Hughes to give lecture on ocean techniques for MITNA seminar

In a continuing series of lectures on Seamanship, the MIT Nautical Association will present Mr. John H. Hughes on Wednesday, March 3, at 7:30 p.m., in Room 3-475. His subject will be: "The Charles River Sailor's Introduction to Cruising and Ocean Racing."

Mr. Hughes is well qualified to discuss this subject; he has extensive experience of coastal and offshore racing, both as skipper and navigator, and at the same time, is equally at home in a small boat. His talk will touch on each subject as to how to get a berth on an ocean racer, how to behave once you have it, and the difference between sailing a small boat and sailing a large one. The talk will be illustrated with film clips.

Prof. Little speaks to advertising group

Dr. John D.C. Little, associate professor in the Sloan School of Management, will address a Marketing Research meeting of the American Marketing Association today at the MIT Faculty Club in the Sloan Building. The title of Dr. Little's address will be "Advertising Experimentation." He will discuss the controlled experiments which are increasingly being used to measure sales response to advertising.

Dr. Little did both his undergraduate and graduate work at MIT, receiving his B.S. degree in 1946, and his Ph.D. in 1948 on the field of Operations Research after an interlude of two years as an engineer with General Electric.

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