

# McConnell—Author, Lecturer, Professor



Photo By Mike Hayman

By ED ICENOGLLE  
Senior Staff Writer

Dr. Campbell R. McConnell, this semester's faculty Outstanding Nebraskan, is helping to teach economics to thousands of students on over 130 campuses this year.

McConnell, Professor of Economics at the University, is author of a text used widely in beginning economics courses, in addition to having a long list of activities in economics and teaching.

Classifying himself as a "general practitioner" in his field, McConnell has taught at the University since 1953.

Besides conducting higher-level courses, McConnell currently instructs Economics 11 and 12, basic principles courses.

"There is more of a challenge to go into a course students take because it is a required course than there is to teaching a graduate seminar," he said Thursday.

INTERESTED CLIENTELE  
In fact, McConnell theorized that teaching becomes easier as the course level goes higher, because the instructor has a more "interested clientele" in the upper-level courses.

McConnell instigated a closed-circuit television lecture series which has been used in elementary economics courses since 1963. He also started a no-lecture version of the same beginning course, in which students volunteer to take Econ 11 without going to class, using just the text for study.

According to McConnell, preliminary reports indicate that students in both of the educational experiments are performing at the same level as those with the conventional, three-classes-per-week arrangement.

The professor said he has had considerable encouragement and support from colleagues and University administration in his endeavors. This indicates the "open mind" of the University, he said.

McConnell is considered to be an outstanding teacher, according to the Faculty Evaluation Book and to the University of Nebraska Foundation, which honored him with its annual award for distinguished teaching in 1961.

McConnell, 39, and the father of three children, attended Cornell College for his undergraduate work (1946-50). He obtained his Master's at the University of Illinois in 1951 and his Ph.D. from the State University of Iowa in 1953.

HONORED  
He was selected for Phi

## Nebraskan Want Ads

These low-cost rates apply to all classified advertising in the Daily Nebraskan. Standard rate of \$6 per word and minimum charge of 50¢ per classified insertion.

HELP WANTED  
Men wanted 15-24 for part time work \$2.87 per hour. Apply neat at 3801 South St. or phone 488-4473 Mon-Sat. 9-30-5.

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For Sale 1962 Impala SS Convertible, 327, Bucket Seats, Radio, Stereo, 5975, 423-0618.

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FOR RENT  
Apartments for rent (825-40) 221 North 17th Street, 300 to 330-5-30 P.M. MWV.

ENTERTAINMENT  
Seven piece show band with Big Brass Sound. The Chancellors Combo, Oakland, Nebr. Sat., Dec. 16 City Auditorium 2:30 pm. Chancellors Combo 466-1027, 488-2061.

MERRY CHRISTMAS  
MERRY CHRISTMAS FROM YOUR CLASSIFIED MANAGER.

Beta Kappa honorary and Order of Artus and Beta Gamma Sigma, economics honoraries. McConnell has written extensively, including articles in numerous journals and magazines and two books.

His first book, "Elementary Economics: Principles, Problems, Policies," is the text used for the beginning economics courses on many campuses. It was published in 1960 and revised in 1963.

In 1963 he also co-edited "Economic Issues: Readings and Cases."

McConnell's research and writings have been on the theories of economics more than on specific aspects and applications, although he has done quite a bit of work in labor economics.

It is because of this general interest in economics that McConnell calls himself a "general practitioner."

But during his 14 years at the University, McConnell has devoted considerable time to teaching, which he says hampers his research efforts in some ways.

"The problem is when you try to do a good job on day-to-day teaching," he said, "there is no time for keeping up. It competes with the basic reading pre-requisite for research."

But the professor appears to have no regrets for devoting his time to teaching.

"My interests are in the principles of economics," he said, "and I love undergraduate teaching."

RESEARCH DIFFICULTIES  
"There are disadvantages as well as advantages (in doing research)," he added. "It is difficult to do penetrating research into even one area with the 'knowledge explosion' or whatever you want to call it."

McConnell has found time, however, to serve on the Chancellor's hand-picked Student Academic Freedom committee.

As one of two faculty representatives to the six-man committee, McConnell has been instrumental in helping draw up a document that should establish rights and responsibilities of faculty, students and administrators.

In the committee meetings, McConnell has expressed his concern for guaranteeing students the best

instruction the University has to offer.

That is, he said, the purpose behind the experimental approaches in the beginning economics courses.

"I am personally more concerned with undergraduate than graduate education," he said. "I am worried about thwarting student enthusiasm in his first couple of years."

### RATIO

By freeing competent staff members from instructing the beginning courses, his department is able to offer a better student-teacher ratio in other courses, he pointed out.

The University is in the process of "digesting" the huge numbers of students now, he said. When the school has accomplished its complete transition to a large University, it will be able to attack the quality of education.

The TV and no-lecture courses have been "born out of the number squeeze," he explained, "but the question is if we can teach in a reasonably effective way."

"Then in exchange for the TV classes," he said, "we can have classes of 25 or less later."

