

## Brunswick 12" LP Label Styles

This is the same label that Brunswick used on its ten-inch LP's, beginning in 1950, although the twelve-inch 54000 series did not start until February 1953.

Flat maroon label with  
Otherwise as Label 50, above.

Brunswick used these labels on 12" and 10" LPs in late 1954 (after October) and early 1955.

This label style began in spring 1955 and lasted until summer 1963, making it the only label style used on *The Chirping Crickets* album, while that album was on Brunswick.

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

These marks appear on the side-two label.



## Coral 12" LP Label Styles

### Label 50m

Semi-glossy dull red label with gold print.

Horizontal lines across the label near the top, with "33 1/3 RPM" at the left side. Registered trade mark information at the top under CORAL.

*Microgroove* UNBREAKABLE is at the bottom.

This is the same label that Brunswick used on its ten-inch LP's, beginning in 1950, although the twelve-inch 57000 series did not start until October 1954.



### Label 55

Dull red label with silver print.

"LONG PLAY" appears on both sides, and the speed is at the bottom.

The manufacturing text reads:

"MARCA REGISTRADA MFR'D BY CORAL® RECORDS, INC. NEW YORK, U.S.A." and

"A SUBSIDIARY OF DECCA RECORDS INC."

Stereo albums have CORAL STEREO at the top and bottom of the label.



### Label 63

Black label with bands of color across the middle. The manufacturing text at the right ends with "A SUBSIDIARY OF DECCA RECORDS INC."

Stereo albums have STEREOPHONIC at the right side, instead of LONG PLAY 33 1/3.



### Label 63m

Black label with bands of color across the middle. The manufacturing text at the right ends with "A SUBSIDIARY OF MCA INC."

Stereo albums have STEREOPHONIC at the right side, instead of LONG PLAY 33 1/3.

This label began to appear on albums in 1967.



Following Buddy Holly's unsuccessful attempt at a solo career for Decca Records in 1956 – during which time he released only two slow-selling singles – the Crickets convened in February 1957 to record the two sides of their first single. The official release date for "That'll Be the Day" is usually given as being in late May, and the trade magazines reviewed both sides beginning with the issue of *Billboard* dated June 10<sup>th</sup>. The single sold steadily through the summer, prompting Decca to release Buddy's solo version of the A-side (which they had failed to release in 1956). The solo recording went nowhere, but the Crickets earned a gold record with their single.

By early July, the band had recorded a half dozen new recordings that were considered for release. Meanwhile, the Crickets were playing concerts at outstanding venues (such as the Apollo Theater) and earned a spot in Alan Freed's Rock 'n' Roll Show, beginning on August 30<sup>th</sup>. Getting the nod for release in late October was "Oh Boy" – a song that generated more interest in the Crickets and Buddy Holly.

In September, Buddy and the Crickets returned to the studio to record the remaining four songs for what would be their only album together.



October 1st, that'll be the day when The Crickets expect to be well over the million mark with their Brunswick recording of —materially— "That'll Be the Day". Above, the high flying group, backed on the left by Bob Thiele, A&R head of the Catalina-Brunswick diskery, and on the right by Norm Winston, National Sales Manager of the same organization, point to the likely date. The Crickets, in addition to achieving the first big hit for themselves with their waxing, have also delivered the first smash seller for the recently reactivated Brunswick label.

**THE CRICKETS**  
**That'll Be the Day** .....72  
 BRUNSWICK 55009—Fine vocal by the group on a well-made side that should get play. Tune is a medium beat rockabilly. Performance is better than material. (Nor-Va-Jak, BMI)  
**I'm Lookin' for Someone to Love**...72  
 As with the flip, the material is inferior to the rendition. The up-tempo rockabilly gets bright, vigorous treatment, and should do as well as the flip. (Nor-Va-Jak, BMI)

**THE CRICKETS**  
 (Brunswick 9-55009)  
**B+ "THAT'LL BE THE DAY"**  
 (2:38) [Nor-va-jak Music BMI Allison, Holly, Petty] The Crickets make their initial try on Brunswick with a middle beat rock-a-billy tune of infectious quality. The Crickets handle the tune with a top-flight bit of chanting. Deck could stir up some action.  
**B "I'M LOOKIN' FOR SOMEONE TO LOVE"** (2:37) [Nor-va-jak BMI—Holly, Petty] The Crickets up the tempo on the flip with a similar type of material. Good rocking wax that the kids will love.



