

Oscar C. Howard:

Paving the Way for Meals on Wheels

Anna M. Rice

Documentary

Senior Division

St. Paul Pioneer Press's tribute to Oscar C. Howard, after his death in November 2003, led me to this project. Howard's contribution to the Meals on Wheels (MOW) program is an ideal topic because it has local connections and worldwide implications. It involves not only exploration of new social services, but also new opportunities for African-Americans. Howard's place in history is not widely known, but it should be.

There are few published sources on Howard or MOW, so research was extremely challenging. Howard donated many items to the Minnesota History Center, so I began with an investigation of his artifacts, photographs, and letters. I interviewed his widow, Virginia Howard (she declined videotaping). She provided Howard's taped interviews and speeches, so his remarkable sincerity and wit could appear in this documentary. Also interviewed were Dick Storla, a Minneapolis social worker who collaborated with Howard on MOW, and Jeannie Leifeld, director of St. Paul's Merriam Park MOW. Other interviewees who influenced this documentary but do not appear are: Jean Lloyd, National Nutritionist; Dr. Steven Ruggles, Population Studies expert, and several MOW directors and workers. I filmed a MOW kitchen, but no deliveries because of privacy issues for the vulnerable clients; MOW, however, provided one of their promotional tapes. Photographs of sharecroppers and welfare programs are rare; also, large segments of Mr. Howard's life were not photographed at all, so images of the same era and of similar subjects were used.

After collecting over 200 images, many from Virginia Howard's and Dick Storla's private collections, and 4 hours of video, selecting only ten minutes' worth was challenging. A documentary, however, is the best medium because this topic's impact is apparent in the emotional interviews and footage of MOW in action. Also, Mr. Howard was a unique person with drive, compassion, and a sense of humor which is evident on film. I wrote a six-minute script, leaving time for the interviewees, then selected photographs and video clips, and used Adobe's Premier 6.5 and Photoshop 7.0 to construct the project.

Oscar C. Howard: Paving the Way for Meals on Wheels is about a man who overcame obstacles without becoming bitter, and with each success looked for ways to help others. Howard exchanged a

sharecropper's life for an education by running away to school at age 14. Battling poverty and racism on his road to success, Howard encountered color barriers. He overcame them all, and in fact, as the first black on many civic and business boards, he blazed a trail for minority entrepreneurs to follow. When he could give back to the community, he explored new social services. Among the most enduring and far-reaching is a program that brought food to homebound people: Meals on Wheels. His program became a worldwide model. Today, this program enables elderly people to remain independent, and provides a bridge between generations for the many volunteers around the world who take the time to bring a meal and a smile to a homebound person.

Process paper word count: 494

Documentary running time: 9 minutes, 54 seconds

Bibliography

Abbreviations used:

AoA: U.S. Administration on Aging

LBJ: President Lyndon B. Johnson

MHS: Minnesota Historical Society Collections, St. Paul

MOW: Meals on Wheels

OAA: Older Americans Act

OCH: Oscar C. Howard

WVS: Women's Voluntary Service

Research Sources, Primary:

Videocassettes of OCH television appearances and speeches: The following were on two videocassettes provided by Virginia Howard, OCH's wife. Segments of the video were from several different television programs and speeches at various events. These were the most important research sources because they provide not only historical details, but the personality of OCH is clear. He shows energy, determination, and dedication to his goals, even at 80 years old. He was an engaging, thoughtful man with a heart of gold. Listed here are the segments that appear in this project.

Howard, Oscar. Interview at the Minnesota History Center by KARE-TV news reporter. St. Paul [1992].

This television interview with OCH aired when he had donated his papers and catering equipment to the Minnesota Historical Society for their new History Center in St. Paul. The entire segment was important to this project because OCH told his life story and especially his exploration of MOW. A clip about his early experience with Minneapolis bankers is used.

- - -. News feature on MOW program. Reporter Judy Nelsen. Golden Valley, MN: KARE-TV [c. early 1990s].

This special feature during a news broadcast highlights OCH and his MOW efforts. He discusses his background and the history of MOW. It also shows the process used to deliver MOW. A clip of the delivery is used in my documentary. At the end of the interview, OCH discusses how happy he feels to have made such an important contribution, and this appears in my project.

- - -. Speech on Success. 1988. Delivered at Tuskegee Institute in Alabama.

Variations of this speech were delivered by OCH in the late 1980s to early 1990s. He told about successes in the black community, including himself, and analyzed what it meant to be a success. A clip about the responsibility of using your success to help other people is used in my project.

- - -. The Time of our Lives. Studio interview. [c. early 1990s]. Prod. Mary Jo Meagher. Hosts Jeanne Rogers, Mel Kirkpatrick. Bloomington (MN) Public Schools Community Education and Instructional Services.

This television magazine-style program featured stories of interest to senior citizens. OCH was interviewed about starting MOW. This provided historical details, as well as a clip showing senior citizens involved in a group activity.

- - -. Voices with Art Cunningham. Studio interview. Minneapolis: Cunningham Productions, 1992.

This television interview discussed his life, and his tips for success. His humorous outlook on life is apparent. The story about his riding to school on the running board of a white man's car is used here. The anecdote about the goals he set early in life was also used.

Other Primary Sources:

Aging Citizen's Newsletter. St. Paul: Minnesota Governor's Council on Aging. Various dates Feb. 1960 – Summer 1969. MHS.

This newsletter shows the progress of programs for elderly citizens, and that Minnesota was a leader whose ideas were often borrowed by other states (Feb. 1960). The MOW program for Pilot City is discussed as another model for other cities (Summer 1969).

Aging Initiative Project 2030: Briefing Book. St. Paul: MN Dept. of Human Services. 1997. MHS.

This booklet provides current statistics for the number and situation of elderly people in Minnesota, and projects what will happen to the elderly population from now until 2050. Some of the statistics were used in the project.

Aging Initiative Project 2030: Health and Long Term Care Issue Paper. St. Paul: MN Dept. of Human Services. Jan. 1999. MHS.

This discusses the ways in which the increasing elderly population can be cared for, especially when the baby boomers reach old age and dramatically increase the need for senior services.

“Air: Sweet Victories.” Time 14 Feb. 1944: 68–70.

