

***That'll Be the Day/Rock Around With Ollie Vee***  
An Article by Frank Daniels

**Decca Singles Label Styles**

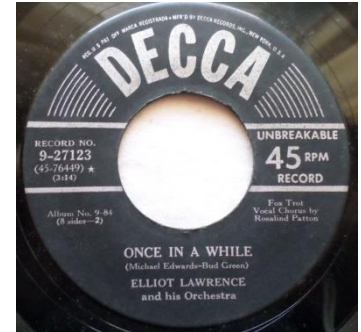
**Label 50** – August, 1950, through December, 1954\*

This label is found on 45 RPM singles only.

“DECCA” appears in an arc across the top of the label.

To each side of “DECCA” appear concentric circular arcs.

\*West coast pressings printed by Bert-Co in Los Angeles continued to have this label style until at least the middle of 1958, since they had so many blank labels in their possession.



**Label 55** – December, 1954, through February, 1960

“DECCA” appears in a wider arc across the label.

There is a star under DECCA. On the 78 RPM label, there is a single horizontal line to either side of the star; on the 45 RPM label there are three concentric arcs to either side of the star.

In about December, 1957, east coast copies switched to Gloversville.



**Pressing Plant Symbols:**

Decca's **Richmond, IN**, plant (opened 1939 and closed December 1957) used a diamond symbol (◆) to indicate their singles and LP's.

The **Gloversville, NY** plant opened in summer, 1953. They used a quatrefoil (♣) or plus-like symbol for singles; they used a target (⊙) for LP's.

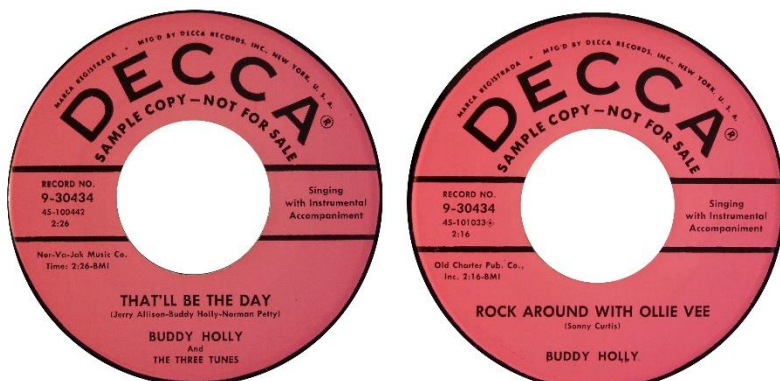
The **Pinckneyville, IL**, plant opened in 1957. They usually used a filled-in diamond (◆) for singles and for LP's.

These marks appear on the side-B label.

### **Buddy's Story Continues...**

Buddy Holly recorded four songs on January 26<sup>th</sup>, 1956, shortly *before* signing his Decca contract on February 8<sup>th</sup>. Two of these, "Love Me" and "Blue Days – Black Nights," wound up as Buddy's first single. Decca recorded Buddy Holly on other occasions in 1956, but Decca only released one more single prior to terminating Buddy's contract.

Buddy recorded the A-side of this single in July and the B-side in November, but Decca Records sat on it until after the Crickets hit in 1957 with their rerecorded version of "That'll Be the Day." Decca prepared Buddy's recording for release in early August and rushed it out. Since the public at large was unaware that Holly had recorded the songs before the Crickets' contract with Brunswick, it seemed to them like this recording was Buddy's own "cover version" of the Crickets hit.



