

CHALLENGE

CHALLENGE

CHALLENGE

Sunday afternoons

1:30 to 2:00 p.m.

CHANNEL 12

program previews for

OCTOBER

CHALLENGE - the exciting, fascinating story of tomorrow's technical occupations and the countless new career opportunities ahead.

To present this vital message for young people, their parents and their teachers, CHALLENGE documents its career counseling for future engineers and engineering technicians with films, slides, product displays, and special exhibits. Panel discussion groups, representing education, industry, typical students, and graduates, highlight the career areas undertaken in each program. You are cordially invited to watch CHALLENGE each Sunday afternoon.

OCT.
5

ALLEN-BRADLEY COMPANY presents the story of career opportunities in the motor controls and electronic components field. A pioneer in this vital industry, the Allen-Bradley Co. will illustrate potential careers in engineering, designing, and manufacturing.

OCT.
12

AC SPARK PLUG DIV., GENERAL MOTORS CORP. devotes its presentation to missiles, or inertial guidance systems, which have had such an important and far-reaching effect on business and manufacturing. Aspects of careers in research, testing, and development, will be presented by AC Spark Plug.

OCT.
19

CONTROLS COMPANY OF AMERICA describes engineer career opportunities in the design and manufacture of controls that make modern living possible. This is the story of the automatic controls used on many appliances, as well as on heating and air conditioning equipment.

OCT.
26

HARNISCHFEGGER CORPORATION points up the opportunities for future engineers and engineering technicians in the manufacturing of heavy equipment for industry and construction. Featured will be the manufacture of Harnischfeger's "through the air" materials handling products.

Brought to you as a public service,

CHALLENGE is presented by WISN-TV in cooperation

with the Milwaukee School of Engineering and

twelve Milwaukee-area industries.

OCTOBER PROGRAMS

Milwaukee School of Engineering
1025 N. Milwaukee St.
Milwaukee 1, Wis.

MILWAUKEE INDUSTRIES



CHALLENGE

12

WISN-TV



MILWAUKEE SCHOOL OF ENGINEERING