This article highlights the achievements of the experimental squadron of black pilots. (See Training: Experiment Proved? for a related article.) This is important to my project because it illustrates the segregation of the military in WWII, which reflected the social conditions of OCH's young adult life. It also specifically mentions the black Tuskegee airmen who OCH encountered when he cooked for them before he was drafted.

Brataas, Anne. “Meals on Wheels mementos are tribute to program and its founder.” St Paul Pioneer Press 5 Sep. 1992: B1+.

This tells OCH's life story, focusing on MOW, because he donated many artifacts of his business to the new Minnesota History Center in St. Paul. This is important, not only for his life story, but also the artifacts are a key element of my research.

“Demonstration Cities.” Congressional Digest Feb. 1967.

The entire digest was devoted to LBJ's goal to “build in our cities and towns an environment for man equal to the dignity of his aspirations.” Several articles discuss the legislation being proposed to meet this. This is important because Demonstration Cities legislation eventually led to the Minneapolis Pilot City program; its provisions for senior citizens are outlined here.

Dietrich, Sara. “Council Member Samuels and Mayor Rybak deliver Meals on Wheels on Feb. 27, 2003.” 25 Jan. 2003. 3 Mar. 2004. <<http://www.ci.mpls.mn.us.news>>.

This delivery was to raise awareness of senior hunger. Twin Cities' MOW statistics are given, which are useful to this project. This also shows that MOW is a well-known part of our culture.

Dinner to Your Door! Directory of Home Delivered Meals. Booklet. Minneapolis: Community Health and Welfare Council, 1974. MHS.

This booklet was published about 3 years after OCH's and Pilot City's MOW began. It already lists 20 other MOW programs in the Twin Cities area built on this same model. An interesting note: this booklet is produced by the same council that determined there was not a sufficient need to start a MOW program (see *Report Views Meals for Aged*).

Gardner, Bill. “A force against hunger dies.” St. Paul Pioneer Press 5 Nov. 2003: B1+.

This tribute outlines the accomplishments of OCH. It is very important because it is the article that first interested me in Oscar Howard. Also, Mr. Gardner helped me find sources.

Graves, Charles. Women in Green. London: William Heinemann LTD, 1948.

The forward is written by the Dowager Marchioness of Reading, the head of the Women's Voluntary Service, a national women's social service group formed during WWII. It details the formation and duties of the WVS, including providing mobile meal service to war-torn areas of Great Britain. This is important because the WVS provided the idea for MOW; the photographs of mobile meal delivery also appear in this project.

Hahn, Trudi. "Oscar Howard dies; founded Minnesota Meals on Wheels." Minneapolis Star Tribune 7 Nov 2003: B6.

This obituary provides important biographical details on OCH, but it is also important because it contains a quote that summarizes his attitude toward the racial barriers he encountered: "The way I look at it, if you're headed in the right direction when a guy kicks you in the pants, you're actually getting a boost."

Hickey, Margaret. "Meals on Wheels for the Elderly and Ill." Ladies Home Journal Feb. 1959: 23-7.

This article provided details about America's first MOW started by Margaret Toy in Philadelphia. It also discussed other programs: all supported by women's or church groups, who not only delivered the meals, but prepared them as well. This is useful because it shows the contrast to OCH's unique approach to MOW: a professional caterer joining with professional social workers.

"Howard's Family History." 28 Apr. 1990. Oscar C. Howard Papers. P1842. Folder Personal Papers (1945-1990). MHS.

This is a genealogical study of OCH's family. It provided many details about his family and lists his accomplishments, including being the first black to head any state restaurant association.

Howard, Oscar. Oscar C. Howard: Master of Challenges. Minneapolis: T.S. Denison and Co., Inc., 1974.

An autobiography written shortly after Meals on Wheels had its start, OCH focuses on his past life and how he obtained success. This is a valuable resource because it details the tremendous challenges OCH faced: the racial harassment of the KKK, the cruel killing of a family pet, landowners blatantly robbing his sharecropping family of all their possessions, and the more hidden racism of Minnesota. It shows the depth of OCH's character. Instead of turning to hate, he looked to overcome the prejudice by showing people his worth. A photograph of his Tuskegee graduation is also used in my project.

- - -. Newsclippings, varied. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-90). MHS.

This collection of news clippings (mostly without dates or sources) is about his many achievements: President of MRA, Geneva Oscar Award (an international restaurant association), Board appointments, and participation in community projects. These are important because they show what an energetic and well-regarded member of the community OCH was.

- - -. Patent Drawings of various food warming devices. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business, undated, 1956-1969, and 1982-1988. MHS.

These food warming devices invented by OCH helped serve meals to large groups, such as daycare children and MOW clients. It is interesting that this invention was adapted by airlines for their food carts. Today, MOW hot foods are carried in a thermal container, but OCH's idea of keeping the food warm, safe, and delicious is the same.

- - -. Resume. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.

This undated resume contains a long list of achievements and board memberships: in food, education, health, business, charity, and social clubs. These impressive credentials show his involvement in the community.

- - -. "Success" and "100 Years of Black Education." Pamphlets of speeches. Oscar C. Howard Papers. P1842. Folder: Speeches 1986-87. MHS.
Portions of these speeches appear on the videocassettes from Virginia Howard. These are the printed versions. He gave variations of these speeches several times. When he presented the one on Black Education to the Minneapolis Athletic Club, president Russell Bennett said it was the best he'd ever heard at the club, and it prompted him to start a fund drive for the United Negro College Fund (from letter dated 23 Jan. 1987 in same folder). This is important because it shows how influential OCH was in the Minneapolis community because of his strength of character.
- - -. What you need to know about making money in the food business. Booklet. Minneapolis: Oscar C. Howard Consultant Company, 1992. Virginia Howard private collection.
This booklet contains good food business practices, but also has OCH's characteristic philosophical touches: good health and a pleasant attitude are a must. This is useful because it shows he was successful because of his hard work and his tremendous strength of character.

