

That'll Be the Day
An Article by Frank Daniels

Brunswick Singles Label Styles

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

This label is found on 45 RPM singles only.

“Brunswick” appears in a straight line across the top of the label.

Underneath Brunswick are two lines of text.

Brunswick began to issue 45s between the release dates of singles 80157 and 80158, and continuing until single 80244 in November 1954. At that time, they concentrated on releasing EPs and LPs.

Then in April 1957, Brunswick rebooted with the introduction of new pop singles in a series beginning with 55000.



Label 57 – April 1957, through February, 1960

“Brunswick” appears in a wide arc across the label.

There is a star over Brunswick. On the 45-RPM label, two horizontal bars extend from left to right. On the 78-RPM label, there is either one bar (Gloversville) or none at all (Pinckneyville/Richmond).

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



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.

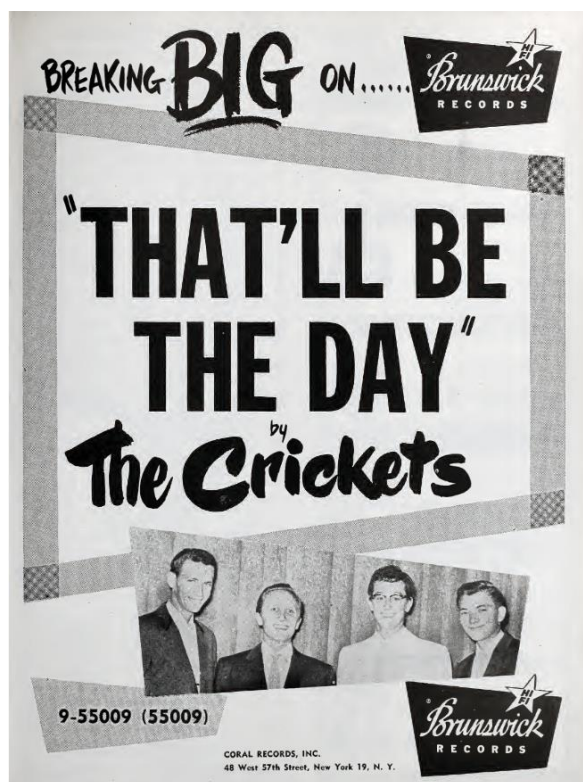
These marks appear on the side-B label.

Our Story Continues...

At the end of 1956, Buddy Holly had seen little success through his contract with Decca Records. It was then that Holly got together with producer Norman Petty to begin working on new material. On February 24th, Buddy and his group assembled to record the two sides of their first single under their new name. Petty reasoned that the group would need to record under a new name because Buddy's contract for Decca specified that for five years, he could not re-record any of the material that he had recorded for Decca – even though "That'll be the Day" had not been released at the time. The group decided that a "bug" name would fit, as a tribute to Buddy's favorite R&B group, the Spiders, who recorded for Imperial. After some discussion, Jerry Allison came up with Crickets. Although Brunswick and Decca were affiliated labels, they operated separately, and the Crickets were soon signed to Brunswick. Brunswick was just gearing up a restart of their own, officially (re-)entering the world of new pop singles.

THE CRICKETS
That'll Be the Day72
 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.





Brunswick 9-55009 (45 RPM) "That'll Be the Day"/ "I'm Lookin' for Someone to Love"
 First Appearance in Trade Magazines: June 10, 1957

Promotional copies exist from the Richmond pressing plant, and from Pinckneyville (below), and there were two (minor) label variations of the Pinckneyville pressing.



Pinckneyville Pressing Plant

Commercial Copies appear in quite a few label variations. For brevity's sake, only the A-sides are shown for most of them.



Richmond Pressing Plant



THAT'LL BE THE DAY
(Jerry Allison-Buddy Holly-Norman Petty)
THE CRICKETS

THAT'LL BE THE DAY
(Jerry Allison-Buddy Holly-Norman Petty)
THE CRICKETS

Gloversville Pressing Plant

Copies 57G(i), 57G(ii), and 57G(iii) differ only in the placement and spacing of the text at the bottom of the label.



THAT'LL BE THE DAY
(Jerry Allison-Buddy Holly-Norman Petty)
THE CRICKETS

THAT'LL BE THE DAY
(Jerry Allison-Buddy Holly-Norman Petty)
THE CRICKETS

Later copies have a comma in the matrix number. Copies 57Ga(i), 57Ga(ii), and 57Ga(iii) differ from one another in the placement and spacing of the text at the bottom of the label.



THAT'LL BE THE DAY
(Jerry Allison-Buddy Holly-Norman Petty)
THE CRICKETS

THAT'LL BE THE DAY
(Jerry Allison-Buddy Holly-Norman Petty)

THAT'LL BE THE DAY
(Larry Allison-Buddy Holly-Norman Petty)
THE CRICKETS

Pinckneyville Pressing Plant

Copies 57P(i), 57P(ii) and 57P(iii) differ only in the placement of "THE CRICKETS" under the song credits, and in the spacing of the words. Copies 57P(iv) accidentally show Jerry Allison's first name as "Larry."



Later copies have a comma in the matrix number. These also have a narrow typeface on the song titles. Copies 57Pa(i) have "Vocal Group with Orchestra" between the two horizontal bars, as they had been on the earlier pressing. Copies 57Pa(ii) and 57Pa(iii) have those words beneath the lower bar. Those differ from one another in the placement and spacing of the words.

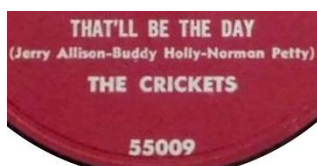
Pressing distinctions also exist on the 78-RPM release of the single. Considering all variations in both speeds, Brunswick release 23 different versions of the single in the record's first pressing.

Brunswick 55009 (78 RPM) "That'll Be the Day"/ "I'm Lookin' for Someone to Love"

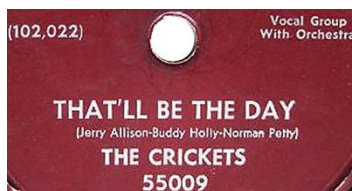
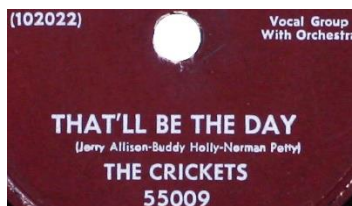
First Appearance in Trade Magazines: June 10, 1957



Richmond



Gloversville



Pinckneyville



Promo (Gloversville)



Gloversville



Pinckneyville

Coral 65618

“That’ll Be the Day”/ “I’m Lookin’ for Someone to Love”

First Appearance in Trade Magazines: December 1969

In 1969, the single was reissued onto the Coral label. At that time, the artist’s name was changed to read Buddy Holly and the Crickets. After MCA eliminated the Decca, Coral, and Brunswick labels in 1973, the single remained in print on the MCA label.



The **A-side title** came from a line that **John Wayne** uttered repeatedly in *The Searchers* (1956) – whenever Wayne’s character didn’t believe something would happen.