**BUDDY HOLLY**  
(Decca 30434)

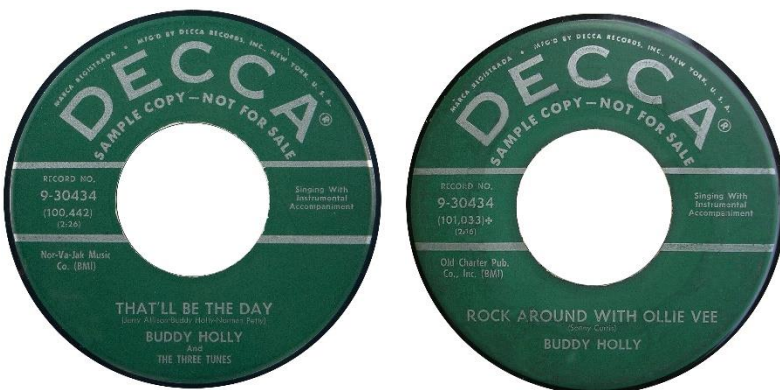
**B** "THAT'LL BE THE DAY" (2:36) [Nor-Va-Jak BMI — Allison, Holly, Petty] Buddy Holly bows on Decca with a potent interpretation of high flying rock and roll hit which he co-authored. Tune is currently climbing the charts at a torrid pace and this version could bite off a piece of the melon. Holly's rock-a-billy style could make this a big one in the country field.

**C+** "ROCK AROUND WITH OLLIE VEE" (2:16) [Old Charter BMI—Curtis] Another socko rock-a-billy side with a torrid heat. Holly really belts.

### Decca 9-30434 "That'll Be the Day"/ "Rock Around With Ollie Vee" (45 RPM)

First Appearance in Trade Magazines: August 19, 1957

Promotional copies exist from the Richmond pressing plant (above), and from Gloversville (below).

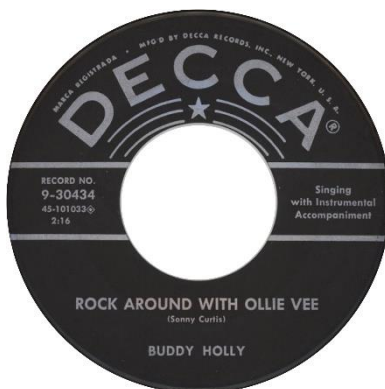
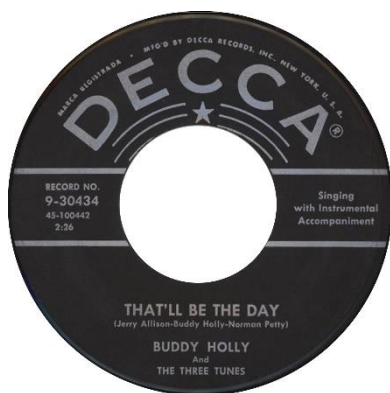


### Gloversville Pressing Plant

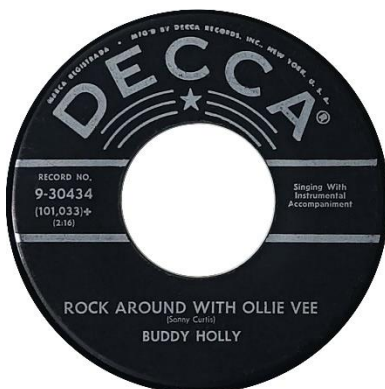
**BUDDY HOLLY**  
**Rock Around With Ollie Vee..... 73**  
DECCA 30434—Exuberant delivery of a rockabilly rocker with bright tenor and guitar support can attract coin in all markets. Talented artist. (Old Charter, BMI)

**That'll Be the Day.... 72**  
Cover of the tune which is big for the Crickets, Holly, who is one of the Crickets and a co-cleffer of the tune, registers well with an appealing go, but platter may be late to cop top loot. (Nor Va Jak, BMI)

By this time, "That'll Be the Day" was a recognized success, so Decca released Buddy's version throughout the United States — including a west-coast pressing. Buyers clearly preferred the Crickets' release, making this solo recording a scarce collectible.



Richmond Pressing Plant



Gloversville Pressing Plant



Los Angeles Pressing Plant (Label 50)

The single is not known to exist at 78 RPM in the United States.