Howard, Virginia. Personal interview at her Minneapolis home. 27 Feb. 2004 and 29 Feb. 2004.
Mrs. Howard is OCH's widow. Because of her health, she did not want to be videotaped. However, she was a valuable resource on OCH's personality and his interaction with the community. He made friends easily, and was known for his ability to solve problems. Mrs. Howard told many stories that were not otherwise documented: for example, he was called upon to help with a black student take-over of Morrill Hall at the Univ. of MN (See *Kuhn*). She allowed me to videotape his many awards which literally cover the walls of a room. Some of these appear in my documentary.

Johnson, Lyndon B. Annual Message to the Congress on the State of the Union. Delivered before a joint session of Congress. 4 Jan. 1965.
This speech outlined Johnson's Great Society initiative to improve life for all Americans. It is important to this project because it provided not only Civil Rights so people like OCH would not have to fight color barriers on their own, but it also provided for care for the elderly, and led to the *Older Americans Act*.

Kelly, John. "Black Students Take Over U Hall." St. Paul Pioneer Press 15 Jan. 1969:1.
This describes the takeover of Univ. of MN's Morrill Hall by black students. There was some violence, and a student was taken to the hospital. This is important because OCH is able to use his talents to bring a peaceful end to the takeover (see Howard, Virginia and Kuhn for details).

Kuhn, David. "Compromise Ends Negro Takeover of Morrill Hall at 'U'." Minneapolis Tribune 16 Jan. 1969: 1+.
This describes the steps leading to a peaceful ending of a 24-hour student takeover of an administration building. This takeover was just one of many occurring around the country at the time, protesting inequalities for blacks in integrated colleges. This particular protest had a violent start. (See Kelly). It is important because Mrs. Howard says that OCH's catering service was called to deliver food. OCH personally delivered the food. The students opened the door for OCH, and after a few moments with him, they began negotiations.

Kuhn, David. "Panel will Probe 'U' Incident." Minneapolis Tribune 17 Jan. 1969: 1+.
The U's president Malcolm Moos states that a "potentially violent situation has been settled without bloodshed." OCH's name is not mentioned, but he helped calm the students so negotiations could start, according to his wife. This illustrates another way OCH helped to overcome color barriers, peacefully.

Lloyd, Jean. Interview by e-mail. Apr. 2004.

Jean Lloyd is the National Nutritionist from the U.S. Department of Health and Human Services in Washington D.C. She described how the AoA and the OAA affected Meals on Wheels. She also listed different ways MOW programs were organized, including the exchange between social services and professional caterers that OCH pioneered. Ms. Lloyd also directed me to many other resources about MOW, AoA and the OAA (see *Administration on Aging web site*).

Mauseth, Elaine. "Social Services to the Elderly." North Side Pilot June 1971: 6. City of Minneapolis, Pilot City Program Files. Box 120.J.17.2(F). MHS.

This article in the North Minneapolis Pilot project newsletter advertises the MOW program, and the following month, the number of clients doubles (see *Monthly Report*). This shows that this service is needed by the Pilot City residents.

Metro Meals on Wheels web site. Dec. 2003 – Mar. 2004. <http://www.meals_on_wheels.com>.

This site provided current information about the Twin Cities MOW program. This is important because this is the program originally pioneered by OCH. The people in this program provided much assistance for my project.

Metz, Jeanette. "We must push for more home-based services for senior citizens." St. Paul Pioneer Press 8 June 2004: 9A.

This recent article was written by the chairwoman of the Minnesota Board on Aging. She underscores the importance of services such as MOW that allow senior citizens to stay independent longer. She says that over two-thirds of elderly Americans want to remain at home with the help of care professionals; very few want to be institutionalized.

Monthly Report: Social Services to the Elderly, July 1, 1971 through July 31, 1971. City of Minneapolis, Pilot City Program Files. Box 120.J.17.2(F). MHS.

This discusses the coordinated MOW in its first year of operation. It nearly doubled in clients in just one month (23 to 42). This shows that the program was needed and readily accepted.

"More than a Meal." North Side Pilot Nov. 1971: 4. City of Minneapolis, Pilot City Program Files. Box 120.J.17.2(F). MHS.

This article in the North Minneapolis Pilot project newsletter talks about MOW and its rapid growth. It grew from 80 meals delivered in April to nearly 700 by October. OCH is mentioned as the developer of the program in coordination with the Pilot City social workers. This is important because it shows that OCH's instincts were right: MOW would be successful.

Murphy, Joseph B. "Evaluation of Social Services to the Elderly in the Pilot City Area of Minneapolis." Minneapolis: Inst. for Disciplinary Studies, Aug. 1971. MHS.

This report says that a need has been demonstrated for MOW, and that the recently established program was rapidly expanding. This is important because it shows that OCH's and Pilot Cities' MOW partnership was an immediate success.

"Nominated for Election to M.A.C. Board of Directors." Gopher April 1980: 20.

OCH was first minority nominated for the Minneapolis Athletic Club's board. He also was M.A.C.'s first black member in 1970 (accepted 18 months after M.A.C. lifted the ban on minority members). This shows OCH was still breaking down barriers. He did not win the election.

The Northside Pilot. Various dates 1970 – 1975. Minneapolis: Pilot City Regional Center, 1970. City of Minneapolis, Pilot City Program Files. Box 120.J.17.2(F). MHS.

This newsletter, distributed to North Minneapolis residents, kept them informed of Pilot City activities. Each featured an article about services for seniors, often about the MOW program (see “More than a Meal” above). Other issues of the newsletter noted visits by other state and national representatives to view their successful programs (such as Aug 1972: “Sen. Humphrey impressed with Pilot City visit.”). This is important because it shows that Howard’s and Pilot City’s MOW was a useful model for others.

Older Americans Act. Signed 7 July 1965.

This act provided funding to study the need for social services for the elderly. It led to the Pilot City Social Service Center for Seniors in North Minneapolis. In 1972, Title VII of this act provided direct funding to centers like Pilot City to support nutrition programs like MOW. This is important because it shows legislative support for this beneficial program. Funding is still provided today.

Ombu, Ifiemi. “Oscar Howard: Man of the Year.” Insight News (St. Paul ed.) 22 Jan. 1991: 1+.

This article names OCH as Insight News’s (an African-American based journal for business and the arts) Man of the Year for 1990. He is recognized for his many awards, as well as his service to the community, such as serving 32,000 meals a week for government funded programs, including daycare and MOW programs. This is useful because it shows that his efforts were noticed and appreciated by the community.