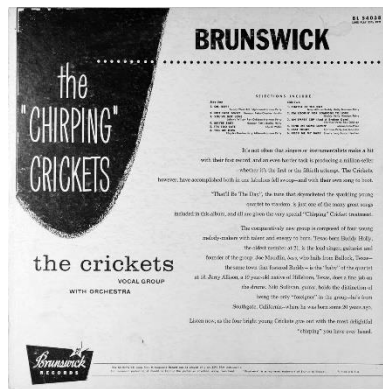
**BUDDY HOLLY**  
**Rock Around With Ol'ie Vee**.....73  
 DECCA 30434—Exuberant delivery of a rockabilly rocker with bright tenor and guitar support can attract coin in all markets. Talented artist. (Old Charter, BMI)  
**That'll Be the Day**...72  
 Cover of the tune which is big for the Crickets. Holly, who is one of the Crickets and a co-leader of the tune, registers well with an appealing go, but platter may be late to cop top loot. (Nor Va Jak, BMI)

**"OH BOY!"** [Nor-Va-Jak BMI—West, Tilghman, Petty]  
**"NOT FADE AWAY"** [Nor-Va-Jak BMI—Petty, Hardin]

**THE CRICKETS** (Brunswick 55035)

● It's rare when a follow-up record is better than the artist's original hit. But that's the case with the new Crickets release "Oh Boy". It's an exciting rock and roll sequel to the boys' tremendous smash "That'll Be the Day", a tune that's still riding high on all charts. It's a thrilling up-beat swinger that should win many new teenage fans into the Crickets' fold. The side has everything the kids want in R & R music and should bounce up onto the charts in short order. The companion piece "Not Fade Away" is another exciting teen item that should capture the attention of the kids. It's a rockin' Bo Diddleyish jumper with guitar and tom toms supplying only the backdrop. And a pause-rhythm gimmick makes the side exciting. Fine coupling the kids will flip over.





## Brunswick BL-54038

## The "Chirping" Crickets

First Appearance in Trade Magazines: December 9, 1957

The first front cover (fc1) has fibers running horizontally and vertically through it. For this reason, it is commonly called the textured cover.

The second front cover (fc2) is on standard paper stock and appeared somewhat later – perhaps after Holly's death in 1959.



Richmond Pressing Plant



Pinckneyville Pressing Plant

**BUSTING BIG ON....**

**America's Hottest Vocal Group**  
**THE CRICKETS**  
with a sensational new album

ON LONG PLAY

ON EP  
includes  
Oh Boy  
Not Fade Away  
That'll Be the Day  
I'm Lookin' for  
Someone to Love

**SIZZLING SINGLE**  
**OH BOY**  
b/w  
NOT FADE AWAY  
55035  
9-55035

71036

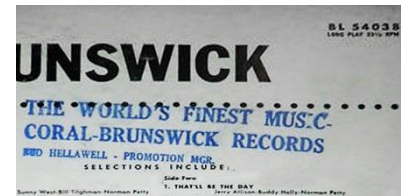


## "THE CHIRPING" CRICKETS"—The Crickets—Brunswick BL-54038 (1-12" LP)

The group is currently climbing the charts with its recording of "Oh Boy!". The Crickets' individual delivery shows up nicely on their first LP effort as they sing their first hit "That'll Be the Day", as well as "Oh Boy!", "I'm Looking For Someone To Love", "Send Me Some Lovin'", "Rock Me My Baby", and seven others. The disk could get the same reaction the group's first single did. Smooth vocalizing.



Gloversville Pressing Plant



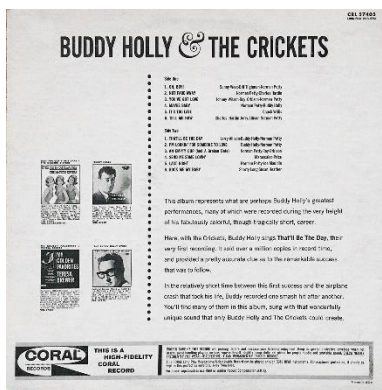
The yellow-label promotional copies were all pressed at the Gloversville plant. (Most?) of the covers to promotional copies were stamped with promo information from Coral-Brunswick.

The front-cover photograph was one of the promotional pictures that were taken at the Brooklyn Paramount Theater just before the Crickets' appearance in the Holiday Rock 'n' Roll Show in August. In that photo, they wore their new suits – suits that had not been tailored to fit them.



The album sold slowly over the years – never making the *Billboard* or *Cash Box* charts. By the beginning of 1962, Coral Records saw fit to repackage the record.





**Coral CRL-54705** *Buddy Holly and the Crickets* (mono)  
First Appearance in Trade Magazines: April 7, 1962

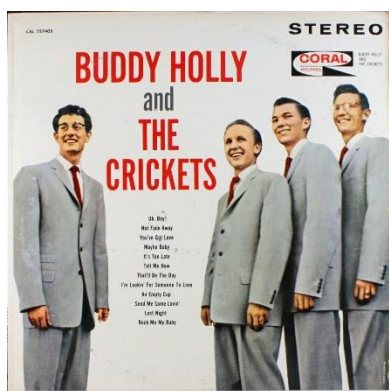


**Pinkneyville**



**Gloversville**

In spring 1962, Coral reissued *The Chirping Crickets* with a new title. Promotional copies for the album were pressed at the Gloversville plant. This time, the album was available in mono and in rechanneled stereo, each on the current label style – Label 55.



