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*Announcing . . .*

**CORNELL UNIVERSITY**

**INDUSTRIAL ENGINEERING SEMINARS**

**CORNELL UNIVERSITY  
INDUSTRIAL ENGINEERING  
SEMINARS**

**JUNE 11-14, 1957**

**Ithaca, New York**

JUNE 11-14, 1957  
ITHACA, NEW YORK

**A Program for Your  
Key Operating Personnel**



*Sponsored By*

THE DEPARTMENT OF  
INDUSTRIAL AND ENGINEERING ADMINISTRATION  
SIBLEY SCHOOL OF MECHANICAL ENGINEERING  
COLLEGE OF ENGINEERING, CORNELL UNIVERSITY

## A—INDUSTRIAL MANAGEMENT

For events for all participants, see page 3.

### TUESDAY, JUNE 11, 1957

- 8:00-9:00 A.M. Registration.  
9:00 A.M. Combined Session.  
10:45 A.M. Key Problems in Industrial Management.  
R. E. McGARRAH, *Cornell University*.  
12:15 P.M. Luncheon.  
2:00 P.M. Make or Buy Decisions. Fundamentals of cost reduction opportunities. J. F. BRINKERHOFF, *General Manufacturing Mgr., Argus Cameras, Division of Sylvania Electric Products, Inc.*  
4:00 P.M. Reduction & Control of Administrative Overhead Expenses. A vital area for cost reduction. R. C. PERRY, *Controller, New Products Division, Corning Glass Works*.  
8:00 P.M. Smoker, Statler Hall.

### WEDNESDAY, JUNE 12, 1957

- 8:30 A.M. Combined Session.  
10:30 A.M. Dynamic Controls for Expense Budgets. Statistics applied to budgeting. W. J. MCGUIRE, *Operations Control Administrator, British American Oil Co.*  
1:30 P.M. Planning for Integrated Data Processing Systems. Concepts, techniques and personnel requirements. DR. W. L. MURDOCK, *Consultant*.  
3:30 P.M. Campus Tours.  
6:00 P.M. Fellowship Hour and Banquet.

### THURSDAY, JUNE 13, 1957

- 8:30 A.M. Combined Session.  
10:30 A.M. Engineers as Operating Managers. Problems of optimal deployment of available technical personnel. R. A. FORBERG, *Director of Industrial Engineering, Procter & Gamble*.  
1:30 P.M. Measuring Effectiveness of Personnel Functions. Quantitative studies of employee relations staff activities. J. T. FONTAINE, *Consultant, Public & Employee Relations Services, General Electric Co.*  
3:30 P.M. Plant-Community Relations Problems. Some experiences in civic planning. C. I. JOHNSON, *Mgr., Airborne Computer Laboratories, International Business Machines Corp.*  
7:00 P.M. Barbecue and Entertainment.

### FRIDAY, JUNE 14, 1957

- 8:30 A.M. A Survey of Business Management Science. A review of some new techniques and their interrelationships. W. E. BAHLs, *Mgr., Automation Development, Tube Division, Radio Corporation of America*.  
10:30 A.M. Evaluations of New Management Science Techniques. Feasibility of applying these techniques. W. E. BAHLs.  
12:15 P.M. Luncheon.  
2:00 P.M. Combined Session.

## B—MANUFACTURING ENGINEERING

For events for all participants, see page 3.

### TUESDAY, JUNE 11, 1957

- 9-9:00 A.M. Registration.  
9:00 A.M. Combined Session.  
10:45 A.M. The Value Analysis Approach to Cost Reduction. A report of cases involving value analysis. L. D. MILES, *Mgr. Value Analysis, Manufacturing Services, General Electric Co.*  
12:15 P.M. Luncheon.  
2:00 P.M. Cost Reduction Through Better Handling. The story of RCA's Vendor Packaging Program. J. P. O'HANLON, *Administrator, Packaging, RCA*.  
4:00 P.M. When Should Equipment Be Replaced. A review of the equipment replacement problem and current theories concerning it. S. HANESSIAN, JR., *Cornell University*.  
8:00 P.M. Smoker, Statler Hall.

### WEDNESDAY, JUNE 12, 1957

- 8:30 A.M. Combined Session.  
10:30 A.M. Numerical Control and Production Processing. A review of principles and developments in this area of automation. L. W. HERCHENROEDER, *Industry Engineering, Westinghouse Electric Corp.*  
1:30 P.M. Simulation in Manufacturing Engineering. A review of the technique and some of its applications. A. SCHULTZ, JR., *Cornell University*.  
3:30 P.M. Campus Tours.  
6:00 P.M. Fellowship Hour and Banquet.

### THURSDAY, JUNE 13, 1957

- 8:30 A.M. Combined Session.  
10:30 A.M. Queueing in Manufacturing Engineering. Some applications of the theory to manufacturing problems. J. M. ALLDERIGE, *Industrial Engineer, Eastman Kodak Co.*  
1:30 P.M. Work Sampling. Its use and limitations in data collection for analysis of manufacturing engineering problems. B. JOHNSON, *Cornell University*.  
3:30 P.M. Clinic Session. A discussion of problems presented by participants.  
7:00 P.M. Barbecue and Entertainment.

### FRIDAY, JUNE 14, 1957

- 8:30 A.M. A Survey of Business Management Science. A review of some new techniques and their interrelationships. W. E. BAHLs, *Mgr., Automation Development, Tube Division, RCA*.  
10:30 A.M. A Survey of Business Management Science. A discussion period to review the previous talk and relate the material to the participants interests. J. R. GATES, *Mgr. Project Administration, Automation Development, Tube Division, RCA*.  
12:15 P.M. Luncheon.  
2:00 P.M. Combined Session.