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## Interview of Verna E. Howard

Verna Elisha Howard

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Harding College  
Oral History Library  
Verna E. Howard  
August 14, 1970

**I. Ancestry and Birth**

**A. Birthplace and Date**

**B. Parental Background**

**1. Occupation**

**2. Religion**

**3. Basic Philosophy**

**C. Family Composition**

**II. Early Youth**

**A. Educational Opportunities**

**B. Church Relation - Opportunity**

**C. Parental Influence**

**D. Work experience**

**E. Early recollections and ambitions**

**III. Teenage Experience**

**A. Education - High School and College**

**B. Work - Melville Shoe Corporation**

**IV. Early Adulthood**

**A. Marriage - Children**

**B. College Education**

**1. Abilene**

**2. Harding - Experiences**

**3. State Teachers**

V. Christian Ministry

- A. Local Work -- Hot Springs, Conway, Greenville
- B. Gospel Meetings
  - 1. Early Meetings
  - 2. After 1944
- C. Singing Sessions
- D. Eldership and Christian Education
- E. Radio -- Beginning (1934)

VI. Radio Ministry

- A. Beginning and Mechanics
  - ✓ 1. Influence of Others
  - ✓ 2. Problems in Beginning
  - ✓ 3. Financing Programs
  - ✓ 4. "Are You Listening?"
- B. Growth and Extension
  - 1. The Gospel Hour - 25 years
  - 2. Full Time Ministry, 1944
  - 3. Varied Stations
  - 4. World Radio, 1963
- C. Results of Effort
  - 1. Baptisms and Response
  - 2. Publication of Sermons
- D. Highlights
- E. Change in Equipment
  - ✓ 1. Wire Recorder
  - ✓ 2. Disc
  - ✓ 3. Tape Recorder

✓ F. Unusual Incidents

- ✓ 1. "Cotton Picking Thing"
- 2. "You Must Repent"

✓ G. Consideration of Profession in Radio

- H. Future in Radio
- I. Television Consideration

VII. Publications

- ✓ A. What Is the Church of Christ
- ✓ B. The Holy Spirit
- ✓ C. Tracts

VIII. Business Ventures -- How and Why?

- A. Jewelry Stores
  - 1. Greenville
  - 2. Monroe
- B. Gibson Discount Stores
- C. Central Printers and Publishers, Inc.
- D. Mid-South Development Corporation
- E. Philosophy of Business
- F. Future Plans

IX. Philosophy of Life

- A. Basic Principles
- B. Houston Confrontation with Kennedy

X. Recognition for Achievement

- A. West Monroe Dinner
- B. Other Awards
- C. Greatest Satisfaction

Today

**XI. Advice to Youth**