charges involved alleged violations of OPA regulations in connection with the purchase and transfer of sugar from the Empire Foods Co., Inc., to the Mission Beverage Co. In all, 300,000 pounds of sugar were involved.

The indictment originally contained 41 counts. Thirty-five of these were subsequently nolle prossed.

On June 13, 1946, both defendants—Barbara and his company—pleaded innocent.

### CHANGED PLEA TO GUILTY

Fourteen days later, both pleaded guilty. Barbara and the company were fined \$5,000 each.

On June 19, 1953, the New York State Liquor Authority served notice that it intended to put Barbara out of business as a beer distributor. The authority, in a letter to the Canada Dry Bottling Co., said it was basing its decision, in part, on a charge that a stockholder and director of the firm had concealed a criminal record.

The stockholder-director was identified by the authority as Samuel Galante, 2710 William Street, Endicott. The state agency also accused the company of maintaining its books and records, "in such a fashion as to conceal the true nature of the financing of the licensed business."

"The manipulation of the records in this respect indicates an intention on the part of the licensee to conceal the facts thereof from the authorities," the SLA charged.

### BARBARA WON BATTLE

This battle eventually was won by Barbara. He retained his right to be a beer distributor. He had entered a full denial of SLA charges.

Barbara's victory came after a long battle with the SLA in the courts. During the hearings, it was established that the Canada Dry Bottling Co. had assets of between \$300,000 and \$350,000. Its gross business amounted to about \$600,000 a year.

The SLA had charged that Galante had not reported an ar-

(Continued on Page Twenty-Nine)

**Mental Research Grant**

Albany—(AP)—The State Mental Hygiene Department said today it had received a \$240,603 grant from the National Institute of Health for construction of research facilities.

### Westover Accident Scene

## Car Hits City Man, Both Legs Broken

William M. Carroll, 26, of 150 Front Street, was reported in fair condition in Wilson Memorial Hospital today after suffering compound fractures of both legs when he was struck by a car in Main Street, Westover last night.

Mr. Carroll underwent surgery this morning for reduction of the fractures, hospital attendants said. Sheriff's deputies reported he "flew up onto" the hood of the car which struck him.

Deputy Sheriff Robert Hildebrandt said the car was driven by William R. Duran, 18, of 27½ Berwin Street, Johnson City.

The youth said he was proceeding toward Endicott in the 1954 Ford sedan and did not see the pedestrian until the car struck him. Mr. Carroll was wearing dark clothing, and was obscured by heavy rain, he reported.

The victim told Deputy Hildebrandt he did not see the approaching car as he started to cross in front of Stevens Diner, 605 Main Street.

"The last thing I remember was somebody hollering," he was quoted as telling the deputy. He was lying on the highway when he regained consciousness. The Johnson City police ambulance took Mr. Carroll to the hospital.

## J. M. Yannuzzi Put on Probation

Joseph M. Yannuzzi, 28-year-old Binghamton truck driver, will be on probation for the next three years for raping a 17-year-old Town of Kirkwood girl in the Town of Windsor last June.

Yannuzzi, who lives at 156 Henry Street, pleaded guilty to the charge, a felony, in Broome County Court last yesterday.

The defendant was warned by Judge Robert O. Brink that the next felony conviction will require a mandatory state's prison sentence.

Yannuzzi was represented at the arraignment by Joseph D'Esti of Rosefsky & D'Esti. He had been indicted in September when he pleaded innocent and was released in continued \$2,000 posted after his arrest by sheriff's men.

## Housing Bias Held Problem To Industry

Racial discrimination in housing poses a problem for industries in hiring technical and scientific personnel, members of Broome County Council of the New York State Commission Against Discrimination were told last night.

Speaker was Edward Rutledge, housing director of the commission, addressing a dinner meeting of the council at the Carlton Hotel.

Mr. Rutledge said one of the "major problems" in New York State communities is the "difficulty" which industries face in employing technical and scientific personnel "because of racial discrimination in housing."

At the same time, he praised the "gains" made in the Triple Cities by industries in employing persons "regardless of race, religion and national origin."

But he warned that these advances "could easily be lost" if housing opportunities "do not keep pace with employment at a time when our country faces a critical shortage of highly trained people in industries vital to our progress."

Also introduced at the meeting were Miss Molly Bower of New York City, a member of the state commission, and Robert G. S. Maier, regional director of the commission headquartered at Syracuse.

