



Berkley Bedell

The first name of this honorary member should be very familiar to all modern day anglers, as it is synonymous with one of the most enduring brand names of fishing tackle, especially fishing line, still going strong in the 21st century. Berkley originally came to prominence with the advent of Trilene monofilament line in the late 50's. Prior to this, in 1945 after returning from the war, Berkley started Berkley and Co. producing cable wire leaders.

Later on, in the 1960's Berkley entered into the rod business, which lead to international expansion in the 1970's. Soft plastic baits first made an appearance in the 1980's. The 1990's through today have seen significant technology improvements in all of the Berkley products. From the beginning, Berkley committed significant resources to research and development - a continuing strategy that has resulted in countless product innovations, including Berkley Trilene, the Lightning Rod, PowerBait, FireLine, and more recently Gulp! and Gulp! Alive. Berkley is now part of the Pure Fishing Group.

All of this had its humble beginnings in Spirit Lake, Iowa, where as a teenager, Berkley Bedell began tying flies and making his own leaders in his bedroom. He would sell to nearby shops and local fishermen. As his business took off, he had to hire local girls to help him tie flies, and make silkworm gut and cable wire leaders.

As outlined above, Berkley and Co. grew exponentially and became a leader and innovator in all facets of tackle manufacturing, especially fishing line. Berkley Bedell was the driving force behind many of these

products and designs. He also served as a U.S. Congressman from Iowa, serving 1974 to 1986.

Honorary Member -
