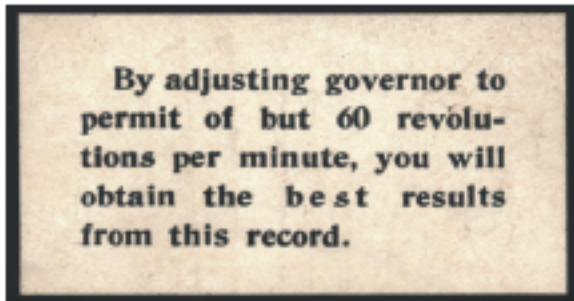


All 14" records sold for \$2.00, bore 5" diameter labels with gold print on a black background and were single-faced. On the reverse, a somewhat awkwardly worded sticker appeared, reminding listeners of the 60 rpm playing speed. The first 14" discs were titled "DE LUXE RECORD," and used the early-style trademark with split shading under the trademark, and the first typeface that featured balanced upper and lower strokes on the "C" in the word "RECORD" (Figure IV-7). This style label was probably in use during March and April of 1903. Around May, Victor adopted the revised trademark (with unbroken shading under Nipper) and the second typeface, in similar fashion to the smaller 7" and 10" discs. It is believed that this second-style label was used during May and June of 1903 (Figure IV-8).

Victor's June 1903 catalog supplement announced the 12" De Luxe record, and to avoid confusion, the 14" records were re-titled "DE LUXE SPECIAL RECORD" (Figure IV-9). Catalog numbers continued to appear in the 2000 block, but in October of 1903, a new 41000 block was set aside for the De Luxe Special records (Figure IV-10). The 14" discs continued to be listed in the Victor catalog for another year, but sales remained slow and the cumbersome beasts were discontinued in December 1904.



Reverse sticker appearing on 14" discs.



Figure IV-9. The third label style of the 14" record featuring the new "DE LUXE SPECIAL" name. ca. July - Oct 1903



Figure IV-10. An example of a late 14" record bearing the new 41000 series catalog number. ca. Oct 1903 - Dec 1904

Twelve-Inch DE LUXE Records

Between May and July of 1902, Victor's books indicate that approximately 150 recordings were made on 12" blanks. It would be an entire year, however, before they were announced to the public. The June 1903 catalog supplement carried the first list of 12" De Luxe records – all selections by the Victor Grand Concert Band – priced at \$1.50 each or \$15.00 per dozen. The following month, the repertoire was expanded to include vocal selections by the Haydn Quartet, Harry Macdonough and S.H. Dudley. The larger diameter (and consequently higher surface speed relative to the needle) provided greater volume and improved fidelity as well as a longer playing time.

No special numbering series was used for these first 12" records. Selections that were also available in the 7" Victor and 10" Monarch lines shared the three or four-digit catalog numbers of their smaller counterparts. Recordings unique to the 12" size were assigned catalog numbers between 2200 and 2400, though not all appear to have been released as many gaps remain in that block (Figure IV-11).



Figure IV-11. An early 12-inch DE LUXE record bearing the original three or four-digit catalog number. ca. mid-1903



Figure IV-12. An example of the re-numbered DE LUXE series that appeared at the end of October 1903.

Complete List of Victor DE LUXE SPECIAL Recordings

* 2001 Pique Dame Overture	von Suppé	[41009]	2017 1812 Overture (2217)	Tchaikowsky	[41008]
* 2002 Raymond Overture	Thomas	[41010]	* 2018 Aïda Selection	Verdi	[41013]
* 2003 Faust Selection	Gounod	[41004]	* 2019 Attila Selection	Verdi	[41001]
* 2004 Samson and Delilah	Saint-Saëns	[41012]	2023 Mignon Selection	Thomas	[41006]
* 2005 Hungarian Fantasia	Tobani	[41005]	2024 Star of the North	Meyerbeer	[41019]
2009 Falling Leaves	Ringleben	[41015]	2025 Morgenblätter Waltz	Strauss	[41017]
* 2010 Egmont Overture	Beethoven	[41014]	2026 Henry VIII Dances	German	[41016]
* 2011 Romeo and Juliet	Gounod	[41018]	2030 Flying Dutchman	Wagner	[41003]
* 2012 With Prussian Standard	von Bülow	[41020]	2031 Badinage	Herbert	[41002]
* 2015 Robert - Le Diable	Meyerbeer	[41011]	2033 The Lost Chord	Sullivan	[41022]
* 2016 Oberon Overture	von Weber	[41007]	2034 Stabat Mater-Inflamatus	Rossini	[41021]

* Indicates one of the 12 original issues. All selections were performed by the Victor Grand Concert Band or the Victor Symphony Orchestra with the exception of the last two selections which were cornet solos by Jules Levy. Keep in mind that the 2000 series was shared with the 12" DE LUXE records, which accounts for some of the missing catalog numbers.

Victor was justifiably proud of its accomplishment and found the 12" size a practical compromise between the 10" Monarch and the unwieldy 14" De Luxe Special Records. In announcing the 12" record, Victor noted:

The DE LUXE is the crowning achievement of Victor Talking Machine Company's efforts to improve the tone quality of disc records – as the ten-inch was such an improvement over the seven-inch, so the DE LUXE surpasses in every way the Monarch – truly a record magnificent in volume and breadth of tone, and only made possible by the opportunity which the twelve-inch disc gives for increasing the size of the circle of sound waves. DE LUXE records run from 3½ to 4 minutes, making it possible to catalog many of the great overtures and operatic selections which could not be recorded on the ten-inch disc.

In reproducing DE LUXE records, very fine results can be obtained by the use of a large size horn – 30 or 42 inch – which brings out in full perfection the broad and mellow DE LUXE tone.

DE LUXE TWELVE-INCH records should be played at the regular speed of 76 revolutions per minute.