

Challenge (Television Program)

MSOE AC 21

1958-1967

1.0 Cubic Feet

Abstract: This collection consists of documents involved in and related to the creation of the television program, *Challenge*. It aired on WISN-TV (Channel 12) from 1958 to 1966.

Biography: *Challenge* was created out of a partnership between MSOE and WISN-TV. The show aired weekly and featured representatives of Milwaukee companies discussing the use of science and technology in each company.

Scope and Content Note: The collection consists of various paper documents used in the creation of *Challenge* (scripts, correspondence), photographs, documents from the host companies, promotional materials, and lists of episodes. Items have been arranged by episode air date and all items related to an episode have been placed in the corresponding episode folder.

Arrangement: Chronological by episode.

Administrative Information:

Restrictions: No access restrictions.

Acquisition Information: Unknown acquisition.

Processing Note: Processed by Lindsay Bastian in October 2012.

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- Box 1 Folder 17 Challenge: December 28, 1958
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- Box 1 Folder 18 Challenge: January 4, 1959
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NOTE: Challenge was not shown on January 18, 1959 due to a WISN-TV Polio Telethon.

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- Box 1 Folder 21 Challenge: February 1, 1959
Brooks Stevens Associates – Careers in Industrial Design
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- Box 1 Folder 26 Challenge: March 8, 1959
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- Box 1 Folder 28 Challenge: March 22, 1959
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- Box 1 Folder 29 Challenge: March 29, 1959
*Wisconsin Training Directors Association – Youth Looks to the
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- Box 1 Folder 30 Challenge: April 5, 1959
*American Motors Corp. – Importance of the Automotive Industry
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- Box 1 Folder 31 Challenge: April 12, 1959
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- Box 1 Folder 32 Challenge: November 15, 1959
Harnischfeger Corporation – How to Get a Job
- Box 1 Folder 33 Challenge: November 29, 1959
AC Spark Plug Div. GMC – Tomorrow’s World Today
- Box 1 Folder 34 Challenge: December 6, 1959
Allen-Bradley Company – Careers in Electronics
- Box 1 Folder 35 Challenge: December 13, 1959
IBM Corporation – The Computer
- Box 1 Folder 36 Challenge: December 20, 1959
WISN-TV – Careers in Television
- Box 1 Folder 37 Challenge: December 27, 1959
[Repeat Episode: *MSOE – Education, Science and Industry–
Partners in Progress*; from February 8, 1959]
- Box 1 Folder 38 Challenge: January 3, 1960
X-Ray Dept. General Electric Co. – X-Ray in Industry’s Future
- Box 1 Folder 39 Challenge: January 10, 1960
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- Box 1 Folder 40 Challenge: January 17, 1960
Evinrude Motors Div. Outboard Marine Corp. – Inside Evinrude
- Box 1 Folder 41 Challenge: January 24, 1960
*Ampco Metals, Inc. – Bronze-A Special Alloy for Resistance
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- Box 1 Folder 42 Challenge: January 31, 1960
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- Box 1 Folder 44 Challenge: February 14, 1960
Wisconsin Electric Power Co. – Electric Power, The Cornerstone of Our Society
- Box 1 Folder 45 Challenge: February 21, 1960
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- Box 1 Folder 46 Challenge: February 28, 1960
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- Box 1 Folder 49 Challenge: March 20, 1960
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- Box 1 Folder 57 Challenge: February 5, 1961
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- Box 1 Folder 58 Challenge: February 12, 1961
Wisconsin Telephone Company – Seconds for Survival
- Box 1 Folder 59 Challenge: February 19, 1961
Wisconsin Society of Professional Engineers – A Salute to America's Engineers
- Box 1 Folder 60 Challenge: February 26, 1961

- Milwaukee Sentinel – The Aero-Space Missile Race*
- Box 1 Folder 61 Challenge: March 5, 1961
AC Spark Plug Div. GMC – Inertial Guidance in the Space Age
- Box 1 Folder 62 Challenge: March 12, 1961
Johnson Service Co. – What is Pneumatic Control?
- Box 1 Folder 63 Challenge: March 19, 1961
Steel Founders Society of America – Steel Foundry Industry Celebrates Centennial
- Box 1 Folder 64 Challenge: March 26, 1961
MSOE-Institute of Leather Technology – The World of Leather
- NOTE:** The Challenge episode shown on April 2, 1961 was: *American Motors Corporation – Miracle at Pike’s Creek.*
- Box 1 Folder 65 Challenge: April 9, 1961
Allis-Chalmers MFG. Co. – Power for the Future
- Box 1 Folder 66 Challenge: April 16, 1961
Harnischfeger Corporation – Electrical and Hydraulic Controls
- Box 1 Folder 67 Challenge: April 23, 1961
Cleaver Brooks Co. – A New Idea-A New Industry
- Box 1 Folder 68 Challenge: April 30, 1961
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- Box 1 Folder 69 Challenge: May 7, 1961
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- Box 1 Folder 70 Challenge: May 14, 1961
Controls Company of America – The Wonders of Solid State Physics
- Box 1 Folder 71 Challenge: May 21, 1961
S. C. Johnson & Sons, Inc. – Challenge-Johnson’s Wax
- Box 1 Folder 72 “Lightning,” 1961
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Allen-Bradley Co. – A Career in Engineering Sales
- Box 1 Folder 75 Challenge: February 10, 1962
Wisconsin Electric Power – Arteries for Power
- Box 1 Folder 76 Challenge: February 17, 1962
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- Box 1 Folder 77 Challenge: February 24, 1962