Program History: 1966–1969. Minneapolis: Pilot City Regional Center, 1970. City of Minneapolis, Pilot City Program Files. Box 120.J.17.2(F). MHS.

This describes the structure of the Pilot City project, including social services to the elderly. This is useful for understanding the coordinated efforts of OCH and the social services group.

“Report Views Meals for Aged.” Community Health and Welfare Council Digest. June 1961: 2.

This announces that the committee that was studying MOW decided against the program. This is important because it demonstrates that OCH was not afraid to take chances. He didn’t just take the recommended path; he liked to blaze his own trail.

Ruggles, Steven. Interview by e-mail. Mar. – Apr. 2004.

Dr. Ruggles, Distinguished McKnight University Professor and Director of the Minnesota Population Center at the Univ. of MN, is an expert on the changing demographic of American society. He provided statistics pertaining to the elderly, including the number of seniors living alone, and the number being cared for by their children. He also sent his article called “Living Arrangements and Well-being of Older Persons in the Past.” He describes how families have changed over the past two centuries, and why these changes happened. The reasons he gave for the changes in the numbers of elderly cared for by their children are used in the introduction.

Storla, Richard (Dick). Personal interview at his Fridley, MN home. 7 Mar. 2004. Videotaped by author.

Mr. Storla, a social worker, opened the Minneapolis Pilot City Senior Citizens service center in the community in the early 1970s. He described why MOW is important, and the great contribution OCH made. Their work together — professional caterer and professional social workers — became the model for MOW, which is used all over the world today. Mr. Storla told the history of the Pilot City program, and about OCH’s generosity and dependability, and the excellent quality of his food. Mr. Storla also allowed me to use his personal Pilot City photograph collection for my documentary.

“Training: Experiment Proved?” Time 20 Sep. 1943: 66–8.

This article highlights WWII’s segregation of the military. Blacks served in separate units; in the Army they were usually relegated to “labor and engineering” troops. This discusses the experiment of allowing blacks to serve as pilots and combatants to answer the question: “Is the Negro as good a soldier as the white man?” (See Air: Sweet Victories for a related article.) This is important to my project because it illustrates the racial feelings that OCH faced in the WWII military. It also specifically mentions the black Tuskegee airmen who OCH encountered when he cooked for them before he was drafted.

Wellman, N.S. and Jean Lloyd, et. al. “Thirty years of the Older Americans Nutrition Program.” Journal of American Dietetics Association Vol. 102 (2002): 348–50.

This summarizes the progress of senior nutrition programs in the 30 years they have been supported by the OAA. This is important because it shows the success of MOW. Home-delivered meals are served to nearly 2.6 million older adults annually (143 million meals), and 41% of the programs have waiting lists. One of the authors, Jean Lloyd, was interviewed for this project.

Woodruff, Al. “Guidelines Approved for City Residents’ Redevelopment Unit.” Minneapolis Star 16 Dec. 1968: 11A.

This is the first step in the Pilot City project. It talks of moving social services into the community, and creating a council of residents for planning and implementing the services. The executive director showed excellent foresight: he said that it will affect the neighborhood for 50 years. Many of its programs, including MOW, are still in the North Minneapolis area.

“Volunteer Video.” Videocassette. Metropolitan Meals on Wheels. Minneapolis: Corporate Media Center, 2003.

This video is used to acquaint volunteers with the Twin Cities Metropolitan Meals on Wheels program. The director of the program gives details about the extent of the program and its importance to the elderly community, which were important to this project. It is also very useful because it contained footage of clients and meal deliveries that could be used in my project. Because of the vulnerability of the clients, I was not permitted to film any actual deliveries.

Research Sources, Secondary:

Achenbaum, W. A. “Old Age.” Encyclopedia of American Social History, Vol III. Editors Mary Kupiec Ceyton et. al. NY: Charles Scribner’s Sons, 1993. 2051–62.

This follows the social history of the family with regard to the older generation. It provided details about the changing demographics of older Americans: from being cared for by the family to life alone. Statistics about the number of elderly Americans with incomes at or near the poverty level are used in this project. Social Security helps these Americans survive.

Administration on Aging, Dept. of Health and Human Services web site. Jan. – Mar. 2004.
<<http://www.aoa.gov>>.

This provided the details about the OAA and its subsequent title legislation. This was extremely important in forming the partnership of OCH and the Pilot City Social Services, thus creating the national model for MOW.

Christenson, Caroline and Peg Seiler. A Quarter-century of Volunteerism: The Story of Meals on Wheels in Hennepin and Anoka Counties. Pamphlet. Minneapolis: Greater Minneapolis Council of Churches, 1995.

This pamphlet contains a detailed history of MOW in Minnesota, crediting OCH as founder. It was a very important resource because it led me to many other sources, including Mr. Storla (see above). Also important was the information about the 1961 Hennepin County Committee report deciding against a MOW program. A quote from this report, as well as various photographs of MOW deliveries are used in this project. The icon that appears on the cover was also useful — I animated it, so it zooms across title screens and captions.

Hutt, Willard A. “Celebrating the 25th Anniversary of Pilot City Services: Smoke on Plymouth Avenue.” Hennepin County History. Summer 1992: 25–9.

This describes the history of the Pilot City project, beginning with Minnesota realizing it had a race problem with the 1965 riots. It provides important background on Pilot City which brought many social services into the community, as well as helping OCH’s idea for MOW grow.

Korn, Jerry, ed. This Fabulous Century: 1960–1970, Vol 7. NY: Time-Life Books, 1970.

This book describes LBJ’s Great Society agenda, and the general social climate of the era in which OCH was creating his MOW program. It provided important background for this project.

Lyndon B. Johnson Library web site. Feb.- Mar. 2004. <<http://www.lbjlib.utexas.edu>>.

This was an excellent resource for a general history of the Great Society era and its legislation. Two photographs were also used from this site.

McClure, Ethel. More than a Roof: the Development of Minnesota Poor Farms and Homes for the Aged. St. Paul: Minnesota Historical Society, 1968.

This book details the social trends of caring for the poor elderly in Minnesota. This provided important historical examples of the elderly being deprived of their independence, and perhaps dignity, when they are institutionalized.