Although the television series will be discontinued next semester, the no-lecture course may be continued, pending investigation of its effects.

### STUDENT INITIATIVE

McConnell cited the no-lecture approach because it developed initiative in the students. He said, however, that such an arrangement might both be applicable in some courses.

The TV lecture is being discontinued because of increased cost and negative reaction from students on receiving lectures on television. He added that the students in the TV class have been achieving grades on tests equivalent to the conventional classes.

"We do not intend to go ahead with the television course," he said. "This decision is not based on performance."

"In our department we listen to the reaction of the students."

He is also listening to the reaction of the students on the Student Academic Freedom Committee, where he is working with the other

members in moving towards encouraging improvement, or at least experimentation, in the educational process at the University.

"The University can become an important research center in teaching," he said. "This could take a great deal of extra time of the faculty. But we are obligated to do more by way of experimentation."

The University has the potential for becoming an excellent large University, he said.

"With the growth in numbers and facilities in the last four to six years," the professor said, "we have necessarily been pre-occupied with numbers."

But he did not think the quality of education has

been impaired by this growth; but, on the other hand, it may not have advanced.

"All things considered, the University has made a serious attempt to retain its quality," McConnell said. "What we can hope for in the future, as the rate of increase begins to level off, is that we can turn our attention to problems of quality."



Photo By Mike Hayman

PROFESSOR MCCONNELL... tapes a television lecture for Economics 11.

## Eligible Bachelor

The following interviews for the Cornhusker Eligible Bachelor will be held on Saturday: Jim Thomassen, Acacia-2 p.m.; Mike Verad, Alpha Gamma Rho-1:00 p.m.; Duane Jewell, Alpha Gamma Rho-1:10 p.m.; Tom Penney, Alpha Tau Omega-2:25 p.m.; Douglas Peter, Beta Sigma Psi-1:30 p.m.; Bell Booth, Beta Sigma Psi-1:35 p.m.; Steve Seitz, Beta Sigma Psi-1:40 p.m.; Randy Vogel, Beta Theta Pi-1:45 p.m.; Bruce McNickle, Delta Sigma Pi-1:55 p.m.; Ross McCown, Delta Upsilon-2 p.m.; Dick Cammelli, Delta Upsilon-2:05 p.m.; Farmhouse 2:10 p.m.-2:20 p.m.; Kappa Sigma-2:25 p.m.; Bill Stank, Phi Gamma Delta-2:30 p.m.; John Boyd, Phi Gamma Delta-2:35 p.m.; Phi Kappa Psi-2:40 p.m.; Bob Elliott, Sigma Alpha Epsilon-2:45 p.m.; Rich Gordon, Sigma Chi-2:50 p.m.; John Pershine, Sigma Xi-2:55 p.m.; Bob Santoro, Sigma Phi Epsilon-3 p.m.; Rick Banta, Sigma Phi Epsilon-3:05 p.m.

Frank Patrick, Abel Hall-3:15 p.m.; James Mischick, Abel Hall-3:40 p.m.; Robert Schumacher, A- Men-3:45 p.m.; Loren Schultze, Ag Men-3:50 p.m.; Harper-3:55 p.m.; Schramm-4:00 p.m.; Ken Volker, Burr West-4:20 p.m.; Chuck Justick, Burr West-4:25 p.m.; Calber-4:30 p.m.; Don Cordes, Cornhusker Co-op-4:30 p.m.; Joe Ortuna, Sellick Hall-4:35 p.m.; Dick Davis, Sellick Hall-4:40 p.m.; Miles Krimm, Sellick Hall-4:45 p.m.; Fred Hare, Sellick Hall-5:10 p.m.; Chuck Bentzen, Sellick Hall-5:15 p.m.; Steve Fremrick, Sigma Phi Epsilon-5:20 p.m.

On Campus with Max Shulman  
(By the author of "Rally Round the Flag, Boys!" "Dobie Gillis," etc.)

'TIS THE SEASON TO BE JOLLY  
Yuletide is almost upon us. Let's stop wasting time in classes and get on with our Christmas shopping. Following are a number of gift suggestions, all easily obtainable at your nearest war surplus boutique.  
First, a most unusual gift idea, brand new this year and certain to please everyone on your list—a gift certificate from the American Veterinary Medicine Association! Each certificate is accompanied by this charming poem:  
Merry Christmas, north and south.  
Does your cow have hoof and mouth?  
And your dog, fidele semper,  
Here's a cure for his distemper.  
Little kitten, cute and squirmy,  
Bring her in, I think she's wormy.  
To bunnies, turtles, parrots green,  
Joyeux Noel! Heures Vaccine!

ROLES... of author, lecturer, and professor demand long hours of concentration and paperwork.

This chart includes all major actions taken by the ASUN Student Senate during the first semester.