- Box 1 Folder 78 Challenge: March 3, 1962
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- Box 1 Folder 79 Challenge: March 10, 1962
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- Box 1 Folder 80 Challenge: March 17, 1962
AC Spark Plug Div. GMC – Achievement in Time
- Box 1 Folder 81 Challenge: March 24, 1962
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- Box 1 Folder 82 Challenge: March 31, 1962
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- Box 1 Folder 83 Challenge: April 7, 1962
IBM Corporation – Extending the Use of Computers
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Manpower, Inc. – The Manpower Story
- Box 1 Folder 85 Challenge: April 21, 1962
MSOE – Opportunity Through Technical Education
- Box 1 Folder 86 Challenge: April 28, 1962
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- Box 1 Folder 87 Challenge: May 5, 1962
Controls Company of America – Engineering Aspects of Refrigeration and Air Conditioning
- Box 1 Folder 88 Challenge: May 12, 1962
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- Box 1 Folder 89 Milwaukee Radio Television Council Award, 1963
- Box 1 Folder 90 Challenge Episode List, 1963
- Box 1 Folder 91 Challenge: February 3, 1963
Wisconsin Society of Professional Engineers – Engineering and You
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Wisconsin Electric Power Co. – Electricity - Key to Your Future
- Box 1 Folder 93 Challenge: February 17, 1963
Allen-Bradley Co. – Tomorrow’s Job in an Automated World
- Box 1 Folder 94 Challenge: February 24, 1963
IBM Corp. – What? Where? When?
- Box 1 Folder 95 Challenge: March 3, 1963
Wisconsin Telephone Co. – The Far Sound – From Next Door or Outer Space
- Box 1 Folder 96 Challenge: March 10, 1963

X-Ray Dept., GE Co. – Medical Electronics – New Key to Good Health

- Box 1 Folder 97 Challenge: March 17, 1963
Harnischfeger Corp. – Find the Answer and Make It Work
- Box 1 Folder 98 Challenge: March 24, 1963
A.O. Smith Corp. – Reinforced Plastics – the Material for Today and Tomorrow
- Box 1 Folder 99 Challenge: March 31, 1963
MSOE – Operation: IMPETUS
- Box 1 Folder 100 Challenge: April 7, 1963
Aqua-Chem, Inc. – Taking the ‘Sea’ out of Sea Water
- Box 1 Folder 101 Challenge: April 14, 1963
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AC Spark Plug Div. GMC – Aerospace Systems - Milwaukee
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Controls Company of America – World Marketing and Its Influence on Engineering Concepts
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Wisconsin Society of Professional Engineers – The Milwaukee Civic Center – It’s Closer Than You Think
- Box 1 Folder 112 Challenge: February 23, 1964
American Society for Metals – The March of Materials Technology
- Box 1 Folder 113 Challenge: March 1, 1964
MSOE – Traffic Control in Outer Space
- Box 1 Folder 114 Challenge: March 8, 1964

- X-Ray Dept., GE – The Broad Scope of X-Ray Application in Industry Today*
- Box 1 Folder 115 Challenge: March 15, 1964
IBM Corporation – The Computer: A Scientific and Management Tool
- Box 1 Folder 116 Challenge: March 22, 1964
Harnischfeger Corp. – The Stacker Crane – From Drawing Board to Engineering Reality
- Box 1 Folder 117 Challenge: March 29, 1964 [Unaired Episode]
Milwaukee Section, American Welding Society – Welded Structures Unlimited
- Box 1 Folder 118 Challenge: March 29, 1964 [Alternate Show – Aired]
S. C. Johnson & Son, Inc. – Johnson’s Wax Invites You – Come to the Fair
- Box 1 Folder 119 Challenge: April 5, 1964
Allis-Chalmers Mfg. Co. – Extra High Voltage
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Controls Company of America – Think International
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- Box 1 Folder 128 Challenge: March 7, 1965
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*John Oster Manufacturing Co. – Appliances for Spin Cookery
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- Box 1 Folder 130 Challenge: March 21, 1965
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- Box 1 Folder 134 Challenge: May 2, 1965
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- Box 1 Folder 135 Challenge: May 9, 1965
*Milwaukee Chapter, American Welding Society – Welding –
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- Box 1 Folder 136 Challenge: May 16, 1965
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*Wisconsin Society of Professional Engineers, Milwaukee Chapter
– Engineering – Creative Resource for Progress*
- Box 1 Folder 143 Challenge: March 6, 1966
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- Box 1 Folder 145 Challenge: April 3, 1966
*AC Electronics, Apollo Program – To the Moon and Back – in the
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- Box 1 Folder 147 *Outboard Marine Corporation – Pleasure Boating Comes of Age*
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- Box 1 Folder 152 *Wisconsin Electric Power Company – Nuclear Power – A Progress Report*
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- Box 1 Folder 153 *Wisconsin Society of Professional Engineers – Engineering... for the Human Environment*
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- Box 1 Folder 154 *AC Electronics – Inertial Guidance for the Boeing 747 Jet Liner*
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- Box 1 Folder 155 *Leather Industries of America – The New Look in Leather*
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