

## Berkley and Company

A 15-year-old boy, with a yen for fishing, an eye for tying flies, and the drive to stick to a job, started Berkley and Company in 1937.

Berkley W. Bedell, a high school student in Spirit Lake, Iowa, invested \$50 he had saved from a newspaper route, in fly tying equipment and advertised that Berkley and Company had fishing flies for sale.

Within a year Bedell's company had grown so much that he had hired seven helpers and moved the business from his bedroom to a store building.

At this point, a Washington, D.C., magazine picked up the Bedell story and printed it under the banner, "The Parade of Youth." Bedell was cited as one of the outstanding business-oriented young persons of that day. Some 28 years later he was honored by the president of the United States as the nation's "Small Businessman of the Year."

Following service in World War II as an Air Force pilot, Bedell returned to Spirit Lake and resumed the operation of his business.

From the start, Berkley stressed the importance of research and development in creating new products and spreading production into the related fields of sporting goods and recreational products.

The first important new product was the STEELON leader, a tough braided wire leader coated with plastic to make it non-kinking and knot proof. A strong, lightweight monofilament fishing line was developed and marketed under the TRILENE label. Seeking a total capacity in the sport fishing business—the company's basic line—Berkley expanded into the manufacture and distribution of rods and reels in 1966.

Berkley's 1972 roster of rods includes those used in bait-casting, boat and live bait fishing, fly fishing, fresh water spinning, heavy fresh water or light salt water spinning, heavy salt water spinning, mooching, popping, spin-casting, surf fishing and surf spinning. Also produced are pack and regulation rods and worm workers, fly outfits, outfits for fresh and salt water spinning and spin-casting, travel packs for carrying Berkley rods, plus a full line of reels.

Recently introduced was the world's only patented curved-taper rod, the Para/Metrics, and an instant line change adapter. Among Berkley's Para/Metrics is the Curt Gowdy Signature rod, precision detailed to assure each is without equal. Gowdy, the voice of NBC baseball, NFL football and other sports programs, is an avid fisherman and Berkley's International Field Test Director.

The result of research and development is the manufacture of products which, in Berkley Bedell's own words, "help to make sport fishing even more

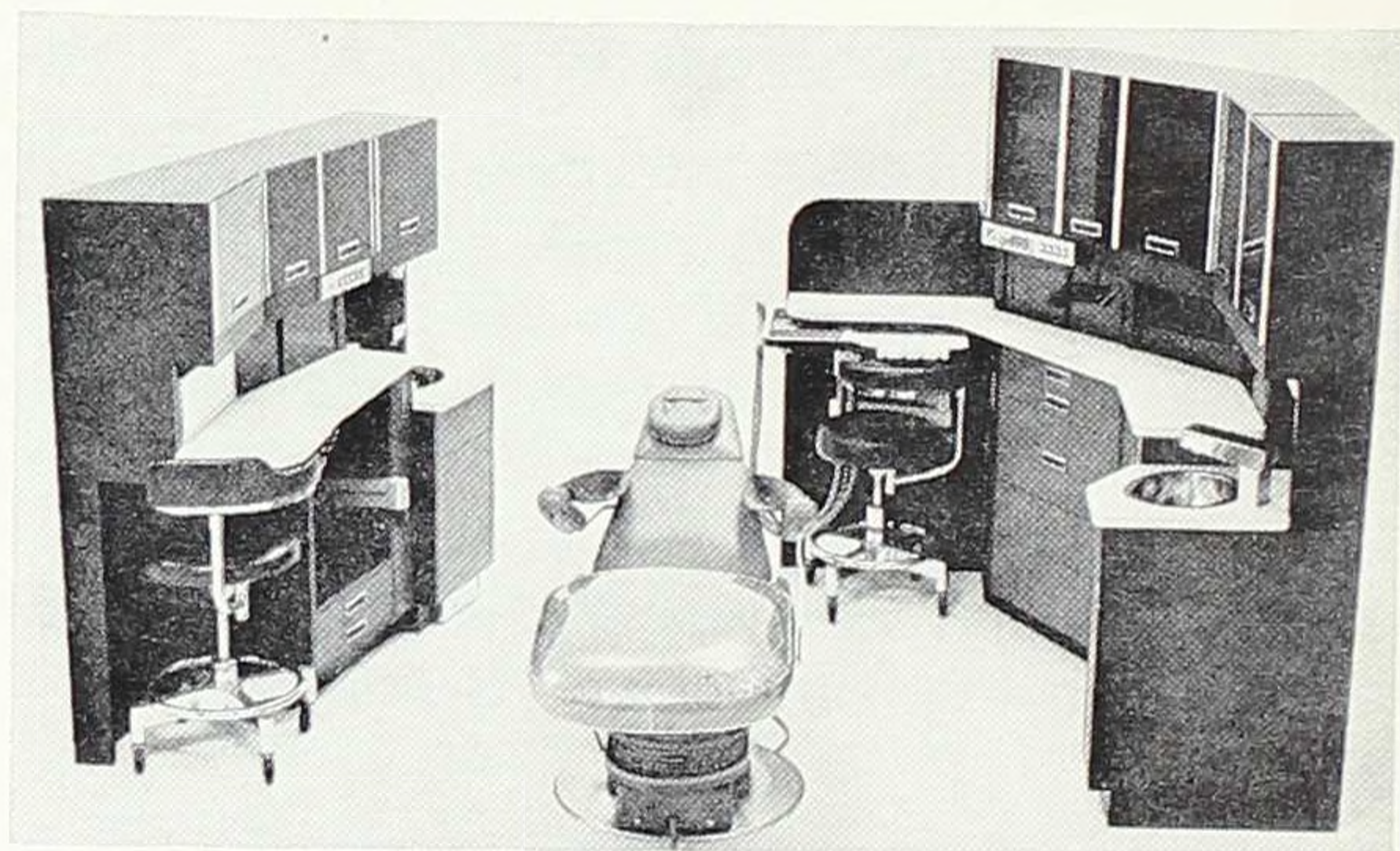
fun for those who enjoy this great outdoor sport."

In addition to the fishing lines, Berkley also produces a wide variety of marine and industrial ropes, ski-tow handles and accessories, float-tail units, plastic floats, hooks and snaps, ski-tow harness; winch, tiller, and motor safety cable, and winch, anchor, and heavy duty anchor ropes. If a rope is needed for any reason, Berkley probably has it.

Latest development to emerge from Berkley's continuing research program is TRILENE XL, a monofilament line, more limp and takes less "set" on the reel so it has less "curl," resulting in longer and more accurate casts. Another innovation is DEPTH-O-MATIC, a line that features five bright, highly visible color changes every ten feet, making it easy to tell how much line is out. When a strike is made, it is simple to return to the same trolling depth by observing the line measurement.

The staff of Berkley and Company has grown to some 650 to 800 people, depending upon seasonal needs. These employees work in plants in Spirit Lake and Emmetsburg, Iowa.

Berkley and Company, privately held, reported sales of \$6,312,000 in 1966. Sales had more than doubled by 1971, peaking at \$14,099,000. The company's annual payroll, in 1971, was listed at \$4,102,000, and its employees' profit sharing fund balance totaled \$1,026,000.



Den-Tal-Ez recently introduced the new Truth System, a companion set of sit down instrument and cabinet consoles combining beauty and function in a dental operator.

Electric chair lifts are being assembled and given final inspection on this line.

