

Leo J. Meyberg Company, a Century Ago (1921) in San Francisco

By Bart Lee, K6VK, CHRS Fellow, AWA Fellow

The Leo J. Meyberg Company, established in 1909 in Sacramento, and then in San Francisco, sold a huge amount of radio parts into the then burgeoning radio fad as early as 1921. It also sold at least three “MYCO” brand radios. It also broadcasted briefly. It enjoyed a handsome building into the 1950s (see nearby).



Leo J. Meyberg Co. in 1950; SFPL Photo © Moulin Studios*

The Archives have acquired an original 1921 Meyberg sales Bulletin, No. 1000. Keep in mind that it would take about \$16 today to buy a 1921 dollar's worth of something, including radio parts. The Bulletin appears below. Note: a De Forest receiver still needing (expensive) coils and tubes for \$120 (= over \$1900 today); a high-end rotary spark gap for \$26.50 (= \$400+); a pair of Baldwin Type F earphones for \$16.25 (= \$260); and a Westinghouse (double) crystal detector, \$5 (= \$80). The four-page Bulletin of available radio parts follows:

LEO J. MEYBERG COMPANY

428 MARKET STREET
SAN FRANCISCO

752 SO. LOS ANGELES ST.
LOS ANGELES

BULLETIN 1000

SEPTEMBER, 1921

RECEIVING APPARATUS

AERIAL SWITCHES

Murdock	\$ 5.00
F658 Clapp Eastham	13.25

AMPLIFYING TRANSFORMERS

UV712 Radio Corporation, new type	\$ 7.00
231A General Radio	5.00
226W Federal, Mounted	7.00
A2 Acme	7.00
A2 " Semi-mounted	5.00
A2 " Unmounted	4.50
166A General Radio, Mounted	7.00
166A " " Unmounted	4.50

RHEOSTATS

214 General Radio 2½ Amp. 2 ohm.....	\$ 2.50
214 " " 1 " 7 "	2.50
Paragon	1.75
F200 DeForest	1.10
F500 "	1.75
2110 Mesco Porcelain Base	1.20

SOCKETS

R300 DeForest	\$ 1.60
R500 "	1.40
156 General Radio	1.50
Paragon	1.00
UT-541 Radio Corporation 50 Watt Porcelain.....	2.50

TUBES

UV200 Radiotron Detector	\$ 5.00
UV201 " Amplifier	6.50
UV202 " Transmitter—5 Watt	8.00
UV203 " 50 Watt Power	30.00
UV216 Kenatron Rectifiers—20 Watt.....	7.50
UV217 " 150 "	26.50
AP Electron Relay	5.00
AP Amplifier	6.50
AP Transmitter	7.50
AP Single Rectifier	9.75

VARIABLE CONDENSERS

No. 20 2 Plate Vernier Condenser—Unmounted.....	\$ 2.00
No. 70 7 " Approximately .0001 mf. maximum capacity unmounted.....	2.35
No. 130 13 " " .0002 " " " "	2.75
No. 170 17 " " .0003 " " " "	3.15
No. 230 23 " " .0005 " " " "	3.60
No. 310 31 " " .0007 " " " "	4.30
No. 430 43 " " .001 " " " "	5.25
No. 630 63 " " .0015 " " " "	7.50
No. 2300 23 " " .00075 " " " "	6.00
No. 4300 43 " " .0013 " " " "	8.00
No. 6300 63 " " .002 " " " "	10.00
1 Chelsea .0011 mf. Mounted	5.00
2 " .0006 " "	4.50
3 " .0011 " With Dial	4.75
3 " .0011 " Without Dial	4.35
4 " .0006 " With Dial	4.25
4 " .0006 " Without Dial	3.85
CV 500 DeForest Air Unmounted with Knob, Scale and Pointer.....	5.55
CV1003 " " Vernier	15.10
CV1023 " Shielded with Vernier Aluminum Case.....	20.15
CV1033 " For Oil " Glass Case	21.80
CV1503 " Unmounted with Vernier	16.55
CV1523 " Shielded with Vernier in Aluminum Case.....	21.60
CV1533 " For Oil with Vernier Glass Case.....	23.30