Schulman, Bruce J. The Seventies: The Great Shift in American Culture, Society, and Politics. New York: Free Press, 2001.

This provided background on the political mobilization of the elderly, such as the Gray Panthers and the AARP, which helped to improve the funding of government programs for the elderly such as the OAA.

Women’s Voluntary Service web site. Jan. – Mar. 2004. <<http://www.wrvs.org.uk>>.

This describes the history of the WVS including the creation of a mobile meal service. This was useful to my project because it provided a starting point for MOW.

Source for bibliography format:

Gibaldi, Joseph. MLA Handbook for Writers of Research Papers. 5th ed. NY: The Modern Language Association of America, 1999.

Video Sources: Listed by section, in order of appearance:

Note: These are all primary sources or copies of primary sources appearing in other resources.

*Zooming across title screens and captions is an icon of a roller-skating person carrying a tray of food.
This the symbol for the Twin Cities Metro Meals on Wheels program.*

Introduction

“Volunteer Video.” Videocassette. Metropolitan Meals on Wheels. Minneapolis: Corporate Media Center, 2003.

This clip illustrates an elderly client benefiting from the Meals on Wheels program.

Nathaniel Day family. 1892. MHS. Location: Por 20636 p1. Negative: 82914.

This illustrates early America’s typical living arrangement for the elderly: as part of an extended family that was socially and legally obligated to care for the aged family members.

Petruska, Hans and Pat. Bea Burns. Color Photograph. [c. 1985]. Minnesota. Hans and Pat Petruska. Excelsior, MN: Petruska-Petruska Publishing, 1985. 33.

This photograph of a urban Twin Cities native American elder illustrates the demographic shift from the elderly being cared for by family to living alone.

Petruska, Hans and Pat. George Bryan. Color Photograph. [c. 1985]. Minnesota. Hans and Pat Petruska. Excelsior, MN: Petruska-Petruska Publishing, 1985. 33.

This is another photograph of an urban elder to illustrate the changing family support structure.

Collage of elderly (unless otherwise specified accessed on 5 Mar. 2004):

Top Row:

Elderly woman knitting. <http://www.1800jenkins.com/nss_folder/pictures/elderly.jpg>.

Elderly woman in glasses staring. <<http://www.mealsonwheelswest.org/graphicportrait/5about.jpg>>.

Elderly woman in yellow blouse. <http://ssw.che.umn.edu/Aging/Aging%20Images/woman_AA.gif>.

Elderly man eating. <<http://www.mealsonwheelswest.org/graphicportrait/4about.jpg>>.

Elderly woman in hat. [c. 1990]. Color photograph clipped to show woman. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.

Middle Row:

OCH with elderly woman in hat. [c. 1990]. Color photograph clipped to show OCH. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.

Woman holding glass. <<http://www.mealsonwheelswest.org/graphicsnavlargejpg/signup.jpg>>.

Elderly woman in pink sweater. <<http://www.kansaslegalservices.org/images/blksenior.jpg>>.

Charlotte Sample, former slave. <http://libweb.sfasu.edu/etrc/collect/photos/afriam/p90t_177.gif>.

Elderly man in glasses. <<http://www.pilor.org/images/Elderly%20White%20Man.jpg>>.

Bottom Row:

Elderly woman in necklace. <<http://www.mid-eastaaa.org/images/OAAalady.GIF>>.

Elderly man with cane. <<http://www.careydobson.com/elderly-man-cane.gif>>.

Elderly man smiling. <<http://www.mealsonwheelswest.org/graphicportrait/end.jpg>>.

Elderly woman with hand on cheek. <<http://www.lssm.org/communication/Images/Map-D.jpg>>.

Elderly woman with black glasses. <<http://www.mealsonwheelswest.org/graphicportrait/6aobut.jpg>>.

These photographs are used to illustrate the millions of elderly in America. Then, two-thirds of the pictures are dissolved off the screen to dramatize how many are near or below poverty level.

Elderly man in glasses. 5 Mar. 2004. <<http://www.pilor.org/images/Elderly%20White%20Man.jpg>>. This photograph illustrates the need for MOW to protect the dignity and independence of the elderly who are still able to live at home, but lack nutritional skills, means, or motivation.

Storla, Dick. Retired Minneapolis Social Worker. Personal interview in his Fridley, MN home. 7 Mar. 2004. Video by author.

Mr. Storla discusses the importance of a food delivery service to keep elderly independent.

Torquay Times. Black and white photograph captioned: "West of England mobile canteen feeding Civil Defence and Demolition workers after an incident." Women in Green. By Charles Graves. London: William Heinemann LTD, 1948. 118+.

This photograph depicts how the WVS formed the MOW idea.

Fox Photos, LTD. Black and white photograph captioned: "Mobile canteen in Deptford, London. Feeding Civil Defence workers after an incident." Women in Green. By Charles Graves. London: William Heinemann LTD, 1948. 214+.

This photograph depicts how the WVS formed the MOW idea.

Di Pietro, Joseph. Black and white photograph captioned: "Loading the truck goes rapidly when volunteers like these from Stetson Junior High help on holidays and during vacations." "Meals on Wheels for the Elderly and Ill." By Margaret Hickey. Ladies Home Journal Feb. 1959: 23. This photograph of Philadelphia's MOW program (America's first) illustrates the history of MOW in the U.S.

Di Pietro, Joseph. Black and white photograph captioned: "They also deliver the food to waiting customers, show the little extra attention and kindness that bring forth a smile." "Meals on Wheels for the Elderly and Ill." By Margaret Hickey. Ladies Home Journal Feb. 1959: 23. Another photograph of Philadelphia's MOW program (America's first) illustrates the history of MOW in the U.S, especially as a social service supported by women's groups.

"Chef Oscar's Frozen Breaded Chittlings." Advertising brochure. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.

This advertisement is used to introduce OCH as a professional in the food industry.

Oscar Howard demonstration of oyster dish preparation: senior student. Black and white photograph. [c. late 1930s]. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.

This is used to illustrate OCH's skill as a professional caterer.

Storla, Dick. Personal interview at his Fridley, MN home. 7 Mar. 2004. Videotaped by author.

Mr. Storla emphasizes that OCH was a great chef.

