



by Charles Osgood

Once upon a time, we Americans had an amazing amount of confidence in ourselves. If there was a challenge, a job to be done, we may not have known *how* we were going to do it exactly, but there was no question in our minds we'd find a way. This was the famous American "can-do" spirit. And sure enough, most of the time we pulled it off. I can remember reading signs on shop windows:

"The difficult we do immediately
The impossible takes a little longer.
The Management."

That was us, all right. Brash, bold, unrealistic and unsophisticated. But also, by the way, the wonder of the world. Now, of course, we're a lot more analytical. American management is a whole lot more sophisticated and scientific now than in the old days. One of the things we're much better at today is realizing all the things we can't do. Today the sign would have to read:

"Nothing is easy anymore,
And the difficult things are impossible.
The Management."

For example, there is a billion-dollar piece of business out there waiting for somebody to grab it. Some company is going to make a bundle manufacturing the tubes for the high resolution display screens the Federal Aviation Administration is buying as part of a \$3 billion update of the air traffic control system. So far, two companies have bid on the job. Both of them are Japanese.

No American corporation is ready, willing, or able to make the commitment to deliver the tubes when the FAA says it wants them. Chicago-based Zenith says it might be willing to make a bid if the agency would hold off a year or so, and if the government or somebody would also kick in \$20 million or so for some additional research.

The biggest technological race going on in the world right now is related to this question of high resolution video tubes. The Pentagon is offering \$30 million in seed money to private industry to work on High Definition Television (HDTV) because of its many military applications. But Zenith's boss, Jerry Pearlman, says that money will only scratch the surface. A hundred million a year for four or five years would be more like it, he thinks.

HDTV may very well revolutionize the entire television industry in years to come, some experts believe. They say in a couple of decades it could be a 140 billion-dollar business. But, of course, a couple of decades from now is much too far away for modern American management to be thinking about. "In the long run we are all dead" is a saying many American business school graduates love to quote.

The company that gets the FAA contract is going to be given an enormous boost in the worldwide competition for HDTV. Too bad it won't be an American company.

We once used to crow about "get up and go."
Our "can-do" we depended upon.
Let's pray it's not so, but our get up and go
Seems to have got up and gone.

ELECT *cont. from 1*

we simply count votes." He continued, "I took [the button] off later in the evening because I was really uncomfortable with it. I apologize if I influenced any votes." Hughes said Adkins supervised vote counting to ensure a fair election.

Leiman also said he objected to committee member Mike McBride advising a voter for whom to vote. According to Hughes, "Mike's roommate said she didn't know who to vote for and he started instructing her, but I stopped him before he could tell her. Those ballots [which were cast Tuesday] were declared void anyway." Hughes said McBride's advising "was an improper act that he has apologized for to the committee."

Despite all the problems, Hughes looked relieved yesterday, the last day of voting. He said in all the years he has been at Trinity, he has never seen such a positive response to fix a mistake.

BLOOM COUNTY