TELEPHONE RECEIVERS

Brandes' Superior	\$ 8.00
" " Trans-Atlantic	12.00
" " Navy Type	14.00
Type C Baldwin—Reduced price	13.75
" E " " "	15.00
" F " " "	16.25
" C " " Single Unit	6.90
" E " " "	7.50
" F " " "	8.15
Extra Cords for Baldwin Phones90
No. 55 Murdock 2000 ohm	4.50
No. 55 " 3000 "	5.50
No. 56 " 2000 " New Head Band	5.50
No. 56 " 3000 " " " "	6.50

DUO LATERAL MOUNTED COILS

DL 25 Wave Length 130-250 Meters.....	\$ 1.50
DL 35 " " 180-400 "	1.55
DL 50 " " 250-700 "	1.60
DL 75 " " 400-900 "	1.70
DL 100 " " 500-1400 "	1.80
DL 150 " " 600-2000 "	1.90
DL 200 " " 1000-2500 "	2.00
DL 250 " " 1200-3500 "	2.10
DL 300 " " 1500-4500 "	2.20
DL 400 " " 2000-5000 "	2.40
DL 500 " " 3000-6000 "	2.55
DL 600 " " 4000-10000 "	2.80
DL 750 " " 5000-12000 "	3.00
DL1000 " " 8000-15000 "	3.20
DL1250 " " 10000-20000 "	3.55
DL1500 " " 15000-25000 "	3.80

JACKS AND PLUGS

1421W Jacks Open Circuit	\$ 0.70
1422W " Closed "85
1423W " Two "	1.00
1425W " Filament Control Closed Circuit.....	1.20
1439W " " Two "	1.50
1428W Plug	2.00
Pacent Universal Cord-tip Connections.....	2.00

ANTI-CAPACITY SWITCHES

1424 Federal DPDT 12 Springs	\$ 2.80
1426 " DPST 4 "	2.55
1427 " DPST 4 "	2.65
S200 DeForest DPDT 12 "	2.90

BUZZERS

178 Century High Frequency	\$ 2.50
55 Mesco—1½ Volt	2.50
56 " —6 "	2.50
251 " Watch Case	1.00
178 General Radio Panel Mounting	2.00

COIL MOUNTINGS

LC100 Inductance Coil Mounting	\$ 9.55
LC101 " " on Base	12.75

GRID LEAKS

Marconi—All Capacities	\$ 1.25
Grid Leaks Only75
" " Mounting Only50
No. 21 Chelsea Variable	3.00
G100 DeForest80

BATTERIES

No. 765 Eveready 22½ Volt B Small.....	\$ 2.50
No. 766 " 22½ " B Large Variable Taps.....	3.50
No. 774 " 43 " B—6 Taps	5.00
No. 746 " 108 " Amplifier Plate Battery	16.50
6 Volt 40 Amp. Hour Storage	18.20
6 " 60 " "	20.80
6 " 80 " "	24.05
Hydrometers	1.50

CRYSTALS

Untested Galena	\$ 0.35 oz.
Tested Galena in Glass Tube50 "
Silicon35 "
Carborundum35 "
N. A. A. Tested Galena25 Can

GALENA DETECTOR

D101 DeForest Dust-proof Glass Case	\$ 2.75
Westinghouse Double Detector Stand with Crystal.....	5.00

RECEIVING CABINETS

Myco D Honeycomb Receiver	\$ 75.00
Myco D $\frac{1}{2}$ Honeycomb Receiver Detector and Two-step.....	165.00
DeForest	120.00
(Prices on above do not include coils or tubes)	
(Range 175-25000 meters)	
Full Set QSA Coils—16 coils.....	31.40
Full Set Duo-Lateral Coils—16 coils.....	37.65
CR3 Grebe Special Short-wave Regenerative Receiver.....	70.00
CR3A " 175-375 Meter Regenerative Receiver.....	48.00
CR5 " 175-3000 " ".....	85.00
CR8 " Detector 175-1000 Meter Special Relay.....	85.00
RORR " Single Stage Audio Frequency Amplifier.....	27.50
RORJ " Two ".....	55.00
RORG " Detector and Single Stage Amplifier.....	50.00
RORD " " " Two ".....	80.00

LOUD SPEAKERS

Magnavox—Radio Tememegafone—New Large Horn.....	\$ 45.00
Loud Speaker with 36" Horn, 18" Bowl.....	13.00
Horn Only	3.50

PANELS

Formica Panels cut to size—20 cu. in. to the lb.....	\$ 2.50 lb.
Thicknesses— $\frac{1}{32}$, $\frac{1}{16}$, $\frac{1}{8}$, $\frac{3}{16}$, $\frac{1}{4}$, $\frac{3}{8}$, $\frac{1}{2}$, $\frac{3}{4}$.	
Formica Tubing in rods—prices quoted on request.	