Oscar C. Howard: Paving the Way for Meals on Wheels

Ellington, Edward Kennedy (Duke). Satin Doll. Conducted by Mercer Ellington. Performed by Roland Hanna. CD. Digital Duke. NY: GRP Records, 1987. Track 1.

This music accompanies the title screen. This music (as are all the selections used for the subsequent subtitle screens) is one of OCH's favorites, according to his wife. This upbeat introduction reflects his personality and outlook on life.

Oscar Howard: entrepreneur in restaurant, catering, food processing. Black and white photograph. [c. 1960s]. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.

This shows Oscar surrounded by a few of his many awards. It illustrates his goals in life: to be a success and to help others.

Howard, Oscar. Voices with Art Cunningham. Studio interview. Minneapolis: Cunningham Productions, 1992.

OCH recounts how he came up with the two goals of his life.

Exchanging a Sharecropper's Life for an Education

Waller, Fats and Andy Razaf and Harry Brooks. Ain't Misbehavin'. Perf. by Louis Armstrong and band Recorded 24 June 1938. EMI Mills, Inc. CD. Louis Armstrong: Priceless Jazz Collection. NY: GRP Records, 1997. Track 3.

This music, which accompanies all the subtitle screens (except *Encountering Color Barriers*), is taken from the era when OCH is struggling to get an education. Like OCH, it is energetic and brassy — and usually during this time, he is working hard and ain't misbehavin'.

Tobacco farm family. Black and white photograph. [c. 1910]. Florida State Archives. The Century. Peter Jennings and Todd Brewster. NY: Doubleday, 1998. 36.

No pictures exist of OCH as a young boy sharecropping in Georgia. This photograph is one of a family in a similar situation in the same era. It is used to illustrate OCH's difficult childhood.

Lange, Dorothea. They produce little, sell little, buy little. Cotton Sharecroppers, Green County, GA. Black and white photograph. June 1937. LOC Prints and Photographs Div. FSA-OWI Collection. LC-USF34-T01-017335-C DCC. 10 Mar. 2004.

<<http://www.reddye.com/lange/gfx/8b32081r.gif>>.

No pictures exist of OCH's family working, but this photograph of Georgia sharecroppers is from the same area and era. It illustrates how hard OCH's family worked but without getting ahead.

George Washington Carver in laboratory. Black and white photograph. 8 May 2004

<<http://www.si.umich.edu/CHICO/schomburg/text/work19a.html>>.

This photograph matches OCH's impression of Carver as he visited Whitesocks Elementary school: a small, intense man. This illustrates a turning point in OCH's life: when he realized that education was the key to success.

Oscar's First School. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.

This is a photograph of Whitesocks Elementary School, the segregated school that Howard first attended, and where Carter's visit inspired him to try education. This illustrates the his story about running away to school.

Howard, Oscar. Voices. Studio interview. [Late 1980s – Early 1990s].

OCH tells about hitchhiking to school with only \$2.50 to his name. It illustrates OCH's determination, but also the racial prejudice he faced.

Williams, Vern O. Oscar Howard and other Tuskegee Institute students cooking. [1930s]. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
This illustrates the many jobs OCH worked at once to put himself through school and college: cafeteria worker, baker, brick layer, laundry collection and delivery, etc.

Tuskegee Institute Graduation of OCH. [c. 1938]. Oscar C. Howard: Master of Challenges. By Oscar Howard. Minneapolis: T.S. Denison and Co., Inc., 1974. 64+.
This illustrates OCH's accomplishment of graduating from Tuskegee Institute.

Tuskegee Airmen. Black and white photograph. Bettmann/Corbis, 1944. Smithsonian May 2004: 20–1.
This photo illustrates that OCH cooked for these famous airmen at the beginning of WWII.

All-black national guard in Harlem. Black and white photograph. 1941. UPI. Ebony Pictorial History of Black America, Vol II. Editors of *Ebony*. Chicago: Johnson Publishing, 1974. 250.
This was taken about 2 years before OCH was drafted, but he did serve as an MP in Harlem in a unit similar to the one pictured.

All-black Military Police unit from Georgia. Black and white photograph. [c. 1940s]. U.S. Army. Ebony Pictorial History of Black America, Vol II. Editors of *Ebony*. Chicago: Johnson Publishing, 1974. 270.
This illustrates the racial segregation in the National Guard; especially the sign overhead. This is not a picture of OCH's unit but he was from GA in a unit similar to this one in the same era.

First Car. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
This photograph of OCH's first car illustrates his trip back to the South after being in the North during WWII, and almost forgetting about blatant racism until he returns.

Hennepin Avenue looking north from Eighth Street, Minneapolis. [c. 1960]. Color photograph. MHS.
Location: MH5.9 MP2.1 r359.
This illustrates the Minneapolis that OCH saw when he first moved there in the 1950s.

Encountering Color Barriers

Chestnut, Cyrus, perf. Swing Low Sweet Chariot. Traditional. CD. Soul Food. Prod. Cyrus Chestnut. NY: Atlantic Recording Corp., 2001. Track 5.
This accompanies the subtitle screen. It is a traditional spiritual that originated during in the pre-Civil War south. It contains references to the underground railroad, and the hope of breaking out of bondage to escape to freedom. This music reflects Howard's (and his contemporaries') struggle to break down color barriers: both the blatant ones in the South and the more subtle ones in the North in the mid-twentieth century.

“Save Our Land, Join the Klan.” Poster. Klanwatch. Us and Them: A History of Intolerance in America. Jim Carnes. NY: Oxford Univ. Press, 1996. 107.
This poster illustrates violent racism in America, especially in the pre-Civil Rights South.

KKK Rally in Augusta, Georgia. Black and white photograph. 1949. UPI / Bettman Newsphotos. Hate Groups. Sharon Elaine Thompson. San Diego: Lucent Books, 1994.
This is another illustration of racism in the South during the time that OCH was still living there.

Schwang, H. M. Howard's cafeteria. Color photograph. [c. 1950s]. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
It illustrate Howard's move north, and his hope that he will find opportunities for success.

