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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