SENDING APPARATUS

POWER TRANSFORMERS

250W Acme Radio Transformer Fully Mounted	\$ 17.60
250W " " " Semi- ".....	14.30
500W " " " Fully ".....	24.20
500W " " " Semi- ".....	19.80
1000W " " " Fully ".....	36.30
1000W " " " Semi- ".....	30.80
Type R Thordarson $\frac{1}{2}$ KW Transformer	29.70
Type R " " $\frac{3}{4}$ KW ".....	36.30
Type R " " 1 KW ".....	49.50
Type RS " " $\frac{1}{2}$ KW ".....	16.50
Type RS " " $\frac{1}{2}$ KW ".....	22.00
Type RS " " 1 KW ".....	33.00

TRANSMITTING CONDENSERS

Thordarson Oil Condenser	\$ 29.70
M2 Acme .0035 MF	35.20
M2 " .007 MF	38.50

SPARK GAPS

Benwood Rotary Quenched 8-12—16 point.....	\$ 26.50
3450 R. P. M. Induction Motor for above	25.00
Murdock $\frac{1}{2}$ KW Spark Gap.....	18.50

RADIO FREQUENCY AMMETER

25 0-5 Side Connected Switchboard mtg.....	\$ 15.00
25 0-10 " " ".....	15.00

OSCILLATION TRANSFORMERS

Thordarson	\$ 13.75
Murdock	5.00

C. W. APPARATUS

MOTOR GENERATORS

WESTINGHOUSE OR ELECTRIC SPECIALTY CO.

110Volt 60 Cycle AC 500 Volt 100 Watt D. C.....	\$ 85.00
110 " 60 " AC 1000 " 250 " ".....	145.00

C. W. TRANSFORMERS

200 Watt CW Acme Transformer Fully Mounted.....	\$ 22.00
200 " " " Core and Coils Assembled.....	17.60
50 " " " Power Transformer Fully Mounted	16.50
50 " " " Coils and Core Assembled	13.20
50 " Filament Heating Transformer Fully Mounted	13.20
50 " " " Unmounted	9.90
150 " " " Fully Mounted	17.60
150 " " " Unmounted	14.30

MODULATION TRANSFORMERS

231M General Radio	\$ 5.00
A3 Acme—Mounted	7.00
A3 " Semi-mounted	5.00

C. W. CONDENSERS

No. 1500	15 Plate	Approximately	.0004	m. f. Maximum Capacity	\$ 6.00
No. 2500	25 " "	" "	.0006	" " " "	7.50
No. 3500	35 " "	" "	.0008	" " " "	9.00
1000 Volt	1 M. F. Western Electric	Filter			2.75
	Dubilier Universal—all capacities				2.00
	1 M. F. Kellogg	500 Volt			2.25
	CS 1502 DeForest	.0015 Adjustable			7.35

C. W. FILTER CHOKES

500	M. A. Acme	Single	Coil	Choke	\$ 6.60
150	" "	" "	" "	" "	4.40
500	" "	Double	" "	" "	8.80
150	" "	" "	" "	" "	6.60

JEWELL METERS

Pattern					
33	0-100	Milliamp	Flush	Mounting	\$ 8.00
33	0-250	" "	" "	" "	8.00
33	0-500	" "	" "	" "	8.00
54	0-15	" "	Panel	Mount Back Con.	10.00
33	0-500	Voltmeter			16.00
33	0-10000	" "			23.00
33	0-1500	" "			29.00

JEWELL THERMO COUPLED RADIATION METERS

64	0-1	Amp.	Flush	Mounting	\$ 12.00
64	0-2	" "	" "	" "	12.00
64	0-2½	" "	" "	" "	12.00
64	0-5	" "	" "	" "	12.00