Interlachen Country Club. Color photograph. 100 Years of Minnesota Golf: Our Great Tradition. George E. Brown, III. Edina, MN: Minnesota Golf Assoc., Inc., 2001. 52.
This bright, colorful photograph of the grounds of the exclusive (and racially prejudiced in the 1950s) Interlachen C.C. is used as a contrast to the video of the club that follows. This illustrates the bright and open attitude that Minnesotans pretended to have toward other races, but beneath the surface lurked dark prejudice.

Interlachen Country Club, Edina, MN. Videotaped by author. 29 Feb. 2004.
This videotape was shot on a dreary day, but provides an illustration of racism in Minnesota (see annotation for Interlachen Country Club's color photograph above).

Pork Chops Recipe. 3" x 5" card, handwritten by OCH. Oscar C. Howard Papers. P1842. Recipe box. MHS.
This recipe for 100 servings illustrates OCH starting an industrial catering business.

Mackler, Marvin. Howard's Catering Service storefront. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.
This shows the front of OCH's catering store.

Howard, Oscar. News feature on MOW program. Golden Valley, MN: KARE-TV [early 1990s].
A clip from this segment is used to illustrate the trouble OCH had borrowing money from bankers. It also illustrates his determination and his sense of humor.

Schwang, H.M. Oscar Howard baking pie. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.
This illustrates OCH's hard work that built a successful business.

Schwang, H.M. Oscar Howard receives Midwest Chef's Award from MN Gov. LeVander. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
OCH received many awards for his work, including this one from the Governor of Minnesota. This illustrates some of OCH's success.

Oscar Howard and others at Minnesota Restaurant Assoc. gathering. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
This illustrates one of the many color barriers that OCH broke through. He was not only the first black president of the Minnesota Restaurant Association but also the first black president of any state's restaurant association.

Board Room. Black and white photograph. [c. 1960s-70s]. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
This shows one of many boards that OCH was on. He was often the only black member.

Dinner Gathering. Black and white photograph. [c. 1960s-70s]. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
This illustrates that OCH was the first black to break the color barrier in many places in Minnesota, both in business and social organizations.

Student protests. Rally in front of Morrill Hall. University of Minnesota Archives. ua7000310. 9 June 2004. <<http://special.lib.umn.edu.uarch/IMAGES>>
This photo shows students outside of Morrill Hall, trying to decide what to do about the takeover. This shows how much the campus was affected by the black students' protest.

Kuhn, David. "Compromise Ends Negro Takeover of Morrill Hall at 'U'." Minneapolis Tribune 16 Jan. 1969: 1.
This front page headline illustrates that OCH found other ways to battle color barriers. Virginia Howard told about how he was called upon to bring food to black students who had taken over a Univ. of MN building. They opened the door for him, he talked with them, and soon they began negotiations with college officials.

Oscar Howard with his staff. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
This picture shows OCH with some of the people he helped mentor, and illustrates his success in the food business and his ability to help others.

Exploring a New Social Service

Okamoto, Yoichi R. Color photograph. Lyndon B. Johnson. 9 Jan. 1969. LBJ Library, Univ. of Texas. D-3007-16. 3 Mar. 2004. <<http://www.lbjlib.utexas.edu/johnson/AV.hom/images/d-3007-16.jpg>>.
This photograph of LBJ illustrates the discussion of his Great Society agenda.

Signing Medicare Bill. 30 July 1965. LBJ Library, Univ. of Texas. 348097-22. 3 Mar. 2004. <<http://www.lbjlib.utexas.edu/johnson/AV.hom/images/34897-22.jpg>>.
This is used to illustrate the signing of the OAA, which was actually signed on 7 July 1965, but there was not a good photograph available. However, like the OAA, the Medicare bill tremendously helped elderly Americans. President Truman and V.P. Humphrey watch LBJ sign.

Community Health and Welfare Council Annual Report (Front cover). 1962. Hennepin County Community Health and Welfare Council. Microfilm 1156. MHS.
This illustrates the discussion of the Council's 1961 report which determines that a MOW program is not needed in Minneapolis.

Christenson, Caroline and Peg Seiler. A Quarter-century of Volunteerism: The Story of Meals on Wheels in Hennepin and Anoka Counties. Pamphlet. Minneapolis: Greater Minneapolis Council of Churches, 1995. 6-7.
A quote from the Hennepin County Community Health and Welfare Council's 1961 report appears on the screen to show that they did not want to start a MOW program.

Old woman holding packaged foods. 25 Apr. 2004 <<http://www.mowaa.org/faq.shtml>>.
This photograph is used to illustrate the dependency that the Council thinks will happen if they develop a MOW program.

Storla, Dick. Retired Minneapolis Social Worker. Personal interview in his Fridley, MN home. 7 Mar. 2004. Videotape by author.
Mr. Storla emphasizes that it is impossible to keep seniors independent without a home-delivered meals program.

Golden Agers at Hallie Q. Brown Center, St. Paul. [c. 1965]. MHS. Location: HV1.44 p7.

This illustrates the senior citizens that OCH believed needed MOW: elderly, but not completely incapacitated. This photograph was taken in the same year that OCH decided to go ahead with a MOW program, despite the 1961 Health and Welfare Council report.

Schwang, H.M. Oscar Howard's Hot Meals on Wheels catering fleet. Color photograph. [c. 1960s-70s].

Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.

This shows that OCH's business was well equipped to handle a MOW program.

Simmons, Howard. Children in poverty. Black and white photograph. [c. 1960s]. Ebony Pictorial History of Black America, Vol III. Editors of *Ebony*. Chicago: Johnson Publishing, 1974. 66.

This shows poor children in a Chicago slum in the 1960s. It is used to illustrate the thousands of daycare children in similar situations in Minneapolis that were fed by OCH's catering company with the guidance of social workers, with minimal government funding. This same idea would be adapted for his later MOW efforts.

Oscar Howard cooking. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.

This illustrates OCH cooking meals for the elderly citizens.

Chef Howard with food warmer. Black and white photograph [c. 1960s-70s]. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.

This illustrates the food warmer that OCH invented to keep the mobile meals warm. This shows his cleverness, and dedication to good, nutritious food for the seniors.

"Volunteer Video." Videocassette. Metropolitan Meals on Wheels. Minneapolis: Corporate Media Center, 2003.

This illustrates a MOW delivery to a client.

