Information about the Collection

WFLO is a Farmville, Virginia radio station that was started on August 12, 1947 and has operated continuously since then. The station initially broadcast at 870 AM under the ownership of Carla Keys and in 1960 began operating at 95.7 FM. After Mrs. Key’s death in 1972, the ownership of the station was transferred to a small corporation composed of senior employees.

Provenance

The postcards in this collection were donated to the historical society archives in September 2018 by Chris Brochon, a longtime employee of WFLO.

Scope and Content

The postcards in this collection date from the mid-1950s and 1965 and were mailed to WFLO to request that specific songs be played and/or dedicated to specific people or that announcements be made on air regarding community events. The majority of the cards are addressed to specific programs on WFLO such as: Rhythm & Blues, Musical Clock, The Cliff Board, or the Trading Post. Several cards are addressed to then WFLO Station Manager John Wilson. The three cards from 1965 all pertain to the broadcast of Baltimore Orioles baseball games.

Size

The 46 postcards in this collection are stored in polypropylene sleeves housed in an acid-free binder.

Notes

There are no restrictions to access or use for research purposes.

Contents of the Collection

005.001 – February 18, 1954. Dillwyn, VA. Requesting “I’ll Be True To You.”
005.004 – March 10, 1954. Farmville, VA. Requesting “Begging my Baby.”
005.005 – June 14, 1954. Buckingham, VA. Requesting “Hold me Baby.”
005.009 – August 25, 1954. Cullen, VA. Requesting “It Hurt Me to My Heart.”
005.011 – August 31, 1954. Arvonia, VA. Requesting “Baby Please Don’t Go.”
005.014 – October 14, 1954. Buckingham, VA. Requesting “Honey Love.”
005.015 – October 14, 1954. Farmville, VA. Requesting illegible.
005.017 – October 21, 1954. Gladstone, VA. Requesting “Oh Yes.”
005.018 – October 21, 1954. Gladstone, VA. Requesting “Oh Yes.”
005.025 – August 16, 1955. Charlotte Court House, VA. Requesting announcement be made regarding a visiting preacher at Hope Presbyterian Church.
005.027 – August 18, 1955. Richmond, VA. Requesting marriage announcement be made on air.
005.029 – August 29, 1955. Gladstone, VA. Requesting “Darling Listen to this Song.”
005.031 – June 29, 1955. Cullen, VA. Requesting “I’ve Got a Woman.”
005.033 – August 7, 1955. Wingina, VA. Requesting “Mama Talk to Your Daughter.”
005.037 – August 29, 1955. Gladstone, VA. Requesting “Darling Listen to this Song.”
005.038 – September 6, 1955. Gladstone, VA. Requesting “All by Myself.”
005.039 – September 8, 1955. Amherst, VA. Requesting “This is my Story.”
005.043 – August 11, unknown. Pamplin, VA. Requesting “What a Dream.”
005.044 – unknown. Unknown. Requesting “You’re Still my Baby.”
005.045 – unknown. Unknown. Requesting “It’s Really You.”
005.046 – unknown. Unknown. Requesting “It’s Really You.”