HOT WIRE METERS

No. 127	General Radio	5, 1, 2, 2½, 3, 5, 10 amp.	\$ 7.75
No. 127	" "	250 Milliamp	7.75
No. 127	" "	100 " "	9.00

TRANSMITTERS

Kellogg	Telephone	Transmitter	\$ 3.50
	Extension Arm	for above	1.25
Magnavox	Hand	Transmitter	25.50
" "	Tone Arm		37.50
HT100	DeForest	Hand Transmitter	6.35

C. W. MISCELLANEOUS

C. W.	Tuning	Inductance	tapped	\$ 9.00
Audio	Frequency	Choke		7.50
Radio	" "	" "		3.00

MISCELLANEOUS

AERIAL WIRE

7 Strands	No. 22	Phosphor	Bronze	\$ 0.02 ft.
7	"	No. 18	" "	.04 "
No. 14	Hard	Drawn	Copper Wire—75 ft. to lb.	.50 lb.
No. 12	"	"	" " " "	.50 "

INSULATORS

Ball	Insulators	Composition	\$ 0.40
4"	"	" "	.50
10½"	"	" "	1.00
18"	"	" "	2.50
Lead-in	"	" "	3.50
Bob	"	Porcelain	.10

BATTERY CHARGING OUTFITS

Westinghouse	2 amp.	with bulb	\$ 18.75
"	6	" "	29.50
Bulb Renewals	2 amp.		4.40
"	6	" "	8.80

AUTOMATIC TRANSMITTERS FOR SELF-INSTRUCTION

No. 2	Omnigraph	\$ 31.50
No. 2	Jr. " "	23.75

MISCELLANEOUS

Skinderviken	Transmitting	Buttons	\$ 1.00	
Cardboard	Tubing	3", 3½", 4", 4½", 5", 5½", dia. 12" long	.20	
F743	Clapp	Eastham	Graphite Potentiometer	3.00
F643	Boston	Key		8.00
Magnet Wire, all sizes, prices on request.				
Binding Posts, all sizes—bulletins and prices on request.				

Meyberg briefly got into the new mass medium of broadcasting, presumably to sell radio parts. It was a pretty chaotic environment with only specified times available to each station on the assigned wavelength of 360 meters. A later FCC record shows:

KDN [callsign]

Leo J. Meyberg [owner]

Fairmont Hotel, San Francisco, Calif. [location]

360 [wavelength; the entertainment wavelength at the time, 830 KHz]

125 [power in watts]

12/8/21 [date of license issue]

Source: "FCC" typed list of earliest U.S. AM stations, from Al Jones; the FCC succeeded earlier federal regulators in about 1934. See also:

[https://en.wikipedia.org/wiki/KDN_\(San_Francisco\)](https://en.wikipedia.org/wiki/KDN_(San_Francisco)) . The wiki says:

"Although KDN was first licensed as a broadcasting station in late 1921, this was actually a relicensing and continuation of operations begun under an Experimental license, 6XG issued to the Leo J. Meyberg Company a few months earlier. The Meyberg company was an electrical parts distributor with offices in San Francisco and Los Angeles that boasted it had "the largest radio stock of the Pacific coast." 6XG was the first of two stations established by Meyberg for providing a broadcasting service, as later that year the company began operating 6XAK (later KZC/KOG)... in Los Angeles. 6XG inaugurated regular programming in June, transmitting from the Fairmont Hotel on Nob Hill in San Francisco, using a wavelength of 350 meters (857 kHz) and initially employing a 10 watt transmitter. The station adopted an ambitious programming schedule....

"The Meyberg company soon decided to end its broadcasting activities. *** The licenses for both KDN and Meyberg's Los Angeles station, KYJ, were subsequently deleted on May 1, 1923."

See also: <https://bayarearadio.org/sf-radio-history/kdn>

The Meyberg company, in connection with Lee de Forest, also arranged for the San Francisco Radio Club to make radio-telephone broadcasts to promote itself in 1920 (according to *Pacific Radio News*, August 1920 Vol. II, No. 1 at page 7).

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See: www.sfpl.org/sfphotos.

(de K6VK) ##