**Coral CRL-754705** *Buddy Holly and the Crickets* (rechanneled stereo)  
First Appearance in Trade Magazines: April 7, 1962

The first back cover (bc1) has a large box at the bottom with the Coral Records logo at the left side.

#### BUDDY HOLLY AND THE CRICKETS



**Coral CRL 757405 (Stereo & Monaural)**—The albums of the late Buddy Holly continue to sell, particularly the memorial set, "The Buddy Holly Story," released just after his death. Here is another group of fine musical memoirs for the fans, including some of the greatest hits of Holly and the Crickets, like "That'll Be the Day," "Oh Boy," "Maybe Baby," "Not Fade Away," etc. Package should do a brisk business.



Pinckneyville



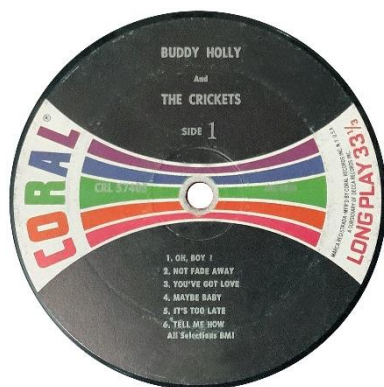
Gloversville

Coral CRL-57405  
Reissue on Label 63.

*Buddy Holly and the Crickets* (mono)



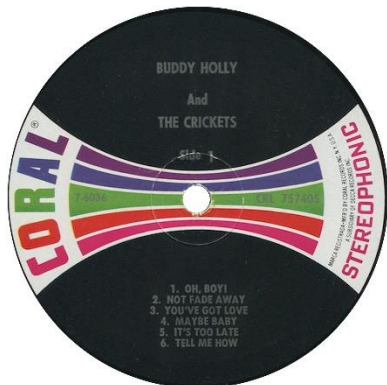
Pinckneyville



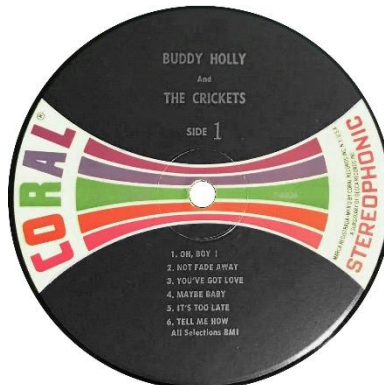
Gloversville

Coral CRL-757405  
Reissue on Label 63.

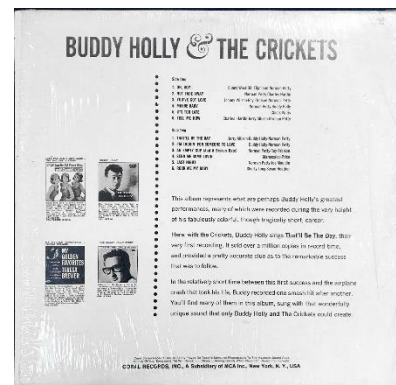
*Buddy Holly and the Crickets* (rechanneled stereo)



Pinckneyville



Gloversville

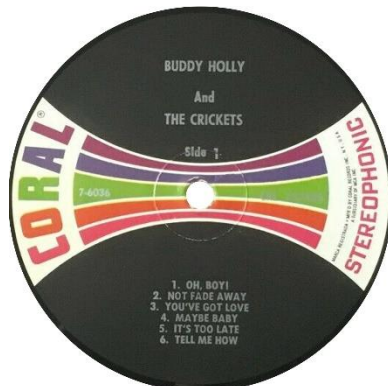


The first back cover (bc1) has a large box at the bottom with the Coral Records logo at the left side. The second back cover (bc2) has a small block of text in the bottom center indicating that Coral was a subsidiary of MCA.



**Coral CRL-757405**  
Reissue on Label 63m.

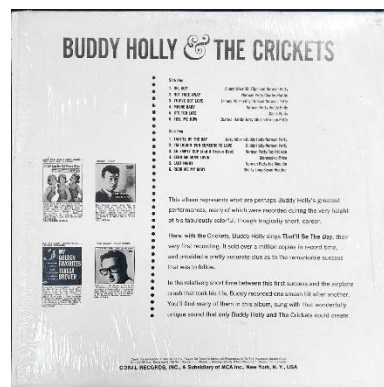
*Buddy Holly and the Crickets* (rechanneled stereo)



**Pinckneyville**



**Gloversville**



The first back cover (bc1) has a large box at the bottom with the Coral Records logo at the left side. The second back cover (bc2) has a small block of text in the bottom center indicating that Coral was a subsidiary of MCA.

After MCA phased out its subsidiary labels in 1973, they began to release Coral records with an "MCA Coral" imprint, but this album did not appear on the label; instead, it went out of print in the United States until the album's 30<sup>th</sup> anniversary in 1987, when it was reissued on MCA.



**MCA MCA-25170**

*The "Chirping" Crickets*

Approximate Release Date: December 1987

Copies that came out through the Columbia Record Club have "CRC" on the label and back cover.