Subject	Explanation	Action Taken
Budget: \$9,600	Funds for ASUN-sponsored activities 1967-68	Approved
Vietnam Week	Created to inform students about war in Vietnam	Vietnam Week Committee established; referendum conducted and results conveyed to President Johnson
Election Procedure	Procedures revised for ASUN elections	New election procedure approved
Deferred Rush	Senate expressed concern over possible imposition of deferred rush on Greek system	Resolution against Regent imposition of deferred rush approved
Publications Board Re-evaluation	In conjunction with selecting student representatives, investigating committee requested	Pub Board Committee proposes revision of Board; action deferred until after vacation
FM Station	FM Radio Station to be organized and operated by students proposed	Referendum conducted; resolution supporting FM Station presented to Regents
Drugs	Investigate problems of drugs on campus; inform students	Ad Hoc Drug Seminar Committee established; Committee made recommendation to Senate
Minimum Housing	Minimum housing standards voted on in city election	Resolution supports minimum housing standards
Academic Freedom	Statement following controversy over Dick Gregory's speech at NU	Resolution supports academic freedom and freedom of expression on NU campus
Military Recruiting	Selective Service directive by Gen. Hershey sparked Senate action	Senate established committee to investigate business, military and political recruiting on campus; Military Recruitment Resolution calling for banning recruiters approved, and later rescinded; resolution urging Regents to convey displeasure of NU to President Johnson and SS Boards.

## NU Fraternities Top The Nation

University fraternities were recently recognized for having the top scholarship record in the nation among fraternity systems of comparable size, according to Sid Logemann, Interfraternity Council president.

8.92%, best in the country for fraternity systems in the "medium" size group. Logemann said the \$100 scholarship was designated for library funds, so IFC representatives will present the money to the University libraries in the next few weeks.

The Oklahoma State IFC garnered second place behind Nebraska in the "medium" size scholarship competition, while Kansas State's IFC got top honors in the medium group for public service achievement.

The Daily Nebraskan staff wishes you a light, bright, happy holiday season.

Bruce Giles	Jim Enimore
Glenn Friendt	Jim Evinger
Charlie Baxter	John Schmidt
Roger Boye	Mike Hayman
Jack Todd	Don Ladeley
Cheryl Tritt	Alan Plessman
Julie Morris	Charlie Davies
Mark Gordon	Janet Boatman
Randy Irey	Allan Brandt
Dave Buntaim	Jane Ross
Gary Gillen	David Kavanaugh
Ed Icenogle	Gary Meyer
Connie Matthews	Dan Cronk
Sherry McGoffin	Kathy Drieth
Jan Parks	Barb Martain
Christie Schwartzkopf	Ken Miller
Brent Skinner	Wayne Males
Kent Cockson	Roy Pyle
Dick Tegtmeyer	Lynn Womaque
Lynn Gottschalk	Sandy Geunther
Betsy Fenimore	Andy Corrigan

Are you wondering what to give that extra-special man on your list? Stop wondering. Give him that extra-special shaving combination, Personna Super Stainless Steel Blades and Burma Shave. Each gift is accompanied by this charming poem:

Christmas merry, New Year bonny,  
From your friendly blade Personna.  
You will have the ladies fawning,  
If you're shaving with Personna.  
Injector style or double edges,  
Roth are made by good Personna.  
And Burma-Shave in plain or menthol,  
Leaves your face as smooth as menthol.

(NOTE: As everyone knows, renthol is the smoothest substance ever discovered. You may not know, however, that renthol is named after its inventor, Ralph Waldo Renthol, who developed it by crossing a swan with a ball bearing.)

Interestingly enough, Mr. Renthol did not start out to be an inventor. Until age 50 he was a Western Union boy. Then fate took a hand. One day while delivering a singing telegram to a girl named Claudia Sigafoss, Ralph noted to his surprise that the telegram was signed "Claudia Sigafoss!" She had sent herself a birthday greeting!

(When pressed to explain, Claudia told Ralph a heart-rending tale. It seems that when she was only six weeks old, her parents were killed in an avalanche. The infant Claudia was found by a pair of kindly caribou who raised her as their own. They taught her all they knew—like how to rub bark off a tree and which lichens are better than other lichens—but in time they saw that this was not enough. When Claudia reached age 18, they entered her in Bennington.

(Caused to people, Claudia lived a lonely life—so lonely, in fact, that she was reduced to sending herself birthday greetings, as we have seen.

(Ralph, deeply touched, married Claudia and tried his best to make her mingle with people. It didn't work. They went nowhere, saw no one, except for an annual Christmas visit to Claudia's foster parents, Buck and Doe. To while away his long, lonely hours, Ralph finally built a work bench and started to futz around with inventions, as we have seen.

(It is pleasant to report that the story of Ralph and Claudia ends happily. After the birth of their two children, Donner and Blitzen, Claudia joined the PTA and soon overcame her fear of people. Ralph joined the Elks.)

But I digress. Merry Christmas to all and to all a good night! Ho-ho-ho!

The makers of Personna and Burma Shave join Old Max in extending greetings of the season.