Old woman in glasses. 5 Mar. 2004 <<http://www.mealsonwheelswest.org/graphicportrait/5about.jpg>>.

This illustrates that, although OCH could deliver meals, some seniors need more services.

City of Minneapolis, North Minneapolis neighborhood. 20 Mar. 2004.

<<http://www.ci.minneapolis.mn.us/about/maps/neighborhoods.pdf>>.

This is a map of Minneapolis, showing the North Minneapolis neighborhood where Pilot City was originated (and is still there today!). This is where OCH's Meals on Wheels started. The next four pictures are overlaid on this map.

Door of Pilot City senior services center. Color photograph. [c. 1970s]. Dick Storla private collection.

This illustrates the Pilot City Social Services for seniors.

Inside Pilot City senior services center. Black and white photograph. [c. 1970s]. Dick Storla private collection.

This illustrates the Pilot City Social Services for seniors.

Front windows of Pilot City senior services center. Black and white photograph. [c. 1970s]. Dick Storla private collection.

This illustrates the Pilot City Social Services for seniors.

Man and Woman sitting at table with pie. Black and white photograph. "More than a Meal." North Side Pilot Nov. 1971: 4.

This illustrates the MOW program operated out of Pilot City Social Services for seniors.

“Meals on Wheels cheerfully serve homebound elderly and disabled individuals.” Black and white photograph. A Quarter-century of Volunteerism: The Story of Meals on Wheels in Hennepin and Anoka Counties. Caroline Christenson and Peg Seiler. Pamphlet. Minneapolis: Greater Minneapolis Council of Churches, 1995. 3.

This illustrates the volunteers used to deliver MOW.

Oscar Howard with foil meal containers. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.

This illustrates that OCH is still involved with MOW programs even after Pilot City begins its administration and delivery.

Storla, Dick. Retired Minneapolis Social Worker. Personal interview in his Fridley, MN home. 7 Mar. 2004. Videotape by author.

Mr. Storla discusses how social services and OCH were a perfect match, working together to efficiently run MOW.

Howard's Industrial Catering staff. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.

This shows the importance of using a professional catering staff, as well as social services, as the basis for the MOW program in Minnesota.

Dinner to Your Door! Directory of Home Delivered Meals. Booklet. Minneapolis: Community Health and Welfare Council, 1974. Front Cover. MHS.

This illustrates the spread of OCH's MOW program locally, nationally, and internationally.

Salvation Army Plaque. OCH artifact. 1990. MHS. 5 Mar. 2004. Videotaped by author.

This award was given to OCH for his great service to the community, including MOW.

Deacon Howard at Zion Baptist Church groundbreaking ceremony. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.

This illustrates his devotion to his church and helping others.

Ordination to Ministry certificate. 1990. Virginia Howard Private Collection. 29 Feb. 2004. Videotaped by author.

According to his wife, this was Howard's proudest achievement. It illustrates his lifetime of service.

Howard, Oscar. Speech on Success. Delivered at Tuskegee Institute in Alabama, [c. 1990].

This clip is used to show that OCH believes success includes helping others that follow you.

Oscar Howard with lady in pink hat. Color photograph. [c. 1995]. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.

This photograph of an older OCH is used to illustrate that he continued to offer as much help as he could even when his health was failing.

Meals on Wheels Today

Howard, Oscar. News feature on MOW program. Golden Valley, MN: KARE-TV [c. early 1990s].

This shows the food being packaged by a caterer in much the same way that OCH's company did.

- Merriam Park MOW site visit before lunchtime delivery. 23 Feb. 2004. Videotape by author.
This illustrates the similarities between modern delivery and packaging methods and those developed by OCH.
- “Creekside Nursing Home Band.” The Time of Our Lives, [c. early 1990s]. Prod. Mary Jo Meagher. Bloomington (MN) Public Schools Community Education and Instructional Services.
This video shows happy and healthy seniors engaging in an activity together.
- Leifeld, Jeanne. Director of Merriam Park MOW. Personal interview in her Merriam Park office. 23 Feb. 2004. Videotape by author.
Ms. Leifeld discusses the importance of food in keeping seniors independent.
- Howard, Oscar. News feature on MOW program. Golden Valley, MN: KARE-TV [c. early 1990s].
This delivery to a nicely dressed elderly (and blind) woman illustrates how MOW gives seniors an encounter to look forward to every day.
- Storla, Dick. Retired Minneapolis Social Worker. Personal interview in his Fridley, MN home. 7 Mar. 2004. Videotape by author.
Mr. Storla discusses that MOW provides more than just food.
- Howard, Oscar. News feature on MOW program. Golden Valley, MN: KARE-TV [c. early 1990s].
OCH says he feels good having made a contribution that will outlast his lifetime. This illustrates the social and historical significance of his MOW program and the color barriers he overcame.
- Consolidated School in Rochelle, GA. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
This is OCH’s segregated junior high school. It illustrates the tremendous challenges he encountered.
- Mackler, Marvin. Oscar Howard holding Geneva Oscar. [1966]. Oscar C. Howard Papers. P1842. Folder: Cafeteria and Industrial Catering Business. MHS.
The Geneva Oscar is an international award given for excellence in the food industry. OCH was the first black man to win this award. This photograph illustrates that he overcame his challenges.
- “Volunteer Video.” Videocassette. Metropolitan Meals on Wheels. Minneapolis: Corporate Media Center, 2003.
This clip illustrates an elderly client (and volunteers!) benefiting from the MOW program.
- Oscar Howard. Dec. 1972. Black and white photograph. Oscar C. Howard Papers. P1842. Folder: Personal Papers (1945-1990). MHS.
People who knew Mr. Howard said he was a very happy man, so this photograph was selected to illustrate his joyful spirit.

Credits:

- Weiss, George David and George Douglass. What a Wonderful World. Perf. by Louis Armstrong and band. Recorded 1968. Abilene Music, Inc. CD. Louis Armstrong: Priceless Jazz Collection. NY: GRP Records, 1997. Track 16.
In one of his interviews, OCH refers to Louis Armstrong’s music as the most beautiful in the world. This song seems to fit OCH and his outlook on life. Despite all the obstacles he encountered, he chose to keep looking for the wonderful side of life, and to bring it to others, too.