James B. Giltz presided. Members of the council who attended are Mrs. Manuel M. Monserrate; Dr. Glenn G. Bartle, president of Harpur College; Isidore Friedland; C. Addison Keeler; Rabbi Jacob Hurwitz; Howard Swartwood; C. R. Woodward, and Mrs. David Levene.

## Economic Dip Affects TC Area

The Triple Cities area is feeling the effects of the mild economic downturn that is evident through most of the nation.

Total area employment dropped last month from an estimated 78,800 to 78,300, according to the State Department of Labor.

Most of the fall-off was in the number of factory jobs, which slid from a total of 41,600 in September to 41,200 in October.

At the same time, the Department of Labor had some reassuring figures: Average factory wages reached an all-time peak in September of \$76.43 a week, higher by 29 cents than the previous record set in March.

### LABOR LETTER

All of the data is contained in the latest Labor Market Letter prepared by the Binghamton office of the Division of Employment of the department. Robert J. Bockstahler, division manager, released the letter today.

Other parts of the report deal with the effect in October of the labor market, and with the increasing automation in Triple Cities area factories.

Most of the factory unemployment, some of which was seasonal, occurred in the shoe, photographic instruments, machinery and food industries, according to the report.

### FLU WORK LOSS

Flu which raced through the community last month "caused a substantial loss of work at the end of October," the market letter reported.

"A number of firms reported as much as 10 per cent of the work force out because of sickness with a few firms reporting even higher percentages," the letter stated.

Increased automation, according to the report, has in the last three years been responsible for a drop from 80 to 75 per cent the proportion of industrial employees who are actual production workers. At the same time, the letter stated, there has been an increase in the number of "salaried workers" in the same plants.

## Demands Trial On Traffic Count

John F. Coyle, 23, of 8 Andrews Avenue, demanded a trial when arraigned in City Court today on a charge of driving past a red traffic light.

Trial was scheduled for Dec. 4 and Mr. Coyle told Judge Walter J. Reilhan he would retain an attorney.

A second charge of driving a car without an operator's license was dismissed when the young defendant produced a duplicate he has just obtained. Mr. Coyle told the judge he had lost his original license.

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### Tune With Times

Geneva—(AP)—The Sputnik craze has struck Hobart and William Smith Colleges. Their traditional fall holiday dance, tonight has been labeled the "Satellite Serenade."



MUSICAL SHAVE—Chordmasters Barbershop Quartet of Binghamton bursts into song as William Birch, bass of the group, gets close shave from Michael Kutch, publicity chairman for the Binghamton-Johnson City Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. Scene is barbershop of Grand View Hotel, Johnson City. A twelfth annual barbershop quartet concert, featuring the Chordmasters and four other quartets, will be presented by SPEBSQSA at 8:15 p. m. tomorrow in the Endicott Johnson Recreation Center, Johnson City. Standing, left to right: William Monroe, tenor; Jack Kanick, lead; Jack Mungie, baritone; and Mr. Kutch.

## Stern Fire Alarm Lectures

Police yesterday lectured a fireman to The Arena at noon. A 3-year-old boy who turned in a false fire alarm and a 7-year-old girl who mistook distant factory chimney smoke for a building fire.

Patrolman Paul J. Giblin said the 3-year-old climbed to the top of a garbage can to reach the alarm box which summoned an 8-year-old nephew from

used they would not call in fire alarms again "unless they were sure," the policeman reported.

Police are still seeking the person who pulled an alarm box at Fairview Avenue and Robinson Street at 5:25 p. m. yesterday. It was the second false alarm at the intersection within four days, Patrolman Richard B. Kaufman said.



IMITATION IS THE SINCEREST FORM OF FLATTERY, judging by the many "new" '58 cars trying to imitate the low Swept-Wing look. But they went about it in a strange way. They cut into the windshield and "lowered" the roof, still ended up with the same high, boxy look and that old cooped-up feeling. Most still don't have push-button driving, Torsion-Aire Ride, Total-Contact Brakes or Constant-Control power steering. And their air suspension (borrowed from buses) is a costly option (costing well over \$100.00 extra) that still can't compare with no-sway, no-dip Torsion-Aire which is standard on all Dodge models and costs not a penny extra. So if other '58 cars aren't advanced enough to suit you, be sure to take a good look at the Swept-Wing 58 and actually drive one. That's when you'll see that the others are catching on, but they're not catching up.

**Swept-Wing 58 by DODGE**